

SUCM 2021 Guide

2021 We've Got This!

- **Fall & Cookie Crossover Rewards** – Girls can earn more by participating in both product programs. The Fall and Cookie Crossover Patch is earned by creating a Me2 avatar and sending 15 emails during the Fall Program, and selling 300+ packages of cookies. Girls that sell \$600+ during the Fall Program and 800+ packages of cookies will receive an embroidered Trailpack and water bottle.
- **New girl recognition choices** – Check out our We've Got This! girl incentives. More choices that include STEM and outdoor items!
- **New packaging** – We saw new packaging for our cookies debuted last year! Remind troops and customers the packaging did not change the weight or number of cookies for any of the varieties. The new packaging simply makes the boxes look slimmer.
- **Initial Order Digital Cookie “Girl Delivery” orders** – automatically populate directly into eBudde under the initial order tab. No more manual entry!
- **eBudde’s “Cookie Exchange” tab** – Great for troops to post excess cookie inventory to swap with other GSNCA troops. If you need cookies, find sister troops to help in the Cookie Exchange tab! Hover over the email address to see the zip codes for each post.
- **Parents enter Initial Orders into DOC** – New this year! Parents can enter initial orders in DOC! TCMs can see these orders and enter them into eBudde. *This does not transfer automatically*
- **Unmark orders as “delivered” in DOC** – Parents can now unmark a DOC order as delivered if accidentally marked.
- **IO Girl Delivered order flagged in DOC** – Parents can now see when an order was included in their Initial Order in DOC.
- **Mark Cookie Varieties unavailable** – Parents can turn off girl delivery and/or cookie varieties for girl delivery after initial order. An alert is sent to the TCM when girl deliver and/or cookies varieties for girl delivered are turned off.
- **Optical Character Recognition available in DOC** – OCR can be used to assist in contactless transactions. Parents can scan the front of a debit/credit card instead of manually entering the numbers in DOC.
- **Digital Cookie Troop Links** – Customers will be able to order direct shipped cookies with the Cookie Finder Link! Use the Troop Link to promote cookie booths, community sales and other troop cookie sale activities during the program. Use both to distribute cookies and funds to multiple girls within your troop!



Questions? Resources:

Email: [sstutsman@girlscoutsnca.org](mailto:ssuttsman@girlscoutsnca.org)

Phone: 205.453.9536

Online Resources:

GSNCA website : girlscoutsnca.org

Girl Scout Cookie info: girlscoutcookies.org

Little Brownie Bakers:

littlebrowniebakers.com

Cookie Portal:

cookieportal.littlebrownie.com

THANK YOU!

As a direct result of your leadership, time and effort, Girl Scouts have a great learning experience with the Cookie Program.

Independently Registered Girls (Juliettes)

Juliettes can participate by using the Service Unit troop number, SU#00 (21200 for SU 212). Parent Permission slips are still required for each girl. They will receive cookies and rewards directly from the SUCM. All funds should be turned in to the SUCM for deposit into the SU account. GSNCA will ACH from the SU account.

How to be a SUCM

1. Log into eBudde
2. Update troop and SU contact info
3. Ensure all TCMs are trained
4. Help confirm troop rosters
5. Remind and help troops with initial orders
6. Help troops with Count and Go
7. Approve Cookie Booths
8. Help finalize eBudde
9. Help TCMs with paperwork, end of program

eBudde Password: You will be emailed a link from eBudde to set up your new password.



Covid-19

Safety guidance for the 2020-2021 cookie program may change based on evolving COVID-19 pandemic conditions. As we continue to prioritize safety for our members, please look to GSNCA communications for real-time updates or changes to specific guidance.

It is impossible to predict in advance the necessary guidance for policies and procedures that will be needed during each phase of the 2020-21 Cookie Program. GSNCA staff will utilize “Trefoil Tidbits”

communication updates to keep volunteers and girls up to date on current recommendations, procedures, and safety guidance

These will be sent out via email from eBudde and posted in the GSNCA Cookie Managers Facebook group in a timely manner with the most current recommendations relative to the upcoming events.

You will also be able to find the updated guidance on our website:

girlscoutsnca.org/covid

Service Unit Bonuses

Initial Order Bonus

Service Units that grow their sale over the 2019-2020 final case total will be rewarded (**less any returned Troop ACH debits for insufficient funds, non-payment of approved extensions) by using the chart below:

Initial Order Bonus	Additional Proceeds per case
5% - 9.99%	\$0.05 per case
10%	\$0.10 per case

On Time Bonus

Service units that maintain the number of packages sold last year and meet the following requirements will receive \$0.02 per case.

Requirement:

- 95 % of Troops participating in the SU
- SU Initial Cookie and Reward order submitted by January 11, 2021
- 100 % ACH Troop Sweep February 24, 2021
- 100 % ACH Troop Sweep March 17, 2021
- SU Final Rewards submission on March 29, 2021
- 100 % Final ACH Troop Sweep on March 31, 2021**
- End of year financial reports



Service Unit Growth Bonus

Service Units that grow their sale over the 2019-2020 final case total will be rewarded (**less any returned Troop ACH debits for insufficient funds, non-payment of approved extensions) by using the chart below:

increase over previous year total sale	Bonus per case
5% case increase over 2020 total program	\$0.05 per case sold
10% case increase over 2020 total program	\$0.10 per case sold
15% case increase over 2020 total program	\$0.15 per case sold

* No SU bonuses will be paid without a prior year financial report for the SU and all troops within that SU.

Calendar

Dates	Event
Friday, December 11, 2020	Order taking begins – Digital Cookie and Girl Order Card
Monday, January 11, 2021	TCM submits Initial Cookie and Rewards orders by 11:59 pm
Tuesday, January 12, 2021	SUCM submits SU Initial Cookie and Rewards orders by 11:59 pm
Thursday, January 14, 2021	Deadline for TCMs to select Count and Go location using the Delivery tab in eBudde
Saturday, January 23, 2021	Cookie Booth Scheduler – Round One: 9 am
Tuesday, January 26, 2021	Cookie Booth Scheduler – Round Two: 6 pm
Friday, January 29 – Sunday, January 31, 2021	Count and Go
Monday, February 1, 2021	Cookie Booth Scheduler – Round Three: 9 am
Wednesday, February 3, 2021	Council Office Cupboards open – Birmingham, Huntsville, Tuscaloosa, Florence
Friday, February 5 – Sunday, February 7, 2021	Cookies on the Go weekend
Wednesday, February 10, 2021	Warehouse and Volunteer Cookie Cupboards Open
Friday, February 12, 2021	Booths Begin
Friday, February 19 – Sunday, February 21, 2021	National Girl Scout Cookie Weekend
Wednesday, February 24, 2021	Initial ACH sweep
Monday, March 15, 2021	Digital Cookie – Girl-Delivery orders end
Wednesday, March 17, 2021	Mid-program ACH sweep
Sunday, March 21, 2021	Booths End – Last day for cookies and Digital Cookie direct-ship orders
Thursday, March 25, 2021	TCM submits final rewards by 11:59 pm
Monday, March 29, 2021	SUCM submits final rewards for SU by 11:59 pm
Wednesday, March 31, 2021	Last ACH sweep
Early May	Estimated Rewards Deliveries