

Community Cookie Program Questionnaire

Thank you for helping us evaluate the 2008 Cookie Program. Please return this questionnaire by 5/31/08. Mail to or drop off at your nearest office or fax to 914-747-4263.

Please identify your role: Community Cookie Chair Volunteer Community Chair
Community# _____

1. How long have you been a community volunteer?
 Less than 2 years 3-5 years 6+ years
2. Did you volunteer in the 2007 Cookie Program (last year)? Yes No
3. Did you volunteer in the 2008 Cookie Program (this year)? Yes No
4. Did your community sell more cookies in 2008 than in 2007? Yes No
5. Did you have more troops participating in the Cookie Program in 2008 than in 2007? Yes No The same number
6. Which of the following parts of the program did troops participate in?
 1. Initial order taking program
 2. Goal getter orders from the cookie cupboard
 3. Booth Sales
 4. Gift of Caring
 5. I Called Back
 6. Kiosk Sales
7. If some of the troops in your community did not participate, what were their reasons?

Timing of the Cookie Program

In 2007, the Cookie Program had initial orders being taken from 2/1/08 to 2/19/08. Original deliveries were scheduled for 3/10 to 3/24. And cookies continue to be available at Council offices and Cookie Cupboards through 5/24/08.

In 2009, the following holidays will be observed: 1/19/09 – Martin Luther King Day; 2/16/09 – President's Day; 4/5/09 – Start of Daylight Savings Time; 4/9/09 – Passover; 4/12/09 – Easter.

1. I would prefer the next year's Cookie Program to take place...
 1. Order taking in January; Deliveries in February; Troop Profits in March/April
 2. Order taking in February; Deliveries in March; Troop Profits in April/May
 3. Order taking in March; Deliveries in April; Troop Profits in May/June
2. I would prefer ...
 1. Two weeks to take initial orders
 2. Three weeks to take initial orders
 3. Four weeks to take initial orders

Training

1. Did you attend training for your job as Community Cookie Chair or as the Volunteer Community Chair supervising a Community Cookie Chair? Yes No
2. Did you conduct a training for the troops in your community? Yes No
3. Please rate each of the following aspects of the training you received. If you did not attend training, please skip to the next section on Forms & Materials.

	Very Helpful	Somewhat Helpful	Not Very Helpful	Not Helpful At All
Overall	4	3	2	1
Days and times offered	4	3	2	1
Locations offered	4	3	2	1
The trainer	4	3	2	1
The materials	4	3	2	1

Forms & Materials

1. For each of the materials or forms listed in the grid below, please first indicate if you **used** the form or not. **Then** for each form you actually used, please indicate **how helpful** you found it.

	I Used This	I Didn't Use This	I Don't Know What This Is	Very Helpful	Somewhat Helpful	Not Very Helpful	Not Helpful At All
The eBudde system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1
Online ordering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1
Paper order forms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1
Program materials (posters, order cards, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1
<i>Volunteer Guide</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1

2. Thinking about the *Volunteer Guide*, which was an 8 page booklet printed on pink paper, please circle all the ways that you used it during the Cookie Program.
 1. Glanced through the Volunteer Guide briefly
 2. Used the Volunteer Guide only for deadlines
 3. Used the Volunteer Guide for help in completing forms
 4. Reviewed the volunteer guide at training
 5. Read the Volunteer Guide and referred back to it during the cookie program
 6. Did not use the volunteer guide
3. What could Council offer you in terms of improved or additional resources to help make it easier for you to meet your goals? [Feel free to attach an additional sheet of paper if necessary.]

4. Do you have access to a computer with Internet access that you could use to help with your Cookie Program paperwork? Yes No
5. Would you be willing to use an online, paperless order system for the 2009 Cookie Program orders? Yes No

Delivery/Obtaining Cookies

1. How would you rate the location for your initial order delivery? Was it...
 4. Excellent
 3. Above Average
 2. Average
 1. Below Average
2. How helpful were the people who delivered the cookies?
 4. Very helpful
 3. Somewhat helpful
 2. Not very helpful
 1. Not helpful at all

A Cookie Cupboard is a location that maintains a supply of cookies for troops and individuals to pick up from after the initial order delivery. Some cupboards are run by the Council, others are run by individual communities or troops. Cookies can be purchased outright or picked up on consignment to sell at a Cookie Booth.

3. Did you pick up any cookies from a cookie cupboard?
 - Yes →SKIP TO Q. 5
 - No
4. Why didn't you use a cookie cupboard?
 1. Ordered enough at initial order, didn't need more
 2. Locations and/or times were not convenient
 3. Troops in my community did not do any booth or goal getter orders
 4. Other (Please explain) _____
5. Please rate the cookie cupboards for each of the following aspects...

	Very Helpful	Somewhat Helpful	Not Very Helpful	Not Helpful At All
Locations	4	3	2	1
Days and times available	4	3	2	1
The cookie cupboard manager	4	3	2	1

6. Whether you used a cookie cupboard in 2008 or not, what would be the most convenient hours for cookie cupboards to operate for the 2009 Cookie Program?
 1. Monday- Friday 9 am -12 noon
 2. Monday- Friday 1-5 pm
 3. Monday- Friday 6-8 pm
 4. Saturday and Sunday 10-12
 5. Saturday and Sunday 4-6 pm

7. Did you sponsor a cookie cupboard? Yes No

Support from Council

1. For each of the types of support listed in the grid below, please first indicate if you **used** that support or not. **Then** for each type you actually used, please indicate how **helpful** you found it.

	I Used This	I Did Not Use This	I Don't Know What This Is	Very Helpful	Somewhat Helpful	Not Very Helpful	Not Helpful At All
Product Sales Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1
Other GSHH staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1
The GSHH Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1
Little Brownie Baker Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	3	2	1

Incentives & Rewards

There were many types and levels of incentives and rewards involved in the 2008 Cookie Program. Incentives were given at the Community Level, the Troop Level and the individual Girl Level. Money earned per box increased as the number of boxes sold increased. To determine if this program was too complex, please rate each of the components as listed below. If you are unfamiliar with one or more items, simply check "Don't Know What This Is" and go on to the next item.

1. Overall, what do you think is the single biggest motivator for **girls** to sell Girl Scout cookies?
 1. To pay for troop activities
 2. To earn incentives for themselves
 3. It's fun, they enjoy it

2. For 2008, there was a tiered profit system where troops could begin by making 55¢ per box and could increase the per box profit and incentives by achieving higher levels of sales between February 1 and April 15. For 2009, would you prefer... [Check one box only.]
 1. One standard profit level, no tiered system
 2. A tiered profit level, 45 days to obtain a sales base (same as 2008)
 3. A tiered profit level, set by the initial order level

Wrap-Up

1. What motivates you, as an **adult**, to participate in the Cookie Program?

2. What volunteer jobs would you consider in conjunction with the 2009 Cookie Program?
 1. Cookie Task Group Member
 2. Community Cookie Chair
 3. Council Volunteer—cookie training support
 4. Council Volunteer—cookie office support
 5. Council Volunteer—cookie computer system support

If you would like us to contact you, please complete the information below. Please PRINT or TYPE, especially your email address!

Name: _____ Telephone number: _____

Email: _____