



# Cookie Sale News

JANUARY 2018

**Direct Sales Begin: February 3**  
**Booth Sales: February 16 - March 18**

## FIRST DAY SALES - SATURDAY, FEBRUARY 3

Girls will begin selling with cookies in hand beginning the very first day of the sale - February 3. Cookies and payment are exchanged on-the-spot in one quick, easy step. Customers are instantly gratified and girls experience immediate success from a completed transaction. The majority of customers prefer to buy cookies from a Girl Scout at their door, so this will be a great time for families or troops to canvass the neighborhoods for "first day" sales. A single starting date gives everyone an equal opportunity, and the public will be anxious to receive their cookies on the announced starting date! Digital Order Card sites also become active on this date.

## ORDER CARDS AND DOOR HANGERS

Be sure girls take along their order cards when selling cookies. They can use their cards to track their sales and manage their money, as well as take down additional orders if they run out of a certain variety. They can also use them to share their goals, record sales of Gift of Caring/Operation Cookie Drop cookies, refer to nutritional information, and collect customer information that they can use to call back or email to see if they would like more cookies. Girls should keep their cards each year to build up a customer base. Give girls their order cards as soon as they receive their cookies.

Door hangers are great for leaving behind when the customer is not home. Door hangers – and other selling resources – can be downloaded from the Cookies section at [www.gseok.org](http://www.gseok.org), or girls can make their own. Be sure to use only girls' first names or initials, and adult contact information. We hear from many people who are waiting for a Girl Scout to come to their door!

## DIRECT SALE TIPS FOR TROOP INVENTORY MANAGEMENT

- ✓ It is recommended that you sign out no more than the equivalent of six cases of cookies to each girl at one time. **Girls must turn in money for cookies sold before more cookies are signed out**, and must turn in money weekly. In the case of outstanding parent debt at the end of the sale, troops will be responsible for any outstanding funds exceeding six cases.
- ✓ Girls with a proven track record of high sales can sign out more cookies at a time, but must turn in a corresponding amount of money before receiving more cookies.
- ✓ If a girl/parent does not pick up their initial cookie inventory order within four days after the first day of sales, February 3, use the cookies for booth sales or additional girl orders, or contact your service unit cookie coordinator to tell them you have extra cookies.
- ✓ Make sure parents/girls know who to contact in the troop if they need additional cookies or if they are having trouble selling the cookies in their possession.
- ✓ **Call or meet with each parent weekly** to see if they need more cookies or have money to turn in, or if they are having difficulties selling their cookies.
- ✓ Schedule more booth sales to help girls sell all the cookies in their possession, or go to a neighborhood as a group to sell door to door. Target neighborhoods where there are no Girl Scouts.
- ✓ Remind the girls to call back to their customers who have already bought cookies for a "last chance" to buy more. Top sellers report that they go back to their regular customers up to 3-4 times in the same year.
- ✓ If the troop is out of cookies, before going to a cupboard for more, **first** contact your service unit cookie coordinator. They may have some cookies or know of a troop that has extra cookies. This helps everyone!
- ✓ If your troop has more cookies than you think you can use, ask your service unit cookie coordinator for help in moving cookies to another troop or for ideas for additional sales opportunities.
- ✓ Be aware of possible needs for girl delivered cookies ordered through Digital Order Card.



## DEPOSITING & ACH PROCEDURES

Deposit money weekly into the troop account as outlined in the Troop Cookie Manual and following the schedule below. All deadline times are close-of-business on date listed. The council will withdraw cookie payments by ACH two times.

- **Tuesday, February 6** – Troop account deposits up-to-date
  - **Tuesday, February 13** – Troop account deposits up-to-date
  - **Tuesday, February 20** – Troop account deposits up-to-date
  - **Tuesday, February 27** – **First ACH debit** - ½ of initial order balance due
  - **Tuesday, March 6** – Troop account deposits up-to-date
  - **Tuesday, March 13** – Troop account deposits up-to-date
  - **Tuesday, March 20** – Troop account deposits up-to-date
  - **Friday, March 23** – Final Report and ACH deadline
  - **Monday, March 26** – **Final ACH debit** - Final balance due
- The ACH Electronic Debit Authorization Form, #312F, must be submitted to the service unit cookie coordinator or council prior to the start of the Cookie Sale, February 3, 2018. Troops may not receive cookies until this ACH Debit Authorization is received.
- Troop is responsible for entering troop bank information into the eBudde system.
- One-half of the balance due council on troop's initial order will be due by close-of-business on February 27. The first ACH debits will occur beginning the next day.
- If troop did not place an initial order in eBudde, the payment due will be based on their first pickup at the warehouse or cupboard.
- Troop may request additional ACH debits before the end of the sale, to avoid holding a large amount of money in the troop account.
- Troop must contact the Product Sales department in writing (email ProductSalesACH@gseok.org or letter) at least 48 hours before each deadline if you do not have the necessary funds to cover the ACH debit. Bank charges for insufficient funds will be the responsibility of the troop unless the troop reports errors or insufficient funds by this deadline. No more cookies may be received until this balance is paid.
- After payment is confirmed by the council's bank, the payment data will be recorded in eBudde and will appear on your troop report.
- Troop/group is responsible for depositing sufficient funds to cover these debits and will be responsible for any resulting nonsufficient (NSF) charges due to troop mishandling.
- Money is due by deadline date, but ACH will be performed after this date, not on or before.
- If final payment amount needs to be reduced due to insufficient funds, outstanding debt forms must be submitted for each family owing money to back up the amount reduced, and amounts must be reflected in the girl payment record in eBudde.
- Be sure to deposit weekly, and before receiving additional cookies. You must show proof of deposit if requested before you pick up additional cookies from the cupboard.

## PLANNING COOKIE BOOTHS

Not everyone is home when a Girl Scout knocks at their door, so . . . help the girls make plans for some cookie booths. The first day for booth sales is Friday, February 16. When planning the booth sale, plan for no more than two to four hours at a time (three-hour booths are ideal - preferably within the 9:00-12:00 or 12:00-3:00 or 3:00-6:00 time frames to give other people the same opportunity), with the girls working in one- or two-hour shifts (depending on the age of the girls), and with no more than three or four girls at the booth at one time (minimum two girls and two adults for council sites). Be sure to follow all procedures for troop outings and proper adult/girl ratio.

Reminder - **Form #307F, Booth Sale Approval**, must be completed for each cookie booth sale, **except those being coordinated by the council or your service unit**. All booth sales will be managed through the eBudde booth scheduler. See December's Cookie Sale News (also available online) for detailed instructions on reserving the two types of booth sales - council-coordinated or troop-selected.



If you have questions about the Cookie Program, call your service unit cookie coordinator; or contact Celeste Franklin, director of product sale programs, cfranklin@gseok.org, or Christie Boyd, product sales specialist, cboyd@gseok.org, 918-745-5256 or 800-707-9914, ext. 256.