

## Product Program Key Terms

**ACH:** Automated Clearinghouse; the electronic transfer of money from one bank account to another. This process is used by GSDH for troops and service units to make payments and receive refunds for program products. Dates for when the ACH withdrawal will be made are on each program calendar.

**Case:** Term used for a container of twelve packages of Girl Scout Cookies or twelve units of nuts or chocolates (Fall Product Program).

**Cookie Booth:** Public location of a stationary sale of Girl Scout Cookies. Troops sign-up within eBudde to secure cookie booths. There are two types of cookie booths: council booths (those sourced and secured by council) and troop booths (those sourced and secured by troops).

**Cookie Cupboards:** Volunteer or council-staffed cookie storage locations where cookies can be picked up to restock orders and inventory.

**Cookie Exchange:** When girls or troops have excess inventory, they can use the Cookie Exchange function of eBudde to post their available cookies. Girls or troops in need of additional cookies may use the Cookie Exchange tab to attempt sourcing the packages needed.

**Cookie Finder:** Found at [gsdakotahorizons.org](http://gsdakotahorizons.org); members of the public can enter their zip code to locate a cookie booth near them or **link to a troop's digital site to order cookies for direct shipment**.

**Cookie Rally:** Fun gathering of girls and troops (put on by the service unit or troop) for the purpose of learning about the cookie program.

**Cookie University:** An event put on by council for girls to learn all about the Girl Scout Cookie Program where they will enjoy activities (often for badges), taste cookies, and have the opportunity to shop the retail store.

**Dakota Dough:** Earned rewards for participating in a product program, based on sales activity. Dakota Dough is spent toward Girl Scout merchandise through retail services, for membership fees, and/or for program experiences.

**Delivery agent:** A person or company whose job is to manage arrangements and documents for sending products (cookies or fall product and rewards) from one place to another. Delivery agents schedule delivery dates/times at their sole discretion.

**Digital Cookie (DOC):** The online cookie sales platform where Girl Scouts can set up a personalized online storefront and where volunteers can support the girls in their troop through various functions (credit cards, troop link, girl-view, etc.)

**Digital sales platforms:** Online sales platforms for Girl Scout Cookies, designed to supplement and enhance the traditional cookie program. M2 (Fall Product Program) and Digital Cookie (Cookie Program) allow girls and troops to set-up a digital storefront where customers can order cookies and have their cookies shipped directly to them.

**Direct Ship (order):** A type of order whereby a customer places an order through the online storefront and product is shipped from a national warehouse directly to his/her doorstep.

**eBudde:** An online platform where Cookie Managers and Troop Cookie Coordinators can place their Initial Order, manage cookie inventory, sign-up for booths, record booth sales, record cupboard transactions, and keep record of all cookie transactions and funds.

**Fall Product Program:** An entrepreneur program for Girl Scouts that takes place annually each fall with the sale of nuts, chocolates, and magazine subscriptions.

**Girl-Delivered (order):** A type of order whereby a customer places an order through the online storefront and the product is delivered by the Girl Scout.

**gsLearn:** Accessed through myGS (the top right corner of the website), gsLearn is a place for volunteers to find training and courses. It will be pre-populated with items that should be viewed.

**GSDH:** Girl Scouts Dakota Horizons; your Girl Scout council.

**Heroes on the Horizon:** Purchases made through Girl Scout product programs by customers to be donated to a GSDH-approved partner such as the military, local heroes, or other not-for-profit organizations.

**Initial Order:** For the Cookie Program, this is the first order placed by council with the baker. It **includes girls' orders (to have cookies on hand), troops' orders (to have for booth sales), and council cupboard orders.**

**Initial Order Worksheet:** A worksheet (available on the council website) for parents to use to assist in **creating their girl's Initial Order. The worksheet provides instructions on comparing their girl's sales goals to historical sales data in order to create their initial order commitment.**

**Initial Order Workbook:** A tool (available on the council website) for Troop Cookie Coordinators and/or Co-Leaders to **use in calculating estimates for the troop's Initial Order.**

**Initial order rewards:** Rewards that troops earn based on their first order placed.

**Individually Registered Girls (IRG or Juliette):** A Girl Scout who is participating in Girl Scout programs and is not part of a troop. For purposes of product programs, these girls work directly with the Service Unit Fall Product Manager or Cookie Manager.

**Just in Time Guides:** Timely guides that contain step-by-step instructions for volunteers to perform certain tasks related to product programs. These guides are available on the website (Cookie Resources-For Volunteers) and will be shared by the Product Program Team as appropriate.

**Little Brownie Bakers (LBB):** One of two GSUSA licensed bakers. They provide cookies and reward items for the GSDH Cookie Program.

**Member Services:** A team of GSDH employees dedicated to providing volunteers, girls, and parents with excellence in customer service by responding to inquiries on any topic related to Girl Scouting. Member Services is available Monday through Thursday from 8:00am-5:00pm and Fridays 8:00am-12:00pm and can be reached by phone at 800-666-4121 or through the Contact Us page on the website.

**M2:** The online platform used for councils, volunteers, and Girl Scouts for the Fall Product Program.

**Online storefront:** **A Girl Scout's personalized website to which they can invite customers to shop online and pay by credit card.** Girls create their online storefront through M2 for Fall Product Program or Digital Cookie for the Cookie Program.

**Outstanding Balance Form:** A form used by Troop Cookie Coordinators and/or Co-Leaders (available on the website) to request that council takes over the collection of funds parents owe by transferring the responsibility from the troop to the family for unpaid products.

**Order card:** The physical document provided by council where Girl Scouts can collect orders from customers. Order cards are used in addition to the online storefront for taking customer orders.

**Package:** Term for a single container of cookies. Cookie packages can be plastic, foil, or paperboard.

**Pending order:** When troops or girls need additional cookies from the cookie cupboard, they will place a Pending Order within eBudde. Placing a Pending Order notifies the cupboard of the needed cookies and ensures inventory is properly maintained.

**Per-Girl Average (PGA):** The average number of units/packages each participating Girl Scout sells. The PGA is calculated by dividing the total packages sold by the total number of Girl Scouts participating in the program.

**Rewards: Merchandise, experiences, or Dakota Dough** given to acknowledge a Girl Scouts' effort in the product programs. Rewards are based on the number of units/packages sold during the program. Rewards are typically distributed following the end of the program.

**Instant Rewards:** Rewards that are earned at various times throughout the program whereby rewards are shipped directly to the girls as they are earned.

**The Five Skills:** Girl Scouts participating in the Girl Scout Cookie Program earn funds for their Girl Scout activities while learning key skills that will help them in business and life. These include (1) Goal Setting, (2) Decision Making, (3) Money Management, (4) People Skills, and (5) Business Ethics.

**Troop proceeds:** The portion of funds earned by the troop during the Cookie Program and Fall Product Program. Troop proceeds are used to fund troop activities.

**Troop rewards:** Troop rewards are earned by participating in product programs and are based on sales activity or a troop's per-girl average (PGA).

**Volunteer Essentials:** An online repository (accessed through the website) available to volunteers with valuable resources and important information related to product programs including safety, finances, and product program details.

**Volunteer Tool Kit (VTK):** Accessed through myGS (the top right corner of the website), VTK is a place for volunteers to customize meeting plans to earn badges related to product program and entrepreneurship.