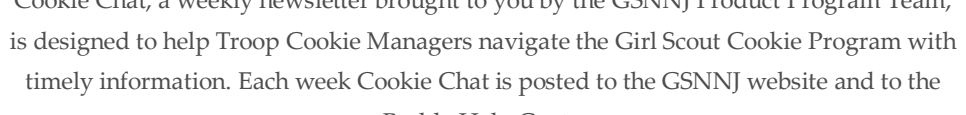


Cookie Chat

Girl Scouts of Northern New Jersey

Girl Scout Cookie Program

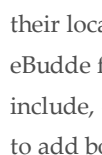


Cookie Chat, a weekly newsletter brought to you by the GSNNJ Product Program Team, is designed to help Troop Cookie Managers navigate the Girl Scout Cookie Program with timely information. Each week Cookie Chat is posted to the GSNNJ website and to the eBudde Help Center.



In this issue (Cookie Chat #2):

- 2023 Girl Scout Cookie Booth Sales
- Rewards Spotlight
- Cookie Costume Giveaway
- Digital Cookie
- Important Dates
- Fast Facts



2023 Girl Scout Cookie Booth Sales

Girl Scout Cookie booth sales are a great opportunity for girls to learn new skills and reach their goals and are also a way for Troops to earn additional proceeds. We will cover Booth Sales in greater detail in a future Cookie Chat, but wanted to answer some questions we have received so far.



Troop Secured Booth Sales:

Troops are permitted to ask local businesses for permission to run a booth sale at their location. Once secured, troops must add their booth sale to the “Booth Sale” tab in eBudde for approval. Troops are responsible for managing all aspects of the booth which include, obtaining permission and certificate of insurance (COI) if requested, etc. The option to add booth sales to eBudde will open on Friday, February 3. A booth sale request letter can be found on the eBudde Help Center in the “From the Council” section.

Council Secured Booth Sales:

In some instances, businesses would rather council handle the scheduling of troops for booth sales. These locations will be posted to the eBudde “Booth Sales” tab at a later date. When the council secured locations open for selection, troops can select up to 2 council locations and dates/times. Council secured locations include but are not limited to: Acme Markets, Bergen Town Center, Paramus Park Mall, Rockaway Townsquare Mall, Willowbrook Mall, M&T Bank, Heights Flower Shoppe and Nikki’s Card & Gift Shop. Other locations are still being determined.

Additional Booth Sale Information:

All booth sales must be held at locations within our council’s jurisdiction—Bergen, Morris, Passaic, Sussex and northern Warren counties. Booth Sales may not be held at establishments where girls themselves are not legally allowed to be patrons of. This includes but is not limited to liquor stores, dispensaries, wineries, and breweries. Need more info? Check out the Booth Sale information on the eBudde Help Center in the “From the Council” section.



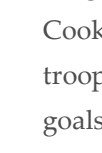
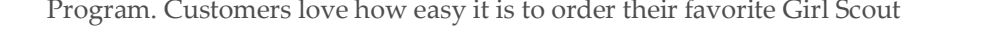
Girl Scout Cookie Costume Giveaway

GSNNJ is retiring the Girl Scout Cookie Costumes, and you can win one! Make a purchase at any GSNNJ retail shop February 6 through February 28 for a chance to win. Receive an additional chance if your purchase includes Girl Scout Cookie Merchandise (see store for details) Winners will be chosen at random and will be announced in the March 9th Cookie Chat.



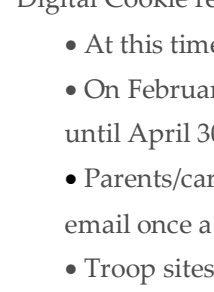
Important Dates

Initial Order Period	
Initial Order	January 23—February 26
Shipped option opens	February 27
Troop Orders due in eBudde	February 28
Delivery to Service Units	March 18—March 26
Booth Sale Period	
Booth Sales begin	April 1
Booth Sales end	April 30
Final Reward orders due in eBudde	May 2
ACH Payments	
Initial Order Payment	Week of April 10
Final Order Payment	Week of May 1
Refunds credited to Troops (if applicable)	Week of May 1



Program Rewards Spotlight

Have you seen the new theme charm patch for 2023?



Girls can earn fun charms as they progress through the program. The main patch is earned by selling 25+ packages of cookies.

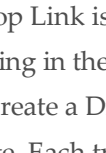
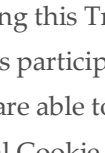
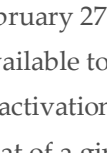
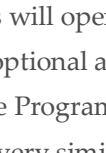
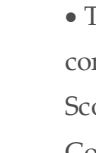
30+ Packages

130+ Packages

15+ emails sent

1+ Booth Sale

75+ CFH packages

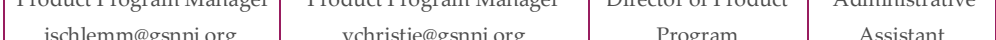


Digital Cookie

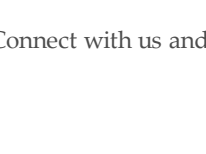
Digital Cookie is the official online sales platform for the Girl Scout Cookie Program. Customers love how easy it is to order their favorite Girl Scout Cookies, all while supporting their favorite Girl Scouts! Be sure the girls in your troop are taking advantage of using Digital Cookie to help them reach their goals.

Digital Cookie reminders:

- At this time, Digital Cookie is open for girl delivered and donated orders.
- On February 27, the direct-shipped option will open and will remain open until April 30.
- Parents/caretakers **must** approve all in-person orders. They will receive an email once a day if they have outstanding approvals.
- Troop sites will open on February 27. Activating this Troop Link is completely optional and is available to all troops participating in the Girl Scout Cookie Program. With activation, troops are able to create a Digital Cookie site, very similar to that of a girl’s Digital Cookie site. Each troop site will have a unique URL which troops can share with potential customer to purchase shipped and donated cookies directly from the troop online!



Dolphin Fast Facts



Coral, the mascot for the 2023 Girl Scout Cookie Program, is back with more fast facts about dolphins and Girl Scout Cookies!

Where do dolphins live?
Dolphins live in seas and oceans around the world, and even in some rivers too.

Samoas Fast Fact
Little Brownie Baker makes their caramel in old-fashioned, copper kettles, heated to exactly 234°.



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