



Cookie Program

2024 Troop Manual



Introduction to Volunteers: The Girl Scout Cookie Program

Thank you for volunteering to serve as a Troop Cookie Manager. As the captain of your Troop Cookie Team, your efforts are critical to the success of the Girl Scout Cookie Program. Our Council offers this program to increase opportunities for girls. It helps girls develop the five key business and leadership skills, and revenues generated from this program fund girl-led troop activities, projects, events, and adventures. It also helps maintain our facilities and camp properties in Idaho and develop quality training for adults. Without you, this would not be possible.

With your guidance and the power of the Girl Scout Cookie Program, Girl Scouts can have great experiences and a lifetime of memories. Will she help plant a community garden for friends and neighbors? Go to summer camp or earn one of Girl Scout's highest awards? Cross an ocean for the travel experience of a lifetime? It's up to her and her troop — they own their adventures!

Your Girl Scout Cookie favorites are here!



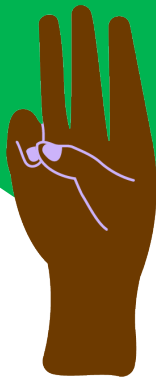
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Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

*Members may substitute for the word
God in accordance with their own spiritual
beliefs.



Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
and responsible for what I say and do,
and to respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.



Timely updates,
instructional
screenshots, and more
will be posted on our
2024 Cookie Updates
and FAQs page.

Learn & Earn

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

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.

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.

Earn Funds for Troop Activities:

- Troops receive 70 cents for all cookies sold when the troop averages 0 – 324 packages per girl
- Troops receive 75 cents for all cookies sold when the troop averages 325 - 399 packages per girl
- Troops receive 80 cents for all cookies sold when the troop averages 401 - 499 packages per girl
- Troops receive 85 cents for all cookies sold when the troop averages 500+ packages per girl



TIP: You can find your troop's Per Girl Average (PGA) in Smart Cookies on the Troop Dashboard or by running the Troop Balance Summary Report. PGA is calculated based on the number of girls selling.

Earn Funds for Service Unit Activities:

- Service Units receive 1 cent per package sold.
- When at least 70% of the girls (registered by March 31, 2024) in your Service Unit participate in the Cookie Program, the SU will receive an additional 1 cent per package sold.
- When at least 70% of eligible girls (who sold 200+ packages this year; excluding High School Seniors) in your Service Unit renew their memberships through the Cookie Program's "Easy Renewal," the SU will receive an additional 1 cent per package sold.

Earn Rewards and Program Credits:

- Girls can earn many great reward items, colorful patches, and valuable 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 are physical papers that are spent just like cash, and they must be submitted in person or by mail to be redeemed.
- Do not throw Program Credits away.**
- Please see the Rewards Card for more details on Program Credits and the other exciting rewards offered this year!

Cookie Calendar & Checklist

| | | |
|--|--|--------------------------|
| | Attend Cookie Training Provided by SUCM | November, December |
| | Hold Parent Meeting & Distribute Materials to Families | December, Early January |
| | Smart Cookies Opens for Volunteers | December 20 |
| | Plan, Carry Out, and Attend Cookie Rallies (as appropriate) | Early January |
| | Digital Cookies Opens for Girls, Families & Volunteers to Set Up | January 4 |
| | Cookie Time Begins - Girls Can Take Orders Online & In Person | January 12 |
| | Initial Order Taking - Order Cards | January 12-28 |
| | Cookie Booth Scheduler Opens - Round 1 | January 21, 7 PM |
| | Cookie Booth Scheduler Opens - Round 2 | January 24, 7 PM |
| | Cookie Booth Scheduler Opens - Round 3 | January 27, 7 PM |
| | Girls Can Continue to Take Orders Online & In Person | January 29 - February 22 |
| | Troop's Initial Cookie Order Due in Smart Cookies | January 31 |
| | TCMs Can Place Orders for More Cookies from Cupboard | February 2 |
| | Pick Up Initial Order Cookies from SUCM | February 16-22 |
| | National Girl Scout Cookie Weekend | February 16-18 |
| | Cookie Cupboards Open to Pick Up More Cookies | By February 22 |
| | Cookie Booth Sales Begin | February 23 |
| | First Electronic ACH Withdrawal from Troop Bank Account | February 28 |
| | Start Contacts with Parents/Caregivers RE: Unsold Inventory | March 1 |
| | Last Day for Council Cookie Booth Sales | March 17 |
| | Final Payments Due From Families | March 22 |
| | Troop Girl Rewards Order Due in Smart Cookies | March 26 |
| | Final Deposits into Troop Bank Accounts & Check Balance | March 27 |
| | Final Electronic ACH Withdrawal from Troop Bank Account | April 8 |
| | Pull Reports from Smart Cookies | April 12 |
| | Submit Reports & Receipts to Troop Leader | May 1 |
| | TCMs Receive Program Credits, Rewards, and Patches | Early to Mid-May |
| | TCMs Distribute Program Credits, Rewards, and Patches | ASAP Upon Receipt |

Cookie Program Roles

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 provided by the council and reads materials provided.
- Trains their area's Troop Cookie Managers & Leaders and supports them as needed.
- Receives materials from ABC Bakers, then assembles & distributes packets to each TCM.
- Depending on location, either coordinates a regional Cookie Rally or assists with one.
- Reviews and submits the Initial Cookie Order and girl rewards order for the entire Service Unit.
- Recommends Cookie Cupboard locations and volunteers.
- Coordinates Service Unit delivery and distribution of cookies & rewards to troops.

Troop Cookie Manager (TCM)

- Attends Cookie Program Training provided by the SUCM.
- Works with Troop Leader to schedule, plan and lead the family meeting.
- Manages all aspects of the Cookie Program including training families, using online systems, scheduling Booth sales, pick-up and delivery of inventory, etc. Tip: Delegate! (See next page.)
- Follows all Council, GSUSA, and baker guidelines, including for Smart Cookies and Digital Cookie.
- Follows all timelines and deadlines to ensure successful completion of cookie-related tasks.
- Completes and submits end-of-sale receipts and reports to Troop Leader or Troop Treasurer.

Silver Sage Council Customer Care

- First Council point of contact for any questions about the Program that cannot be resolved by the SUCM or ABC Customer Care.
- Answers questions throughout the sale for cookie volunteers and families.

Other Silver Sage 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.

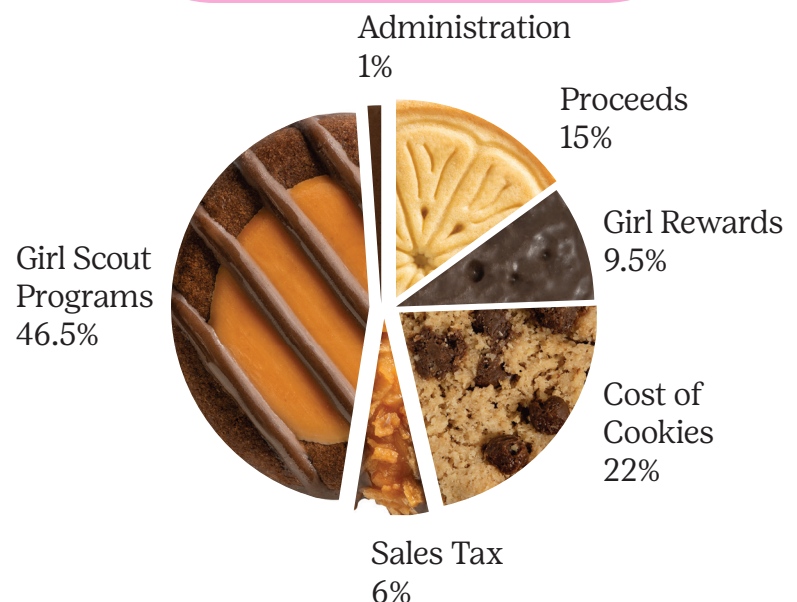
Troop Leader (TL)

- Attends Cookie Program Training provided by the SUCM.
- Supports the Troop Cookie Manager with all aspects of the Cookie Program including hosting a family cookie meeting, working with troop to set & communicate goals, and planning learning activities.
- Connects regularly with TCM to stay apprised of progress to goals, inventory, girl payments, etc. and escalates to SUCM and/or Council Product Team if TCM is unresponsive.

Silver Sage 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, including the partnerships with the baker partner, booth partners, and transportation partners.

Girl Scout Cookies are sold for \$6.00 per package. The proceeds stay local and break down by percentage (rounded to the nearest 0.5%) as follows:



You & Your Troop's Cookie Team

A lot is asked of Cookie Volunteers, for example:

- Be registered
- Complete background check
- Sign agreement
- Attend training
- Lead individual and troop goal setting
- Collect orders
- Place order in baker system
- Pick up order
- Sort order
- Distribute cookies to families
- Collect reorders
- Place reorders in baker system
- Pick up reorders from cupboard
- Distribute reorders to families
- Collect money from families
- Receipt money/product exchanges with families
- Record product/money exchanges in baker software
- Deposit money in troop account
- Set up bank account/report to council
- Receive girl/troop materials
- Recruit additional help
- Train/plan with troop leadership
- Train adults/families
- Train Girl Scouts
- Identify where cookies will be stored
- Verify all girls are in baker software
- Follow up with all girls who are not registered
- Collect family participation agreements
- Distribute materials to families
- Communicate with families/answer questions
- Schedule booths w/ council (using baker software)
- Schedule booths w/ troop
- Collect permission slips
- Coordinate booth volunteers
- Verify booth volunteers meet requirements
- Manage inventory (transfers, etc.)
- Order girl rewards
- Turn in final paperwork to Troop Treasurer or Leader
- Pick up girl rewards
- Sort girl rewards
- Distribute girl rewards

Have a discussion with volunteers and other parents in your troop. Share the list of tasks that you want to delegate out. Here is one example of how your troop may decide to delegate categories of tasks.



Safety

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. 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.

In-Person Sales Safety

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. 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.

Online Marketing Safety

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, street address, or current location).

We strongly encourage the use of Digital Cookie!

Selling Online Do's & Don'ts

Girls/Families may:

Share their Digital Cookie link with friends and family

Post their Digital Cookie link on her own page on a public social media site such as Facebook, Twitter, Instagram, etc.

Post their Digital Cookie link on a local neighborhood on a public social media site such as Nextdoor or a local Facebook group (e.g., Trail Head Estates is OK; Idaho News is not.)

Post where their Troop (not just they themselves) has a Cookie Booth where multiple girls and adults will be present

Girls/Families may not:

Post their Digital Cookie link or otherwise sell cookies on resale sites such as Craigslist, eBay, Facebook Marketplace, etc.

Post where any specific girl is participating in a Cookie Booth

Post content including their last name or direct contact details (e.g., phone number, address, school, location, and/or email)

Direct/Personal message anyone they don't personally know on social media platforms

Resources

Girlscoutcookies.org/troopleaders has links to valuable resources like:

- Cookie Booth Essentials
- Cookie Family Connection Guide
- Cookie Program family Meeting Guides for each Girl Scout level
- Entrepreneurship Progression Chart
- Financial Empowerment and Entrepreneurship Program Overview
- Ways to Participate in the Girl Scout Cookie Program
- Cookie Entrepreneur Family Pin Requirements
- Digital Marketing Tips for Entrepreneurs and Families
- Practical Tips for Parents
- Safety Tips for Product Sales

Training:

- youtube.com/user/ABCCouncils
- youtube.com/@productdepartment9704

Digital Art:

- abcsmartcookies.com/resources/digital-art/
- giphy.com/GirlScouts/girl-scout-cookies

Silver Sage Volunteer Essentials:

- [Bit.ly/3ZuBfPQ](https://bit.ly/3ZuBfPQ)



Timely updates, instructional screenshots, and more will be posted on our 2024 Cookie Updates and FAQs page.

Cookie Systems



Smart Cookies

Volunteers use a system called Smart Cookies to place orders, transfer inventory, track funds, and more at <https://abcsmartcookies.com>. Volunteers will get access to the system on December 20. The first task once they log in to Smart Cookies is to check their Troop Roster by January 2nd to see if any girls need to be added or changed and to enter the Troop Bank Account information.

Training on Smart Cookies will take place regularly. On most Fridays throughout the Program (starting on December 15), our team will upload a video to our YouTube channel at youtube.com/@productdepartment9704 and follow up with Q&A sessions on the following Tuesdays related to the topics covered. For example, we will post a video by December 15 that addresses registering as a volunteer, setting up your troop, adding a new girl, navigating the troop dashboard, setting your troop goal, etc. Then on Tuesday, we will have a Q&A session to address any questions that arise from the video. A full schedule of planned videos and Q&As will be posted on our website in the Cookies section.

Digital Cookie

All girls can customize their own online site using Digital Cookie. First, the girl needs to set up their online store through Digital Cookie. Then, they can e-mail their network of family and friends through Digital Cookie to ask for support. Additionally, they can use the Digital Cookie app to take credit card payments for in-person transactions or at their Cookie Booths. Credit Card fees for payments processed through Digital Cookie will be covered by Silver Sage Council this season.

Girls 12 and younger can ask parents or guardians for help. Encourage girls to personalize their website with their goals and cookie pitch; then parents or guardians can email links to friends and family. Please refer to page 8 for online selling Do's and Don'ts.



TIP: To use the Digital Cookie Mobile App, girls must first set up their store through a web browser!

**Use the
Digital Cookie®
app to sell cookies
wherever you go!**

The app makes it easy for you to take payment from customers purchasing cookies.



GET IT ON
Google Play

Download on the
App Store

Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

2. Set Up Your Site

Take a few minutes to set your sales goals, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers

Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

4. Track Your Progress

Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

Ways to Participate

The Girl Scout Cookie Program is a great way to learn skills that last a lifetime. The program is both optional and flexible. Troops and families get to decide which part(s) of the Program they want to participate in.

Digital Cookie – Online & App – January 4 to March 17

Girl Scouts will be invited to join the Digital Cookie platform 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, and customize her own online store. Girl Scouts can log in to Digital Cookie starting on January 4, and they can begin selling on January 12. The Digital Cookie App will allow girls to take orders and customers to pay with a credit card.

Initial Order – In Person with Order Card – January 12 to January 28

Girl Scouts take orders with their color Order Cards 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 record the customers' contact information (name, address, and phone number), the quantities and varieties of cookies they would like to purchase, and collect money up-front. **NEVER DELIVER ITEMS WITHOUT RECEIVING PAYMENT!** When girls turn in their Order Cards for the TCM to submit to the cookie baker, this is called the Initial Order.

Goal Getter Period – In Person with Order Card – January 29 Until Cookies Are Available (by Feb 20)

Once Girl Scouts turn in their Order Card to their Troop for the Initial Order, they can continue selling using their Order Card to help them reach their goals! If a Girl Scout runs out of room on her Order Card, she can ask her TCM for another Order Card or use a black-and-white Goal Getter Order Card.



TIP: Make a bold line with a sharpie after the last customer in the initial order & keep using the same Order Card for your Goal Getter orders.

Walk-A-Bout – Selling Cookies on Hand – From when cookies are available to March 17

Cookies will be delivered to SUCMs starting on February 16. Once Girl Scout Cookies arrive, girls should make every effort to deliver all Initial Order packages to customers first. Then they can continue selling by canvassing their neighborhoods door-to-door with extra packages.



TIP: Girls can use wagons, cookie carts, or other devices on wheels to take cookies door-to-door.

Booth Sales – February 23 to March 17

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 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 with one trusted adult. Please see page 14 for more details on Booth Sales.



*Earned patch



Initial Order Sales

- To create an honest, fair, and equal sales opportunity for girls, no sales are to be made prior to the start of the official Council sale date, January 12, 2024.
- Girls record customer information and orders on their Order Card throughout the selling period.
- Girls should collect money at the time of order taking. This allows girls to drop off cookies 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 period, girls should add up their totals by variety and overall totals of packages sold and turn in their Order Card, along with all money collected, 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 take photos of each Order Card or keep them in a safe place and return them to each girl when cookies are distributed so she will know where to deliver cookies. Initial Orders will be entered into Smart Cookies in package quantities and then rounded as a total to the next case (see below).
- After all Order Cards have been entered, Troops can then order extras if they choose for Booth Sales and door-to-door direct sales. Troops may also pick up more cookies from their local Cookie Cupboards after the Initial Order process is complete.
- Troop Initial Orders are due on January 31. Please note that once an Initial Order is submitted, troops cannot change their order. (Reach out to a SUCM immediately if you need to make a change.)
- 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 Initial Order for 11 Thin Mints

Total Ordered & Delivered – 12 Thin Mints (one case)

Extras – 1 Thin Mint



TIP: Do not round each girl's order to the next case. The system rounds up for you.

- 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+ packages sold at the time of the Initial Order so the girls can receive their Instant Reward.

TROOPS ARE RESPONSIBLE FOR ALL COOKIES ORDERED & PICKED UP.



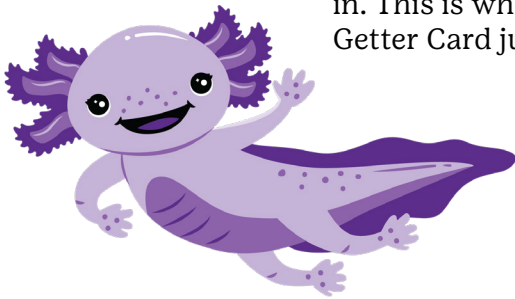


Goal Getter + Walk-A-Bout

GOAL GETTER GUIDELINES

The time between the Initial Order and Booth Sales is called “Goal Getter.” Girls are encouraged to continue taking orders on their Order Cards.

At this point most troops have collected their girls’ color 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 just 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. The council has created some sticky notes for this purpose, too. Reach out to your Service Unit Cookie Manager or the Council office to get some.
- Try bundling the cookies and adding a decorative bow or ribbon. Selling in bundles can increase your sales.
- Set goals, 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!



Cookie Booths

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 on page 15).

Council Booths or Drive-Thrus are set up by Council for use by all troops. They usually include large retail and grocery stores 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. (See page 15).

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. All adults present must be registered & approved volunteers and at least 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. You can choose to break up booth slots within your troop (i.e. 1 1/2 hours for 2 groups instead of 3 hours for 1 group), especially if girls are younger or have special needs.
- You **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 as they **EXIT**.
- Each troop will be responsible for providing cash for change and a container to keep it safe. Be sure to have plenty of \$1 bills on hand.
- 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 information about Cookie Share 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. A clear shower curtain liner is inexpensive and a good size to both cover the cookies and keep them visible to customers.
- 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. A sample Cookie Booth Worksheet will be available for this purpose.
- 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 sales, so make sure everyone understands ahead of time how your troop will divide the packages sold. 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.





MOM AND ME BOOTH GUIDELINES

Girls gain lots of practice working together with other girls on their team during cookie sales. This fosters teamwork, as it is often the best way to get things done and achieve a variety of goals. However, girls may have higher goals than their troop or may not be able to attend the troop's cookie booth slots. One girl can sell cookies at a booth with one adult, under these guidelines:

- 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. **NO OTHER PERSONS MAY BE PRESENT AT THE MOM AND ME BOOTH SALE** – even if they are a sibling or a registered Girl Scout.
- 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 girl 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 receive 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-secured booth sites. Please note that booths at Super Walmart locations are scheduled separately for their two doors: Grocery Door and Pharmacy Door.

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 four council slots at two or more different businesses. (Example: One Super Walmart Grocery Door and Pharmacy Door, plus two slots at Ridleys.)

ROUND 2: Each troop can pick up to six additional council slots at any business location and any time slot. As you enter round two, you may now schedule a total of 10 council sites.

ROUND 3: Troops are free to schedule as many council slots as they wish.



TIP: First weekend sales have a higher sales-per-hour average than the second and third weekends.

Always 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.

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 and adults need to be respectful, careful, and considerate of the merchant's property and customers. If complaints are received, you may be asked to leave.

Money Management

As with any product sale, there will be lots of product and 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.

Recording every transaction, counting carefully, and issuing a receipt are the keys to proper money management.


Girl & Family Responsibilities

- When a customer pays for product purchased – **girls take money up-front when taking orders with their Order Card** – the girl will indicate that payment has been received by marking the “CHECK WHEN PAID” box on their Order Card.
- After counting to ensure 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 the Troop Cookie Manager.
- Before turning money in, count the total to make sure all money matches the recorded amounts.
- Make sure you receive a receipt for every cookie and money transaction. Request one if necessary.

Troop Cookie Manager (TCM) Responsibilities

Receipts need to be completed every time money or cookies change hands. This even applies to the Troop Cookie Managers themselves. If they check out cookies for their girl, a receipt must be completed.

- 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 **receipt must be filled out and signed by the troop representative and parent**. The top copy goes with the parent and the bottom stays with the troop records.
- After money is collected from girls the TCM or her designee must:
 - Keep physical receipts in a safe place until all final cookie reporting for the year is complete, then submit all records to the Troop Leader or Troop Treasurer for Annual Reports and archiving by May 1.
 - Record amount turned in by each girl in the Smart Cookies Finance Tab as a Girl Transaction.
 - 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.
 - Endorse each check.
 - Ensure that funds are deposited into your Troop Bank account often. **Do not hold on to money longer than necessary.**

 **TIP:** During your bank visit, don't forget to pick up change. Lots of single dollar bills change hands.

- Tellers should always count the cash being deposited and add each check. For added safety, count everything before you arrive at the bank and make sure the receipt matches the amount you expect.
- Ensure that money is deposited in time for the scheduled electronic withdrawals (known as ACH) from Troop Bank Accounts. (See next page.)

OWN YOUR **magic**

Banking Guidelines

Finding the Right Bank

Each troop is responsible for finding the bank that best fits their needs. We recommend finding an institution with a convenient location that does not charge any fees, like Idaho Central Credit Union or Horizon Credit Union. (Please refer to our council's Bank Account Process guidelines.)

Electronic Withdrawals (ACH)

There will be two electronic transfers from Troop Bank Accounts to the Council Cookie Account. Council staff will send you an e-mail with the amount prior to the withdrawal.

- **Wednesday, February 28:** 25% of the balance due to Council on the Initial Order cookies. Girl delivery credit card payments will be deducted from the amount. Troop will retain the troop proceeds on the Initial Order cookies and any girl delivered cookies sold as of January 30. Direct-ship cookies are not included.

Example Situation:

Troop orders 500 packages for the girl Initial Order
Troop orders 250 packages for booths/extras on Initial Order
Girl Scouts sell 100 packages online for girl delivery
Girl Scouts sell 50 packages online for direct-ship
Troop earns 70 cents per package in proceeds

Example Calculation:

Total Initial Order = $750 * \$6.00 = \$4,500$
Troop proceeds for sales: $850 * \$0.70 = \595
Credit Card Payments on 100 packages = \$600

$\$4,500 - \$595 = \$3,905$ Total Initial Order minus proceeds
 $25\% \text{ of } \$3,905 = .25 * \$3,905 = \$976.25$
minus \$600.00 Credit Card Payments on 100 packages

\$376.25 due



TIP: Numbers found on Troop Balance Summary Report

- **Wednesday, April 3:** All remaining balance withdrawn

If you will not have enough funds in your Troop Bank Account to cover the automatic withdrawal, you must contact Customer Care at least four days before the posted date so arrangements can be made. Your request should include the amount of money that it is OK to withdraw. Any payment return, insufficient funds, or incorrect account number will result in a charge of \$8.00.

Other Methods of Payment

You can bring cash or checks to the Silver Sage Store during store hours for processing. Payment will be credited to your troop and appear on Smart Cookies by the next business day. Regardless of payment method, all money for cookies is due on April 3.

Responsibility

We are happy to work with troops that need assistance or need to make reasonable payment arrangements. Please reach out to Customer Care as soon as you know you need help. The more notice we have, the more we can do for you.

Negligence or theft is not tolerated and we refer past-due accounts to collections or, when necessary, to local authorities. All money earned belongs to the Girl Scouts in our council.

Cookie Pick-Up

Once the Initial Order has been placed, cookies will be ready to be distributed to troops starting on February 16. Service Unit Cookie Managers will help coordinate the when, where, and how to pick up your Initial Order. If you have any questions regarding the delivery process, please contact your Service Unit Cookie Manager for details.

Guidelines for Cookie Pick Up

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

FITTING COOKIES IN YOUR CAR

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.



| Estimated Cases in a Vehicle | |
|---|-----------|
| Compact Auto | 23 Cases |
| Hatchback Car | 30 Cases |
| Standard Auto | 35 Cases |
| SUV | 60 Cases |
| Station Wagon | 75 Cases |
| Minivan | 75 Cases |
| Pickup Truck (uncovered bed or rolling cover) | 100 Cases |
| Pickup Truck (with bed cap) | 150 Cases |
| Cargo Van | 200 Cases |

COOKIES CANNOT BE RETURNED ONCE THEY'RE PICKED UP

Cookie Cupboard

Cookie Cupboards are set up to allow troops easy access to more cookies throughout the “direct sale” portion of our Cookie Program, when we have Booth Sales and Walk-A-Bouts. You can order additional cookies from your local cupboard in Smart Cookies by placing a Planned Order by noon and pick them up during cupboard hours the following day.

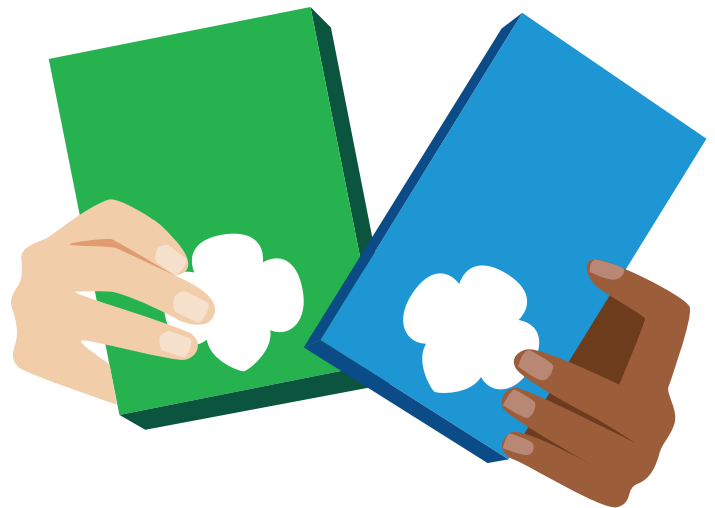
Cupboard pickups can be done by any troop adult, so TCMs can delegate this task. Please make sure the person coming has a vehicle large enough to accommodate the order and is prepared to count with the cupboard manager to make sure their numbers agree.

WHAT TO ORDER

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.

Our recommendation is that your Initial Order include the cookies that:

- your girls sold on their Order Cards
- are needed for your first 2 weekends of cookie booths
- girls can check out for Walk-A-Bouts
- an estimate of cookies needed to fulfill Goal Getter orders



Our council-wide cookie sales break down as follows for 2023, not including the ship-only variety. The example shows what they looked like proportionally.



| Cookie Varieties | Order % | Example |
|------------------------|---------|-----------|
| Thin Mints | 28% | 6 Cases |
| Caramel deLites | 25% | 5 Cases |
| Peanut Butter Patties | 13% | 2 Cases |
| Adventurefuls | 8% | 1.5 Cases |
| Lemonades | 7% | 1.5 Cases |
| Trefoils | 5% | 1 Case |
| Toast-Yay! | 5% | 1 Case |
| Peanut Butter Sandwich | 5% | 1 Case |
| Caramel Chocolate Chip | 3% | 1/2 Case |

Cookie Donations



Many of our generous customers want to purchase cookies to donate. Councils that have cookies priced at \$6.00 per package report that customers often purchase 3 packages with their \$20 bill and tell the troop to “keep the change.” That “change” cannot be a donation to the troop, because we are not allowed to solicit cash donations at Cookie Booths. It needs to be used to purchase cookies for donation. We have two types of donation programs:

VIRTUAL COOKIE SHARE -- Council-wide Cookie Donation Program

This program (*formerly called Cookies from the Heart*) gives customers and troops an opportunity to make donations easy. Here’s how it works:

- Troops should display 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 Virtual Cookie Share package.
- At this point the troop is done. The cookies are added up from all the participating troops and taken directly from the Boise Cupboard to The Idaho Food Bank or other non-profit food program.
- Girls who sell 15+ packages for this program will receive a “Cookie Share” patch.
 - *Virtual Cookie Share packages are recorded as a sale; but do not add to your Initial Order total or inventory total because troops do not need to order or deliver the actual packages to be donated. The council takes care of that for your troop.



TRACKED COOKIE SHARE -- Troop Cookie Donation Program

This program (*formerly called Gift of Caring*) gives troops the option to donate cookies to their own community directly and choose the nonprofit they want to support. It is different from Virtual Cookie Share in that this program requires the troop to order the cookies, receive the physical cookie packages, and deliver them to the organization of their choice.

Here’s how it works:

- Troops choose an organization to donate cookies to.
- Girls develop a campaign to promote their Tracked Cookie Share 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 Tracked Cookie Share box.
- At the end of the season troops count the number of purchased boxes for the Tracked Cookie Share program and then take packages from any remaining troop inventory** and donate cookies to the organization. Troops are responsible for any costs associated with delivery.
- Tracked Cookie Share packages 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 to order additional boxes to make up the difference.
 - ** 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 Promoting Donation Purchases

- Create and display a sign that informs customers which organization their donation will benefit.
- 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 packages, 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 package or two to donate.

5forFive! Program

The 5forFive! Program is designed to give girls a way to sell more cookies and give back to the customers that best support our mission. When a customer purchases 5 packages of Girl Scout Cookies, they can enter to win 5 cases (60 packages) of Girl Scout Cookies. Five winners will be 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. See your Service Unit Cookie Manager or ask at your Cupboard if you need more.
- When a customer purchases 5 or more packages they are given one Entry Sheet. A customer can receive one Entry Sheet for every multiple of 5 packages purchased: 24 packages purchased earns 4 Entry Sheets (they would need one more package to earn a 5th Entry Sheet).
- Customers then scan the QR code on their entry form or go online to 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 while selling as an incentive to increase each customer's purchase -- not just at delivery time as a reward. Tell every customer who buys 3 or 4 packages about the drawing.
- Use them during every sales opportunity: with Order Cards, Goal Getter Cards and at Booth Sales.
- Use posters and flyers to promote 5forFive! at Booth Sales.
- Link it to girl and troop goals, such as, "When you purchase five packages it helps me to earn my way to camp," or "When you purchase five packages for only \$30, our troop uses proceeds to purchase cat food and donates it to the local Humane Society."



Close Out

Troop Cookie Manager End of Program Checklist



- ☐ Assign all unallocated troop cookies via Troop to Girl Transfers.
- ☐ Confirm all Girl Rewards that have choices have been selected.

Save a copy and/or print the following reports from Smart Cookies, and select “Packages” as your unit of measure for all reports:

- ☐ Troop Balance Summary Report
- ☐ Balance Summary Report by Girl
- ☐ Recognition Order Summary by Troop and Girl Reports
- ☐ Troop Initial Order Report
- ☐ Total Troop Sales and Finance Summary Report
- ☐ Collect all receipt books, deposit slips, and related documentation. Make a copy if possible. One copy should stay with the TCM and one copy should go to the Troop Leader or Treasurer by May 1.

Final Reward Submission

Digital Cookie will give girls the option to choose their rewards at each level. At the end of the sale, the Troop Leader can pull a report to see which rewards girls have selected. Please reach out to girls who have not made their selection before submitting the final reward order. For eligible girls who sell over 200+ packages, the “Early Renewal” option is automatically checked for girls to renew. They can opt out if their family prefers to renew in person or online. After each girl’s rewards have been entered and reviewed, click submit.

Mitigating Debt

If the Troop Cookie Manager is uncomfortable with the number of packages that a girl/family has checked out from the troop without payment, they can decide not to allow that family to check out more cookies until a payment is made. Girls collect money as they take orders, and they should be turning in money as soon as they start taking orders.

The troop should stay in contact with girls and their caregivers about monies owed. If a girl has not turned in money for cookies she has received, and the troop is not successful contacting the family, start taking notes about your efforts to contact them. After three noted contacts, contact Customer Care. Once the information is properly submitted to the council, an attempt to collect the money will be made by council staff. Finally, if we fail to collect, the information will be turned over to an outside collection agency and potentially to law enforcement.

If your troop finds itself with more cookies than can reasonably be sold by the girls in the troop, please reach out to other troops and your Service Unit Cookie Manager. You will likely find a troop that needs the variety of cookies you have extras of. Once you’ve agreed to transfer cookies to another troop, be sure to enter a Troop-To-Troop transfer in Smart Cookies and that you both sign a receipt

Final Deposits

Your final deposit to your Troop Bank Account must be made by March 27. This will give time 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 you will not have enough funds in your Troop Bank Account to cover the automatic withdrawal, you must contact Customer Care at least four days before the posted date so arrangements can be made. Your request should include the amount of money that it is OK to withdraw. Any payment return, insufficient funds, or incorrect account number will result in a charge of \$8.00.

Glossary

ABC Bakers — One of two bakers licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program.

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 place where troops can pick up more cookies or exchange damaged packages.

Cookie Finder — This database of Booth Sale locations, dates & times connects customers to cookies. You'll find it at girlscouts.org and www.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.

Digital Cookie — A web and app platform that gives Girl Scouts an online store. Girls can send emails, set their goals, track their progress, and take payments through Digital Cookie.

Initial Order (IO) — Cookie orders submitted for delivery to Service Units. These are the very first cookies that are delivered to customers by girls. Troop Initial Orders are due on January 31.

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 to the troop before using Digital Cookie or other online sales platforms.

Pending Order — Troops can place cookie orders from cookie cupboards to get additional cookies to fulfill orders and for booth sales. Orders are considered pending until they are picked up. Submit by noon to pick up the following day.

Per Girl Average (PGA) — 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.

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 received.

Program Credits — Council-issued credit that 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 awards); Annual Girl Membership Renewal; Silver Sage Programs; Destinations; etc. These credits are physical paper sheets that need to be submitted by mail or in person to redeem, so do not throw them away.

Reward — Item, patch, and/or Program Credits earned by a girl for meeting specific goals.

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 logistics platform for volunteers to manage orders, run sales reports, see finances, select booth spots, place cupboard orders, manage inventory, etc.

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

2024 Cookie Program

Facts:

Cookies sell for \$6.00 per package.
Collect money up-front when selling.
Girls can use Digital Cookie to sell online and on the app!

Dates:

Distribute Cookie Materials & Hold Parent Meeting – December or Early January
Sales Start with Digital Cookie & Order Cards – January 12
Cookie Booth Scheduler opens – January 21, 24, 27
Troop Initial Cookie Order Due in Smart Cookies – January 31
Initial Order Pickups – February 17-23
Cookie Booth Sales – February 23 – March 17
First Electronic Withdrawal from Troop Bank Account – March 4
Cookie Sale Ends – Last Day for Cookie Booth Sales – March 17
Troop Girl Rewards Order Due in Smart Cookies – March 21
Last Day to Place Orders in Smart Cookies – March 21
Final Deposits in Troop Bank Account – March 27
Final Electronic Withdrawal from Troop Bank Account – April 8

Contacts:

SU Cookie Manager: _____

Phone: _____

E-mail: _____

Silver Sage Council Customer Care

Phone: 208-377-2011

E-mail: customercare@girlscouts-ssc.org

24-Hour Smart Cookies Tech Support

Phone: 800-853-3730

E-mail: ABCSmartCookieTech@hearthsidefoods.com


girl scouts
of silver sage