

Week of February 21, 2023

Cookie Program News

Welcome to this week's Cookie Program news.

Upcoming Important Dates

February 24 | Council-Secured Cookie Booths and Cookie Cupboards open!

February 24 | Suggested date to collect funds from initial orders.

February 27 | Shipping option opens for all varieties on Digital Cookie.

February 27 | NEW! Raspberry Rally available for shipping online!

Important Updates

NEW! Exclusive GSWO Shipping Promotion!

Exciting Cookie News! While booths are council-secured booths are opening this weekend, we are also getting ready for the launch of shipping on Digital Cookie. As a refresher, shipping is not available until Monday, February 27, which is the same date that Raspberry Rally will become available to our customers for purchase online for shipping. We know we have many girls, volunteers, and cookie customers who are eager for this to open, and so are we!

To share in the excitement, GSWO will be offering a shipping promotion from Feb 27 (12:01 CST) through March 5, 2023 (11:59 pm CST- Digital Cookie uses this time zone)! **Customers that purchase a minimum of 10 packages will receive \$5 flat rate shipping for their cookie order.** This is a fantastic deal for our customers and an exciting way for our girls to grow their business!

Although the promotion is only available until March 5, shipping remains an option until March 19, when our season officially closes.

We know you may have some questions, so hopefully here are your answers!

SHIPPING PROMO FAQs

- **How is this being communicated?**
 - o Friday, February 24, an email from GSWO will go out to all troop volunteers, and caregivers with the specifics including ideas for their troops to promote this special.
 - o Starting on February 27 we will be sharing social posts and emails to the public so hungry cookie customers are aware of this limited-time special! We encourage girls to go back into their Digital Cookie accounts and send emails to their customers making them aware of this promotion as well!
 - o The National Cookie Finder will allow customers to find troops near them offering shipping and is promoted through all GSUSA's avenues.
 - Last year the cookie finder had over 400,000 searches for zip codes within our council!!
 - www.gswow.org/findcookies - for shipping, the site is currently defaulting to the nearest ABC council, but this will change once our shipping opens on February 27.
- **Who pays for the shipping promotion?**
 - o GSWO covers this cost, it is NOT covered by GSUSA, or the baker. However, we have done that math and looked at successful promotions that other councils have offered and believe this should really help our troops and girls!
- **Is there a maximum order size to receive the discount?**
 - o Yes, customers must purchase between \$50 and \$150 (10 and 30 packages) worth of cookies to receive the flat rate shipping promotion.
- **Do donated packages count towards the min/max quantities?**
 - o Donated cookies purchases placed by customers who are also purchasing shipping cookies at the same time, will not count towards the minimum and maximum quantity guidelines for the promotion.
- **Can a girl offer ONLY shipping? (ie: close girl delivery?)**
 - o YES! If a girl has decided that they are done with in person orders and/or online girl delivery, they can simply turn that off in Digital

Cookie and continue to offer shipping and donations to their customers. Girls are still encouraged to promote and get creative but would have no cookies to physically deliver.

- **Can troops purchase cases of Raspberry Rally to sell in person/at booths?**
 - o No. Raspberry Rally was developed to be an online shipped only cookie. By selling them in person it creates market confusion for our customers. Raspberry Rally will also not be available at any of our Cookie Cupboards and should not be ordered from troops with the intention to sell at Cookie Booths, Stands or Drive-Thru booths of any kind.

Raspberry Rally

While we are all excited about this new cookie, we did want to remind troops that, per GSUSA's guidelines, Raspberry Rally is available to customers through Digital Cookie shipping only. This means that troops should not be purchasing a stock of Raspberry Rally cookies from Digital Cookie for their booths and RR will not be available in Cookie Cupboards. GSWO takes the guidelines laid out to us seriously and ask that our troops do the same but following our Girl Scout Promise and Law honor system.

Cookie Cupboards

Cookie Cupboards are finishing getting stocked in all regions this week and most are slated to open February 24! Placing pending orders for a cupboard or a troop-to-troop transfer is now available through the Transactions Tab in eBudde.

Toffee-Tastic may be showing as unavailable in some cupboards. We had an influx of orders come in yesterday and are working through properly stocking cupboards. Each regional warehouse is currently limited on Toffee-Tastic cookies as well as we are waiting for our next shipment to arrive from the bakery. Since the Toffee cookies are gluten-free, each bakery batch must go through extra certification steps and this process is taking a bit longer than usual, so once our order has been certified, they will be restocking everywhere!

Editing Orders: If you have placed a cookie cupboard order and need to make a change to the existing order, you may edit your order up until the evening before your pickup. By editing the order, this saves you from having to choose a second timeslot for any cupboards that utilize slots. Some cupboards do print tickets each morning or even pre-pull orders before you arrive, so if you make any changes on the day off, please confirm those changes have been acknowledged when you pick up your order.

eBudde Reminders

Cookie Booths

As your troop starts Cookie Booth season, here are a few great reminders!

- Details for your Cookie Booth were included in the confirmation email you would have received after you signed up for a council-secured booth. But, if you are unsure of where a booth is in a certain mall or business, head to the Booth Sales tab in eBudde and click the blue “Email Signups” button for full details/notes for all your scheduled booths in one conveniently emailed report!
- If you signed up for a council-secured booth and can no longer attend, please release the booth in eBudde. This can be done from your Dashboard by clicking the “release” button in your Calendar section. You can also do this the same way you secured a slot by just clicking the timeslot to remove your troop from it. This then allows another booth to select that timeslot, but it also removes the booth from the national [Cookie Finder](#) so that customers don’t show up to an empty spot.
- Revisit the Booth Sales tab often! As plans change for troops, cookie booths that were previously booked up, may now have available timeslots open – even at some of your favorite locations. It’s always a good idea to revisit the available cookie booths slots often if you’re looking to set up someplace soon!

Cookies In Hand Payment from Digital Cookie

If your troop is using the payment option in Digital Cookie to process credit cards through the app for offline orders, those payments will show in the Girl Orders tab in eBudde as INHAND. This simply means that someone paid for cookies through Digital Cookie that they ordered offline directly from the Girl Scout. It will not add an additional order in Digital Cookie, it is just another method of taking payment for offline orders if your troop is not utilizing Clover Go for credit card processing.

Digital Cookie Reminders

A reminder that all Digital Cookie shipping opens on February 27. As mentioned above, GSWO will be offering a \$5 flat rate shipping promotion. This is a great time to encourage your girls to sign back into their Digital Cookie to send another round of marketing emails as soon as shipping becomes available.

Caregiver Reminders

As we move closer to the end of the Cookie Program, now is the perfect time to collect funds from caregivers for initial orders. Use the receipt books provided in your cookie materials kit whenever cookies or money exchanges hands with families – both you and the caregiver should sign and keep copies for your records. Collect funds and deposit into your troop bank account often, don't keep cash sitting around!

Resource Highlight

Cookie Exchange in Rallyhood

As you continue working Cookie Booths or reviewing your troop's participation in the Cookie Program, don't forget about our Cookie Exchange group in [Rallyhood](#). You can easily join the group and write on the message wall if you are searching for cookies, or have cookies to exchange out. This helps alleviate

some of the posts in the GSWO Volunteer Support Facebook group as that group is not just dedicated to cookies, but used for everything Girl Scout related! Join the [Cookie Exchange in Rallyhood](#) today!

Have questions? The Customer Care Team is here to help! Contact us at customercare@gswo.org or 888.350.5090.