

Cookie Sale News



JANUARY 2019

Direct Sales Begin: February 2
Booth Sales: February 15 - March 24

FIRST DAY SALES - SATURDAY, FEBRUARY 2

Girls will begin selling with cookies in hand beginning the very first day of the sale - February 2. Please remind the girls about the Girl Scout Law – we are *honest and fair*. 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, 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!

SOCIAL MEDIA RULES

Remind everyone that posts on social media should only be to friends and family, people the girl personally knows. There is NO posting on websites such as eBay, Craigslist or any other website where posts can be viewed by the public.

CREDIT CARD PAYMENTS

For Girls - the Digital Cookie app makes it super simple for customers to order their favorite cookies online, pay by credit card, and have cookies shipped right to their home! Girls can also accept credit card payments for cookies sold in person. Girls must have set up their site in Digital Order Card to use this app. Find the Digital Cookie app for iOS and Android in the App Store or Google play.

For Troops - The following guidelines are provided to enable troops to use mobile card readers to accept payment for cookies at booth sales via credit cards. We have heard positive results from troops who took advantage of this payment method in previous years.

GSEOK recommends the Square Mobile Card Reader, which comes with a free card reader, free software, and no monthly fees. The fees for use are 2.75% for all swiped cards. The Square Mobile Card Reader supports iOS and Android devices. There is a chip card reader for \$49, with the same 2.75% fee for dipped or swiped cards.

Important Considerations - Utilizing the Square Mobile Card Reader is optional. Troops considering the use of a card reader must decide if it will be beneficial to the girls’ goals, or whether the fees will present a hardship. Fees are entirely the responsibility of the troop, and no additional cost may be passed on to the customer. See page 12 in the Troop Cookie Manual for **Requirements for Use**.

Setup Information - Square provides device support, setup instructions, and troubleshooting advice via its website, <https://squareup.com/>. GSEOK is not responsible for, and does not provide technical support for the Square Mobile Card Readers. Please contact Square for all related questions and issues relating to the use of their card readers. Transaction questions and disputes as well as bank deposit questions must be directed to Square support staff.

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 2, use the cookies for booth sales or additional girl orders, or advertise them on the *Cookie Exchange* in eBudde.
- ✓ 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, check the *Cookie Exchange* in eBudde. This helps everyone!
- ✓ If your troop has more cookies from your initial order than you think you can use, extra cases can be returned/exchanged at a cupboard by February 20.
- ✓ Be aware of possible needs for girl delivered cookies ordered through Digital Order Card.



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 15. 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* or the *Volunteer Cookie Manual* 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 programs, cfranklin@gseok.org, or Christie Boyd, product programs specialist, cboyd@gseok.org.