



## Cookie Club™ Next Generation

### The faster, easier way to reach high goals!

This Cookie Season, our council is piloting a whole new kind of Cookie Sale – one that digitally links the customer, girl, volunteer and council. Girls will take orders online. Families will submit orders online.

What's easier for everyone also may drive higher sales for girls. Customers buy an average of 5.8 packages of cookies when ordering online!



#### How's it work?

- Girls will use the online Cookie Club to take orders and record orders received from traditional sources, such as the order card
- The parent confirms each order is correct (parent password required)
- The parent submits all confirmed orders in a single batch to the cookie volunteer (parent password required)
- The volunteer confirms and places orders in eBudde in just a few simple clicks. No more adding up dozens of loose order cards!

#### What can I do?

Encourage all families to depend on Cookie Club for initial order-taking, rather than the traditional order card. Parents register their girls online and can view the simple tutorial.

#### What will girls do in the Cookie Club?

Cookie Club is a fun, interactive learning experience where girls can learn firsthand about the power of goal-setting.

The heart of the Cookie Club is a command center. Here, a girl will be able to track her sales and see the “cookie boxes” stack up as she progresses toward her goals. She will create eCards, receive cookie orders and enter all other sales.

At any time, she can adjust her goals or explore the site and learn more about goal-setting. She can even discover some cookie-selling tips from other successful Girl Scouts. Girls can record their customer contact information and save it on their personal computers for easy access next year. If a girl saved her customer list from Cookie Club last year, she can import it into this new version.



### What about safety?

The Cookie Club is a password-protected, private area only for Girl Scouts and their parents and authorized council staff. In order to use the Cookie Club, a girl must have parental permission. In addition, before entering the Cookie Club, girls must take a safety quiz, which provides assurance she understands the safety rules. A girl may not enter the Cookie Club until she succeeds in her safety certification.

### Why participate?

- Girls learn essential life skills such as goal-setting, business and communication strategies, and teamwork
- Girls quickly and easily reach high goals
- For volunteers, less time on paperwork means more time with girls
- Best of all, it's fun for everyone!

*THANKS for helping our council go digital this Cookie Season!*

### A CLOSER LOOK AT COOKIE CLUB NEXT GENERATION:

- With a parent or guardian, each girl will create an account in Cookie Club, the password-protected website just for Girl Scouts.
- In Cookie Club, girls can send emails asking customers to buy cookies.
- Customers place orders, called "promises," using an online order form. The cookie promises automatically appear in the girl's account. She will love seeing the virtual boxes stack up as she tracks her progress toward her goal.
- There's also a place to add orders she has received in other ways. Maybe she used her order card as she went door to door or took orders by phone.
- When order-taking is over, her parent confirms the orders and passes them along to the cookie volunteer – all over the Internet.
- The girl's order arrives in the volunteer's eBudde account. eBudde is the cookie sale management program used by all cookie volunteers.
- In eBudde, the volunteer confirms and places the girls' orders with the council.