Cookie fundraising management

Best practices

Coordinating and managing cookie sales can be a tricky process, even for Provincial Cookie Advisers. Predicting future sales is challenging enough and you have a lot of data to sort out too. That's ok. Take a deep breath and check out our tips for staying organized and on top of the cookie calendar!

Forecasting

Many factors can influence the accuracy of your numbers, making forecasting a challenging task. However, being accurate is important because it creates a smoother process for our volunteers when they're ordering cookies. Here's some tips to help you stay on track.

1. **Consider all the ways your province sells cookies**
   Focus on the most relevant means for your province. A few examples include:
   - Historic individual and group sales, in relation to membership numbers
   - Independent and sponsored trips
   - Events, camps and conferences
   - Previous wish list orders

2. **Compare and rank each channel**
   Look at all your sales and decide which channels offer the highest return. This can help you use a more accurate approach when purchasing cases of cookies.

3. **Record sales and file a report once the campaign has ended**
   Documenting the sales performance at the end of a campaign is essential to the forecasting process. Not only does it establish the current demand in communities or areas and districts, but it also helps to show the overall year-over-year trends. You should also record any notable incidents, one-time or reoccurring, that affected your sales.

Girl Guides

Data management

Managing data can be tough, especially when it comes to organizing the most relevant information and determining accuracy. Creating datasets lead to better efficiency, customer service, and decision making. Here are some strategies to navigate common issues with data.

1. **Overwhelming data**
   Break your data down into clearly define projects with single objectives. Each objective will ladder up into your overall goal in a much more organized way.

2. **Quality of the data**
   Make sure your data is formatted consistently with previous spreadsheets before you start analyzing it. Reviewing your data for formatting, spelling errors and recency can help isolate problems with date formats, subset arrangements and more.

3. **Accessibility**
   Share data and reports with your colleagues so that they can take the appropriate follow-up actions. This will also help prevent creating multiple versions of the same information.

4. **Back up and recovery**
   Be ready for any hardware failures, software glitches, power issues or human error. Ensure that you constantly save your work and create a back up of the data.

Issue management

Addressing challenges immediately, instead of resolving the underlying issues, can often lead to more difficulties. Here are some tactics to help you find solutions for both short-term and long-term problems.

1. **Share knowledge**
   Collaboration is key to problem solving. Bring your colleagues together and brainstorm a plan to tackle the issue from different points of view. Your problem could have already been addressed in other locations or departments.

2. **Record your situations**
   Keeping a list of your problems and solutions can help you troubleshoot future scenarios. Sharing your list with your colleagues will also enable them to fast-track their troubleshooting process.

3. **Understand why the problem occurred**
   This will help identify the problem as one-time or reoccurring and allow you to prevent the problem from happening in the future.