

# 2016 Cookie Sale Summary Sheet

## Cookie Facts for this year:

- 8 Cookie types (“Super 6”, Ra-Ra-Raisins, and the **NEW Toffee-Tastic**)
- Toffee-Tastic are *gluten free and Nut free*
- Thin Mints continue to be *Vegan*
- Thin Mints, Trefoil, Savannah Smile, and Toffee-Tastic are *Nut free* (Samoa’s only nut is the coconut)
- Cookies are \$4 per box (except Toffee-Tastic, which are \$5 per box)
- Kentucky HAS MOVED TO \$4 per box!

## Dates:

- Friday, Jan 8<sup>th</sup> – Initial Orders begin (no selling prior to this date!)
- Thursday, Jan 21<sup>st</sup> at 6pm – Booth reservations begin
- Tuesday, Jan 26<sup>th</sup> at 6pm – 2<sup>nd</sup> Booth reservations
- Thursday, Jan 28<sup>th</sup> at 6pm – 3<sup>rd</sup> Booth reservations
- Friday, Feb 5<sup>th</sup> – Initial Orders Due!
- Friday, Feb 26<sup>th</sup> to Sunday, Feb 28<sup>th</sup> – Cookie delivery of initial orders
- Friday, Mar 4<sup>th</sup> – Booth sales begin
- Monday Apr 4<sup>th</sup> – Final Packets Due (**NOTE: THIS IS RIGHT AFTER LAKOTA’S SPRING BREAK!**)
- Mid to late May – Rewards will need to be picked up

## The New Cookie (Toffee-Tastic):

- Gluten Free, Nut Free
- Will be \$5 (vs all other boxes at \$4)
- Will NOT be available for initial orders (\*unless ordered via Digital Cookie and shipped to customer)
- Troops will ONLY be guaranteed up to 3 cases for booths (this is a boot sale and Digital Cookie only cookie)

## Other Changes vs last year:

- Digital Cookie – Customers will be able to order online, pay by credit card, and have orders either shipped or hand delivered by Girl Scout. \*Note: Council will pay credit card fee
- Possible Cookie App – Council is finalizing the decision on if we will participate in a “Cookie App” pilot, which will allow girls to be able to leverage the “Digital Cookie” functionality and solution while they go door to door.
- Operation Cookie Patches are now *ONLY* for Council Gift of Caring (troops can purchase patches for Troop gift of caring rewards if they would like).
- High value rewards (1000+ boxes) are no longer cumulative due to new IRS concerns.
- Policy change – “something is wrong with the cookies that I just picked up” will no longer be honored. It is VERY important for you to count your cases during your initial order pickup, and make sure you have an accurate count before you leave the premises.
- Minor changes to Cookie Cupboard Ordering Process – Troops may place orders in boxes now instead of cases (EXCEPTION: Plains must still be full case). Troops will not be able to put in orders for product the cupboard doesn’t have or for pickup times that are not valid. Troops are reminded to put in all orders in advance.

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Last year's sale percentages:

Thin Mints: 28%

Do-Si-Dos: 15%

Rah-Rah-Raisins: 6%

Trefoils: 10%

Samoas: 18%

Savannah Smiles: 5%

Tagalongs: 18%

Other important Notes:

- NOTE for Square users - a new "swiper" from Square is highly recommended so as to be able to read "chipped" credit cards. Fraud charges from a chipped card that was swiped will be the troop's responsibility!
- IRS Concerns about girl specific rewards – It should be noted that "girl accounts" within the troop that are funded directly from the girl's individual cookie sales should not be allowed. Troop rewards should benefit the troop as a whole.

Learnings from last year:

- Little Brownie Baker has a large reserve of cookies (they have made a million more boxes of Thin Mints vs this time last year). We DO NOT expect any shortages of cookies this year save for Toffee-Tastic (which is limited to 3 cases per troop).
- Troops are reminded to make sure to enter orders for cookie pickups in advance (including Plains).
- Be careful when ordering for booths. **Do not order more than two booths on your initial order** (or your 1<sup>st</sup> weekend's worth of booths if you have more than two that first weekend)!!!!!!! While you can order as many as you want, we are so close to Plains that it is silly to put yourself and your troop at risk of underselling when you can easily pick up more at almost any time.
- **Stress to parents that if they accept cookies they are now financially responsible for the cookies.** They should not be expecting to be able to return any later. Parents should not "over order" on their initial order expecting to sell more. If you allow, they should put in a second order after their initial order.
- Make sure to get a receipt whenever cookies or money changes hands with a family, another troop, or your leader. Use the receipts provided in your troop's envelope.
- **The final packet is due the Monday we get back from Lakota's Spring Break.** You may want to have your parents turn in their money to you before Spring Break (or even earlier if you are going to be gone for Spring Break). There is nothing wrong with giving parents an artificially early deadline.
- **Digital Cookie will require parents to "approve" the order.** Make sure to have a conversation with your parents on when they should stop approving orders so you have sufficient time to get the product and distribute it. Also remember that volunteer run cupboards will accept orders at the box level instead of only at the case level. So if you need only a few boxes, and you can't get them from another troop close by, you can pick up just the boxes you need at Council or another volunteer cupboard.
- Make sure to hand the troop proceeds to your leader for her (or him ☺) to deposit early enough for them to also get you a copy of the receipt for your final envelope.

If you have questions, you can contact one of the SU's Cookie Coordinators:

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