2022-2023 Girl Scout Cookie Season
Troop Product Manager Presentation
Today’s Agenda:

• Theme Reveal / Mascot
• New Raspberry Rally
• New to Council
• Booths/Mega drops
• Juliette Process
• eBudde/DOC enhancements
• Rewards
12/03 – Cookie Kick Off Rally – Marineland, St. Augustine
01/03 – Order card and DOC Begins
01/16 – Troop Initial Order/rewards due
01/23 – Early Booth selection begins at 7:00 PM EST
01/25 – Booth Selection begins at 7:00 PM EST
1/31 – 2/2 Home Deliveries begin

2/3 – 2/4 Mega Drops across Council
02/10 – Booth Sales Begin
02/14 – 25% ACH Due
02/17 – National Cookie Weekend
02/21 – 50% ACH Due
03/07 – 75% ACH Due
03/19 – In person & DOC Sale ends
03/21 – 100% ACH Due
03/21 – Troop Deadline for orders/rewards

04/25 – Awards expected to deliver
04/29 – Go Getter Event at Dave & Buster’s in PCB
05/06 – Go Getter Event at Dave & Buster’s in Jacksonville
07/18 – 07/20 – National Girl Conference
Intro

A Bright Idea
As we Thought about the Theme for the 2022-2023 Girl Scout Cookie Season...

One idea sparked another ... and another ... and then another.

We’re excited about the updates we have for you, all inspired by entrepreneurs.
Excitement is high
Dreams are big
Dreams are big
Dreams are big
This Girl Scout Cookie Season, we are ready to...
Are you ready to rally around a new cookie? We are!
Introducing

Raspberry Rally™

Baked with **pink raspberry-flavored** center and dipped in a chocolaty coating for a taste that is both sweet and indulgent

- Consumers are **craving raspberry**
- Thins as a concept overall remains compelling in market
- Appealing to all types of consumers

Cookie and package identifies **raspberry** to the consumer

- **Plum colored package**
- Clear sweet **raspberry aroma**
- **Bright pink base cookie**
- **Flavor** delivers on expectation of raspberry
- Package similar to Thin Mints:
  - 2 sleeves of cookies in carton
  - 9oz net weight
  - 12 cartons/case
Introducing Raspberry Rally™

The first Girl Scout Cookie offered exclusively online for shipping only!

- Simplicity for volunteers and girls, no handling necessary
- Easy inventory management
- Opportunity for girls to learn about and participate in rapidly growing online shopping trends, and practice omni-channel selling skills
Raspberry Rally™ will be Treated Differently than the other Cookies on the Order Card.

<table>
<thead>
<tr>
<th>Raspberry Rally featured on the bottom, not with the other cookies</th>
</tr>
</thead>
</table>

| No order column for Raspberry Rally |

| Space available for QR Code to help Girl Scouts tell their customers how to get the new cookie! |

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The image shows an order form with a section dedicated to Raspberry Rally, highlighting its unique placement and the need for additional QR Code space for marketing purposes.
Raspberry Rally™

Resources

When customers ask what is new at cookie booths?

→ Have Troop QR codes available for them to purchase Raspberry Rally online!

Raspberry Rally will be your troop training cookie. **Save the box** & use with box wrap & QR code at booths.
# The QUALITY INGREDIENTS consumers crave

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>RSPO Certified</th>
<th>No High Fructose Corn Syrup</th>
<th>No Artificial Flavors</th>
<th>Made with Natural Flavors</th>
<th>No Partially Hydrogenated Oils</th>
<th>Zero Grams Trans Fat Per Serving</th>
<th>Real Cocoa</th>
<th>Whole Grain Oats</th>
<th>Gluten Free</th>
<th>Halal Certified</th>
<th>Kosher Dairy Certified</th>
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*located on our website
New Improved Thin Mints Case in 2023
Introducing New Corrugate Case that is Stronger and more Sustainable than the Current, Starting with Thin Mints

- Stronger: ↑27%
- Less material: ↓18% in packaging material
- Sustainable packaging: ↑26% increase in recycled content
- Same carton count & weight
The new Thin Mints Case will be Easy to Open and Reclose
What’s New at Council this year
Initial Order Requirements

- Initial order incentives have changed to be more inclusive for all troops!
- Simply order 200 boxes per registered girl in your troop
- Cookies do not have to be placed in the girl line on the initial order tab, they can be placed in “other” or “booth” lines. Total must average 200 per registered girl.
- If you meet this requirement, every registered girl will get the theme shirt to wear during cookie season! Plus, two additional shirts for Volunteers.
- Girls will also receive the Goal Getter patch.
Home Deliveries
*for initial order

- Order over 600 cases of cookies during initial orders and your order will be delivered right to your house!
- Deliveries will take place between 1/31 – 2/02
- Someone must be present to receive the cookies
- Will be a delivery block of time, not exact time
- Delivery is door to door – they will be unable to unload into the garage and/or home
Go Bright Ahead and check out these awesome Cookie Byte how-to videos and tip sheets that walks you through eBudde/DOC making your cookie season that much sweeter.

New

Cookie Bytes/Quick Tip Sheets
*eBudde and DOC

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New
New

Girl Troop to Troop Transfers

Transferring girls from troop to troop during cookie season can lead to financial discrepancies

We will not transfer girls from troop to troop between the dates of 01/04 – 03/20
Cookie Communications

- Has the most up to date cookie information, tips and reminders
- Emailed to all troop leaders and guardians every Tuesday evening
- Any additional information will be emailed through eBudde
- Make sure to opt into emails for both Gateway Council and eBudde
Mega Drop
February 3rd – 4th

C2 – Farmers Furniture
C3 – Argyle Church of Christ
C4 – A- Turner Warehouse
C5 – Pedro Menendez HS
C6 – Regal Cinemas
C7 – Nassau Courthouse
C9 – Lamberts Warehouse
C10 – Our Lady of the Rosary
C11 – Amerimove Warehouse

Fast, Easy, Contactless!

- Bring your smart phone for contactless check in and check out
  - Arrive at your scheduled time
- Make sure all vehicles get in line at the same time
  - Have enough room in your car
- Count, Count and Count again!
  - Remember once you leave the Mega Drop location, all counts are final!
All About Booths…
• Cookie Booths - February 10th – March 19th

Early Booth selection opens
1/23/23 7:00 pm EST

Booth Lottery opens
1/25/23 7:00 pm EST

Types of Booths
- Council Sponsored Booths (Hot Spot Booths)
- Troop Booths
- Drive Thru Booths
- Pop Up Booths
- Virtual Booths

Snap a picture when your girl scout sells to someone in a uniform! Send in the photo by 03/21/2023 and get this custom Uniform to Uniform patch!

Earn this patch by having at least 50 booth cookies allocated to the girl order tab in eBudde by 3/19/23
### Council Hot Spot Locations

*Do not contact*

<table>
<thead>
<tr>
<th>Walmart</th>
<th>Tractor Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publix</td>
<td>Pounders</td>
</tr>
<tr>
<td>Ace Hardware</td>
<td>Shoe Carnival</td>
</tr>
<tr>
<td>Winn Dixie</td>
<td>Azteca Mexican</td>
</tr>
<tr>
<td>Sam’s Club</td>
<td>Michael’s Craft</td>
</tr>
<tr>
<td>Hitchcock’s</td>
<td>Wild Birds Unlimited</td>
</tr>
<tr>
<td>Lowes</td>
<td>Gators Dockside</td>
</tr>
<tr>
<td>Dollar Tree</td>
<td>All Military Bases</td>
</tr>
<tr>
<td>Dicks Sporting</td>
<td>TA Travel</td>
</tr>
</tbody>
</table>

### Council Hot Spot Booths

- Hot spot booths are council sponsored booth locations
- Reserve these booths in eBudde during the booth lottery
- Troops do not secure these booths directly with the vendors

### Troop Booths

- Booths at “non hot spot” retail locations
- Secured by troop
- Must have a signed booth contract
- Troop will contact local CPM to obtain the contract to be signed
- Must be entered into eBudde

- Make sure to cancel any booths in eBudde that your troop can not attend
Volunteer Booth Incentive

Each troop can earn an Early Booth Pick on Jan 23rd

Simply reach out to your CPM to obtain a Hot Spot location close to you to secure.

Once the booth contract is completed and turned into the CPM, your troop will have earned the opportunity to be included in the Early Booth Pick on Jan 23rd.

Secured locations must be completed before Jan 16th
Juliette Process

• Juliette Mentors must sign a TPM form before participating in cookie sales

• Reach out to your CPM to participate

• You will be placed in a “Juliette Troop” for your community

• Juliettes must attend the same Mega Drop as their Community Troop for Initial Order pick up

• Payments for cookies should be deposited on the same schedule as ACH
Hot off the Press – Troop Bedazzled Booth Contest!

• Opportunity for 4 troops to sell cookies at the Trefoils & Touchdown Jaguar game on January 8th!
• One troop at each gate
• Deadline to turn in photo entry is December 16th
• Going out in Troop Scoop tonight
The Tech Enhancements You Need Delivered

- Simplify troop user experience - App & Desktop similar experience
- Enhanced experience & visibility:
  - Delivery Agents
  - Cupboards
  - Reports
New Views!

*Girl Order Summary now shows in Variety breaking down the girls’ sales by each cookie flavor.

*This allows the communication from DOC to eBudde much easier to see & view

<table>
<thead>
<tr>
<th>Community</th>
<th>Sales</th>
<th>Girl</th>
<th>Order</th>
<th>Cookie Flavor</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community 1</td>
<td>$500</td>
<td>1000</td>
<td>$250</td>
<td>Chocolate</td>
<td>$125</td>
</tr>
<tr>
<td>Community 2</td>
<td>$400</td>
<td>900</td>
<td>$160</td>
<td>Sugar Cookie</td>
<td>$90</td>
</tr>
<tr>
<td>Community 3</td>
<td>$350</td>
<td>850</td>
<td>$125</td>
<td>Oatmeal</td>
<td>$75</td>
</tr>
<tr>
<td>Community 4</td>
<td>$300</td>
<td>750</td>
<td>$100</td>
<td>Peanut Butter</td>
<td>$50</td>
</tr>
</tbody>
</table>

To view/edit a Girl’s Transactions select the appropriate row.
Girl Totals = cookies allocated to the girls. The goal is to match the Total Number for the girl totals in the total number for the troop order line

Troop Order = Cookies received via IO, troop to troop transfer, pick ups at a cupboard or warehouse

Difference = Helps to know if you need to allocate more cookies to the girls OR if you overallocated. The goal is to have the total column = 0 by the end of the season

Contact your local CPM team for assistance throughout the season
RECORD A BOOTH SALE – MAKE ALLOCATING EASIER

New Views for Girl Order Tab

Leaders can record booth sales throughout the season!
Digital Cookie – My Financial Tab

My Cookies Tab - Post Initial Order

• This only appears after initial order period (except delivery settings)

• Top pulls over packages assigned to the girl by the troop in eBudde

• Guardians can see Inventory and Financials
Digital Cookie Variety View

My Cookies Tab-Financials

- Guardians will be able to keep up with their inventory at home.
- Guardians will be able to see how much is due to the troop.
- Depends on leaders entering transactions in eBudde
eBudde Reminders!

Remember: A Troop Leader and Troop Cookie Chair can perform all functions in eBudde and do not need to be added as a Cookie Pick up User. eBudde will only recognize the lowest setting.

Volunteer access - December 6th

Troop Volunteers must sign TPM Form to be added to eBudde.
Rewards & Rallies:

Bright Inspiration
Girl-loved Rewards
Exclusively from Little Brownie Bakers

- Continuing our commitment to girls and the environment with recyclable and reusable packaging
- **New** inclusive bilingual theme feature on select rewards
UNIQUE REWARDS for a bright new season

Aluminum Water Bottle AND Go Getter Event at Dave and Busters (Panama City – 04/29/2023, Jacksonville – 05/06/2023) AND 1500+ Bar Patch 1500+ Packages

Phenom Day Tickets Day pass for girl plus chaperone (Event: July 20th – 22nd) Actual date of ticket TBA OR Archery Kit AND 2000+ Bar Patch 2000+ Packages

Custom Converse AND 2500+ Bar Patch 2500+ Packages

Swim with the Dolphins Must be at least 42” to participate. 48” – 54” must be accompanied by paying participant over 18. Marineland (St. Augustine) Gulf World (Panama City) OR National Geographic Telescope and Microscope Set AND 3000+ Bar Patch 3000+ Packages

Dolphin Trainer for a Day Must be 12 years of age or older and 54” Marineland (St. Augustine) Gulf World (Panama City) OR Oculus AND 4000+ Bar Patch 4000+ Packages

New Charm Patch & Charms to earn!

Gift of Caring Rewards

Charms
Earn all 4

Goal Getter Patch AND Go Bright Ahead T-Shirt 200+ PGA (per registered girl) Plus two additional shirts per troop for Volunteers

Banana Cooling Scarf AND Cookie (Oyster Charm) 65+ Donated Packages

Long Sleeve Tee 85+ Donated Packages

2023-2024 Renewal Membership 125+ Donated Packages
What’s New – Initial Order Rewards

Initial Order rewards will be based on PGA (Per Girl Average)

It’s very important to input your shirt sizes into eBudde once you log into the system for the first time! Ask your girls at your next troop meeting for their sizes.
Cookie Kick Off At Marineland

December 3rd 10 AM – 2 PM EST – Rally Row

Registration deadline is Nov. 20th
To a Fun & Successful 2023!