

The Cookie Recipe

Issue 11



A Resource Guide for Volunteers
during the 2024 Cookie Season

Booth Sale Season is here and sales are going strong!

Troop 60044 got lucky with their St. Patrick's Day booth last Sunday selling 253 packages of cookies! They plan to use their cookie proceeds for a troop overnight trip to Boston this summer. But the best part for the leader was seeing the older girls still so engaged at the booth and customers receptive to them. Many customers shared their own Girl Scout stories!

Cookie booths are a fantastic way for Girl Scouts to reach new customers and increase their sales. Booth sales are generally held in front of local businesses or at community events with high foot traffic. Girl Scouts can also consider holding a virtual booth on social media with the supervision of troop adults. Be sure to enter all booth sale dates for your troop in the Booth tab on eBudde.

Help promote cookie booths in your town! Print and post [this flyer](#) on local community bulletin boards such as in post offices, coffee shops, and libraries. While you may need to ask permission first, it is a great way to direct potential customers to local booth sales.

Does your troop need cookies for your first booth sale, or have you already held one and need additional inventory? Login to eBudde to place a pending cookie cupboard order. Troops can submit additional cookie order requests in the Transactions tab on eBudde. See our [cookie cupboard list](#) for a location near you and [watch this short video](#) on how to place a pending cupboard order in eBudde. If you have any questions, please check our [Cookie Cupboard FAQ document](#) or reach out to your service unit cookie manager.

Want to get in on booth sale fun? Contact your service unit cookie manager or our Customer Care team for opportunities!

Great Opportunity! You can receive a booth charm for the Girl Scouts in your troop by promoting your booth sale on social media. Share where and when your booth will be held and tag Girl Scouts of Connecticut in the post.

Want your post to stand out? Check out some of the [digital marketing resources](#) at Little Brownie Bakers.

After you post, make sure you fill out this [form](#) so we know how many charms you need.

Booth Sales Continued...

Cookie Program fun and learning keeps going after delivery! Girl Scouts and troops are most successful in the Cookie Program when they continue to work towards their cookie goals through March and April.

In addition to holding another booth sale, there are lots of ways for Girl Scouts and troops to maximize their sale to help them reach their cookie program goals:

- **Set up a Digital Cookie Storefront!** Girl Scouts can set up their Digital Cookie site any time during the cookie program season. Troops can also set up their in-person delivery and/or direct ship link at any point during the cookie program. Setting up your Virtual Booth link allows customers to order cookies from your troop to be shipped or donated. This link will be posted to the National Cookie Finder. Cookie customers can use this tool to search for a troop or cookie booth in their area. Check out this [Tip Sheet](#) for how to set up the link.
- **Hold virtual booths on social media or meeting platforms.**
- **Hold a Cookies for Heroes/local Gift of Caring initiative campaign.** Consider partnering with local business owners to promote Gift of Caring purchases to their customers.
- Girl Scouts can use the [Goal Getter Period Order Card](#) to record in-person customer orders. These orders can be fulfilled from troop extras or from a cookie cupboard. Remind troop families to communicate with you if their Girl Scout has taken any in-person Goal Getter orders. Please see the **Action Steps** below for how to submit an order to a cookie cupboard.

Action Steps

1. If you have not already done so, be sure to make arrangements for troop families to pick up their Girl Scout's cookie order from you. We know that our cookie customers can't wait to receive their favorite cookies!
2. Allocate your troop's cookies for Goal Getter orders, booth sales, and Troop Site. See the series of eBudde instructions [available on our website](#) under the eBudde Dropdown.

[Watch this helpful tutorial](#) to see how to allocate packages for Goal Getter orders for Girl Scouts in your troop on the Girl Order tab in eBudde.

Have sales from the Troop Site link? [This video](#) shows how to distribute those packages for the troop.

[This video](#) shows how to use the Booth Sale Recorder feature on the Booth Sale tab in eBudde to distribute cookies sold during the booth sales to Girl Scouts.

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Upcoming Important Dates

April 5 – First ACH payment initiated.

April 7 – Digital Cookie closes for Girl Delivery orders.

April 21 – Final day of the Cookie Program: End of Booth Sales & Digital Cookie closes for shipped and donation orders.

April 26 – Troop final eBudde deadline.

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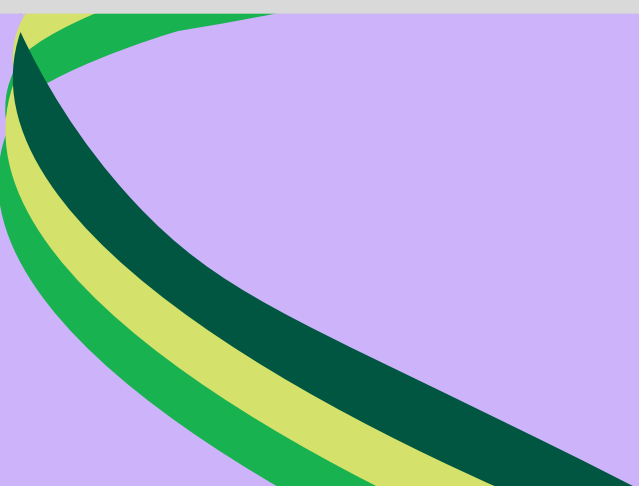
Cookie Program Resources

The calendar for the 2024 Cookie Program can be found on our website on the [Cookie Program Resources page](#).

[2023-2024 Cookie Program Volunteer Guide](#)

[Printable Goal Getter Order Card](#)

Be sure to check out our [Cookie Program Resources](#) page for additional resources for Girl Scouts, families, and volunteers.

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Action Steps Continued...

- Troops can return up to 60% of the number of cases picked up from the cupboard. **Returns must be made within 5 business days of the booth date.**
- Only full cases in sellable condition may be returned. Individual packages cannot be returned. Cookies that were part of the troop's Initial Order cannot be returned or exchanged at a cupboard.

If you have any questions, please check our [Cookie Cupboard FAQ document](#) or reach out to your service unit cookie manager.

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