Important Dates

December 16  Late Night Chat, 7:30–8:30 p.m.
December 17  Girls must be registered in eBudde to start Digital Cookie on Dec. 26th
December 26  Digital Cookie opens (Girls registered after December 17th at 11:59 p.m. will be uploaded January 5th)

December 24–January 2  Council Offices Closed

January 5  Three delivery dates due in eBudde
January 5  Late Night Chat, 7:30–8:30 p.m.
January 7  Initial paper order taking period starts
January 17  Troop ACH info (all) + Troop opt-out (only) due in eBudde
January 21  Troop ACH Ping ($1)
January 30  Initial paper order taking period ends (all Digital Cookie girl delivery orders approved after 11:59 p.m. will be part of Goal Getters and MUST be filled with troop extras or through cookie cupboards)

January 31-March 27  Goal Getter order period (Digital Cookie girl delivery is still on)

January 31  Girl paper orders due to troop
February 1  Initial troop order and initial rewards due in eBudde (Troops locked out of eBudde at 11:59 p.m.)
February 1  Late Night Chat, 7:30–8:30 p.m.
February 3  Service Unit Initial Order and Initial rewards due in eBudde (SUs locked out of eBudde at 11:59 p.m.)
February 18–27  Cookie deliveries to troops
February 25–March 27  Cookie Booths
March 14  First ACH pull (50% balance due as of February 7—see “Balance Due” on Sales Report tab)
March 29  Girl cookie credit on Girl Orders tab AND final rewards due in eBudde (Troops locked out of eBudde at 11:59 p.m.)
March 29  Late Night Chat, 7:30–8:30 p.m.
April 1  Service Unit final rewards due in eBudde (SUs locked out of eBudde at 11:59 p.m.)
April 6  Final Paperwork due to council (if applicable)
April 6  Final ACH Pull (Remaining balance due to council. See Sales Report tab)
Early May  Recognitions delivered to Service Units

Questions? Cookie Program Resources:
Council Product Programs Team
Email: productprograms@gshnj.org
Phone: 908-518-4400

Online Resources
GSHNJ website  gshnj.org  eBudde  ebudde.littlebrownie.com
Girl Scout Cookie info  girlscoutcookies.org  Cookie Portal  cookieportal.littlebrownie.com
Little Brownie Bakers  littlebrowniebakers.com  Team App  gshnj.teamapp.com
**What’s Returning?**

- **Troop Financial Responsibility form in eBudde.** No more financial responsibility form link prior to gaining access to eBudde. Once you sign in for the first time you will be prompted to complete the form before getting to your eBudde dashboard.
- **Annual permission slips!** Girls now will submit an annual permission slip to the troop for the entire year which covers both product programs and trips.
- **Troops can have a login for Digital Cookie to take credit card payments at booths.** OCR scanner is built in!
- **Troops can turn off Girl Delivery.** After initial order period troops can turn off girl delivery at a troop and girl level. You can also turn off items based on troop/girl stock.
- **HIGHER TROOP PROCEEDS.** Troops continue to earn higher proceeds.
- **All Cupboards are ON THE GO.** All cupboards will be mobile and orders must be submitted 3 days prior to pick-up day/time. Individuals should arrive at the date/time selected to pick up their order.
- **VIRTUAL BOOTHS.** Troops can have both virtual and physical booths where customers can enter in their zip code to find the closest booth to them!

**What’s New for 2022?**

- **Welcome the newest cookie!** Just like Girl Scouts go on their own amazing adventures all year long, Adventurefuls take cookie lovers on a delicious taste adventure. Adventurefuls—cookie #9 in the lineup—are indulgent brownie-inspired cookies with caramel-flavored crème and a hint of sea salt. Never fear, no other cookies are being discontinued to make way for this newbie.
- **eBudde and Digital Cookie Enhancements**
  - Girl total packages sold now reflect in Digital Cookie to show customers how close a girl is to her goal, including her paper order and booth cookies sold.
  - Any non-Digital Cookie payments made to the troop on behalf of a girl now show up in Digital Cookie when they are entered by troops in eBudde on Girl Orders tab.
  - Troops can elect to opt-out of pick up order emails for cupboards.
  - Troops can now directly email their parents thru eBudde and send them messages.
Why Should Troops Participate in the Cookie Program?

Because all of the proceeds—every penny—generated from cookie activities stay in our Council to support Girl Scouting in your area!

How the Cookie Crumbles

Here’s how girls and the community benefit from every package of cookies purchased during the Cookie Program.

<table>
<thead>
<tr>
<th>Cookie Program Costs (packaging &amp; cookie production)</th>
<th>Troop Proceeds, Girl Rewards, &amp; Service Unit Bonus</th>
<th>Membership &amp; Volunteer Support</th>
<th>Girl Programs &amp; Activities</th>
<th>Camp Facilities &amp; Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>21%</td>
<td>33%</td>
<td>10%</td>
<td>11%</td>
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</tbody>
</table>

Troops Earn Proceeds Per Box

<table>
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<tr>
<th>Number of boxes per participating girl (The total number of boxes divided by the number of participating girls in the Troop):</th>
<th>With Recognitions: Daisy through Ambassador (Girls receive individual recognitions AND the Troop Proceeds stated below):</th>
<th>Recognition OPT-OUT: Juniors through Ambassadors ONLY (Troop unanimously votes to take extra Troop Proceeds and receives NO recognitions. Must check Opt-Out in eBudde by January 21 to opt out):</th>
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<tbody>
<tr>
<td>Up to 111 boxes</td>
<td>85¢</td>
<td>90¢</td>
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<tr>
<td>112 - 167 boxes</td>
<td>90¢</td>
<td>95¢</td>
</tr>
<tr>
<td>168+ boxes</td>
<td>95¢</td>
<td>$1.00</td>
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</table>

Cookies are $5/box, except Toffee-tastic & S’mores, which are $6/box

Troops have the option to earn some awesome recognitions this year! Troops will receive a GSHNJ Program à la carte of their choice (worth up to $10)—or may donate to the Shoe That Grows.
### Getting Ready

- Log in to eBudde.
  - Confirm active troops.
  - Confirm that troop leaders/cookie parents info is correct; update where needed.
  - All leaders and cookie managers MUST be registered, background checked before gaining access to eBudde.
- THREE delivery date options and address, entered by 1/5.
  - In top left above your SU, click “Delivery” tab
  - Click “Settings,” then “Edit Settings.”
  - Under “Delivery Ticket Spec. Instr.” enter your three delivery date choices; include a time for each.
  - Indicate any delivery notes under entered dates (i.e. truck drop).
- ‘Hide’ Inactive Troops
  - We cannot delete troops that aren’t participating, but you are now able to hide them from view.
- Train your leaders & cookie parents. Trainings are scheduled for the week of November 30th, virtually via Zoom. **Service Unit trainings are still strongly encouraged.** A council-wide live training will be available December 2nd via Zoom as well.
  - Distribute materials to participating troops:
    - 1 Troop guide/troop
    - 1 Family guide/girl
    - 1 Order card/girl
    - 1 Goal getter card/girl
    - 1 Money envelope/girl

### Order Taking & Setting up Delivery

- Initial order taking starts December 26 on Digital Cookie and January 7 for paper orders.
- Let leaders know of delivery date and location.
- Set up delivery schedule in eBudde.
- Once council confirms date, go to “delivery” tab on left > settings > edit settings > scroll down and check “I know my pick up date” and “I know my pick up time.” Email productprograms@gshnj.org if you need to change # of stations, time for each pick up, and overflow (# of pkgs. to pick up during each time allotment).

### Submitting Initial Orders

- Troops have until 11:59 p.m. on February 1 to submit their initial order and initial rewards.
- SUCMs will receive automatic emails after each troop submits their order and rewards.
- How to submit for a troop, if they do not:
  Click Initial Order tab > any troop with an “**” has not submitted. Select troop on left > Select init. Order tab > click submit > click rewards tab > select initial > Fill > edit all > select items > submit.
- After troop lock out, and prior to SUCM lock out submit Service Unit order and rewards: Init. Order > Submit All > Click on Rewards tab > Init Rewards > Follow steps 1-4 on screen > Submit.

### January Calendar

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<th>Sunday</th>
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<td>5 (Three delivery dates DUE in eBudde)</td>
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**December 26th:**
Digital Cookie opens (girls must be registered in eBudde by 12/17)

**January 2022:** Check your email for updates to this information.
### Delivery (Day of)

- Recruit helpers to sort on delivery day, in accordance with CDC guidelines.
- Print and bring Troop Pickup Sheets (color “bubble forms”) for each Troop from eBudde.
- Print and bring Troop Rewards Summary Report (Initial) so you know which Troops to give recognitions to at delivery.
- Arrive AT LEAST 15 minutes prior to scheduled truck delivery.
- Inspect cases for any visible damage and have damaged cases replaced by delivery agent. Do not accept damaged cases!
- Sign the delivery ticket for the Service Unit ONLY after the entire order has been counted by variety.
- Make a copy of the signed delivery ticket and submit to council with final paperwork.

NOTE: You are responsible for all cookies that you have signed for!

- Distribution of Cookies
  - After all cookies have been unloaded and verified, sort cookies by troop.
  - SUCM AND Troop Cookie Manager must check orders to ensure accuracy.
  - Person accepting the product must sign the Troop Pickup Sheet.
  - Keep all signed Troop Pickup Sheets and submit to council with final paperwork.
  - Distribute initial order recognitions to each troop.

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### Reminder

- Count and re-count cookies with delivery agent and troop leaders.
- SUCM’s and leaders are responsible for all cookies that they have signed for. If there is an issue, address the issue before the delivery agent or leader leaves.

### Service Unit Delivery Information

Location: _________ Date: ______ Time: ______
Cookie Booths

How troops request a cookie booth:
- In eBudde click the “Booth Sites” tab.
- Choose “My Sales” in the drop down menu next to “Current Signups.”
- Click “Add Location” in the box on the left.
- Enter all cookie booth information requested in the box on the right. Click “Add.”

Approving Cookie Booths:
- SUCM or Service Unit Booth Sale Coordinator (SUBSC) approves requests by going to Booth sites > selecting ‘approved, denied, pending’ next to site request.
- Requests should be approved on a first-come, first-served basis using eBudde as a master calendar.
- Two troops can not have a cookie booth on the same date/time/location or within eyesight of one another.
- If a request is denied, include a message to the troop as to why it was denied.
- Troops receive priority to sell within their SU.
- If a troop wants to have a cookie booth outside of their SU, you must contact the SUCM/SUBSC in the SU in which they want to have the booth; Council can provide you with their contact info. Out-of-council requests will be handled on a case-by-case basis, as councils approve.

NOTE: You MUST use eBudde for your cookie booths.

Cupboards:
- In eBudde, click the “Transactions” tab.
- Click “Add a Transaction.”
- Enter in the pick up date you would like to pick up at cupboards (refer to inside cover or cookie calendars for cupboard dates and times).
- Do not change the pre-selected fields for “Type” or “2nd party.”
- In the box with the “---” use the drop down to select the location you will be picking up from.
- Enter in quantities; make sure you only type in the “pkgs” OR “cases” column.
- Once complete, click “Save.”
- Double check by going out, and back in, to see that your order was saved and that the quantities are correct.
- Order cookies no later than three days prior to pick up!

NOTE: “Pending” means pending pick up. As long as the order is submitted three days prior to the day you want to pick up, your order will be guaranteed.

Cupboards will NOT permit any walk-in orders. All orders must be entered and confirmed in eBudde three days before pickup date.

March

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<td>Cookie Booths END</td>
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First ACH pull

Cookie Booths END

Late Night Chat, 7:30–8:30 p.m.
**Finalize Troop Orders in eBudde**

- Double check each troop’s “Girl Order” tab to make sure all cookies have been assigned to the girls.
  - If unassigned, work with leader to make sure each girl gets credit.
  - Troops receive proceeds for unassigned cookies, but no credit goes toward girl recognitions or PGA.
- Confirm recognitions have been submitted and choices have been made, if applicable.
- Remind troops to deposit money into their accounts for the final ACH pull on April 6.
- Troops need to email completed One Tough Cookie forms to productprograms@gshnj.org by April 6, if applicable.
- Help with troop to troop transfers, if needed.
  - Go to the receiving troop’s transaction tab > add transaction > change 2nd party to “troop” > enter in other troop’s # > enter quantities moved > click save.
  - All cookies and payments will auto-transfer.
  - ONLY receiving troop can perform transaction.

**Juliettes (Individually Registered Members)**

- Once a Juliette has notified Council that she wants to participate, she will be placed into her community’s Service Unit under 320XX (XX is the two digit SU#).
  - The Juliette reports directly to that SUM/SUCM.
  - All Juliette orders will come in full cases with the initial order. See troop-to-troop transfers to move cookies to interested troops to sell.
- Juliette orders will be placed by the SUM/SUCM and will be picked up during their scheduled delivery date and time.
- ONE payment is owed via check to Council on or before April 6. They are to pay the full $5/$6 per box.
- Girls receive the same recognitions as girls in troops, which will be delivered to the SUCM along with the rest of the final recognitions.
- Girls do not earn troop recognitions.
- See Juliette Flyer on NEW Juliette proceed structure. (www.gshnj.org > Cookies + > For Volunteers > Resources)

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**Check our your Girls' Guide to Girl Scouting to see all the Cookie Business Badges you can earn!**

Girl Scouts will hone their skills and gain understanding of the business world!
A safe way for contactless payment!
We strongly recommend digital selling when possible.

Girls will be able to have their friends and family from near and far order online with the options of either having items shipped directly to them, getting their cookies delivered locally by clicking “Girl Delivery,” or donating them to Operation Jersey Cares. All cookie varieties are available on DOC.

Parents will receive an email—starting in early December—welcoming them to the DOC site. Parents will follow the guidelines and set up their girl’s account. From there, girls (with their parent’s help!) will be able to create a custom website featuring their goals, updates on their achievements, and even a picture or video of themselves. Girls earn the DOC Cookie Tech Patch for reaching 50 boxes, a Bag Tag for reaching 75 boxes, and a Mountains Bracelet for reaching 135 boxes online!

- **Minimum order:** There is a minimum purchase of four boxes to ship. If customers are looking to donate cookies or for Girl Delivery they can order as few as one box.
- **Shipping:** Customers pay for shipping—shipping starts at $7. This cost is comparable when shipping from NJ to another state. For your friends next door, or in the town over, it may be best to choose girl delivery, but decide what is safe.
- **Girl delivery:** Girls can send emails locally and have customers opt for girl delivery during the entire order period—avoiding shipping charges! Orders approved after 11:59 p.m. on January 30 must be picked up in cupboards or filled with troop extras.
- **DOC ‘Girl Delivery’ orders will automatically populate directly into eBudde under the Initial Order tab towards girl. No more manual entry! Orders after initial order must be added to girl orders tab.
- **Troops and parents can turn off girl delivery after initial order period.**
- **All non-Digital Cookie packages sold and payments carry over from eBudde so girls and parents can see where a girl is towards their overall goal and how much they still owe in troop payments.**

**Contests, Events, & Programs**

**Cookie Rookie & Cookie Captain**
**Whether this is your first time or you’re a pro, there’s an activity for you and they complement each other. What a great opportunity to bring together older and younger Girl Scouts.**

Is your troop participating in the Girl Scout cookie program for the first time? Want your girls to get the most out of their experience? Then check out [www.gshnj.org > Cookies + > For Volunteers > Resources](http://www.gshnj.org) or [Cookie VIP](http://www.gshnj.org), for Cookie Rookie programming and help your girls go from cookie rookies, to cookie experts! Girls will learn how the cookie program works, how to set a goal, easy ways to ask a customer to order, and much more!

Are you a Cadette, Senior, or Ambassador troop that wants to help a Daisy or Brownie troop learn about, and get the most out of their Girl Scout Cookie Program experience? Know a Cadette, Senior, or Ambassador who would be a great Cookie Program mentor for a young Girl Scout troop? They could become a Cookie Captain! This program pairs an older, experienced Girl Scout (the Cookie Captain) with a troop who is participating in the cookie program for the first time. The Cookie Captain helps their troop develop skills, build confidence, and leads activities. Plus, the Cookie Captain can apply their service hours towards earning their Service to Girl Scouting bar or Hearts of Service! Check out [www.gshnj.org > Cookies + > For Volunteers > Resources](http://www.gshnj.org) for more info!

**Walkabout Week • March 5–13**
Decorate something that moves and participate in our 6th annual Walkabout Week! From March 5–13, decorate your car, wagon, bike, etc., and—with cookies in tow—go door-to-door around your neighborhood. Post a picture on the GSHNJ Facebook page during your walkabout and receive an exclusive Walkabout Week patch for your creativity!

**Cookie House Party • February 25–March 27**
Are you familiar with Tupperware, Mary Kay, or Tastefully Simple parties? How about a Cookie House Party? It’s really simple and easy: find a location, send out invites, plan and decorate with your troop, plan your pitch, and sell cookies by the case! A fun way to include family and friends in the cookie program and increase your orders! A hostess guide is available at [www.gshnj.org > Cookies + > For Volunteers > Resources](http://www.gshnj.org).

**One Tough Cookie • Due April 6**
Super troops that meet all requirements such as attending training, contributing to Gift of Caring, and hosting cookie booths can now earn an exclusive One Tough Cookie patch! Check out [www.gshnj.org > Cookies + > For Volunteers > Resources](http://www.gshnj.org) for a copy of the requirements, or stop by one of our service center shops to pick up a hard copy. Submit the completed requirement page to productprograms@gshnj.org by April 6 and you earn the patch!
When should girls register for the Cookie Program?
Girls should be registered before December 16 to participate in the entire program. Council will upload girls into eBudde every Wednesday. Girls must be registered and in their troop by 8:00 a.m. Wednesday to be included in that week’s upload. If a girl does not appear in eBudde, leaders should check they are on the roster in MyGS. If they are not in MyGS, leaders should reach out to their SUM or SU Registrar with registration confirmation. If the girl is in MyGS but not in eBudde, please notify their SUM or SU Registrar.

Can a girl participate in the Cookie Program if they are a Juliette (IRM - Individually Registered Member)?
Absolutely! We encourage every girl to have her own girl-led journey and participate in whatever activity she wants to be involved with. Like troops, she can hold cookie booths, do an initial order, participate in goal getters, and achieve recognitions!

How do girls register for Digital Cookie?
Parents will be sent a welcome email in late November/early December to register their girls. As girls are uploaded (every Wednesday during the program), the parent will receive a registration email the following morning. Please check your spam/junk folders. If they do not receive the email, please contact productprograms@gshnj.org.

Does the girl get credit for Digital Cookie cookies sold?
Yes! eBudde and Digital Cookie will communicate throughout the cookie program. Once a customer places an order, it will show up in eBudde and the credit is automatically assigned to the girl. Please note, there may be up to a 48 hour delay in the order showing up in eBudde.

Why are the S'mores and Toffee-tastic cookies more expensive?
Production costs are slightly higher for these specialty cookies, just as they are for similar products on the market today. For example, it typically takes more natural flavor ingredients to deliver the same flavor intensity consumers expect.

How do I log onto eBudde?
Your username is your full email address and once you are set up in eBudde you will be emailed a link from eBudde to set up your password. If this does not work, your email may be incorrect in the system. Please verify with your SUCM that it is correct. SUCMs will be able to verify this through the “Settings” tab. You may also not be registered and background checked for the 2022 year. Please go to www.gshnj.org > MyGS > Membership Profile, or contact GSHNJ Member Support at 908-518-4400, to register and get background checked.

I forgot my password…now what?
Click ‘Forgot Password,’ and check your spam folder if email does not arrive within 15 minutes.

How far in advance should I place my cupboard order?
Orders must be submitted three days prior to pick up. NO WALK-IN orders will be accepted this year. Please be on time for your cupboard pick up to ensure social distancing.

What days can I pick up cookies from the cupboard?
Cupboards on-the-go times will vary. All orders must be submitted three days prior to pick up. All orders must be picked up at date and time submitted.

I accidentally submitted my cupboard order in cases, rather than packages. Is there any way to fix this?
If you make a mistake on your cupboard order, please contact council 3 days prior to pick up to ensure the adjustment can be made. After that time, you may be responsible for the cookies your requested or we may not have the cookies you need available.

I submitted my order and want to pick up but it still says pending. Is my order ready?
Yes! Your order is “pending” pick up. You must come on your pick up date and time to pick up your order. Due to high volume, staff will not be able to answer phones during cupboards to confirm orders. If your order was placed 3 days prior to pick up, your order will be ready.
How do I get a cookie costume and/or tablecloth?
In order to borrow a cookie costume and/or tablecloth from Council, please fill out the Wufoo form on our website: www.gshnj.org > Cookies + > For Volunteers. We fulfill requests on a first-come, first-served basis and depend upon returns from prior requests. Additionally, there are costume ideas on Pinterest (www.pinterest.com/gsheartofnj) that are very fun and eye catching! GSHNJ shops are also prepared for all your cookie booth needs—shirts, money bags, tablecloths and more!

Do I need to put my cookie booth in eBudde?
YES! This is the only way for a cookie booth to be approved and covered by Girl Scout insurance. This is the only way your booth will appear on the Cookie Locator app.

What do I do with leftover cookie booth inventory?
Why not maximize on your potential and hold another cookie booth?! If you choose to not hold an additional cookie booth, you can contact your SUCM who can see if there are any troops with a need for cookies. You can then perform a troop-to-troop transfer (see page 7). For exchanges, you can use the cookie exchange tab in eBudde to post available cookies for all troops in council to see.

When are ACH pulls?
The first pull (50% of balance as of February 7) is March 14. The remaining balance will be pulled on April 6. If there are not enough funds in the account, your troop is at risk of going into collections or legal actions as outlined in our unpaid funds policy.

I’m trying to plan my end of year meeting. When do recognitions arrive?
You will receive any initial order recognitions with your initial order. All final recognitions will arrive by the end of April or beginning of May.
Any higher level recognitions will be available via council, pending an email notification with instructions on how these items will be distributed or available for pickup. For troop recognitions, emails will be sent to leaders. For girl recognitions, emails will be sent to parents.

Familiar Terms
ACH Debit: ACH stands for Automated Clearing House. This is when troop funds are electronically taken from a troop account to cover payments for products ordered and received.
Cookie Booths: Locations—usually stores or council-provided businesses—where customers can purchase cookies from a girl who is accompanied by an adult.
Booth Sites: Located in eBudde and is used by troops to schedule cookie booths in their designated Service Unit Area.
Cookie Cupboards: Locations where troops pick up their cookies.
Cupboard Orders: This is used to supply troops with additional cookies needed after the initial order period, usually at a council-designated location.
Digital Cookie: Also referred to as ‘DOC’ (digital order card). This is an online tool used for girls to participate in the cookie program. Customers can choose to have cookies delivered to their doorstep, donated to Operation Jersey Cares, or have them delivered in person at the consent of the girls’ parent.
Initial Order: The first order a troop places for cookies. These cookies are delivered to your service units.
Goal Getter: This is the period in between the initial order and cookie booths where girls get an opportunity to continue participating in the cookie program and achieving their goals. These cookies must be picked up in cupboards.
eBudde: Website provided by Little Brownie Baker where troops place cookie orders, document credit, rewards, and finances for their troops and girls.
Service Unit Cookie Manager: Also referred to as ‘SUCM.’ This is the point person overseeing all troops in your service unit for all things cookie related, such as initial order deliveries, rewards and cookie booth locations.
Final Paperwork To Do List
(DUE to Council by April 6, sorted by troop)

- Make sure cookies are assigned in eBudde for all troops, so girls get credit for recognitions.
- Signed troop pick up sheets (if digital pickup not used in eBudde)
- **Remember:** NO payment is collected by you—troops deposit money into troop accounts. Council will automatically debit funds.
- Submit all paperwork to Council by April 6
- Completed Unpaid Funds form from troop, if necessary. *(Due to Council by March 31)*
- Submit SU bonus recognition, if applicable.

**What is the unpaid funds policy?**
Created for parents who may be delinquent on payments to troops. This allows the troop to transfer collection responsibility to council (if submitted by March 31). This is also created for troops who are delinquent payments during the ACH pull.

**Process for Troops and Parents**
Week 1 of unpaid funds: Email to parent or troop leaders to remit payment.
Week 2 of unpaid funds: Call to parent or troop leaders to remit payment.
Week 3 of unpaid funds: Certified and plain envelope letter sent to parent or troop leaders to remit payment. SUCM contacted on delinquent troop payments.
Week 5 of unpaid funds: Legal action or collection agency pursued.

Council offers a payment plan to any troop that contacts us during the unpaid funds process. 60% balance is due, followed by remaining balance due 30 days after initial payment. Higher balances may warrant 60% balance due, followed by 50% of remaining balance due in 30 days and other 50% due in 60 days after initial payment.