

2021 Cookie Program

January 3 - March 21

GOAL GETTER GUIDE

Gallop into the Goal Getter Phase!

The Goal Getter Phase is Monday, Jan. 25-Friday, Feb. 12. These are the three weeks between when troops submit their Initial Orders and when cookies hit the ground and the Booth Phase begins. During this time, girls continue to take orders using a special Goal Getter order card and through Digital Cookie. Girls can use this extra time to reach customers they may have missed during the Initial Order Phase and continue their momentum during the cookie program! All Digital Cookie and Operation Salute orders entered during this phase will count toward girls' Goal Getter totals.

Important Dates

- **Before Jan. 25** – Troop cookie program coordinator (TCPC) distributes Goal Getter order cards to the girls in their troop when they turn in their Initial Order cards.
- **Jan. 25-Feb. 12** – Girls take additional orders using the Goal Getter order card and continue to take orders online through Digital Cookie.
- **Feb. 12** – Goal Getter phase ends.
- **Feb. 13** – TCPC enters girls' sales in eBudde by 11:59 p.m.
- **After Feb. 15** – TCPC gets cookies needed to fill Goal Getter and Digital Cookie girl delivered orders from cookie cupboards and arranges for girls to pick them up to fulfill their orders.

Skills

Girls will develop and practice all five skills during the Goal Getter Phase but will primarily work on goal setting and people skills.

- **Goal setting** – girls evaluate their progress so far and set new goals for skills to practice and packages to achieve for the remainder of the program.
- **People skills** – girls reach out to customers they missed during the Initial Order Phase and circle back to customers who did not respond initially.



Goal Getter Rewards

Cookies sold during the Goal Getter Phase count toward the girl's Digital Cookie, Operation Salute and Final girl rewards. Girls also earn special rewards when they reach each level of cookies sold during the Goal Getter Phase.

Note: In previous cookie programs, girls were entered into drawings to receive Goal Getter Rewards. This year, girls earn the following rewards for each level they reach:

- **30+ Packages** – Goal Getter patch.
- **60+ Packages** – Reversible necklace.
- **90+ Packages** – Horse mirror.

Girls receive these rewards from their TCPC with their final rewards after the 2021 cookie program ends.



Tracking Orders

Girls collect orders on special Goal Getter order cards that they return to their TCPC by Feb. 13. **Orders must be entered by 11:59 p.m. on Saturday, Feb. 13 to count toward Goal Getter rewards.**

Girl delivered packages ordered through Digital Cookie during the Goal Getter Phase should be added to girls' Goal Getter order cards.

Entering Goal Getter Orders in eBudde

A Cookie Cupboard order may need to be placed before you can add an order for a girl.

See Cookie Cupboards and Deliveries Guide released on Jan. 29 for instructions.

Step 1 – Click the **Girl Orders** tab.

Step 2 – Click on the girl's name.

Step 3 – Click the **Add Transaction** button.

Step 4 – Green boxes will appear across the bottom of the screen.

Step 5 – Record the total number of packages in the GoalG or OPSAL column.

Step 6 – Repeat for each girl.

Step 7 – Click **OK**.



Digital Cookie Orders

Shipped and donated orders placed through Digital Cookie during the Goal Getter Phase as well as payment information for girl delivered orders automatically flow over into eBudde.

Package information for girl delivered orders should be added to girls' Goal Getter order cards and entered into eBudde.

Step 1 – Click the **Girl Orders** tab.

Step 2 – Click on the girl's name.

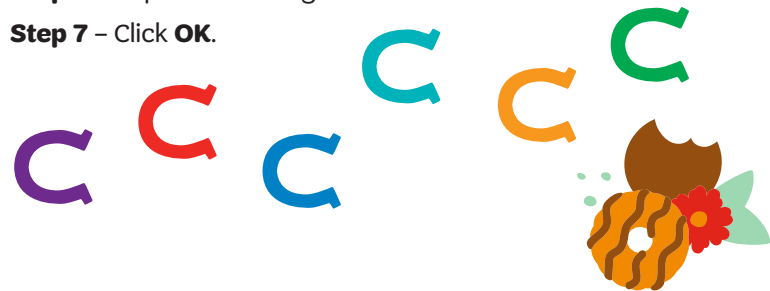
Step 3 – Click the **Add Transaction** button.

Step 4 – Green boxes will appear across the bottom of the screen.

Step 5 – Record the total number of packages in the GoalG or OPSAL column.

Step 6 – Repeat for each girl.

Step 7 – Click **OK**.



Ways to Participate in the Goal Getter Phase:

- Identify customers you may have missed during the Initial Order Phase and share your Digital Cookie site link or contact them to take their order.
- Set a goal to help bump up your sales to the next reward level.
- Send a second round of emails through Digital Cookie.
- Hold troop or individual virtual cookie booths.
- Use tools from the Cookie Promotional Kit, which can be found at gsoh.org/cookiepromo, and from Little Brownie Bakers, located in the eBudde Help Center.
- Post your goals where you can see them and update them throughout the program.
- Contact local businesses for sales and suggest they buy by the case.

Goal Getter Phase Webinars

Submitting Goal Getter Orders and Pending Cookie Cupboard Orders

Tue., Feb. 9, 2021, 8-9 p.m.

Learn how to wrap up the Goal Getter Phase and use the Cookie Cupboards to get cookies to fill orders and stock booths.

Register here: <http://bit.ly/2021-Cookie-GG>.

Cookie Program Q&A Sessions

Thu., Feb. 18, 2021, 8-9 p.m.

Have questions? We've got answers! Submit questions ahead of time at <http://bit.ly/2021-Cookie-Questions> and tune in for the answer. We'll also address questions we hear frequently, and answer questions live.

Register here: <http://bit.ly/2021-Cookie-Feb18>.



We've Got
GIRL SCOUT
COOKIES

