



Cookie Chat

01/05/2024

Volume 1



Girl Scouts of Northern New Jersey

Girl Scout Cookie Program



This weekly newsletter is brought to you by the GSNNJ Product Program Team – Janet Barnes, Judy Schlemm, Vicki Christie, and Melanie Toj. Cookie Chat is designed to help Troop Cookie Managers navigate the Girl Scout Cookie Program with timely tips and tricks. Each week Cookie Chat is posted to the GSNNJ website and to the eBudde Help Center.

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[2024 Girl Scout Cookie Program Theme & Mascot](#)



Every Girl Scout is one of a kind. The Girl Scout Cookie Program teaches them to be proud of it. We empower entrepreneurs to discover their strengths and to embrace the skills that set them apart. Because we know that what makes each Girl Scout different, also makes them magical! Let's remind them every chance we get to "Own Your Magic!"

Meet Lucy, the 2024 Girl Scout Cookie Program Mascot. She's an Axolotl and is sure to make this cookie season a "lotl" fun!



[Getting Started](#)

The Girl Scout Cookie Program officially begins on Tuesday January 9. To ensure your Troop has a smooth start, follow these steps.

1. Login to eBudde and Digital Cookie. Welcome emails to both sites have been emailed to either the Troop Leader or the Troop Cookie Manager.
2. Check that all your Girl Scouts are listed on the "Girls" tab in eBudde. If anyone is missing, check your membership roster – this usually means a girl has not registered for the current year.
3. Distribute the Girl Scout Cookie order card and money envelope to all registered girls.

4. Help parents/caregivers set up their Girl Scout's Digital Cookie site. Parent/caregiver registration emails should arrive January 5 and will come from "Girl Scout Cookies."

Digital Cookie

Shipping Promo – Customers who purchase 9 or more direct-shipped packages of Girl Scout Cookies between January 9 and January 13 will receive \$5 off shipping costs.

Digital Cookie for Girls and Parents/Caregivers:

Digital Cookie is the official online platform for selling Girl Scout Cookies. Girls, along with a parent/caregiver can set up their online storefront and share their site with customers. Follow these easy steps to get started.

1. Register for Digital Cookie[®]

Create your **Digital Cookie** Password
for email address: parent@email@domain.com

When you create your password, a confirmation email will be sent.

Password

Confirm password

Submit

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

Look for the Digital Cookie registration email sent to all registered Girl Scouts on 1/5/2024. Need help? Click the help section at [Digital Cookie Login - Girl Scouts](#)

2. Set Up Your Site

Cookie Page Setup

1. Sales Target 2. My Cookie Story 3. Published

STEP 1: SET MY SALES TARGET REQUIRED

Your Goal Calculator

THIS GIRL WANTS TO SELL: 200 SALES WHICH = ABOUT \$1200 (to help her target and set goals)

SO FAR TONILISA HAS SOLD:

10537 total sales sold

Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!



Use the email and customer database features in Digital Cookie to reach out to your customers. Ask them to visit your site, make a purchase, and to share your site. Also, post your site on social media (ask an adult for help and guidance).


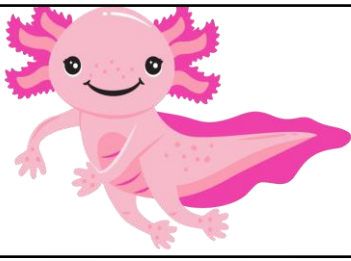



Use your Digital Cookie site to track sales and inventory and check progress towards your goal. You can also work towards earning several Cookie Business Badges.

Tech Tools

User	Site information	Access
Digital Cookie https://digitalcookie.girlscouts.org		
<u>Girls and Families</u>	<ul style="list-style-type: none"> • Girls, with the help of an adult, set up an online storefront. • Girls send emails to customers or share their site on social media 	Email link sent to parent/caregiver email address on file in MYGS
<u>Troop Cookie Volunteers</u>	<ul style="list-style-type: none"> • The Troop volunteer has access to view sales results and program engagement in Digital Cookie. • Troop links can be created to share with customers. 	Access email sent to Troop Volunteers listed in eBudde
eBudde https://cookieportal.littlebrownie.com/users/sign_in		
<u>Troop and Service Unit Volunteers</u>	<ul style="list-style-type: none"> • Cookie program management site for Troops and Service Units. • Used to manage cookie orders, reward orders, schedule Booth Sales and distribute extras sales to girls. • Download the eBudde Troop App and have mobile access to your Troop's Cookie Program. 	Access email sent to Troop Cookie Manager and/or Troop Leader

Important Dates

		
<h3>January</h3> <p>1/9 Program Begins 1/28 Initial Order Ends 1/30 Troop Orders Due</p>	<h3>February</h3> <p>2/8 SU Deliveries Begin 2/18 SU Deliveries End 2/17 Booth Sales Begin</p>	<h3>March</h3> <p>3/4 Inital Payment Due 3/17 Booth Sales End 3/19 Troop Orders Due 3/19 Final Payment Due</p>

Girl Scout Cookie Program FAQs

eBudde

Q. How does a Troop Cookie Manager get access to eBudde?

A. All Troop Cookie Managers must be registered for the current GS program year. The role of Product Program Manager – Cookies should be added to the membership record.

Q. What should I do if there are girls missing from my eBudde roster?

A. Check that your roster is correct in Volunteer Systems. You can also email customercare@gsnnj.org for assistance.

Q. Are girls and troops automatically added to eBudde?

A. Updates from the membership system to eBudde happen often throughout the program.

Q. What should I do if we have an inactive girl in the troop?

A. If a girl has not participated in troop activities this year, she can be removed from your roster in eBudde. Email a member of the Product Program Team for assistance. Active but non-selling girls may not be removed.

Q. Where can I find sales data for my Troop?

A. The “Troop Sales Report” tab in eBudde has pertinent sale information.

Q. How can I get help using eBudde?

A. The eBudde Help Center has a wealth of information for running your Girl Scout Cookie Program. There is GSNNJ specific information in the “From the Council” section.

Digital Cookie

Q. When will girls and parents/caregivers have access to Digital Cookie?

A. A registration email will be sent to parents/caregivers on January 5 to the email address linked to their membership account.

Q. Do Digital Cookie orders feed into eBudde?

A. Yes, all girl delivered, donated, and direct-shipped orders automatically feed into eBudde. New for 2024, parents can enter offline (order card) sales into Digital Cookie which will feed into eBudde as well. More details to come on this feature.

Q. Will the direct-shipped option open on January 9?

A. Yes! All ordering options will begin on January 9 including girl delivered, direct-shipped, and donated.

Q. What does parent approval mean?

A. When customers order cookies to be delivered by the girl, the parent must approve the order. This is to ensure that parents are able and willing to deliver these cookies in person.

Q. Can Troop Cookie Managers approve girl-delivered orders?

A. No, only the parent can approve these orders.

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