GSESC Triple Advantage

Early Bird 2012 + Fall Sale 2012 + Cookie Sale 2013 = More Troop Profit

Watch your Troop's bank account grow by participating in GSESC's Triple Advantage patch program. The Triple Advantage patch program ties together Early Bird Registration, the Fall Sale, and the Cookie Sale by offering a patch for girls and monetary bonuses for Troops who participate in all three portions of the patch program.

Early Bird Registration Patch

To Qualify:

- 65% of the Troop (including girls and adults) must register Early Bird by deadline of June 30, 2012. For example, if a Troop has 10 registered people in it they must Early Bird at least 7 to qualify.

Baseline for 65%:

- Will be determined from the number of girls and adults registered with the Troop as of May 1, 2012.

Recognition Earned:

- Early Bird 2012 section of patch.

If the Troop qualifies for the Early Bird Patch they can participate in the Fall Sale section of the patch program.

Fall Sale Patch

To Qualify:

- 65% of girls registered with the Troop must participate in the Fall Sale, averaging at least 15 items per girl (not including STEP 2 booklets or providing e-mail addresses). 15 items was our per girl average in the 2011 Fall Sale.

Baseline for 65%:

- Will be determined from the number of girls registered with the Troop as of October 1, 2012.

Recognitions Earned:

- Fall Sales 2012 section of the patch.
- Qualifying Troops receive 15% of gross sales and incentives (instead of 10% plus incentives) or 20% of gross sales and no incentives (instead of 15% and no incentives). All Troops will have the option to opt-out of incentives during the 2012 Fall Sale.

If a Troop qualifies for the Early Bird and Fall Sale sections of the patch program they can participate in the Cookie Sale section.

Cookie Sale Patch

To Qualify:

- 65% of girls registered with the Troop must participate in the Cookie Sale, averaging at least 200 packages per girl of cookies. 200 packages was the per girl average for our council during the 2012 Cookie Sale.

Baseline for 65%:

- Will be determined from number of girls registered with the Troop as of December 1, 2012.

Recognitions Earned:

- Cookies 2013 section of the patch.
- Qualifying Troops will receive 45 cents per package plus incentives (instead of 40 cents per package plus incentives) or 55 cents per package (instead of 50 cents per package and no incentives). All Troops will have the option to
  opt-out of incentives during the 2012 Cookie Sale.

Additional Information

- This patch program is only available for existing Troops/Juliette, who Early Bird during May 1-June 30, 2012.
- Name by name comparisons will not be made. Percentage will be based on Troop total.
- If a Troop does Early Bird, but does not meet the 65% requirement they will not receive an Early Bird patch/rocker of any type from GSESC.
- If a Troop earns the Early Bird Patch but does not participate/qualify for the Fall Sale section they cannot participate/qualify for the Cookie Sale section.

- All requirements for the Fall Sale and Cookie Sale must be followed in order for a Troop to qualify and receive patches/monetary incentives. Requirements include but are not limited to completing required trainings, girls being registered members of GSESC, orders placed on time, paperwork being completed and turned in on time, money collected and turned in on time, etc. More information on the requirements will be detailed in the Fall Sale and Cookie Sale trainings.