

girl scouts  
of silver sage

# Cookie Program

## 2023 Troop Manual



GO  
BRIGHT  
Ahead

# Your Girl Scout Cookie favorites are here!



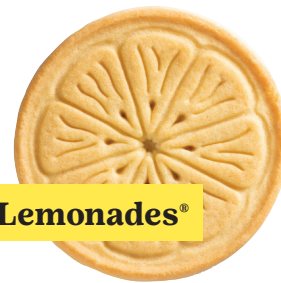
**Adventurefuls™**

*Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt*



**Toast-Yay!™**

*French Toast-inspired cookies dipped in delicious icing*



**Lemonades®**

*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter**

**Patties®**



*Crispy cookies layered with peanut butter and covered with a chocolaty coating*



**Caramel deLites®**

*Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes*



**Peanut Butter**

**Sandwich**

*Crisp and crunchy oatmeal cookies with creamy peanut butter filling*



**Caramel**

**Chocolate Chip**



*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie\**

*\*Limited availability*



**Raspberry**

**Rally™**



*Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating\**

*\*Online sales only, while supplies last!*



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## Introduction to Volunteers: The Girl Scout Cookie Program

With Girl Scout Cookies and your guidance, she can do amazing things!

Thank you for volunteering to serve as a Troop Cookie Manager. Your efforts are extremely important to the success of the Cookie Program. Our Council offers this program to increase opportunities for girls. Not only does this program help girls develop the five key business and leadership skills, but revenues generated from this program fund girl-led troop activities, projects, events, adventures and services. It also helps maintain our camps in Idaho and develop quality training for adults. Without you, this would not be possible. We truly appreciate you!

With your guidance and the power of the Girl Scout Cookie Program, girls can make positive changes in their communities. A girl can speak for those less fortunate, foster needed changes and have a true impact close to home or even the other side of the world. This Cookie Season, encourage girls to set high goals and use some of their cookie proceeds to make the world a better place. They will grow in ways you never dreamed possible.



# Five Essential Skills

The Girl Scout Cookie Program is a hands-on leadership and financial literacy program unlike any other in the world. The knowledge and skills learned will serve them for a lifetime. Girls gain essential skills, not from a book, but from real-life experiences building a strong foundation for success.

The Girl Scout Cookie Program teaches Girl Scouts skills to grow into leaders in their own lives, in business and in the world:

## 1. Goal Setting

Sets cookie sales goals individually and, with her team, creates a plan to reach them. She develops cooperation and team building skills all along the way.

## 2. Decision Making

Helps decide how her team spends their cookie money, furthering critical thinking and problem-solving skills.

## 3. Money Management

Takes cookie orders, handles customers' money, and gains valuable and practical life skills around financial literacy.



Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.

## 4. People Skills

Learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills that she can use throughout her life.

## 5. Business Ethics

Is honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she is developing as a Girl Scout.







# Girl Scout Cookie Team

Every Girl Scout has it in her to do great things. With your support, she'll rise to success! A successful Girl Scout Cookie Program depends on dedicated volunteers like you. Understanding everyone's roles on the team ensures a smooth-running program.

## Service Unit Cookie Manager (SUCM)

- Attends Cookie Program Training.
- Receives materials from ABC Bakers, then assembles and distributes packets to each Troop Cookie Manager.
- Coordinates and facilitates a Service Unit-wide Troop Cookie Training and Cookie Rally.
- Coordinates Service Unit delivery and distribution of cookies to troops.
- Reviews and submits the Initial Cookie Order and girl rewards order for the entire Service Unit.
- Coordinates Service Unit delivery and distribution of girl rewards to troops.
- Supports the Troop Cookie Managers as needed.

## Troop Leader (TL)

- Attends Cookie Program Training.
- Helps to support the Troop Cookie Manager with all aspects of the Cookie Program including hosting a family cookie training, planning and scheduling for Booth Sales, material pick-up and distribution, cookie storage, money collection, and more.
- Works with troop to set goals and plan cookie learning activities.

## Troop Cookie Manager (TCM)

- Attends Cookie Program Training.
- Works with Troop Leader to schedule, plan and lead the family meeting.
- Manages all aspects of the Cookie Program including: family trainings, use of online systems and other sales tools, scheduling for booth sales, pick-up and delivery of inventory, and collecting and depositing money into the troop bank account.
- Follows all Council, GSUSA, and baker guidelines for Smart Cookies.
- Follows all timelines and deadlines to ensure successful completion of cookie-related tasks.
- Completes and submits end-of-sale paperwork.
- Receives and distributes Program Credits and girl rewards.

## Customer Care

- Helps to support and answer questions throughout the sale for cookie volunteers and families.
- Supports product pick-up and distribution at cupboards.

## Council Product Team

- Manages all training curriculum, materials creation, volunteer resources, tools, and guidelines for the Cookie Program.
- Supports Council staff, Service Units, Troops and families throughout the Cookie Program.
- Manages and tracks all stages of the sale; from training volunteers and setting up Smart Cookies to securing booth partners and distributing rewards.

## Other Council Staff

- Creates and develops marketing and communication plans to support troops and girls while selling.
- Helps with cupboard cookie distribution.
- Ensures financial integrity is upheld and enforced.

# Cookie Calendar

## Checklist of Important Dates

- ☐ Distribute Cookie Materials & Hold Parent Meeting
- ☐ Cookie Rallies
- ☐ Initial order taking – Order Cards
- ☐ Cookie Booth Scheduler opens – Round 1
- ☐ Cookie Booth Scheduler opens – Round 2
- ☐ Cookie Booth Scheduler opens – Round 3
- ☐ Goal Getter Order Cards – KEEP SELLING!
- ☐ Troop Initial Cookie Order due in Smart Cookies
- ☐ Initial Order delivery dates
- ☐ Cookie Cupboards open for additional cookie pick-up
- ☐ National Girl Scout Cookie Weekend
- ☐ Cookie Booth Sales Begin
- ☐ FIRST Electronic Withdrawal from Troop Bank Account
- ☐ Cookie sale ends – last day for Cookie Booth Sales
- ☐ Final payments due from families
- ☐ Final Deposits in Troop Bank Account
- ☐ Troop Girl Rewards order due in Smart Cookies
- ☐ FINAL Electronic Withdrawal from Troop Bank Account
- ☐ Troop Leaders receive Rewards and Program Credits

January 1-13  
 January 4-20  
 January 13-29  
 January 22, 7PM  
 January 25, 7PM  
 January 28, 7PM  
 January 30 - February 23  
 January 31  
 February 17-24  
 By February 23  
 February 17-19  
 February 24  
 March 6  
 March 19  
 March 24  
 March 29  
 March 29  
 April 10  
 Early May

## How the Cookie Crumbles

Girl Scout Cookies are sold for \$5.00 per package. The proceeds stay local and break down by percentage (rounded to the nearest 0.5%) as follows:



Troop & SU Proceeds	14.5%
Girl Rewards	8%
Cost of Cookies	24%
Sales Tax	6%
Girl Scout Programs	46.5%
Administration	1%

# Troop & Service Unit Proceeds



## Troop and Service Unit Proceeds

### **Troop Proceeds: (based on girls that sell at least one box in a troop)**

- Troops earn 60 cents for ALL boxes sold, when the troop averages 0-324 boxes/girl.
- Troops earn 65 cents for ALL boxes sold, when the troop averages 325-399 boxes/girl.
- Troops earn 70 cents for ALL boxes sold, when the troop averages 400-499 boxes/girl.
- Troops earn 75 cents for ALL boxes sold, when the troop averages 500+ boxes/girl.

### **Service Unit Proceeds:**

- Service Units can earn 1 cent per box sold.
- When at least 70% of the girls (registered by March 31, 2023) in your Service Unit participate in the Cookie Program, you will receive an additional 1 cent for each box sold.



## Girl Rewards and Program Credits

Girls can earn many great reward items, colorful patches and Program Credits by participating in the Girl Scout Cookie Program. Program Credits are Girl Scouts of Silver Sage's primary way to recognize the hard work that Girl Scouts and their families put into the Cookie Program. Program Credits spend just like cash - so treat it that way! Once earned, a girl can choose to spend her Program Credits on:

- Girl annual membership fees
- Council and Service Unit activities, including the annual Disney World Trip
- Council camp sessions
- GSUSA Destinations
- Cadette/Senior/Ambassador Troop Travel
- Silver Sage Store Merchandise (earned awards are excluded)

Please see the Order Card for details on the exciting rewards offered this year!



# Safety and Resources

At Girl Scouts of Silver Sage, there is nothing we take more seriously than the safety and well-being of our girls, volunteers, families, and staff members.

## Online Marketing Safety Tips

When engaging in online marketing and sales efforts beyond friends and family, please continue to adhere to the Girl Scout Internet Safety Pledge and Smart Cookies Pledge. To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms. Always use your Girl Scout online sales link for customer orders.

Parents or guardians must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. Remember, girls should never deliver cookies alone.

If your Girl Scout sales link is posted on a public facing site, be aware the link is searchable by anyone and could potentially appear anywhere on the internet.

Never share your personal information (e.g., last name, phone number, email, or street address).

Never share your personal location information, including your booth location.

We highly encourage the use of Smart Cookies and virtual cookie booths!

## In-Person Sales Safety Tips

Show You're a Girl Scout: Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.

Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, and avoid going into alleys.

Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. Girls in grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.





# Safety Guidelines

An essential part of your action plan for a successful Girl Scout Cookie Season is reviewing safety guidelines with troop members and their parents or guardians.

## Girl Scouts of the USA resources:

- Digital Marketing Tips for Cookie Entrepreneurs and Families
- Supplemental Safety Tips for Online Marketing
- Practical Tips for Parents
- Safety Tips for Girl Scout Cookie Entrepreneurs
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

## Find safety resources and more at:

- [girlscoutcookies.org/digitalmarketing](https://girlscoutcookies.org/digitalmarketing)
- [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)
- [girlscouts.org](https://girlscouts.org)
- [www.girlscouts-ssc.org](https://www.girlscouts-ssc.org)

# Resources at a Glance

## Troop leader resources

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

## Cookie badges

[girlscouts.org/cookiebadges](https://girlscouts.org/cookiebadges)

[www.girlscouts-ssc.org](https://www.girlscouts-ssc.org)

## Cookie Entrepreneur Family pin

[girlscoutcookies.org/entrepreneurfamily](https://girlscoutcookies.org/entrepreneurfamily)

## Cookie Program Family Meeting Guides

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

## Digital Art

[abcsmartcookies.com](https://abcsmartcookies.com)

## Cookie Training

[youtube.com/user/ABCCouncils](https://youtube.com/user/ABCCouncils)

## Goal-setting activities & tips

[girlscouts.org](https://girlscouts.org)

## Safety resources

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

## Social media tools and graphics

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

## Virtual Cookie Booth Guide

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

## Volunteer Essentials

[www.girlscouts-ssc.org](https://www.girlscouts-ssc.org)

## Cookie Family Connection Guide

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)





# Sales Methods

## **Online with Smart Cookies - December 23 to March 19**

Girl Scouts will be invited to join the Smart Cookies through an email sent to their primary guardian. Once a girl is signed up she will be able to set goals, work on her financial literacy badges, customize her own Online Store, and begin selling to anyone within the United States! We open Smart Cookies during the Winter break from school so families can work with their girls to set up their selling sites. Girls can sell to friends and family before the Order Card period begins.

## **Order Cards - January 13 to January 29**

Girl Scouts will start the sale with their Order Cards, or Initial Order Sale, and use them to sell to friends, family, and anybody who likes to pre-order their favorite Girl Scout Cookies. When girls sell using their Order Cards, they simply take the customers' contact information - name, address, and phone number - and the amounts and varieties they would like to purchase on the Order Card. We also ask that girls collect money up-front, whenever possible, to help save time when delivering items. **NEVER DELIVER ITEMS WITHOUT RECEIVING PAYMENT!**

## **Goal Getter Card - January 30 to February 23**

Once Girl Scouts turn in their Order Card for the Initial Order, they can continue selling using their Goal Getter Cards - to help them reach their GOALS! Girls that can sell an additional 50+ boxes during this time will earn the 2023 Goal Getter Patch.

## **Walk-A-Bout - From when cookies are available to March 19**

Cookies will be delivered the week of February 17. Once Girl Scout Cookies have arrived, girls should make every effort to deliver all Initial Order boxes to customers first. Then they can continue selling by canvassing their neighborhoods door-to-door with extra boxes.

## **Booth Sales - February 24 to March 19**

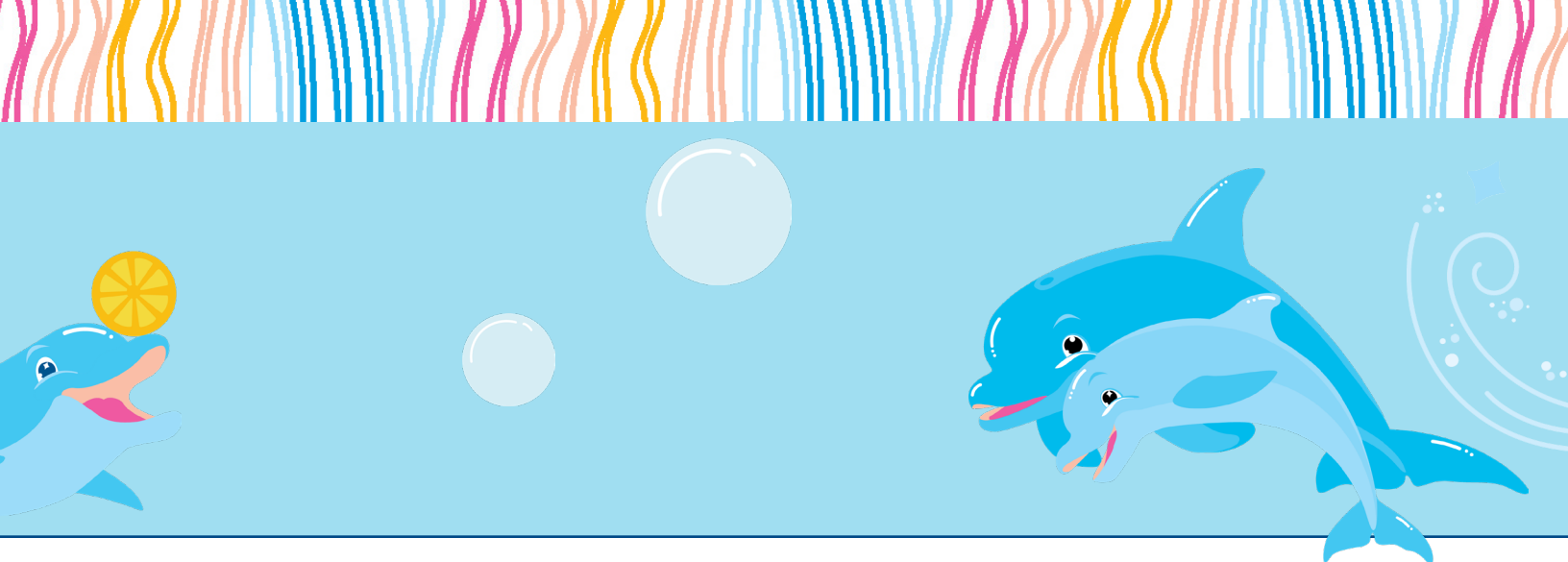
Girl Scouts have two ways they can participate in a Booth Sale (selling directly to customers in a public area): as a Troop Booth Sale or as a Mom and Me Booth Sale!

Troop Booth Sales are scheduled with the troop and give girls an opportunity to work together and sell as a team. Mom and Me Booth Sales are booth sales that allow girls to continue selling as an individual girl. Please see page 14 for more details on Booth Sales.



\*Earned patches





### Smart Cookies

- Teens can customize their own online site using Smart Cookies. Once their website is set up, they can tell their network of family and friends on social media that they are taking cookie orders online.
- Girls younger than 12 can ask parents or guardians for help. Encourage girls to personalize their website with their goals and cookie pitch; then parents or guardians can post or email links to friends and family.

### Action steps you can take to support girls on the platform:

- Encourage teens to get creative with tools like video and livestreaming.
- Teach girls about e-commerce and online marketing techniques as they work toward earning Cookie Business badges.
- Remember to always follow Girl Scouts' Safety Rules for selling Girl Scout Cookies.

### Action steps to help you get started and get sharing:

- Create a social calendar that covers different phases of the cookie season, from rallies to booth events.
- Invite girls to join you in brainstorming ideas for social posts that get the attention of cookie fans.
- Take the opportunity to celebrate your troop's achievements on social media.

### Where you'll learn more and find resources:

Safety resources are available from your local council and:

- [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)
- [abcsmartcookies.com](https://abcsmartcookies.com)

Each step girls take in their cookie program experience sets them up for a lifetime of success!



**Smart+ Cookies™**  
POWERED BY ABC BAKERS



\*Earned patches

# Initial Order Sales



## ORDER CARDS AND INITIAL ORDER GUIDELINES

During our Initial Order time period, girls will use their Order Cards to record customer purchases. Here is the process in which to correctly navigate this part of the sale:

- To create an equal sales opportunity for girls we ask that no sales are made prior to the start of the official Council sale date, January 13, 2023.
- Girls record customer information and orders on their Order Card throughout the selling period.
- We highly recommend that girls collect money at the time of order taking. This allows girls to drop off product without requiring a customer to be home at the time of delivery. If a customer does not feel comfortable paying upfront, simply take the order and collect on delivery. **NEVER DELIVER ITEMS WITHOUT RECEIVING PAYMENT!**
- At the end of the Initial Order, girls should add up their totals by variety and overall totals of boxes sold and turn their Order Card, along with all money collected, in to their Troop Cookie Manager (TCM).
- Once the TCM has all their girls' Order Cards collected, they will input all the totals by variety into Smart Cookies. The TCM should keep Order Cards in a safe place and return them to each girl when product is distributed.
- After all Order Cards have been entered, Troops can then order "extra" if they choose for Goal Getter, Booth Sales, and door-to-door direct sales. Troops may also pick up more product from their local Cookie Cupboards after the Initial Order process is complete.
- After all orders have been placed the TCM will submit their Initial Order to the Service Unit Cookie Manager. Troop Initial Orders are due three days after the end of Order Card sales. Please note that once an Initial Order is submitted, troops cannot change their order.
- All troop Initial Orders will be rounded up by variety to the next case and delivered in FULL cases – 12 packages per case, so be prepared for a few extras. For example:  
Placed Order of 11 Thin Mints  
Total Ordered & Delivered – 12 Thin Mints (one case)  
Extras – 1 Thin Mint
- Once the Initial Order has been submitted, the TCM will also need to submit an Initial Rewards Order for any girls in their troop who reached 350+ boxes sold at the time of the Initial Order so the girls can receive their Instant Reward.

## TROOPS ARE RESPONSIBLE FOR ALL BOXES DELIVERED.



# Goal Getter and Walk-A-Bouts

## GOAL GETTER CARD GUIDELINES

The period between the Initial Order and Booth Sales is called “Goal Getter.” Girls are encouraged to continue taking orders on their Goal Getter Cards. Girls can earn the Goal Getter Patch for selling 50+ boxes during this period, and a Go Bright Ahead Notepad & Pen for selling 150+ boxes during this period.

At this point most troops have collected their girls’ Order Cards, so girls need a new way to keep track of any order that comes in after they are turned in. This is where the Goal Getter Card comes into play. Girls simply use the Goal Getter Card like a traditional Order Card.



## WALK-A-BOUT GUIDELINES

Walk-A-Bouts can be done as a troop or as an individual girl once your troop has cookies on-hand. Loading up a cart or wagon with Girl Scout Cookies then selling to neighbors door-to-door is a fun and easy way to sell even more cookies.

Here are a few sales tips:

- Make up door hangers or business cards in advance, so you can leave ordering information if a customer is not home.
- Try bundling the cookies and adding a decorative bow or ribbon. Selling in bundles can increase your sales.
- Set a goal, make a plan, and leave no doorbell un-rung!
- Sell with friends, or even better, schedule the whole troop to canvas the entire neighborhood.
- Ask a local business if your troop can come through and ask employees if they would like to purchase some delicious Girl Scout Cookies!





# Booth Sales & Drive Thrus

## COOKIE BOOTH GUIDELINES

Booth Sales or Drive Thrus allow Girl Scouts to sell as a troop rather than as individuals, although girls can still sell individually with an adult – see Mom And Me Booth guidelines.

Council Sales are booths or drive thrus set up by Council for use by all troops. They usually include large retail and grocery outlets in our council area. The store management has given permission to the Council to schedule and manage troop booths for specific times and days during our sale. Troops are able to select from hundreds of locations and find time slots that work best for them during the Three Rounds of sign ups.

My Sales are booths that were not listed as Council Sales locations and are set up by a troop for use by their troop. Any troop can request a My Sales booth by first scheduling a date and time with a business/organization, then submitting the information into Smart Cookies and receive booth approval by the Service Unit Booth Sale Approver. Reasons for rejection may include, but are not limited to: schedule conflict, inappropriate location, or Service Unit has requested site for Council Sales.

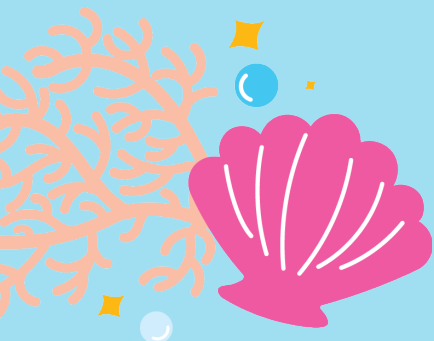
### Once your troop has decided to participate in a Booth or Drive Thru Sale, here are a few guidelines to follow:

- A troop booth or drive thru MUST consist of a minimum of 2 girls and 2 adults (except Mom And Me Booths). Both adults must be approved volunteers and one must be female. All girls involved in the sale MUST be registered.
- We recommend having 4 or fewer girls at a booth at any given time because too many girls can lead to too much play. However, please use your own best judgment for your troop and follow any special instructions from store management.
- MUST have permission slips, health histories, and first aid kit at each booth location.
- Girls should be identifiable as Girl Scouts by wearing Girl Scouts attire, uniform, or pin.
- DO NOT block entrances or exits of the establishment and only approach customers EXITING.
- Each troop will be responsible for providing cash for change and a container to keep it safe.
- Troops must supply their own tables, chairs, pens/pencils, calculator, tape, and any sales aids.
- Bring a paper copy of your booth or drive thru schedule to all booths in which your troop participates. If for some reason you and another troop show up at the same place and time, please try to come to a mutual solution.
- \* Always keep the Girl Scout Promise and Law in mind.

### Here are a few good hints to have the most successful booth experience:

- Be sure to display your Troop Gift of Caring or Council Cookies from the Heart information to encourage donations.
- Bring 5forFive! slips and be sure to let customers know about the drawing.
- Avoid eating, drinking, and chewing gum.
- Decorate your booth with display posters, troop goals, or things/pictures of troop activities.
- Bring lots of smiles, eye contact, good manners, and polite voices. Say “Please” and “Thank you.”
- LEAVE THE AREA CLEANER THAN YOU FOUND IT! Take empty cases back home to recycle.
- Protect the cookies! Keep them out of direct sun and moisture.
- Count money and cookies **by variety** at the beginning and end of each shift. Be sure to keep money in a safe place throughout the sale. If adult responsibility changes during the booth sale, count the product and money again and fill out a receipt.
- SAFETY: The troop should arrive and depart together. Girls should always be accompanied by an adult.
- Before booth sales begin, discuss how cookie sales made during the booth are divided up for each girl. There are many ways to split the sale, so make sure everyone understands how your troop will divide the boxes. The most traditional split is to divide the amount sold equally by the number of girls participating during one time slot.
- Please be considerate to the other troops setting up and taking down. Take-down should begin at the scheduled end time and any sales at that point should be directed to the troop setting up. You should be prepared to assist other troops for a smooth transition.

REMEMBER: Selling Girl Scout Cookies at a Booth or Drive Thru Sale is a privilege granted to us by the local merchants. These Booth Sales are a fragile privilege and if abused, even unintentionally, could cause all Girl Scouts to lose the opportunity for additional sales at these places of business, permanently. Girls need to be careful and considerate of the merchant's property and customers. If complaints are received, you may be asked to leave.



## MOM AND ME BOOTH GUIDELINES

Girls gain lots of practice working together with other girls on their team during cookie sales. We foster teamwork, as this is often the best way to get things done and achieve a variety of goals. However, girls on a team do not always share the same goals. In order to give opportunities to those girls to continue to strive for their personal goals, we are allowing one mom and one daughter to host booth sales as long as they meet the following conditions:

- A “Mom” can be any adult that the parent/guardian allows the child to sell cookies with and does not need to be an approved volunteer. Adults must sign the Mom and Me Booth Sales Contract and take a short online training course in order to participate with their Girl Scout. **NO OTHER PERSONS MAY BE PRESENT AT THE MOM AND ME BOOTH SALE, EVEN SIBLINGS!**
- The troop must agree that they have signed up for as many locations as desired for troop booths prior to Mom and Me sign ups.
- The mom and daughter team may sign up for booth sales through their Troop Cookie Manager after the general booth sign-ups have ended. The parent/guardian is financially responsible for all cookies and money in their daughter’s possession.

Troop Leaders should ensure that they received a signed cookie program permission slip for every girl selling in their troop.

- Girls may use cookies to make sales door-to-door, to friends and family, as well as at the Mom and Me Booths.

## PROCEDURES FOR BOOTH SCHEDULING

Starting in January, Troop Leaders should begin planning the number of booth sales based on troop goals and girl/adult availability. Troop Leaders should collaborate with their Troop Cookie Manager to review the booth sales sites available to decide which sites they want to target once scheduling begins.

Booth scheduling occurs in three “rounds” to give troops equal opportunity to get the most popular Council Sales booth sites.

We ask that all troops treat one another with respect and follow the Girl Scout Promise and Law when selecting booth locations. If issues arise the Council’s Girl Entrepreneurship Manager reserves the right to remove troops from booth locations and time slots and notify all parties involved of the decision.

**ROUND 1:** Each troop can pick two council sites at different businesses.

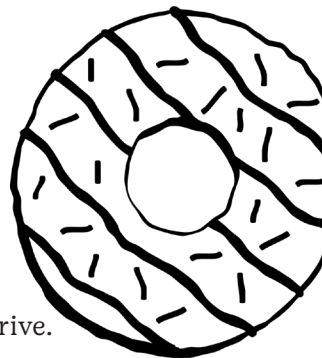
**ROUND 2:** Each troop can now pick three additional council sites at any business location and any time slot. As you enter round two, you may now schedule a total of 5 council sites.

**ROUND 3:** Troops are now free to schedule as many council sites as they wish.

### Tips for NEW Troops and Volunteers:

- First weekend sales have a higher sales-per-hour average than the second and third weekends.
- Look for locations with high foot traffic and high visibility.
- Make sure that if you have back-to-back booths at separate locations, you have enough time for the drive.

Always remove or release booths in the system that your troop cannot fill as early as you can. This gives other troops the chance to sign up and make plans to fill the time slot. This also ensures that the Cookie Finder App does not send customers to an empty booth.





# Money Management

As with any product sale, there will be lots of money changing hands – from customer to girl; from girl to parents; from parents to troop leaders; from troop leaders to Troop Bank Accounts and then electronically withdrawn by ACH into the Council Cookie Account – and we want to give troops the best tools and tips to manage the process from beginning to end. Please contact Customer Care at [customercare@girlscouts-ssc.org](mailto:customercare@girlscouts-ssc.org) or 208-377-2011 if you have any questions.

Recording every transaction is key to proper money management.

## **Girl Responsibilities**

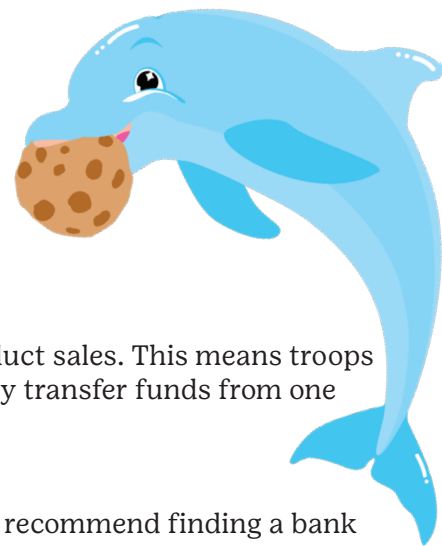
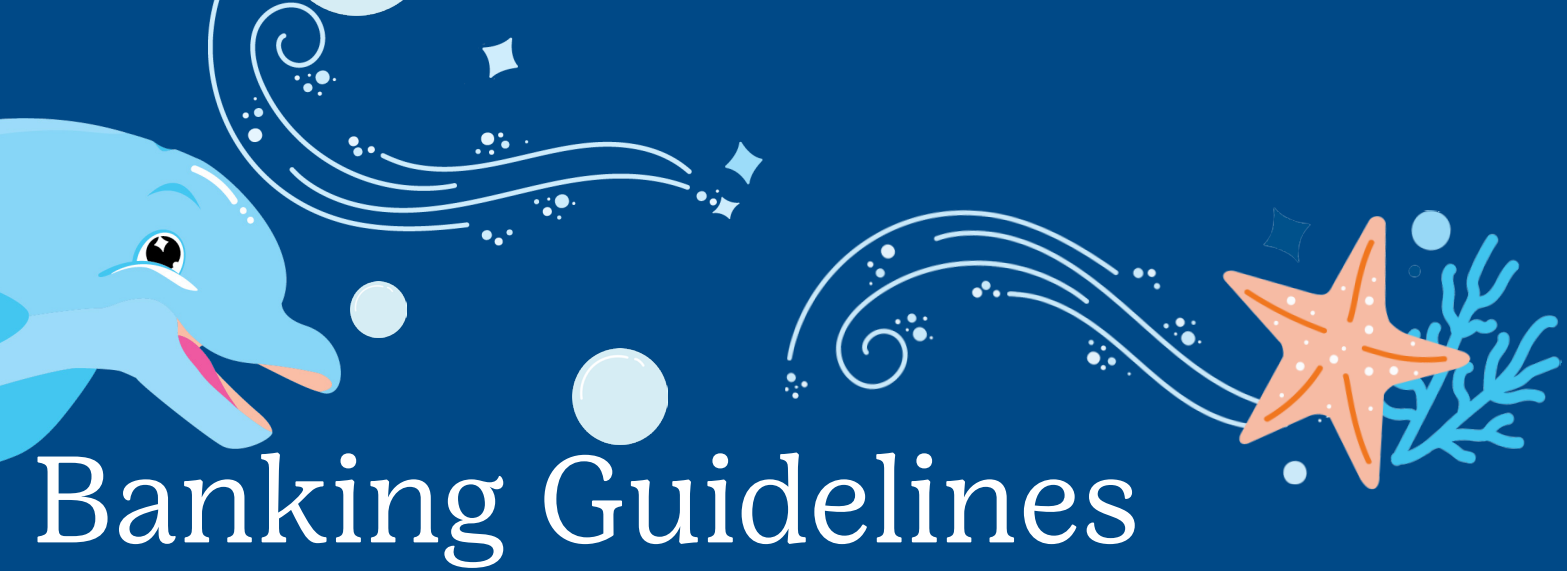
- When a customer pays for product purchased – and we highly recommend taking money up-front during the Initial Order sale – the girl will indicate this by marking the “CHECK WHEN PAID” box on her Order Card.
- After ensuring the correct amount, the girl should put the cash or check into her provided Money Envelope and discuss with her parents the safest place to store money until she turns it in to her Troop Cookie Manager.
- Before turning money over, count the total to make sure all money matches the recorded amounts.

## **Troop Cookie Manager (TCM) Responsibilities**

- When girls turn in money to the troop, both parties should count the amount being turned in.
- After the amount is agreed upon, a provided Money and/or Product Receipt should be filled out and signed by the troop representative and parent. The white copy goes with the parent and the yellow stays with the troop records.
- After money is collected from girls the TCM must:
  - Keep physical receipts in a safe place until all final reporting for the year is complete and all money issues are resolved.
  - Record amount turned in by each girl in Smart Cookies.
  - Total all money received using either a ten key adding machine or spreadsheet (like Excel). Each check with its number should be listed separately and added to the total cash received.
  - Each check received will need to be endorsed or stamped with your Troop Bank Account Endorsement Stamp.
  - Make deposits into your Troop Bank Account as often as needed. DO NOT HOLD ON TO MONEY.
  - Tellers should always count the cash being deposited but will most likely NOT add each check and verify the correct amount. For added safety, please ask the teller to verify each check listed on the deposit slip is present in the deposit.
  - Once money is deposited, there will be two electronic withdrawals from Troop Bank Accounts.
  - Hold on to all deposit receipts and, if possible, make copies of all materials before making deposits. Again, store the records until all final reporting for the year is complete and all money issues are resolved.







Our council uses an Automated Clearing House, or ACH, style of banking for our product sales. This means troops deposit directly into their own Troop Bank Account and the Council will electronically transfer funds from one account to the other.

### FINDING THE RIGHT BANK

Each troop is responsible for finding the bank that best fits their financial needs. We recommend finding a bank with a convenient location that does not charge any fees, like Idaho Central Credit Union or Horizon Credit Union. (Please note that we are not able to work with Wells Fargo Bank.)

### ELECTRONIC WITHDRAWAL (ACH) SCHEDULE

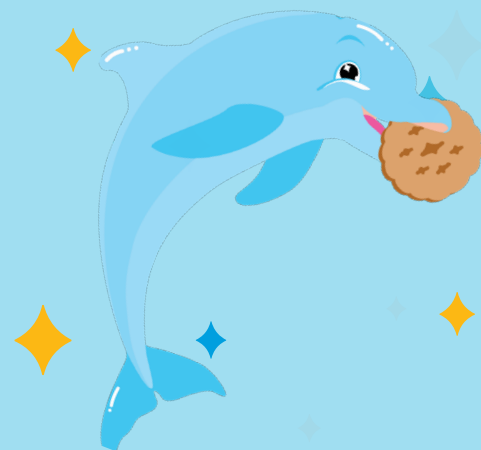
There will be two electronic transfers from Troop Bank Accounts to the Council Cookie Account.

Monday, March 6, 2023 – 75% of girls’ Initial Order.

Monday, April 10, 2023 – All remaining balance due.



# Cookie Pick-up



## DELIVERY AND PICK-UP GUIDELINES

Once the Initial Order has been placed, it takes 10-15 days (about 2 weeks) until cookies are ready to be distributed to troops. Service Unit Cookie Managers will help coordinate the when, where, and how to pick up the Initial Order for each area. If you have any questions regarding the delivery process, please contact your Service Unit Cookie Manager for information.

### Tips for Delivery

1. ALWAYS COUNT ALL CASES before loading and only sign receipts when everyone agrees on the count.
2. KEEP YOUR VEHICLES CLEAN AND CLEAR OF UNNECESSARY CLUTTER.
3. ONLY BRING PEOPLE THAT ARE HELPING TO LOAD. Vehicle space is limited, and time is limited.
4. BE ON TIME. Being too early or too late can cause delays. Be ready to pick up all cookies at the designated time slot.
5. HAVE A PLAN READY TO GET GIRLS THEIR COOKIES QUICKLY! The faster girls get their cookies the faster they are out of your possession and in the hands of the customer. Make sure parents count all their girls' boxes and sign a receipt before taking possession.

Use this guide to approximate how many cases of cookies will fit in your vehicle. The amounts assume the car will be empty except for the driver and uses all space except the driver's seat. Amounts can vary depending on make/model and whether seats are in place, adjusted flat, or removed. Safety Note: Avoid carrying cookie cases and children in the passenger area of a vehicle at the same time.

## FITTING COOKIES IN YOUR CAR

Use this guide when planning your cookie pick-up. The approximate amounts are figured assuming the vehicle is empty, apart from the driver.



**Can I return cookies?**  
**COOKIES CANNOT BE RETURNED**  
**ONCE THEY'RE PICKED UP**

# Cupboard Usage and Pick-up



Cookie Cupboards are set up to allow troops easy access to more cookies throughout the “direct sale” portion of our Cookie Program i.e. Booth Sales, Goal Getter Cards, and Walk-A-Bouts. You can order additional cookies from your local cupboard in Smart Cookies and pick them up during cupboard hours.



## \* SEE COOKIE ORDERING CHART BELOW FOR COUNCIL-WIDE SELLING PERCENTAGES\*

All troops have different goals and selling patterns. Use your own best judgement when placing orders. Please note that cookies cannot be returned once they are picked up.

This chart is a good guide for determining amounts to be ordered either at a cupboard or during the initial order process.



For example, if you have 2 Cookie Booth slots coming up, we would suggest ordering:



Cookie Varaties	Order %	Example
Thin Mints	30%	6 Cases
Caramel deLites	25%	5 Cases
Peanut Butter Patties	13%	2 Cases
Adventurefuls	10%	2 Cases
Peanut Butter Sandwich	5%	1 Case
Trefoils	5%	1 Case
Lemonades	8%	1.5 Cases
Caramel Chocolate Chip	2%	1/2 Case
Toast-Yay!	2%	1/2 Case





# Cookie Donation Programs

For various reasons, some customers do not want to buy cookies for themselves, or they have a limited need but want to contribute even more. With both a Council-wide donation program and a Troop-level donation program, customers have more ways than ever before to give to others while supporting Girl Scouting at the same time.

## **COOKIES FROM THE HEART (CFTH) - Council-wide Cookie Donation Program**

Cookies from the Heart was created to give customers and troops an opportunity to make a donation easy. Because this is a virtual donation program, troops do not collect the actual boxes to be donated but do collect the money for the donation, see below for details. Here's how it works:

### **Here's how it works:**

- Troops should display Cookies from the Heart marketing materials during order taking and booth sales to promote the donation of cookies.
- Money is collected for each donated box and the troop records the sale as a Cookies from the Heart (CFTH) box. \*
- At this point the troop is done. The cookies are added up from all the participating troops and taken from the Main Boise Cupboard to The Idaho Food Bank or other non-profit food programs.
- For those girls who sell 15+ boxes for the Cookies from the Heart program, they will receive a CFTH patch.

*\*Cookies from the Heart boxes are recorded as a sale but do not add to your Initial Order total or inventory total.*

A troop will never need or receive boxes for Cookies from the Heart. If you have more questions about Cookies from the Heart, please contact Customer Care at 208-377-2011 or at [customer care@girlscouts-ssc.org](mailto:customer care@girlscouts-ssc.org)

## **GIFT OF CARING (GoC) - Troop Cookie Donation Program**

Gift of Caring was created as a way for troops to give back to their communities directly.

### **Here's how it works:**

- Troops choose an organization to donate boxes to.
- Then troops develop a campaign to promote their Gift of Caring while selling with both order cards and while at booth sales.
- Money is collected for each donated box and the troop records the sale as a Gift of Caring box. \*
- At the end of the season troops count the number of purchased boxes for the Gift of Caring program and then take boxes from any remaining troop inventory\*\* and donate boxes to the organization. Troops are responsible for any costs associated with delivery.



\*Gift of Caring boxes are recorded as a sale but do not add to your Initial Order total. Some troops will show they have sold more boxes than they will receive at the Initial Delivery and troop pick-up. If this is the case, simply add a Transaction to your local Cookie Cupboard for additional boxes to make up the difference. If you have more questions about Gift of Caring please contact Customer Care at 208-377-2011 or [customer care@girlscouts-ssc.org](mailto:customer care@girlscouts-ssc.org)

\*\* Either extra boxes that were not sold during booths or, if needed, add a transaction for additional boxes from your local Cookie Cupboard.

### **Tips for Selling CFTH or GoC cookies:**

- Wrap your box of cookies with a box wrap promoting the cookie donation program.
- Display a sign that informs which program/organization you are supporting, Cookies from the Heart or your group of choice.
- Create a drop box where customers can place donated cookies, and watch the donated cookies stack up! (Boxes do not need to be the actual cookies donated just symbolic for donors and your girls.)
- Create a Tally Poster to track the number of donated boxes, so customers can see their donations making a difference.
- During door-to-door sales, Walk-A-Bouts or workplace sales write on your Order Card the name of the group to receive donated cookies, and ask customers if they would like to purchase a box or two to donate.





## 5forFive! GUIDELINES

The 5forFive! Program is designed to give girls a way to sell more boxes and give back to the customers that best support our mission. When a customer purchases 5 boxes of Girl Scout Cookies, they can enter to win 5 cases (60 boxes) of Girl Scout Cookies. Five winners are drawn, one in each Girl Scouts of Silver Sage membership regions, plus one GRAND PRIZE winner receives a big screen TV and 5 cases of cookies.



### Here's how it works:

- Troops are provided with 5forFive! Contest Entry Pads. Each pad has 50 sheets with a unique number code printed on each sheet.
- When a customer purchases 5 or more boxes they are given one Entry Sheet. A customer can receive one Entry Sheet for every multiple of 5 boxes purchased: 24 boxes purchased earns 4 Entry Sheets (they would need one more box to earn a 5th Entry Sheet).
- Customers then scan the QR code on their entry form or go online to [www.girlscouts-ssc.org](http://www.girlscouts-ssc.org) and follow the 5forFive! link to enter their unique code and contact information.
- The drawing will be held in April. Winners will be notified by phone and e-mail.



### Tips for Girls to make the most out of 5forFive!

- Use the 5forFive! Entry Sheet as an incentive at the point-of-sale to increase each customer's purchase - not just at delivery as a reward.
- Use during every sales opportunity: with Order Cards, Goal Getter Cards and at Booth Sales.
- Use posters and flyers to promote 5forFive! at Booth Sales.
- Use the "5forFive! for \$25" slogan.
- Link it to girl and troop goals, such as, "When you purchase five boxes it helps me to earn my own way to camp," or "When you purchase 5forFive! for only \$25 our troop uses proceeds to purchase dog food and donates it to the Idaho Humane Society."



Did you know? The 5forFive! Program started right here at Girl Scouts of Silver Sage, and it's now a top national selling tool!

# Close Out

## CLOSE OUT GUIDELINES

After the sales are over, it is time to close out the Cookie Program: Final Reward Submission, Parent Bad Debt Reporting, and Final Deposits.

### Final Reward Submission

Tip: Have girls circle which option they want at each level on their Order Card and make a copy to keep when they turn it in for their Initial Order.

Smart Cookies will give girls the option to choose their rewards at each level. At the end of the sale, the Troop Leader will see which girls have not yet selected their desired reward. Please reach out to girls who have not made their selection before submitting the final reward order.

After each girl's rewards have been entered and reviewed, click submit.

### Parent Bad Debt Reporting

If a girl has not turned in money for cookies she has taken possession of and the troop leaders have made at least 3 attempts to collect then it may be necessary to fill out a Parent Bad Debt Form. After a Parent Bad Debt Form and accompanying documentation is turned over to council, an attempt to collect by staff will be made. Finally, if we fail to collect, the information will be turned over to an outside collection agency and, potentially, to law enforcement.

### Final Deposits

Deposits should be made on a weekly basis or as often as needed to keep cash-on-hand low. This will give four days for all checks to clear before the final electronic withdrawal, for the remaining balance of funds due. All remaining funds in your Troop Bank Account should equal your troop proceeds, given that all cookies have been sold, and all money has been collected from girls in the troop.

If for any reason you do not believe funds will be available by the time of the electronic transfers, please call or notify Customer Care immediately at 208-377-2011 or [customercare@girlscouts-ssc.org](mailto:customercare@girlscouts-ssc.org)





# Glossary

**ABC Bakers** — One of two bakeries licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program. Our council partnered with ABC in the summer of 2022.

**Automated Clearing House (ACH)** — ACH is the banking system used for electronic fund transfers during the cookie season.

**Cookie Booth** — A stationary sale of Girl Scout cookies at a public location. A Booth Sale is any sale that you are set up at one location and customers come to you.

**Cupboard** — A location used by troops to pick up additional cookie inventory or exchange damaged product.

**Cookie Finder** — This database of booth sale sites is a terrific way to connect customers to cookies. You'll find it at [girlscouts.org](https://girlscouts.org) and [girlscouts-ssc.org](https://girlscouts-ssc.org). Potential customers can type in their zip code, and the finder displays all current and future active booth site locations within that zip code.

**Initial Order (IO)** — Cookie orders submitted to GSSSC (Girl Scouts of Silver Sage Council) for service unit delivery. These are the very first cookies that are delivered to customers by girls.

**Initial Reward** — An item earned by a girl that is only offered for specific goals met as part of the initial order.

**Internet Safety Pledge** — An agreement made by girls and supported by parents stating that they will use online resources in a safe manner. Form must be completed and submitted before using Smart Cookies or other online sales platforms.

**Per Girl Average (PGA)** — A calculation of the average number of packages sold per girl participating. This calculation only includes girls that are selling and does not include girls who are not participating in the program.

**Planned Order** — Troops can place cookie orders to cookie cupboards to get additional cookies to fulfill orders and for Booth Sales. Orders are considered pending until they are picked up.

**Product Permission Form** — A form that a parent or guardian signs allowing their Girl Scout to participate in the Cookie Program and accepting financial responsibility for all cookies ordered and received by their Girl Scout.

**Program Credits** — once called 'Cookie Dough,' these can be spent at the rate of one credit per dollar with Girl Scouts of Silver Sage to purchase Silver Sage Summer Camp sessions at CAP, TAM and Echo; merchandise at the Silver Sage Store (except earned rewards); Annual Girl Membership Renewal; Silver Sage Programs; Destinations; etc.

**Reward** — Items and/or Program Credits earned by a girl for meeting a specific sales goal.

**Service Unit (SU)** — A community of volunteers and girls in a specific geographic area. The Service Unit is an essential support system that organizes training, mentorship, and membership support for volunteers, girls, and families.

**Service Unit Cookie Manager (SUCM)** — Volunteer who coordinates the Cookie Program for the Service Unit.

**Smart Cookies** — A digital platform providing girls with a fun, safe, and interactive space for selling cookies online. This platform also manages orders, sales reports, and booth selections for volunteers.

**Troop Proceeds** — Money earned by a troop for total cookie sales.

2023

## Cookie Program Quick Facts:

Cookies sell for \$5.00 per box.  
Collect money up-front when selling.  
Girls can use Smart Cookies to sell online!

## Cookie Program Quick Dates:

Distribute Cookie Materials & Hold Parent Meeting January 1-13  
Initial Order Taking – Order Cards January 13-29  
Cookie Booth Scheduler opens – Round 1 January 22, 7PM  
Cookie Booth Scheduler opens – Round 2 January 25, 7PM  
Cookie Booth Scheduler opens – Round 3 January 28, 7PM  
Goal Getter Order Cards – January 30 - February 23  
Troop Initial Cookie Order due in Smart Cookies January 31  
Initial Order delivery dates February 18-24  
Cookie Booth Sales February 24 – March 19  
FIRST Electronic Withdrawal from Troop Bank Account March 6  
Cookie sale ends – last day for Cookie Booth Sales March 19  
Final payments due from families March 24  
Final Deposits in Troop Bank Account March 29  
Troop Girl Rewards order due in Smart Cookies March 29  
FINAL Electronic Withdrawal from Troop Bank Account April 10

## Cookie Program Quick Contacts:

SU Cookie Manager: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Silver Sage Council Customer Care  
Phone: 208-377-2011  
E-mail: [customercare@girlscouts-ssc.org](mailto:customercare@girlscouts-ssc.org)

24-Hour Smart Cookies Tech Support  
Phone: 800-853-3730  
E-mail: [ABCSmartCookieTech@hearthsidefoods.com](mailto:ABCSmartCookieTech@hearthsidefoods.com)

  
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