



GIRL SCOUTS OF EASTERN OKLAHOMA

# Cookie Sale News

FEBRUARY 2019

*Research tells us that 90% of those asked will purchase Girl Scout Cookies. However, nearly 35% of all possible customers are never asked to buy!*

## DEPOSITING & ACH PROCEDURES

Deposit money frequently as outlined in the Volunteer Cookie Manual (page 17). The council will withdraw cookie payments by ACH two times.

- **Tuesday, February 26 – First ACH debit** - ½ of balance due based on cookies in hand on February 11
  - **Tuesday, April 2– 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 2, 2019. Troops may not receive cookies until this ACH Debit Authorization is received.
  - Troop is responsible for entering troop bank information into the eBudde system.
  - 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) at least 48 hours before each deadline if you do not have the necessary funds to cover the ACH debit.
  - 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. No more cookies may be received until this balance is paid.
  - The payment data will be recorded in eBudde and will appear on your troop report.
  - If final payment amount needs to be reduced due to insufficient funds, unpaid funds 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.

## 5 FOR FIVE! CUSTOMER PROMOTION

Boost your booth sales with this fun contest and customer promotion. See page 8 in your Troop Cookie Manual for GSEOK details. Print the 5 for Five! sheets and table tents from our website, Cookie Sale Resources (For Sellers).

## 2019 S'MORES CONTEST

The S'mores contests last year were a hit! Watch for details...coming soon!

## UNIFORM UPDATE

When selling Girl Scout Cookies, girls should be wearing a Girl Scout uniform, pin, or t-shirt to identify them as a Girl Scout. The Girl Scout Store can help you with questions you have about patch placement so that your uniform is ready to go.

## VISIT OUR COUNCIL WEBSITE

Go to the Cookies page, For Cookie Sellers, at [www.gseok.org](http://www.gseok.org) frequently for updates, forms and helpful links during the Cookie Sale activity.

## BOOTH SALES: FEBRUARY 15 - MARCH 24

### BOOTH SALE PROCEDURES

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 your Volunteer Cookie Manual (pages 14-15, 21) or January 8 Facebook Live for instructions on reserving the two types of both sales - council-coordinated or troop-selected.



All booth sales at Walmart and Sam's locations must follow the specific 2019 rules agreed upon between GSUSA and Walmart corporate headquarters. You may read or download these rules online on our website Cookies page. The exact dates and hours of approved booth sales are negotiated exclusively by the council with each participating location, and are coordinated through the eBudde booth scheduler. Troops must comply with these rules and any further direction from the store management. If you have any questions about these rules, or need help while you are at a particular location, contact Christie Boyd, [cboyd@gseok.org](mailto:cboyd@gseok.org).

### BOOTH SALES = PUBLIC RELATIONS

Troop booth sales are public displays of Girl Scouts at their work. This is the first thing the public usually thinks of when they hear the words Girl Scouts. Follow all council rules for troop outings and proper adult/girl ratio. Troops should make themselves visible without being a nuisance. Follow any rules set by the management as to greeting the customers only on the way in or out, etc. Greet people in a courteous way but do not call out or rush up to them as they walk by.

Include some activities for when there are few customers. During that time have a planning session, sing Girl Scout songs, or demonstrate a craft. This will attract attention in a positive way. Idle time often allows energy to be released in a non-productive way. The public will report bad behavior to the management, and then a good booth site is lost.

Daisy troops are not encouraged to participate in booth sales, due to the attention span of the girls. Daisies will benefit most from a family and friends approach, with emphasis on learning and fun.

Be sure to clean up after your booth sale. All empty cookie boxes must be taken with you, as well as trash, signs, etc. Remember, Girl Scouts leave a place better than they found it. Thank the business representative and send thank you notes.



### BOOTH SUPPLIES

Cookie costumes are available to use for your booth sales. Make your reservations through the Girl Scout Store with advance notice.

You may borrow Gift of Caring boxes from your service unit, or have girls make their own.

**Also, be sure to use your troop's Operation Cookie Drop (virtual gift of caring) box wrap.**

Decorate with goal posters, table-top displays, and anything the girls design to call attention to your booth.



### COOKIE LOCATOR

There are a couple apps to help customers find cookies. Simply Google, Girl Scout Cookie Locator. People can also download and use one of the free apps. Once your booth sale is approved in eBudde it automatically appears in the Cookie Locator. When booth sales begin, any customer searching for cookies can enter their zip code and find all the booth sales available. Remember, booth sites will not show up until booth sales begin. Customer may also find cookies at [GirlScoutCookies.org](http://GirlScoutCookies.org).



### BOOTH SALE PATCH

Troops may purchase the Booth Sale Patch in the Girl Scout Store for \$.99 each (plus tax). **New this year** – submit your evaluation online! We will add the survey to our website so you can evaluate your booth sale location. Please use your **Booth Sale Recorder in eBudde** to let us know how many cookies you sold at each location. This is also a great tracking tool for troops!