



2025 Service Unit Cookie Training
Girl Scouts of Silver Sage



Agenda	1	Promise & Law
	2	SUCM Position Overview
	3	What to Emphasize
	4	Proceeds
	5	Important Dates
	6	Q&A

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

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.

Team & Meeting Norms

Promise & Law

- Not a contest – we all win together
- Be the example you want your girls to see

No Need to Memorize

- Quick Start Guide
- Expanded Troop Manual
- Digital Cookie Guide
- Smart Cookies Guide
- Lots of online resources
- Other volunteers
- ABC Bakers 24-hour support
- GSSSC Customer Care
- Just-in-time prompts via e-mail
- Videos and Q&A Sessions

- Training videos
- Ready-made social media posts
- Clip art of theme & cookies
- Printable door hangers & thank you notes
- How to identify counterfeit bills
- ABC materials & activities
- GSUSA materials & activities
- Google, Pinterest, Facebook groups

Lean Into the Excitement

- Complete Contract(s)
- Read Troop Manual & Family Guide
- Read E-mails
- Contact Customer Care
- Have fun!

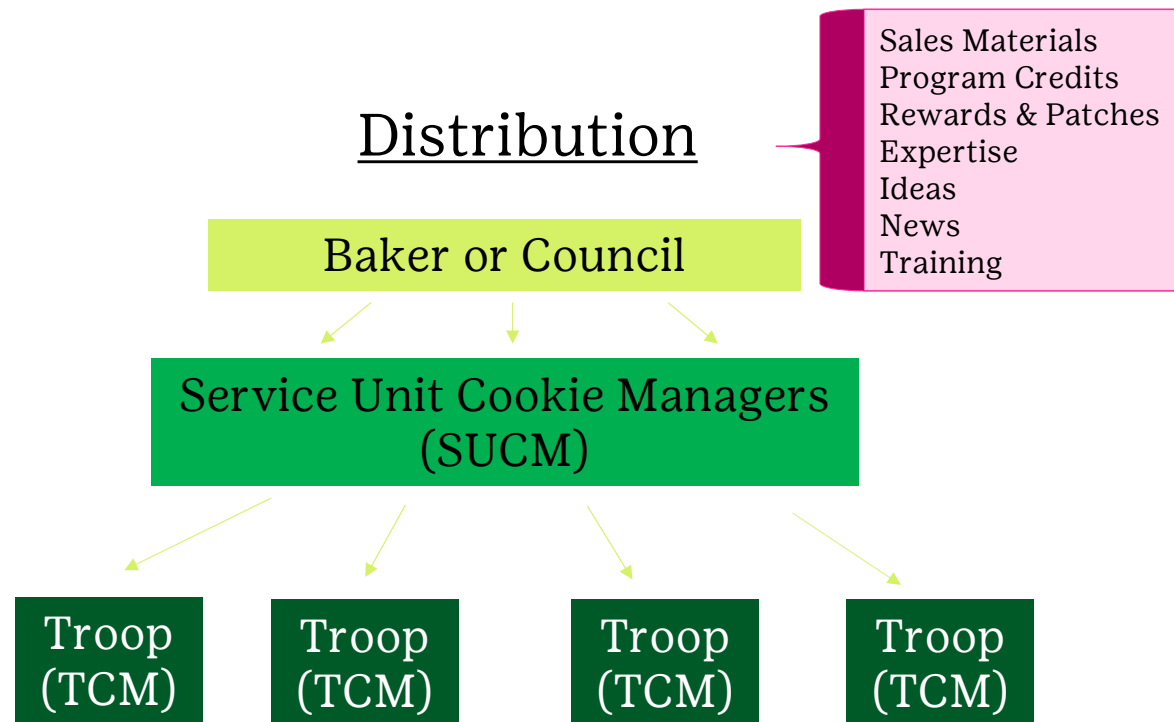


SUCM Position Overview

You are the captain of your Service Unit's Cookie Team: While you as the SUCM have individually signed the contract and are ultimately responsible, you can absolutely delegate tasks or categories of tasks to a registered volunteer.

- Attend training & read Program materials provided.
- Receive materials from ABC Bakers, then assemble and distribute packets to each TCM.
- Train volunteers in your area.
- Identify new Troop Cookie Managers. Mentor & support them throughout the season. Consider pairing new TCMs with a seasoned volunteer.
- Assist and/or coordinate local Cookie Rally.
- Review & submit the Initial Order and girl rewards order for the Service Unit.
- Coordinate delivery and distribution of cookies & rewards to troops.
- Succession Planning: Identify someone to train/mentor as your replacement in the future.

Where do I get...



Training Troop Volunteers

Before Training:

- Schedule session(s) ASAP
- Decide whether you'd like to offer refreshments or meal
- Be sure to invite any Troop Cookie Managers, Troop Leaders, and other Troop volunteers who may be assisting them.
- “Market” your session
 - At SU Meeting
 - Email
 - Phone Calls
 - Texts

After Each Session:

- Send list of who attended to customercare@girlscouts-ssc.org



Training Troop Volunteers

Set Expectations: Make sure that every Troop volunteer knows what to expect during Cookie Training.

Your training session needs to cover the Who, What, Why, Whether, Where and When of the Cookie Season. PowerPoint slides will be provided so you can edit (if a date needs to be changed or procedure added, for example).

The “How” is coming later. It is not reasonable to expect volunteers to remember in Late January specific software details shown to them in November or December – especially when they won’t be able to access it until late December and not using parts of it until February.

- E-mail reminders from Silver Sage and Smart Cookies on upcoming tasks.
- Comprehensive “How” training videos posted by Kim & Kim
- “2025 Cookie Updates and FAQs” Google Doc, with QR links in the Troop Manual, will have regular updates with screenshots.
- Open Office Hours will be available before Initial Order, before final reconciliation, and potentially upon request through Customer Care.



New Event for Families & Girl Scouts

Based on your feedback, Cookie Training will focus on things that the Troop Cookie Manager needs to know – things specific to the Cookie Program – like proceeds, annual updates, financial processes, etc.

Troop Cookie Manager Training will dial back on specific information on a specific Camp session, individual girl rewards, or the Disney World incentive trip.



Cookies 101 is in addition to your Troop Cookies & Camp Meeting. It will feature:

- Five Skills & Their Lifelong Value
 - Value of Program Credits
 - Specifics on Camp Session Options
 - Specifics on 2025 Disney World Incentive Trip
 - How Girl Scout Can Participate
 - Ways Family Can Support Girl Scout
 - Awards (Badges & Entrepreneur Family Pins)
-
- On Zoom, Dec 5.





Learning Skills

Girls learn and practice 5 business skills that they can take into adulthood.



Earning Troop Funds

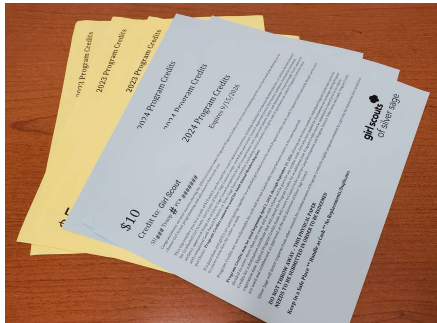
Troops earned an average of \$1,390 in the 2024 Cookie Program.



Service Unit Activities

Service Units earned an average of \$275 in 2024.

Girl Scouts sell cookies for...



Program Credits

Girls can earn up to \$870 in Program Credits to use towards their Girl Scouts Membership, Camp, Council Programs, items from the GSSSC Store, and more.



Rewards & Patches

Rewards such as bandanas, stuffies, cotton candy makers, Build-A-Bear, and more are available for girls to earn.



Funding Girl Scouts

All cookie proceeds stay local and help fund the activities, camps, and trainings that allow staff and volunteers to support the Girl Scout Experience.

Topics to Emphasize: Delegating Your Cookie Team

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.



Want a registered volunteer to have access to Smart Cookies? We need that in writing from TCM – name, troop number, and what specifically to give them access to. For example, you could have the Treasurer enter payments, or the Inventory Coordinator could read reports.



Here is one example of how a Troop Cookie Manager might organize their Cookie Team.

Any configuration is fine -
- whatever works for you!



Topics to Emphasize: Cookie Finance

Count cookies by variety & money that gets turned in. Agree on numbers with other party.

Write receipts for every transaction involving cookies or money. Receipts, Receipts, Receipts!

Every single receipt has the “contract” on it. Receipts are critical for us to help you reconcile at the end of the season or track down a specific transaction.

Money to Council typically transferred via ACH. Can also pay via GSSSC store.

Submit receipts & final reports to Treasurer or whomever is submitting the Annual Report.

NEW



Topics to Emphasize: Cookie Systems

Digital Cookie offers easy credit card transactions, both in-person and at booths. This year, Digital Cookie will also accept PayPal and Venmo.

NEW

Silver Sage Council will absorb costs of credit card fees incurred through DC this season.

Digital Cookie is the girl-facing and customer-facing platform. It is essentially a point-of-sale system, but it also will allow girls to manage their personal inventory.

Smart Cookies is the volunteer-facing logistics platform. It allows you to book booths, enter sales data, order cookies, enter payment information, order rewards, and etc.

Digital Cookie & Smart Cookies talk to our membership systems. Communication issues between the systems have been addressed, leading to improved synchronization for 2025.

NEW



Topics to Emphasize: Program Credits



- They are issued in **addition** to the patches & stuffy rewards starting at 100+ packages.
- Girls can earn up to \$870 in Program Credits.
- 2025 Program Credits will expire 9/15/2027.
- Program Credits are the most valuable & flexible reward!

- New chart on back of Rewards Card
- Emphasizes value of Program Credits
- Auto-renewal is happening this year. Opt out if girl is not returning.

Girl Scouts Earn Program Credits

We recognize the hard work that Girl Scouts and their families get into the Cookie Program by issuing Program Credits to girls who sell at least 100 packages of cookies this season. Girls can spend their rewards with Program Credits in addition to the extra Girl Scout items and the rewards they receive. Participation in the Girl Scout Cookie Program also supports her Troop, Service Unit, and Council in providing Girl Scout experiences throughout our area. All Cookie Program proceeds come back.

and She Chooses How to Spend Them!

NEW You can combine Program Credits earned over 3 Cookie Seasons to get where you want to go!

	Packages	Program Credits
*Girl Scout Shirt	100 - 149	\$15
	150 - 199	\$30
	200 - 249	\$45
	250 - 299	\$60
*Girl Scout Uniform	300 - 349	\$75
	350 - 399	\$90
	400 - 499	\$120
	500 - 599	\$150
	600 - 699	\$180
Me & My Girl Camp Weekend @ CAP	700 - 799	\$210
	800 - 899	\$240
Week at Camp Echo	900 - 999	\$270
	1000 - 1249	\$350
Camp Alice Pinner Session	1250 - 1499	\$420
	1500 - 1749	\$500
	1750 - 1999	\$570
Horse Session at Camp TAM	2000 - 2499	\$720
	2500+	\$870

More Options:

- Lifetime Membership Fee for graduating high school seniors
- Approved Service Unit Events
- Gold Award Projects
- Troop Use of Camp Properties
- *Girl Scout S'wag
- *STEM Kits, Stuffers & More
- Girl Scout Destinations
- Council Sponsored Trips
- Approved C/I/A Troop Travel
- Council Sponsored Events & Workshops
- ...and so much more!

*Other Days have merchandise, including earned awards.
Program Credits earned for rewards listed on this page are automatic only. Terms and conditions apply. Program Credits earned in 2025 will expire on 9/15/2027, and can be combined with other years' unexpired Program Credits. Program Credits are physical papers that are given just like cash, and they must be redeemed in person or by mail to be redeemed.
Girl Scouts. Earn. Spend. Credits.



Topics to Emphasize: Operation Cookie

- Drive donations of cookies to Veterans & Active-Duty Military
- Supports organizations across our service area
- Extremely well-received in community and among Girl Scouts members

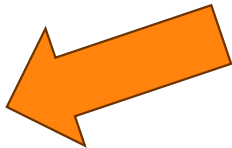


- Make sure every Girl Scout is aware
- Do Girl Scouts in your Troop have Military Members in their households? Family trees?
- Stories/signs/photos are great at Booths.
- Reach out as the season wraps up if your Girl Scouts want to be involved in the actual donating



Topics to Emphasize: Resources

- Printed Materials
 - Streamlined Troop Guide
 - Family Guide
 - Rewards Card
- Silver Sage Website – Cookie Section (ready in a week or two)
 - 2025 Updates & FAQs Google Doc
 - EXPANDED Troop Guide
 - Digital Cookie Guide
 - Smart Cookies Guide
- Loaner Materials Request Form
 - Air Dancers, Banners, Feather Flags, Rewards
- “Just Ask!”



Topics to Emphasize: Camp & Cookies Meeting



Day and residential camps

- Camp Echo
- Camp Alice Pittenger
- Camp TAM



Outdoor Programs

Hold a Cookies & Camp Parent Meeting

- Set & communicate deadlines
- Share contact information for TCM, Cupboard, Customer Care
- Review safety measures
- What does the Troop want to do this year?
- Set goals
- Discuss adventures
- Make sure caregivers know their girl's goal & agree
- Do girls want to attend camp or Disney together?
- Carpool to camp location?
- Girls who sign up early for camp will be able to auto-apply Program Credits towards camp balance.

Topics to Emphasize: Walt Disney World 2025

Entrepreneurship Incentive Trip

Troops can go as a Troop! Council Staff does all the reserving, scheduling, etc., and then Troops will break off as their own group.

- Council's Strategic Plan calls for building travel progression.
- In 2026, National Girl Scout Convention is in Washington, DC, so the Incentive Trip will likely go there.

Welcoming Girl Scouts who have:

- Completed the 5th grade
- Sold 750 packages of Cookies in 2025

Tentative Date: Around June 21, 2025

Price: \$2,000



Troop Proceeds Opportunities

Support girl experiences and adventures.

Each package sold earns for the Troop:

70¢ when PGA is up to 324

75¢ when PGA is 325 - 399

80¢ when PGA is 400 - 499

85¢ when PGA is 500 or more

PGA stands for Per Girl Average

PGA = number of packages sold divided
by number of girls participating



Service Unit Proceeds Opportunities

Support girl experiences and adventures.



Each package sold earns for the Service Unit:

- 1 cent, PLUS:
- Additional 1 cent when 70+% of girls registered by March 31 participate in the Cookie Program
- Additional 1 cent when 70+% of eligible girls renew memberships through the Cookie Program's "Easy Renewal"



Initial Order: Troops Submit on Jan 27

EACH TROOP'S INITIAL ORDER SHOULD INCLUDE:

- All girl orders from their printed Order Card
- All "Girl Delivered" orders from Digital Cookie
- All cookies needed for at least the first 2 weeks of Booth Sales
- All cookies needed for girls who plan to take more orders before Booths.
- Rewards Order: Belt Bag for each girl who sold 350 packages.

Troop deadline to submit Initial Orders is Jan 27. Troops lose access to their Initial Order only when either they click SUBMIT or the clock strikes midnight.

The SUCM (you) will be able to make edits afterward until you click SUBMIT or 11:59PM on Jan 28.

We will review orders. If we identify outliers (quantity or mix), we will reach out.

The council's deadline to submit everyone's Initial Order is the morning of Jan 30. Starting on Jan 31, if anyone needs more cookies than their IO, pending orders can be placed in Smart Cookies to pick up at any cupboard.

Define your availability in Smart Cookies to allow Troops to schedule pick-ups.



Topics to Emphasize: Ordering Cookies



Enough so that every girl can reach her goal.

Enough to donate.

Not too many that the Council absorbs too much cost.

Get them in time for Air Van to sort & deliver to Cupboards before the last weekend of Cookie Booths.

What this looks like:

As you wrap up the 1st weekend of booths, review:

- How the week went
- What booths are coming up
- What your girls' goals are

By 2/23 Place Pending Orders in Smart Cookies for with pickup dates for:

- Feb 27
- Mar 6
- Mar 13



Cookie Deliveries Start Feb 14



- Make sure you have enough time to count, unload truck(s), and sign the Delivery Ticket(s) before troops arrive to pick up.
- Make sure you have plenty of help because this can be physically demanding.
- **Clearly mark on the Delivery Ticket any shortages or overages, by variety. We pay for cookies based on Delivery Tickets.**
- **If unsure, count again.**
- ABC & GSSSC are Air Van's customers. They don't get to leave the premises until you are comfortable with the count and have signed the receipt.
- **ALWAYS:** Separate by variety, count, re-count, sign receipt and then load into vehicle.

Cookie Booths

- Council-Secured
 - Locations contacted and organized through Council
- Troop-Secured
 - Locations contacted by Troops or Parents
 - Enter in Smart Cookies ***with plenty of time for Council to approve*** so that they appear in the Booth Finder and in Digital Cookie
 - Only contact businesses with one location.
- “Mom and Me” Sales = Only one adult & registered Girl Scouts from only one family
- Cupboards Open by February 20

Council Booth Scheduling

Round 1 – Sunday, January 19 at 7pm

Round 2 – Wednesday, January 22 at 7pm

Round 3 – Saturday, January 25 at 7pm

See the Extended Troop Guide for specifics.



Tips for Booth Scheduler

- Pay attention to start times
- First 2 weekends' sales are robust!
- Consider travel times
- Remove booths you cannot fill
- Remember “considerate and caring” part of Law
- Walmart: One Store = One Slot

Support

Resources:

Silver Sage Council and ABC Bakers have produced excellent resources that can answer almost any question, including the Troop Guide, Family Guide, website, email prompts, videos, and etc.

Silver Sage Customer Care:

208-377-2011 or customercare@girlscouts-ssc.org

This is where your questions get answered the fastest and where to reach a Kim.

24-Hour Smart Cookies Tech Support:

800-853-3730 or
ABCSmartCookieTech@hearthsidefoods.com



Susan Kurdy
Customer Care Specialist



Timely updates, instructions, screenshots, and more will be posted on our 2025 Cookie Updates and FAQs Page



©2022 Girl Scouts of the USA. All Rights Reserved. Not for public distribution.

girl scouts 

Thank You!