

# 2024 Cookie Rookie

# Welcome to the Cookie Program!



# Welcome!

Hello new troop leader and/or troop cookie manager!

Welcome to Girl Scouts of North East Ohio and THANK YOU for being a volunteer! By volunteering with Girl Scouts, you are preparing Girl Scouts for a lifetime of leadership.

The Cookie Program is one of the most exciting events of the year and may seem overwhelming but fear not! This document will help provide basic resources and answer some of your initial questions, so the program is broken down into manageable portions as you are just starting out.

First - It is not mandatory that a troop participate in the Cookie Program as part of the Girl Scout experience.

However, it is a Financial Literacy Program (and actually the largest girl-led entrepreneurial program in the world) used to introduce Girl Scouts to the 5 Essential Business Skills:

- **Goal Setting** –setting goals and creating a plan to reach them.
- **Decision Making** – making decisions on their own and as a team.
- **Money Management** –creating a budget and handling money.
- **People Skills** – finding their voice and building confidence through customer interactions.
- **Business Ethics** –acting ethically, both in business and life.



Want to motivate your Girl Scouts for the Cookie Program? Have your Troop Cookie Manager contact your Product Sales Coordinator (see page 13) to order free Cookie Rookie patches!

\*\*Available while supplies last

# Troop Cookie Manager

Every troop must have a troop cookie manager to participate in all sales avenues.

As a **TROOP COOKIE MANAGER**, you have the privilege of instilling passion and drive in Girl Scouts so they can achieve their goals. You will help them develop an entrepreneurial mindset by giving them the materials and support they need to succeed.

## YOUR PRIMARY RESPONSIBILITIES:

- Review volunteer training online.
- Confirm your troop in eBudde™, the online cookie management system.
- Review Troop Manager Guide – your best resource for processes, policies and handy tips.
- Distribute materials and support caregivers.
- Confirm and/or enter orders from paper order cards and keep eBudde™ up to date.
- Order troop cookies and re-order as needed.
- Coordinate cookie distribution to families
- Collect money and issue receipts for all transactions.
- Enter and coordinate distribution of all cookie rewards.

A Troop Leader may also be the Troop Cookie Manager, or you can task another troop volunteer for the role.

## HOW TO SIGN UP TO BE THE TROOP COOKIE MANAGER

1. To become the Troop Cookie Manager, a registered, back-ground checked adult needs to sign up for the Troop Product Sales Manager – CP role in [MyGS](#) on gsneo.org.
2. This will prompt an email to you with the link for the [Troop Product Sale Manager Agreement Form](#); the link is also available on gsneo.org under Cookies+>For Cookie Sellers>Resources for Cookie Managers>Getting Started.
  - Completing this form provides all the information we need to set the troop up for the program and to ship you the sales material. If your troop volunteer is not yet registered or back-ground checked, they will receive prompts to complete these steps before they can assume the role.

If the troop does not have a Cookie Manager, Girl Scouts will still be uploaded and will have the opportunity to participate online with Digital Cookie but cannot do initial order card or booth sales.

# Ways to Participate

## THE COOKIE BREAKDOWN

The Girl Scout Cookie Program is made up of 3 different parts. You are not required to participate in every aspect of the sale, which means you can customize how you and your troop take part in the program each year!

## WAYS TO PARTICIPATE - MAKE IT WORK FOR YOU!

1. Initial Order Card – Girl Scouts take orders from friends and family on the paper order card and deliver product once it comes in
  - This method is great for a smaller scale individual program and promoting local in-person sales.
2. [Digital Cookie](#) – Girl Scouts send out emails for customers to shop in their online store front
  - This method is great for expanding sales near and far. And there is no money to collect as all payments are taken online!
3. Cookie Booths – Cash and carry sales outside of local businesses; Girl Scouts have product on-hand and sell in their community
  - This method is great to promote teamwork amongst the troop and to reach customers that may otherwise be unreachable. Booths can be scheduled at the troop's convenience of date, time, and location.

## AS A NEW TROOP, IT'S OK TO START SMALL!

Encourage your Girl Scouts and their families to participate in Digital Cookie because it's so easy.

If they want to take initial orders, encourage them to talk to friends and family and practice their sales pitch.

Cookie Booths are not mandatory and may be something your Girl Scouts grow into next year, however, if you want to try one, there are handy tips and resources online to help you prepare.

Start small and the troop sale will grow with your troop!

# T.I.P.P.S

## TROOP INFORMATION FOR PRODUCT PROGRAM SUCCESS

The Financial Literacy Program is an essential and fun part of every Girl Scout's Journey! Here is an easy checklist to make sure your troop is all set for the upcoming Product Sales Program year.

- ✓ Our troop has a Troop Manager for the Cookie Program!
  - Have they signed up for the role?
    1. Log into [MyGS](#) to choose the **Troop Product Sales Manager – CP** role for your troop
    2. They need to complete the [Troop Product Sales Manager Agreement Form](#) to gain access to the sales systems and receive sales materials for the troop
  
- ✓ All our Girl Scouts are registered for the new program year!
  - Check your troop roster in [MyGS](#); make sure any members who have moved or changed troops since you registered are correctly listed.
  - Pass out sales materials to the troop and hold a caregiver meeting to discuss the program and troop plans for sales and goals.
  - Be ready for Digital Cookie– Girl Scouts need to have an e-mail address, grade level and date of birth in their registration information to participate online.
    - Digital Cookie sends launch emails directly to the family so they can participate right away. These emails will go to the caregiver email listed in her registration
  
- ✓ Our troop has a troop bank account, and the information has been provided to the GSNEO Finance Department!
  - Bank information has not changed since the last Product Sale Program – no action needed!
  - Don't have a bank account yet or changing accounts? Go to [gsneo.org/forms](https://gsneo.org/forms) and search for the [Request to Open Troop Bank Account](#)
  
- ✓ **GET CAREGIVERS INVOLVED!**
  - Let families know about the programs and what roles they can help you with during the season to support the troop's success – it is a troop effort!
  
- ✓ Our troop has set a goal!
  - It is important that your troop understands what they are working towards and can convey that to customers. They should be proud of their accomplishments! It is a proven fact that Girl Scouts have better success with an established goal. Troops should set a group goal and service project goal, and individuals should set their own personal goals



# Important Dates

## 2024 GIRL SCOUT COOKIE PROGRAM

- December 11** Troop resources available in the eBudde Help Center and at [gsneo.org/forcookiesellers](https://gsneo.org/forcookiesellers)
- December 14** Troop Manager online training. Register at [gsneo.org/events](https://gsneo.org/events)
- January 3** Cookie Program begins!
- January 4** Troop Manager online training. Register [gsneo.org/events](https://gsneo.org/events)
- January 6** Troop Manager in person training. Register [gsneo.org/events](https://gsneo.org/events)
- February 8** Troop Initial Order due
- March 2 - 7** Cookie delivery
- March 8 - 24** Cookie booths
- March 24** Cookie Program ends - money due to troop
- April 8** ACH debits of troop bank accounts begin
- April 10** Pathway Passes uploaded to [GSNEO Rewards](#)
- June** Rewards ship to Service Unit Distribution Manager



Watch for the Weekly Cookie Bytes emails from GSNEO for timely reminders and up-to-date information during the Cookie Program!

# Money Management

## HOW THE COOKIE CRUMBLES



Troop Proceeds & Girl Rewards	20%
Council-sponsored programs, events, properties, training and other support	43%
Cost of cookies & cost of program	28%
Council Administration Cost	9%



All varieties are \$6.00 per package

Base profit for all troops begins at \$0.95

# Money Management

## TROOP BANK ACCOUNTS

1. With your troop/group, the first step is to go to the bank branch where you wish to open a free business checking account for your troop.

We recommend that troops open accounts at the following banks which have proven they work well with Girl Scout troops.

- Huntington
- KeyBank
- Fifth Third Bank

2. Complete the [Request to Open Bank Account](#) form  
The GSNEO Finance Department staff will assure that the named signers on your form are listed in the GSUSA membership database as the current appointed leaders of the troop/group and have passed a criminal background check.\*

Once all volunteer roles and background checks are finalized, GSNEO emails the bank a letter authorizing the troop to open a business checking account. You will receive a copy of the authorization letter sent to the bank.

3. With authorization letter in hand, return to your bank and fill out signature cards and get your free starter checks and documentation of your account and routing number.
4. Submit your new bank account numbers to GSNEO using the online [Submit New Bank Account Numbers](#) form.
5. Remember that if you leave the troop or are taking over a troop bank account that is already established, you must notify GSNEO. Use the [Request to Change Bank Account Signers](#) form.

\*Your Troop Cookie Manager does not need to be on the bank account but does need to be able to deposit funds as they are collected throughout the program.



# Payment Options

TROOPS CAN TAKE CREDIT CARDS FROM CUSTOMERS WITH OUR PAYA CREDIT CARD PROGRAM!

Troops can accept card payments from customers at booths. The [application form](#) to sign up is available in the eBudde Help Center and at [gsneo.org/forcookiesellers](http://gsneo.org/forcookiesellers).

## PAYMENTS TO THE TROOP

Girl Scouts and their families need to pay the troop for their orders by the end of the program. All the money collected needs to be deposited in the troop account before the ACH debit begins on **April 8**. Council will process the ACH debit to withdraw the amount owed to Council, leaving the troop profit in the account.

The troop cookie manager will be able to provide a Sales Report from eBudde so the troop will have the data they need for the Troop Finance Report at the end of the year.

## CHEDDAR UP - AN EASIER WAY FOR CAREGIVERS TO PAY TROOPS!

Cheddar Up is a digital payment and tracking tool that will help your troop easily collect money online for Girl Scout activities or events. Through our partnership with Cheddar Up your troop bank account will be linked with your Cheddar Up account so you can quickly accept online payments for expenses including cookie payments from caregivers. If your troop is not yet signed up, please contact Customer Care.

# Goal Setting

## FUNDING THE ADVENTURE WITH COOKIE POWER!

Girl Scouts are always counting down to the next adventure they'll go on together. Maybe it's artistic. Maybe it's an experiment. Maybe it's camping or helping the community. Girl Scouts offers every member the chance to do something amazing! And with the opportunity to earn troop profits, the possibilities are endless!

By participating in the Cookie Program, Girl Scouts can make big plans with their troop and learn valuable life skills, too. The power of the cookie doesn't end there... the money earned can help keep the adventure going year after year!

By selling just **27** packages of delicious Girl Scout Cookies, each cookie seller will earn enough troop profit to pay their \$25.00 membership dues for the next year.

Profits are held in the troop bank account so the money can easily be applied toward membership dues. Remember, Girl Scouts and their caregivers should be involved in the discussion of how troop profits will be used. When you hold your cookie planning meeting, renewal for next year should be one of the goal topics to discuss. Setting their cookie goals to include paying for their membership renewal is an excellent way for the Girl Scouts to learn how their actions impact their adventures!



## USING COOKIE PROFITS FOR RETAIL PURCHASES!

Official Girl Scout Entrepreneurship Badges & Pins, and other uniform program pieces are available for purchase at GSNEO retail locations.

# Pathway Passes

Girl Scouts can earn a wide variety of rewards for their achievements in the Girl Scout Cookie Program!

**Pathway Passes** are rewards earned through participation in GSNEO's Council-sponsored product sales programs. They are program credits to be used for program and camp registration; they cannot be used for membership registration nor in the Council shops.

- All Girl Scout programs on the GSNEO website are Pathway Pass eligible if they contain a discount code option during registration.
  - Pathway Passes must be applied to the program at time of registration. They may not be applied to any prior program registrations.
- Codes for earned passes are uploaded electronically to the [GSNEO Rewards](#) website. Detailed information about retrieving these Pathway Pass codes is available at [gsneo.org](#).
- Pathway Passes earned during the 2024 Cookie Program will be uploaded April 10, 2024 and will expire on March 15, 2025.

<b>Welcome to GSNEO Rewards!</b>	First Name
GSNEO Rewards is where you find all of your GSNEO discounts in one place.	<input type="text"/>
Fill in the fields using your 5-digit troop number.	Last Name
Please make sure you have caregiver permission before using codes of girls not in your family.	<input type="text"/>
For further information or to get help with the GSNEO Rewards system contact Registration at <a href="tel:800-852-4474">800-852-4474</a> or email <a href="mailto:registration@gsneo.org">registration@gsneo.org</a> .	Troop Number
	<input type="text"/>
	Email
	<input type="text"/>
	<input type="submit" value="Submit"/>

# Camp & Programs

Our Council offers a wide variety of fun and exciting programs and camp experiences for Girl Scouts of all ages – Daisy to Ambassador!

You can browse our online Council-sponsored events at [gsneo.org/events](https://gsneo.org/events)

Don't forget – Pathway Passes can be redeemed and applied as payment at time of registration!

## Who can attend?

- Any currently registered member of Girl Scouts may participate in council-sponsored programs and events specific to their current age level.
- Girls may participate individually or as part of a troop. Adult chaperones are required unless otherwise noted.
- Family and friends are welcome to attend “Family-Friendly” programs and events.

## Get registered!

- GSNEO uses an online registration system. First time visitors must become a registered user by creating a profile and password.
- Payment is due at the time of registration using credit or debit cards, or GSNEO Pathway Passes.
- Registrations that can be accommodated after the close date will incur a \$5 late fee per person.
- Programs are filled on a first-registered, first-served basis. The online system indicates program capacity and remaining spaces available, as well as a waitlist.
- Waitlist openings are dependent on cancellations and are not a guarantee of being placed in a program.

## Online registration is easy at [gsneo.org](https://gsneo.org)

- Go to ‘Event Calendar’
- Choose your event
- Click ‘Register’
- Log on to your account
- Add girl participants
- Add adult chaperones
- Process payment
- Check your email for confirmation

## Need more info?

Visit [gsneo.org](https://gsneo.org) > [Contact Us](#)





# Magazine & Snack Program

## Did you know we offer a Fall Program too?

### WHAT IS THE MAGAZINE AND SNACK PROGRAM?

The Magazine & Snack Program (MSP) is a council-sponsored money-earning program that allows troops to generate funds at the beginning of the membership year for activities, camping trips, and community service by selling nuts, candy, magazine subscriptions, and more.

### WHY PARTICIPATE?

The Magazine and Snack Program is a great opportunity for both experienced and newly forming troops alike to earn quick and easy proceeds to help power their adventures at the start of the program year. The types of sales for MSP include an in-person order card and an online store front (there are no booths).

With a wide range of products available there is sure to be something for everyone, and troops make 20% profit on all items sold!

Troops that meet the necessary Spring Renewal requirements and participate in the Magazine and Snack Program and sell at least the Per Registered Girl Average (PRGA) of \$35 will earn additional proceeds in the upcoming Cookie Program!

Cookie Program Base profit for all troops begins at \$0.95. If a troop qualified for the Spring Renewal bonus by meeting the early registration and finance report deadlines and by reaching the Magazine & Snack Program participation goal of \$35 PRGA, their profit will begin at \$0.98 and increase according to their PRGA! Plan ahead for next season!





# Your GSNEO Cookie Team



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440-670-7544  
(Call or text)

Available September 1 – May 31 8:00 am – 11:00 pm

**Please use the Customer Care contact information during normal business hours.**