

## Product Sales Committee Special Report March 2011

As of February 28, 2011, GSCM's 2010-2011 Cookie Program has achieved \$3,564,191.82 in net profit which represents 101.78% of the FY '11 goal.

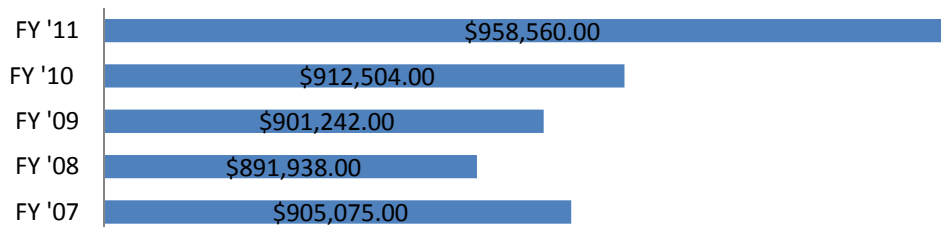
Due to the FY'11 increase in box price from \$3.50 to \$4.00, the GSCM Board had wisely projected a 10% decrease in volume over last year. The financial goal was met and exceeded for FY'11 with an 8.26% decrease in volume over last year. GSCM sold 60,212 boxes over the targeted volume goal of 1,411,000.



Final Sales Data	FY'11	FY '10	% Var.
# cases	122,601	133,937	-8.26%
# boxes	1,471,212	1,607,244	-8.46%
# troops	1,561	1,558	0.19%
# girls	14,832	15,576	-4.78%
PGA	99.1	103.08	-3.86%

**Troop Proceeds:** This year troops retained a total of \$958,560.05 for their troop treasuries. This is an increase of \$46,055.60 over last year. The average troop proceed amount earned was \$0.65 per box. This is compared to an average of \$0.56 per box in FY'10.

### GSCM Troop Cookie Proceeds



**The Membership Boarding Pass Incentive** was again included in this year's Cookie Sale for qualified troops to earn an extra \$0.05 per box sold. Troops must have completed an end of year report, had 50% family share participation and early bird registered for FY'11 by June 30, 2010. This year 817 troops qualified for the bonus compared to 786 troops last year. This is an increase of 31 troops. Troops who qualified for the bonus sold 819,477 boxes of cookies totaling \$40,973.85. This figure is included in the total troop proceeds figure above.

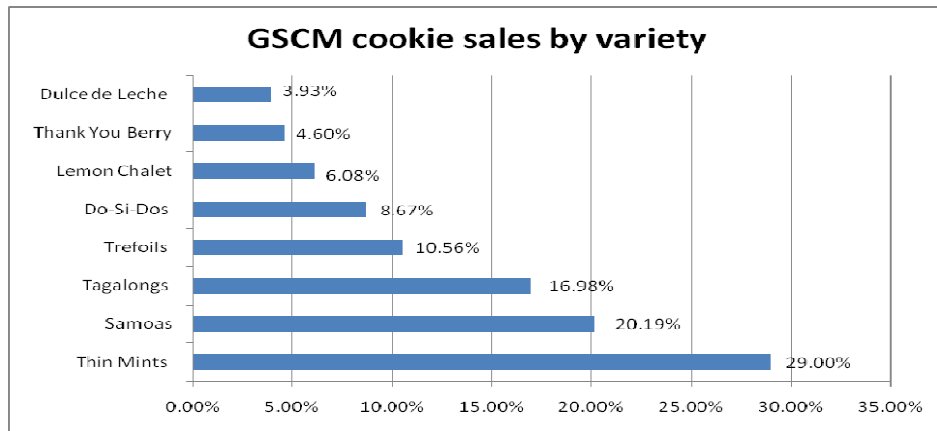
#### Cookie Club Results for Central Maryland:

- 4,194 registered girls in Cookie Club
- 751 girls had set goals
- 6,993 e-cards sent
- 1,786 e-cards returned
- 9,328 packages ordered
- 5.2 packages ordered per returned e-card\*



\* Based on the LBB consumer insights survey, in- person sales average 3.5 packages per ask.

**eBudde:** The new online ordering and reporting system for troop and Service Unit volunteers was received well and many evaluation comments were positive. The ability for eBudde to connect to Cookie Club and import all the girl's promises received from e-grams has increased the opportunity for girls to sell more cookies by reaching more customers safely. The one major exception was the Booth Sale section and how to record each girl's booth sale figures. Great feedback and suggestions provided by volunteers have been forwarded to Little Brownie Baker's technology team. This section is definitely slated for improvement for next year. GSCM is also able to track, compare, and evaluate the sale in real time data which has improved and simplified several of the business processes.



GSCM offered **Service Unit Volume Increase Bonuses** of \$0.01 per box if the SU had a 5% volume increase over last year's initial order. 14 Service Units earned the initial order bonus totaling \$1,822.44 in direct funding for the Service Units.

Congratulations to Service Units: 604, 605, 606, 613, 618, 630, 631, 632, 644, 646, 652, 659, 661, and 677!

Service Units could also earn additional funding of \$0.01 per box if they achieve a 10% increase in their final sales volume over last year. 13 Service Units earned the final sales bonus totaling \$1,624.41 in direct funding for the Service Units. Congratulations to Service Units: 604, 606, 608, 616, 618, 619, 630, 631, 646, 652, 661, 668, and 677! These bonus amounts are in addition to the troop proceeds indicated above.

**ACH (New Banking Process):** The new ACH withdrawal process worked very well in both timely collections of payments to GSCM for cookies and staff time spent recording, reconciling and debt collecting. Although the volunteers had serious concerns in the beginning, the evaluations feedback showed most troop cookie managers appreciated the simplification and ease of the ACH payment process. The council performed two scheduled ACH withdrawals on 1,561 troops and collected the majority of the funds on time with little to no issues. GSCM had less than 75 rejections due to closed accounts, insufficient funds or minor data errors.

**Cookie Debt:** Files were turned over to CFO on March 1, 2011. At that time, \$11,956.75 was currently outstanding in uncollected funds with another \$5,177.00 due to GSCM for T-6 parent debt totaling \$17,133.75. This is compared to \$60,304.49 in debt at this same time last year. The new ACH payment process reduced debt from cookie sales by 71.59% in its first year of implementation.

Debt letters will be sent out by Council Advancement in an effort to assist the CFO with the debt collection process. The Membership database, Personify, will track persons owing GSCM cookie monies and the responsible party will be prevented from registering for annual membership and all program activities until the debt is paid in full.



### Gift of Caring Projects & Operation US Mint:

Again this year we have partnered with the BWI-Metro USO to distribute cookies to soldiers departing from the airport for overseas duties. GS troops reported through eBudde 37,545 boxes of cookies donated for various Gift of Caring projects. Thanks to the generosity of girls, families and our loyal customers, GSCM has received and delivered 9,952 of those boxes to US military personnel through Operation US Mint. Last year, GSCM delivered 13,696 boxes to the USO.



**Harvest for the Hungry:** Due to an anonymous donation, GSCM was able to generously provide 500 cases of cookies to the Maryland Food Bank on February 11, 2011. That was just over 3,000 lbs. of delicious cookies to kick-off the Harvest for the Hungry Campaign.

**500+ Club Finale:** 143 girls reached the level of 500+ boxes in order to be invited to the Cookie Finale on March 24, 2010 at the Aquarium in Baltimore. These top selling cookie entrepreneurs sold a total of 89,072 boxes!

#### Top Selling Troop in each Geographic Area:

<b>Anne Arundel County:</b>	Troop #714 / SU #37	5,354 boxes
<b>Baltimore City:</b>	Troop #831 / SU #07	3,108 boxes
<b>Baltimore County:</b>	Troop #841 / SU #49	5,436 boxes
<b>Carroll County:</b>	Troop #2226 / SU #72	3,233 boxes
<b>Harford County:</b>	Troop #821 / SU #74	6,903 boxes
<b>Howard County:</b>	Troop #2393 / SU #53	2,844 boxes

Each troop will receive a Certificate of Appreciation and a \$25.00 GSCM store gift card.

#### Top Selling Girl in each Geographic Area:

<b>Anne Arundel County:</b>	Amira Tuma	1,280 boxes
<b>Baltimore City:</b>	Rokaia Tabaa	750 boxes
<b>Baltimore County:</b>	Lily Densmore	1,117 boxes
<b>Carroll County:</b>	Cheyenne Higgins	783 boxes
<b>Harford County:</b>	Laniya Bullie	830 boxes
<b>Howard County:</b>	Abigail Bond	1,619 boxes

Each girl will be honored at the Cookie Finale with a celebration sash and plaque.

**We congratulate**  
**Abigail Bond**  
**GSCM's 2010-2011 Entrepreneur of the Year!**  
**Selling 1,619 boxes of Girl Scout Cookies**





## News & Announcements for the 2011-2012 Cookie Program Activity:

- Online voting for next year's recognition items is scheduled for May 2011. Check out the GSCM website and be sure to vote for your favorite items.
- The color coded cookie calendar will no longer be printed for distribution in the troop Early Bird packets. The cookie calendar will be posted to the GSCM website cookie pages in May 2011.
- The Membership Boarding Pass Incentive will continue for the 2011-2012 cookie season. Please be sure to encourage troops to Early Bird Register and meet the qualifications for the Boarding Pass in order to obtain the additional per box profit amount during the 2011-2012 cookie activity.
- Volunteers accepting financial responsibility for cookies must have completed their volunteer application process with background and credit checks up to date and current before September 1, 2011.
- The Service Unit volume increase bonus programs will continue for next year.
- ACH payment withdrawals will continue for next year. All troops MUST submit a completed ACH agreement & attach a voided troop check along with their Troop Cookie Managers signed position description at cookie training. Troops will not be allowed to sell or obtain cookies unless these two vital pieces of information are received at GSCM no later than September 12, 2011 or as new troops are established throughout the sale period.
- Service Unit Cookie Manager trainings are scheduled at the council for August 13, 2011 from 9:00 am – 12:00 pm and August 27, 2011 from 1:00 pm – 4:00 pm. All SU Cookie Managers must attend one of these trainings to hold the appointed position.
- Service Unit Booth Sale Coordinator trainings are scheduled for August 13, 2011 from 1:00 pm- 3:00 pm and August 27, 2011 from 10:00 am – 12:00 pm. All SU Booth Sale Coordinators must attend one of these trainings to hold the appointed position.
- Service Unit Managers are asked to complete the "2011-2012 SU Cookie Appointment Form" and return it to GSCM no later than June 1, 2011 via (1) email to [tmrcer@gscm.org](mailto:tmrcer@gscm.org) or (2) fax to 410.358.9918.

Coming fall 2011 ~  
"What can a cookie do?"