



...and other 2010 Cookie Program FAQs

What is Cookies NOW! and how does it work?

Cookies NOW! is the exciting new format for our 2010 Cookie Program. From the very first day of the sale, girls will have boxes of cookies to sell door to door and to family and friends. As they exchange cookies and payment in one easy step, girls experience the immediate success of a completed transaction, and customers experience the instant gratification of enjoying their cookies that day.

Why are we doing this?

Volunteers, parents and customers have asked us to simplify the cookie program logistics for years. This format will:

- Be less time consuming for customers, girls, parents and volunteers
- Reduce order and delivery to one step
- Require less due dates and paperwork
- Give girls opportunities to sell more cookies and earn more money for troop activities and projects

How long will the Cookie Program last?

Six weeks instead of the usual nine weeks.

What are the dates of the 2010 Cookie Program?

Saturday, January 30	Troop cookie pickup
Sunday, January 31	Cookie Program begins
Friday, February 19	Booth sales begin
Sunday, March 14	Cookie Program ends

- Service Unit Cookie Coordinators (SUCCs) will receive training in November.
- Troop Cookie Managers (TCMs) will receive training in either December or January. (Contact service unit for dates and details.)
- Service Unit booth lotteries will be held in January.



How will troops know how many cookies to order?

Following a best practice used by other Girl Scout councils who also have a Cookies NOW! format, we recommend that troops order 80% of their previous year's *initial* order.

We recommend that new troops order 80% of their area's average *initial* order. We will provide the data for each area, program level and variety. For example, a new Brownie troop in Chula Vista will place their order based on the region's previous year's initial orders by variety.

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Can troops get more cookies?

Yes! Based on other councils' experiences, we anticipate a very high volume of reorders during the first two weeks. Warehouses and cookie cupboards will be open during the first two weeks of the sale and will be very accessible for troops to pick up more cookies. When booth sales begin, warehouses will close and local cupboards will remain open.

Will troops be able to return cookies from their starting inventory?

Yes! Returns will be permitted on one day only: Cookie Return Day, Wed., Feb. 17. All troops may return up to 10 cases of cookies to cupboards on that day (not warehouses). See cupboard schedule for locations/hours. Troops are encouraged to transfer the cookies to another troop, use for booth inventory or schedule additional booth sales before returning cookies.

Will girls still have order cards?

Yes. Girls will use order cards to:

- track sales (girls can use this information to contact customers for reorders)
- take a customer's order when they don't have the cookies the customer wants
- post at their parents' workplaces (if permitted)

Will this affect OTM?

No, except that it will be even easier for girls to collect money for OTM because they'll be collecting money for cookies at the same time!

General Cookie Program Questions

How will Kinder-Daisies participate this year?

Kinders will sell to family and friends (the same as last year). They are not permitted to sell door-to-door or do booth sales.

NEW! Kinders will participate in the full girl recognitions plan. There will not be a separate participation-only prize for this level.

Will troops receive Cookie Program Activity books again?

Yes. The cookie program activity books have two levels in each volume, so leaders get double the resources. There are also Girl Scout program links in each activity, so girls can earn awards while learning about the cookie program. Check with your service unit for details about distribution, or go to http://www.littlebrowniebakers.com/volunteers/vol_kits.html to download one today!

Is there a new cookie?

Yes! The new cookie is called Thank You Berry Munch! It has premium cranberries and white fudge chips. It will replace the Sugar-Free Chocolate Chips.

Other questions?

Contact your Service Unit Cookie Coordinator (SUCC) or anyone on the Product Sales Team at (619) 298-8391 or (800) 643-4798.