



Cookie Program



2024 How-to Guide

for Troop Leaders & Cookie Managers



girl scouts 
of the commonwealth
of virginia

Girl Scout Cookie Program • The Largest Entrepreneurial Program for Girls in the World

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OWN YOUR magic

The Girl Scout Cookie Program is the primary building block of our Financial Literacy curriculum and it is the largest entrepreneurial program for girls in the world.



Important Dates

January 1	Girls may begin taking orders both in person and electronically
January 25	Troop orders due in Smart Cookies
February 12-16	Traditional deliveries in rural areas
February 15	Cookie drive thru (pick up) in Fredericksburg
February 16	Cookie drive thru (pick up) in Chesterfield
February 17	Cookie drive thru (pick up) in Richmond
February 20	Cupboards open
March 13	First ACH payment (50% of initial order)
March 29	Final day of main cupboard operation (smaller cupboards may close sooner)
March 31	Last day for online sales
April 5	Troop recognition orders due in Smart Cookies
April 5	Final ACH draft



Thin Mints



Peanut Butter Patties



Lemonades



Toast-Yay!



Caramel deLites



Trefoil



Peanut Butter Sandwich



Adventurefuls



Caramel Chocolate Chip
(gluten and nut free)

Cookies cost \$5.00 except for Caramel Chocolate Chip, which is gluten and nut-free and costs \$6.00.

New in 2024

Digital Cookie

Exciting news: your online Girl Scout Cookie® sales platform is getting a revamp! We're moving your online cookie sales to a platform called Digital Cookie®. Going forward, you will be using the new Digital Cookie application to sell cookies to customers online, track progress towards a goal, and manage sales. Selling Girl Scout Cookies® online and reaching your goals just got easier!

Please note: Troop leaders and volunteers will still utilize Smart Cookies™ for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales. Digital Cookie® features make selling cookies a fun universal experience for all entrepreneurs.

FOR GIRL SCOUTS/TROOPS:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- Girl Scouts can send “cheers” to one another by choosing from an assortment of encouraging and congratulatory images.
- Girl Scouts can make sales on the go at cookie booths.

FOR PARENTS:

- The option to turn girl delivery off for customers based on family preferences and cookie availability.
- The ability to turn cookie varieties on or off to match available inventory.

FOR CONSUMERS:

- Customers can order and pay for cookies online and pick them up at a booth.
- All consumers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand.

Troop Leaders will receive their log on email in December; all currently registered Girl Scouts will receive their log on email January 1st.

Expanded use of Pathway Passes

Cookies fund adventures and we want to make that a little easier for our Girl Scouts. Beginning in 2024 girls can use their pathway passes to help pay for council sponsored travel or GSUSA sponsored Destinations. Once you've received your passes in the mail contact our helpdesk to redeem towards any one of these adventures.



Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business	Financial Literacy	Cookie Entrepreneur Family	Entrepreneur
Daisy				
Brownie				
Junior				
Cadette				
Senior				
Ambassador				

Benefits of the Girl Scout Cookie Program

Our objective is to teach girls financial literacy, so girls:

- **Learn to use money wisely** to reach both current and long-term goals;
- **Become educated consumers** who can assess advertising claims and sales pitches;
- **Develop business skills** necessary to succeed in the workplace; and
- **Become independent women** who can support themselves and give back to their communities.

Girls participating in the cookie program learn five essential skills:

1) Goal Setting

2) Decision Making

3) Money Management

4) People Skills

5) Business Ethics

It's not just selling Girl Scout Cookies. It's a financial literacy and lifelong skill-building program! The Girl Scout Cookie Program activities are designed to help your Girl Scout move toward a financially independent future.

Serious Fun = Serious Skills

For more than 100 years, the Girl Scout Cookie Program has allowed Girl Scouts to fund their own activities. That purpose is no different today. As the largest girl-led business in the world, the Girl Scout Cookie Program is a unique opportunity for girls to lead the change in their own lives and the wider world.

Girls set their cookie program goals and work as a team to decide how troop proceeds will be used. What will your troop decide to do?

- Fund a Take Action project
- Travel to destinations near and far
- Assist others in the community
- Explore the great outdoors through a camp experience



Benefits of the Girl Scout Cookie Program (cont.)

Parents and Families Working Together Can Create Cookie Success

There are many ways families can support their Girl Scout and her troop:

- Encourage adults to become a registered member of Girl Scouts so they can assist in all aspects of the cookie program
- Encourage adults to attend the parent meeting to get started with the cookie program
- Ask for help securing locations for cookie booths. Some may own or manage local businesses that want to support Girl Scouts
- Ask for help picking up cookies at the drive-thru or at a cupboard
- Create a decorative booth to draw attention to your booth sales
- Assist in the distribution of cookies and recognitions
- Post booth sale locations on social media

Adults act as coaches who help girls develop leadership skills by using these three processes:

- **Girl-led:** Girls play an active part in figuring out the what, where, when, how and why of their activities. They lead the planning and decision-making as much as possible.
- **Learning by doing:** Girls engage in continuous cycles of action and reflection that result in deeper understanding of concepts and mastery of practical skills.
- **Cooperative learning:** Girls work together toward shared goals in an atmosphere of respect and collaboration that encourages the sharing of skills, knowledge and learning.

When a Girl Scout has her family's support, there's nothing she can't do.

Get Involved! Moral support is a great place to start, but there are lots of other ways to help out! Go with her to sell and deliver cookies. Find locations for a booth sale and ask friends or colleagues to help supervise it. Or ask your troop leader about volunteering for meetings.

GSUSA Research tells us troops that have high levels of parental support have happier leaders and better experiences for the girls.

How the Cookie Crumbles:

about **25%** of proceeds cover cost of the cookies



about **75%** of proceeds cover direct and indirect services to local girls and volunteers

Direct costs are troop proceeds and recognitions. Indirect costs are financial assistance, council-sponsored programming, volunteer training, recruitment and property maintenance for programming impact.

Troop Leader and Troop Cookie Manager Checklist

- Ensure all girls participating in the cookie program are registered for the current membership year.
- Ensure all adults assisting with the cookie program are registered for the current membership year and have a current background check on file.
- Ensure all Troop Leader Agreement forms and the ACH form are submitted to GSCV. The Troop Leader Agreement form is required each membership year. The ACH form is only required this year if the troop has experienced a change in leadership or in their banking. New troop leaders will need to submit both.
- Hold a parents meeting (virtual or in-person) to distribute all materials and to secure support from all families. Ensure all parents have signed the Parent/Guardian Agreement. Keep this form with the troop.
- Work with the girls to establish goals for the cookie program.
- Enter girl sales information and submit troop cookie initial order into the online ordering and reporting system (Digital Cookie) by deadline. Sign up for your preferred drive-thru delivery location and time through Digital Cookie.
- Sign up for additional council-sponsored booth sale opportunities through Digital Cookie.
- Attend your local cookie drive thru or local delivery to pick up your troop's cookies.
- Distribute cookies to parents/guardians and obtain a signature. Remember to count multiple times.
- Collect payments from parents/guardians and deposit money in troop bank account before the scheduled ACH sweep.
- Transfer additional cookies within Smart Cookies to girls who participated in sales beyond the initial order such as booth sales.
- If any parent/guardian has outstanding debts, inform council staff no later than two days before scheduled ACH by submitting Outstanding Payment form and including the signed parent/guardian agreement.
- Distribute girl recognitions no later than June. Report any discrepancies to your service unit product program manager by June 15.



For additional resources and more fun ideas, go to [abcbakers.com/volunteer-success-guide](https://www.abcbakers.com/volunteer-success-guide)

There are many ways to purchase and support girls

Options for customers

Customers have several options for purchasing cookies through digital cookie.

- **Order online and pay at the time of delivery**

If the customer chooses to purchase cookies online for girl delivery and not pay for the cookies at the time of ordering, this is considered a “promise order.” Payment will be collected when the cookies are delivered.

- **Order and pay online for girl delivery**

This option allows customers to order through digital cookie or link and prepay with a credit card. Girls will deliver the cookies. This option allows for easy, contactless, front-door delivery.

- **Order online to be direct shipped (discounted shipping for orders of 9 or more packages)**

Ordering cookies online for shipping direct to the customer is a fantastic way for your family and friends to support the Girl Scout Cookie Program from afar. This option allows for cookies to be purchased online and shipped directly to the address of choice.

Girl Scouts of the Commonwealth of Virginia is subsidizing the shipping cost for orders in increments of 9-12 packages.

Credit card options and support for troops

- Troops that choose to use the Smart Cookies (www.abcsmartcookies.com) credit card option will have the advantage of being able to accept payment through social media links and a virtual booth sale link, as well as at physical booth sales. Additionally, **Girl Scouts of the Commonwealth of Virginia will cover 100% of the credit card transaction fees.**

Troops using the credit card features will automatically receive credit for the full sale, including troop proceeds, in Smart Cookies. Funds from the sale are deposited into a council account, not troop accounts.

- Troops are highly discouraged from using Venmo, Paypal, or other payment apps. Customers can use these platforms to pay for cookies in Digital Cookie, but troops should not receive funds in these apps.

Virtual cookie booths

- Troops will have access to a booth sale link. To access this link, go to the troop information page in Smart Cookies (www.abcsmartcookies.com).
- Troop users can then share the link by email, text or social media.
- The troop booth link will allow orders to be placed and prepaid via credit card for local delivery.
- Troops can share the link along with the location the customers can pickup their order at a drive-thru or traditional booth location (not a girl's home).
- For detailed instructions on how to access this link or how to use it, visit the cookie section of our website at www.comgirlscouts.org or contact our help desk at gshelper@comgirlscouts.org.

Step-by-Step Instructions

First Things First

Make sure all girls participating in the cookie program are registered for the current membership year. You can do this by logging onto myGS at the top right-hand corner of our website. From here you will be able to log in to the Volunteer Toolkit and review your current troop roster of registered girls. If you identify any girls not currently on the roster who plan on participating with your troop, then please register them. Their parent/guardian can do this immediately by logging onto our website at www.comgirlscouts.org and clicking on Register Now. Follow the same process to register all adults who plan to assist with the cookie program. In addition, all adults helping with the cookie program need to have a current background check on file at GSCV.

Complete and submit, if you haven't already, the Troop Leader Agreement form and the ACH form to GSCV. The Troop Leader Agreement form is required each membership year. The ACH form is only required this year if the troop has experienced a change in leadership or in their banking. New troop leaders will need to submit both.

Taking Cookie Orders

Girls can begin taking orders on Jan. 1. The Girl Scout Law calls on us to be honest and fair, so girls should not take orders before that date to ensure all girls begin at the same time. Girls can also begin selling online Jan. 1. By logging into Digital Cookie, girls can create messages to send to customers. When a customer orders online, their cookies will be shipped directly to them.



Initial Orders

Initial orders are the orders the girls have collected through their order cards. You will need to enter these orders in the Digital Cookie system by the designated deadline. We recommend you ask the parent to have these orders to you one or two days in advance, so you have time to enter them in the system. You will click on the submit button. At this time, you will want to select your pickup time and location. This should appear on your screen after submitting your order. If you experience issues submitting the girls' orders or selecting the pickup time and location, please contact the GSCV help desk at gshelper@comgirlscouts.org.

In addition to the girls' names, you will find an "extra" line in Digital Cookie. This will allow you to purchase additional cookies for booth sales that are not credited to a specific girl. You will have the opportunity to transfer those cookies to individual girls at a later time. We encourage girls to continue taking orders after the initial order has been placed. These additional cookies can be picked up at a local cupboard once the cookies have arrived.

Goal Setting: Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job and in life.



Hold a Parents Meeting

Once you've completed your training on the cookie program and received your materials, the next step is to meet with the parents/guardians of the girls in your troop. This is a great way to involve the whole family. Most troops hold a parents meeting just before or just after a troop meeting and allow 20-30 minutes to cover the information. **This meeting can be either virtual or in-person.**

SAMPLE PARENTS MEETING AGENDA

- Welcome and introduce the cookie program
- Share the goals the girls have set. **The council goal is 250 packages per girl.**
- Distribute all materials (Family Guide, Parent/Guardian Agreement, order card and money envelope).
- Have parents complete the Parent/Guardian Agreement (if you participated in the Treat Yourself Fall Product Program you should already have this on file and don't need to repeat).
- Review the Family Guide and have parent write down important information, such as contact information and important dates for your troop.
- Review the five skills girls learn from participating in the cookie program listed in the Family Guide.
- Review safety guidelines.
- Review the recognitions the girl can earn.
- Discuss the proceeds the troop will earn and the plans the girls have for those proceeds.
- Discuss the options of selling (order taking, online and at booths).
- Remind families they are responsible for all cookies ordered and the importance of demonstrating Girl Scout honor by not taking orders before the cookie program starts Jan. 1st.
- Cookie Share is a great way to give back to our men and women in service. Review details in the Family Guide.
- Announce cookie distribution dates. (We recommend you schedule these the same day or immediately after the day you will pick up your troop's order.)
- Discuss money collection of cookies, dates you will need it and what to do if they run into an issue.
- Share the dates and locations of any scheduled cookie booths.
- **Ask for HELP.** All troops need support from the families for the program to be a success. Find out ways they can support you. Some examples are: assisting at a booth sale, helping with the initial pick-up of cookies from council, going to a cupboard to pick up additional cookies throughout the program, creating decorations for booth sales, providing snacks/lunch for the troop at booth sales. Be creative! All parents can participate and be part of this fun and exciting program.

*Meeting
can be
virtual or
in-person!*

Step-by-Step Instructions (cont.)

Opt-Out of Recognitions

Older girl troops (Cadette level and up) have the option of opting out of recognitions and instead receiving an additional 5 cents per package. Troops choosing to do this should select this option under troop information in Smart Cookies.

Walmart Booth Reservations

The Walmart corporation has requested all troop booth reservations be secured through a new process. All participating Walmart stores will be listed in Smart Cookies. We respectfully request troops not contact any Walmart store directly.

Picking Up the Cookies

The cookies placed in the initial order will be available for pickup at the date and time you selected when placing your initial order. Some rural communities will have one delivery at a community facility or home. Your local service unit product program manager will let you know if your troop will participate in one of these rural deliveries. The majority of troops in the Fredericksburg and metro Richmond areas will participate in one of three drive-thru locations. Troops can choose their pickup site and time using Smart Cookies.

Additional Cookies

Since your girls will continue selling and many of your initial customers will want more, we will have cookie cupboards throughout the council jurisdiction. These cupboards will be stocked with cookies, so you will have access to as many as you need. In order to guarantee your cookies, we have a planned order system where you can order the cookies through Smart Cookies by 11:30 p.m. Sunday and guarantee the cookies will be available for pickup on Friday or Saturday of that week.

Transfers

Beyond the initial orders, we want to ensure girls are getting credit for the cookies they sell. These may be from repeat customers, new orders or participation in a booth sale. To do this, log in to Smart Cookies and click on the Transfer Tab, then click on Troop-to-Girl Transfer, enter the number of each variety and click submit. This will “move” these cookies to the individual girl, giving her credit and updating the recognitions she has earned.

The cookies you picked up at a cupboard are transferred to your

troop from the cupboard manager (usually within 72 hours of being picked up). These will show in your troop dashboard as booth cookies. You will also receive an email when the transfer is made. These are the cookies you want to transfer to your girls.

If you need assistance in transferring cookies, please contact your local service unit product program manager or the GSCV help desk at gshelper@comgirlscouts.org.

Booth Sales

Booth sales are an opportunity to sell cookies to the general public at a specific time and location designated by the troop or at council-secured booth location. Troops have two ways to schedule booth sales.

Troop-Secured Cookie Booths

Troops schedule their own booth times and locations. This is often done by contacting the owner or manager of a location and making a personal request. When doing so, please make sure you identify yourself and that you are a volunteer with Girl Scouts of the Commonwealth of Virginia. These booth sales will need to be entered into Smart Cookies for approval and to be listed on the Cookie Finder. An additional benefit is that once it has been approved in Smart Cookies, you can easily share the booth on social media letting your family and friends know where to get cookies. If any request is made for proof of insurance or a letter from GSCV, please contact the help desk at gshelper@comgirlscouts.org.

When considering a booth location, be creative. Think of places people will pass by or gather. Consider family and friends who are business owners and would welcome your girls.

Step-by-Step Instructions (cont.)

Council-Secured Booth Locations

Smart Cookies will have a listing of available booths secured by the council. You can log in and choose the ones that work within your troop's availability. Many of these booth opportunities are in partnership with a national corporate headquarters and cannot be changed by the local manager. As more opportunities become available, they will be added into Smart Cookies, so check in frequently.

Payments

The troop will make payments to GSCV for cookies through ACH sweeps. These payments will be drafted from the troop's checking account twice during the cookie program. The first payment due will be 50% of the initial order placed in Smart Cookies. The final payment will cover any remaining balance, including cookies picked up from cupboards. Reminder emails will be sent to troop leaders before the sweep takes place. If your troop is running into difficulties and will not have the funds available in the bank account on the designated dates, please contact our finance department by calling 804-746-0590 at least 48 hours before the ACH sweep. **It's important to remember to give the families of girls in your troop a deadline to have payments to you in order to have those funds in the troop account before the ACH draft.**

Troop leaders can determine the method of payment parents submit to the troop.

If a family is unable to pay for cookies it has received, you will complete and send in the Parent/Guardian Outstanding Payment form along with the Parent/Guardian Agreement that was signed at the parents meeting. Send to GSCV as soon as you become aware of an issue. By doing this, the troop will not be held accountable for these funds, and the council will work with the families to collect the outstanding payments.

Recognitions

The girls have worked hard and deserve the recognitions they have earned. Most of the recognitions are automatically calculated by Digital Cookie (another reason to make sure the transfers have taken place), but the girls have a few options. For some recognitions, there is a choice between items. The girls and their parents can make those choices or select appropriate sizes by logging into

the girl's account in Digital Cookie. To ensure the recognitions are received on time, make sure all your troop transfers have taken place by the designated deadline. You will want to review all the girls' recognitions orders through your troop dashboard and click on submit.

Most recognitions will be received by your local service unit product program manager in late April or early May. He or she will distribute them at your service unit meetings or through a designated plan. Please distribute them to your girls as soon as possible. If you find your troop is missing items, let your service unit product program manager know by June 15.

Some of the higher-level recognitions will be distributed at the Stellar Seller Event in June.

Girls who earn Pathway Passes will have them mailed directly to their homes. Girls participating at levels that include the Cookie Boss Event, Night at the Diamond or Stellar Seller Event at Pamunkey Ridge Girl Scout Camp will receive invitations mailed directly to their home.

New recognitions this year

Every year, we survey girls to get their feedback on the recognitions they want to see offered. They told us and we listened!

Here are some of the new recognition items being offered this season:

- **At the 750 package level:**
Ukulele
- **At the 1250 package level:**
Lounge Fly Backpack or Build-A-Bear party during Stellar Seller
- **At the 3000 package level:**
Ultimate Room Glow Up – new comforter, lights, bean bag, and more!



Step-by-Step Instructions (cont.)



Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

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.



1. Register for Digital Cookie®

Create your **Digital Cookie Password**
for email address: parent@email@domain.com

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

Confirm password

SUBMIT

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 goal, 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.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.

Smart Cookies

For Leaders and Troop Cookie Manager use

There are tutorials and helpful videos within Smart Cookies and on ABC Bakers YouTube Channel.

Additional Cookies/Planned Orders

After the initial order has been received and distributed, additional cookies can be picked up at local cupboards using the planned order system or by visiting a cupboard at the designated times. Only planned orders can be guaranteed.

- Planned orders can be placed weekly for the council-operated cupboards (Augusta Avenue, Dunmar Moving and Ron Rosner YMCA in Fredericksburg).
- Planned orders will be available at volunteer-run cupboards for the first two weeks and possibly after.
- Planned orders placed in Smart Cookies by 11:30 p.m. Sunday will be available for pickup on Friday or Saturday.
- When selecting planned orders in Smart Cookies, you will need to choose the location, date and approximate time you will be picking up your order.
- You will be asked to enter the quantity and variety of cookies. Planned orders can only be placed for full cases.
- The confirmation you receive for the planned order will contain the location, date and time you have selected.
- After the cookies have been picked up, the cupboard manager will complete the cupboard-to-troop transfer. This process may take up to 72 hours, sometimes longer at the beginning of the program.
- If you place a planned order and determine you no longer need that order, please notify GSCV by contacting the help desk at gshelper@comgirlscouts.org.

Scheduling a First-Come, First-Served Booth

Once GSCV schedules the date and time for the council-sponsored booth locations, volunteers can log in to Smart Cookies and choose up to three opportunities. Troops will be notified through Smart Cookies of their request status.

- All secured booths are listed in the “My Reservations” tab within Smart Cookies.
- Email notifications are sent to the troop contact email address confirming the booth assignments and/or deletion of booth assignments.

- There is a map provided displaying the locations of available booths.
- Booth information will be populated in the GSUSA booth finder app available to consumers to locate booth sales in their neighborhood.
- Booth opportunities are often added beyond the initial launch, so be sure to check back frequently.

Scheduling Other Booths in Smart Cookies

Booths scheduled directly by the troop should be entered in Smart Cookies. This can be done by logging in to Smart Cookies and clicking on the booth tab. The troop will benefit by this for several reasons:

- Troop-secured booths entered into Smart Cookies will go through an approval process to ensure the location is appropriate.
- Once approved, the booth will be populated in the GSUSA booth finder app available to consumers to locate booth sales in their neighborhood.
- Leaders will have the option of posting booth times and locations on Facebook and other means of social media through Smart Cookies.

Transferring Cookies to Girls

Beyond the initial order, all cookies sold by girls will need to be transferred to the individual girl’s account. Cookies picked up from a cupboard or ordered as booth cookies in the initial order can be easily transferred to each girl by completing the following steps:

- Leaders/troop cookie managers select transfers on the troop dashboard
- Select Troop to Girl Transfer
- Select the girl to transfer cookies to
- Enter the number of packages for each variety of cookies
- Click save

This process will move the cookies out of the troop inventory and to the individual girl’s account. This will provide accurate financial information to the troop and family as well as ensure she receives the appropriate recognitions she earned.

Safety First – Be sure to follow these safety rules.



These sites are great informational resources:

Council links and guides: www.comgirlscouts.org/cookies

GSUSA Cookie Program: www.girlscouts.org/cookies

SHOW YOU'RE A GIRL SCOUT — Wear the Girl Scout membership pin and have girls wear their sash or vest.

BUDDY UP — Always use the buddy system. It's not just safe, it's fun.

BE STREETWISE — Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies.

PARTNER WITH ADULTS — Adults should accompany Girl Scout Daisies and Brownies. Girls in grades 4-12 must be supervised by an adult when selling door-to-door and must never sell alone. Two adults, one of whom is a registered member, should be present at all cookie booth locations and in all public places.

PLAN AHEAD — Always have a plan for safeguarding money, avoid walking around with large amounts or keeping money at home or school. Booth sale money cashboxes should never be left unattended. Use an apron instead of a box to keep monies close. Give proceeds to supervising adults who should deposit it in the troop bank account as soon as possible.

DO NOT ENTER — Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid going into alleys.

PROTECT PRIVACY — Girls' names, phone numbers, addresses, or email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers who request information to reorder or give comments.

BE SAFE ON THE ROAD — Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading cookies and passengers from vehicles.

BE NET WISE — Take the GSUSA Internet Safety Pledge before going online.

Cookie Program Basics

Who Can Participate in the Cookie Program?

All girls registered for the current membership year within Girl Scouts of the Commonwealth of Virginia are eligible to participate in the cookie program. All girls must have a signed Parent/Guardian Agreement Form on file with the troop.

Individually Registered Girls

Girls unaffiliated with a troop are still eligible to participate in the cookie program. These girls can contact gshelper@comgirlscouts.org for more information.

There are three ways girls can participate in the cookie program

- On Jan. 1, a girl can begin taking orders using her order card. Those orders must be turned in to her troop cookie manager or leader by the designated date in order to be entered into Digital Cookie. Girls then receive the cookies in mid-February and can deliver cookie orders. Girls should only collect funds when the cookies are delivered. All funds then need to be turned in to the troop.
- Girls can participate by selling cookies online through the Digital Cookie site. See page 7 for details about all of this year's different options.
- Girls can participate in troop booth sales. Troop leaders will notify girls as to dates, times and locations of booth sales.

Price of Cookies

Cookie varieties are \$5.00, except for the Caramel Chocolate Chip cookie, which is gluten- and nut-free and sells for \$6.00.

Financial Responsibility

The troop leader holds the responsibility for ensuring all funds are collected and available in the troop account by the designated dates in preparation for ACH drafts. Inform GSCV about any delinquent accounts 2 days prior to the final payment. When informing GSCV of delinquent accounts, submit the outstanding payment form along with the Parent/Guardian Agreement form the parents signed at the beginning of the program.

Cookie Share

Cookie Share is a great opportunity to support our men and women serving in the military. All cookies purchased through Cookie Share are donated to the USO. The program helps in many ways:

- It gives customers who would rather not eat cookies a chance to support the Girl Scouts.
- Benefits are doubled — Girl Scouts earn money for activities and the USO gets a much-appreciated donation.
- It gives girls an opportunity to learn about the USO and to know they have given back to the military in a way even the youngest girls can understand.

Troops participate in Cookie Share by having girls take orders on their order card in the designated cookie share column. Girls can also take orders through online sales designated to Cookie Share. Cookies donated to the USO are not included in the distribution of the cookies. Troops never need to physically touch these cookies, and the council will deliver them to the USO.



Calculating Your Initial Cookie Order

Once the troop cookie manager has collected all of the girl order cards from the parents, the troop cookie manager should calculate the troop initial order. **Remember: Troops order whole cases of cookies (12 boxes equal one case). The system will automatically round your girls' orders into full cases.** Follow these steps to determine the troop Initial order:

Step 1

Total each girl order form. If the parent/guardian totaled the order form(s), review to make sure their math is correct.

Step 2

Enter each girl's total initial order in Digital Cookie by the box and by variety.

Step 3

Enter the number of additional boxes of each variety needed for the first booth sale(s).

Step 4

Double check the troop's order totals against the computer-generated report.

Step 5

Please submit initial cookie order online before 11:30 p.m. on the designated deadline.



Calculating Your Initial Cookie Order (cont.)

Troop Proceeds Chart

Troop Per Girl Average	With Girl Recognitions, the troop earns	Older girl troops who opt out of Girl Recognitions (This is only an option for Cadette, Senior and Ambassador troops. This must be a troop decision.)
1-149	\$.65 cents per package	\$.70 cents per package
150-169	\$.70 cents per package	\$.75 cents per package
170 and above	\$.75 cents per package	\$.80 cents per package

- There are 12 packages of cookies per case.
- Troop cookie profit is based on volume: the more you sell, the more is retained by the troop.
- At no time do troop proceeds raised from the Cookie Program belong to an individual girl. All proceeds are troop funds.

Picking Up Your Cookies

The majority of troops will participate in one of our cookie drive-thrus. Both the pickup location and time can be chosen in Smart Cookies after placing the initial order.



This helpful chart will assist in planning for cookie pick up and to determine how many vehicles will be needed.

Compact Car	35
Mid-size sedan	35
Standard Car	45
Station Wagon	70-75
Sports Utility Vehicle	80
Mini-van (seats in)	100
Full Bed Pick-up Truck	100
Cargo Van	150-200

Cookie Booths

Cookie booths are an important part of the overall cookie program. In planning for booth sales, the troop leader and troop cookie manager should evaluate how many cookies are generally sold. The chart to the right is a recommended number of cookies to have on hand. Some booth locations will have heavy traffic and other ones may be slower.

ITEM	CASES
Thin Mints	3-4
Caramel deLites	3-4
Lemonades	2
Trefoils	1.5
Peanut Butter Sandwich	1.5
Peanut Butter Patties	1.5
Adventurefuls	1
Toast-Yay!	1



Booth Sale Checklist

- Order cookies through your initial order or through the planned order system.
- Be prepared for weather conditions; girls should wear appropriate clothing along with their Girl Scout vest or sash.
- Bring table(s) for displaying and selling cookies. You may want to bring chairs for adults.
- Bring writing instruments to track the girls' sales.
- Bring signs, banners, even a chart displaying the girls' goals is a great idea.
- Bring cash box or apron with change and bags for customers to carry cookies.
- If possible, have contact people on standby to make Cookie Cupboard runs should more cookies be needed.
- Record the average number of packages that people buy.
- Share information about how girls can join Girl Scouts.
- Distribute 5 for 5 cards that explain how people who buy five or more packages of cookies can enter a drawing for five cases of cookies.
- Any monetary donations received are to be used to purchase additional Cookie Share cookies.



Girl & Adult Responsibilities at Booth Sales

- Wear Girl Scout uniform, Girl Scout T-shirt or Girl Scout Pin for identification purposes.
- Remember you represent the entire Girl Scout Movement when selling cookies.
- Display courteous manners at all times. Thank customers whether or not they buy any cookies.
- Think of fun sales slogans to attract customers.



Celebrate and Follow Through on Their Plans

It's important to remind the girls of the goals they set and to let them celebrate their accomplishments. If they fall short of their goals, it's a great opportunity for learning and evaluating what they will do differently next year. If they exceed those goals, encourage them to think bigger next time. As you wrap up the cookie program, it's also a great time to review the skills learned (Goal Setting, Decision Making, Money Management, People Skills and Business Ethics).

Cookie Cupboard Managers and Locations

	Girl Scout Office Richmond 4900 Augusta Ave. Richmond VA 23230	Tuesday-Friday 10am-6pm Saturday 9am-noon	804-746-0590 ext. 309
	Dunmar Moving 8030 Whitepine Road Richmond, VA 23237	Tuesday 3-5pm Friday 2-5pm	804-746-0590
Wanda Lawrence	Ron Rosner YMCA 5700 Smith Station Road Fredericksburg, VA 22407	Tuesday 11am-3 pm Wednesday by appointment Thursday 10am-5pm Friday 10am-4pm Saturday 9am-noon	540-207-0428
Kathi Taylor	Glen Allen 10009 Christiano Drive Glen Allen, VA 23060	Call or email first Not open on Sunday	804-672-1665 kathi.taylor1@gmail.com
Virginia Anne Collins	King George 8043 Indiantown Road King George, VA 22485	Call first	540-775-9165
JoAnne Baldwin	Victoria 1720 Ninth St. Victoria, VA 23974	Call first No weekends	434-696-3201
Angela Dawson	Northumberland 181 Luttrellville Road Callao, VA 22435	Text first	804-580-1497
Laura Baltz	Powhatan 1510 Holly Hills Road Powhatan, VA 23139	Text or call first	804-467-4313
Jennifer Lowery	Tappahannock 605 Essex St. Tappahannock, VA 22560	Text or call first	804-445-5204
Maribeth Smith	Amelia 7831 Stonewall Place Amelia, VA 23002	Text first	804-517-1555
Paul Plunkett	Chesterfield 2218 Water Horse Ct. Midlothian, VA 23112	Text first	913-240-1400
Pam Hill	Fredericksburg 64 Wellspring Dr Fredericksburg, VA 22405-2938	Call first	(571) 221-9315

The council goal is 250 packages per girl.

Closing Thoughts

What to do with unsold cookies

There are several options for troops to deplete their cookie inventory (unsold cookies are not returnable).

- Check with all the families in the troop to see if anyone needs more cookies.
- Hold one more booth sale.
- Notify your local SUPPM. He or she may be aware of troops in your area in need of cookies.

Money Collection

Girls collect payments from customers at the time cookies are delivered in person or customers pay online.

- Customers pay for cookies by cash or check or through electronic payment. (Troop leaders should determine the best method to collect payment for their troop.)
- Encourage parents to make multiple payments throughout the cookie program to ensure the funds are in the bank account before ACH sweep.
- Enter what each family has paid into Smart Cookies to keep track of what is owed.
- Deposits should be made into the troop account as soon as possible after checks are received and in plenty of time for the ACH draft.

Past due payments/insufficient ACH drafts

Girl Scout families are responsible for collecting payment for all cookies.

- After a troop has made a reasonable effort to recoup past due amounts owed (resulting from non-payment, non-sufficient funds or closed accounts, plus any associated bank fees), submit both a completed Outstanding Payments Owed Form and the signed Parent/Guardian Agreement Form to GSCV.
- If the payment is received by the troop after the form is submitted, please contact the council office immediately at gshelper@comgirlscouts.org.

Other helpful tips

- Keep receipts for all cookies distributed to families.
- As the cookie program winds down, remember to keep all troops' information current in Smart Cookies, including transferring cookies to girls and ensuring the recognition orders are complete.
- Don't forget you have a team of people available to support you. Your local service unit product program manager is trained and willing to assist you, as is the GSCV staff.

Last but not least, make sure you celebrate with your girls. They've learned important skills and worked hard. It's important to revisit their goals, follow through with their plans, and revel in their success.



Cookie Sale Terms and Definitions

ABC BAKERS

The current contracted provider of Girl Scout Cookies to Girl Scouts of the Commonwealth of Virginia.

ABCSMARTCOOKIES.COM

Is the bakery website Leaders use to manage certain aspects of the cookie program.

ACH FORM

An automatic clearing house form filled out by troop leaders to authorize council to withdraw funds for product payment from the troop's bank account.

ACH SWEEP

The term used for the automatic deduction of product sales payments from the troop bank account to council for product sold. See the important dates for withdrawal dates and amount details.

COOKIE BOOTH

A cookie booth is a group of girls and adults who set up a stationary table, usually in front of a business, to sell product. We recommend a minimum of two adults and two girls. Booths should be entered in Smart Cookies.

COOKIE CUPBOARDS

Cookie cupboards are managed by Girl Scout staff and volunteers where you can pick up additional cookies. See Planned Orders.

COUNCIL

The regional Girl Scout Charter for a geographic region responsible for the operations of the business and the management of volunteers.

DIGITAL COOKIE

The system girls' parents and leaders use to manage a girl's cookie sales.

DIRECT SALE

When cookie product is delivered to troops and booth sales are conducted.

FUN

What girls experience when selling cookies while practicing leadership roles and the five essential skills.

GSCV

Girl Scouts of the Commonwealth of Virginia

INCENTIVES

See Recognitions

INDIVIDUALLY REGISTERED MEMBER

Individually registered member is a program designated for individually registered girls without a troop designation.

INITIAL ORDER

The first order for product placed by a troop. Cookie initial orders are based on expected sales and placed before the beginning of the sale.

OPT OUT

Is when a troop decides to forfeit girl recognition items for additional troop proceeds per box sold by the troop. Girls in opt-out troops still receive appropriate patches and the celebration events at individual recognition levels.

OUTSTANDING BALANCE FORM

A form used by a troop to document when parents/guardians have not completed the financial responsibilities they agreed to for the product checked out to them.

PARENT/GUARDIAN AGREEMENT FORM

A form completed by each parent or guardian allowing their girl to participate in the cookie program. This form also provides legal documentation of financial responsibility for all cookies obtained for the girl. This form is kept with the troop leader unless an outstanding balance form is submitted. In that case, the agreement form should accompany the outstanding balance form submitted to the council.

PLANNED ORDERS

A planned order is an order placed with a specific cookie cupboard for pickup of more cases of cookies after initial order.

Cookie Sale Terms and Definitions (cont.)

RECOGNITIONS

Recognition items are earned by girls for achieving sale volume levels. Levels and items are outlined on the girl cookie order card insert. Troops decide if the girls want incentive items or additional proceeds per box. All incentives are cumulative.

REWARDS

See Recognitions.

SERVICE UNIT

The geographic service area assigned by the Membership and Recruitment Department based on school districting. Service units are made up of several troops.

SERVICE UNIT DIRECTOR

A volunteer who manages the service unit and the troop volunteers therein.

SERVICE UNIT PRODUCT PROGRAM MANAGER (SUPPM)

A volunteer who manages the Cookie Program coordination for all troops within a service unit.

SMART COOKIES

A bakery-provided computer program used by troop and service unit volunteers as well as the council to order, track and reconcile the cookie program including girl sales and recognition items.

TROOP COOKIE MANAGER

The troop cookie manager serves as the primary coordinator of the cookie program within a troop.

Thank You! A special thank you to our troop leaders and cookie managers for their hard work and support in making the cookie program a success.





Navigating Ways to Participate: Tips for Troop Leadership

Girl Scouts can use many different cookie sales methods to help them learn, grow, and reach their goals. Leaders and families should not feel pressured to use all these methods each year. Instead, consider your time and resources as you lead the Girl Scouts to pick the right experience for your troop. Check off each one that feels right. Focus on these methods during your family meeting at the beginning of the cookie season.

	Sales Method	Girl Scout Experience
	<input type="radio"/> Text or Call Friends and Family <input type="radio"/> Connect with Community	<p>Girl Scouts get hands-on experience building people skills while interacting with customers they know and trust.</p> <p>This option is perfect for older Girl Scouts who have big goals. They practice their people skills as they build relationships in their community to boost their business.</p>
Digital Cookie	<input type="radio"/> Shipped	<p>Girl Scouts explore online sales using their own Digital Cookie site. They can use the site to set and share their goals, learn how to create a marketing video, and promote their business.</p>
	<input type="radio"/> Girl Scout Delivered	<p>Girl Scouts explore online sales and get to interact with customers as they deliver cookies, with help from their family.</p>
Door-to-Door	<input type="radio"/> Order Taking	<p>Girl Scouts go door-to-door with help from their family to collect orders and, later, deliver cookies. As they do, they practice their people and money management skills.</p>
	<input type="radio"/> Cookies in Hand	<p>Girl Scouts preorder a supply of cookies. They go door-to-door with help from their family to sell their inventory to customers. As they do, they practice their people and money management skills.</p>
	<input type="radio"/> Cookie Stands	<p>Girl Scouts report one of their favorite things about running their cookie business is spending time with family. Running a lemonade-style cookie stand near home as a family project is a great way to grow memories along with skills!</p>
	<input type="radio"/> Cookie Booths	<p>Girl Scouts work as a team to reach new customers in a retail setting as they practice communicating their goals, interacting with customers, and safely handling money with adult support.</p>

Family Experience

Girl Scouts take orders, deliver cookies, and collect money from friends and family. The family submits the orders and money to the troop cookie manager.

Families can help Girl Scouts make connections in their community. Bigger sales may require more room to store cookies and more support managing inventory and money along the way.

Families can support their budding entrepreneurs without handling cookies or money.

The family helps the Girl Scout track sales, request inventory from the troop leader, and deliver cookies to customers all without handling money. All sales are paid for via credit card on the Digital Cookie site.

The family helps the Girl Scout collect orders from neighbors and later deliver the cookies and collect money.

Girl Scouts sell inventory door-to-door with family help. Advantages: With cookies in hand, Girl Scouts must only visit a residence once. Disadvantages: The Girl Scout and her family assume financial responsibility for the inventory.

The family helps Girl Scouts set up a cookie stand at their residence or a private property in their community. The family assumes inventory responsibility before the cookies are sold.

This is an easy way for busy families to let their Girl Scouts engage in the Cookie Program. Family members can become approved adult chaperones to support.

Troop Leadership Experience

The troop cookie manager picks up cookies to distribute to the troop and deposits money into the troop bank account throughout the season.

The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBudde or Smart Cookies.

This method requires the least action for troop leadership.

The troop cookie manager picks up cookies to fill online orders without having to collect and deposit money.

The troop cookie manager picks up cookies based on the troop pre-order and distributes them to the troop.

The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBudde or Smart Cookies.

Same as above.

The troop cookie manager signs up for cookie booths, schedules Girl Scouts and approved adults to work the booths, and provides them with inventory. They collect money earned and deposit it into the troop bank account. They also keep records of hours and packages sold so individual Girl Scouts can receive credit for their booth sales.

Tips

Encourage families to use Digital Cookie to collect payments. This minimizes the amount of cash families, and the troop, must manage.

High-selling troops may make several trips to pick up additional inventory. It is okay to set your own deadlines and procedures for families to follow as they request and pick up inventory.

Encourage Girl Scouts to use Digital Cookie to email their cookie link, send reminders, and thank their customers.

Troop cookie managers can get specific with troop deadlines. Example: Please have orders to me by Tuesday at noon each week. Pick up orders on Saturdays from 11am-1pm.

Encourage families to use Digital Cookie to collect payment. This minimizes the amount of cash families, and the troop, must manage.

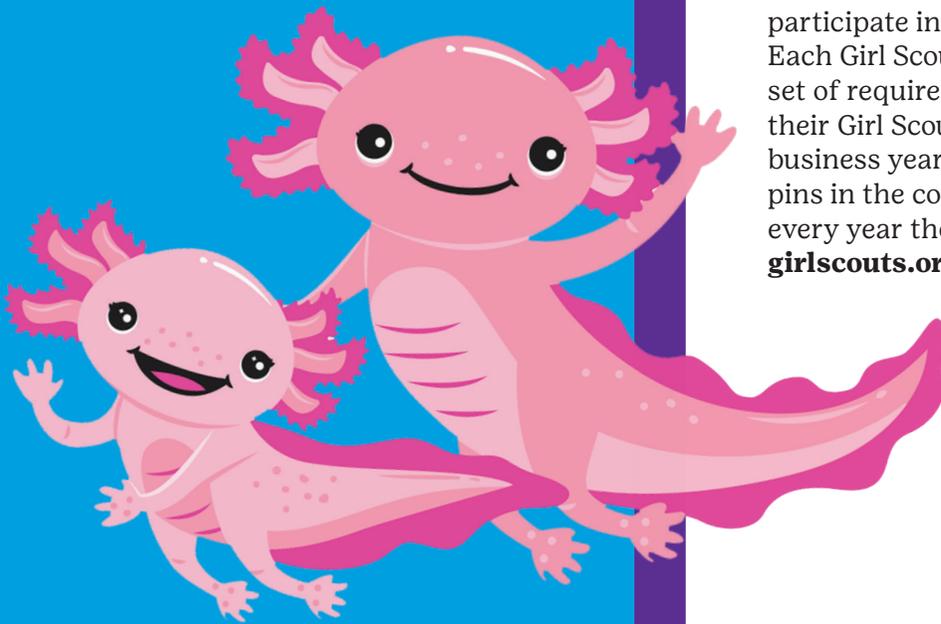
Encourage inexperienced families to take less inventory. This minimizes the risk of taking too many cookies. They can always come back for more and turn in money as they go.

Same as above.

This is a great way to get families to start volunteering with the troop. It shouldn't be the troop leader or troop cookie manager's job to work all the booths.

Goal Setting

Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job and in life.



Girl Scout Cookie Program Pin Collection



The Cookie Entrepreneur Family pin collection enables girls and their families to learn to think like entrepreneurs as they participate in the Girl Scout Cookie Program. Each Girl Scout grade level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection — one unique pin for every year they participate. Learn more at girlscouts.org/entrepreneurfamily.

Girls participating in the Girl Scout Cookie Program learn five essential skills:

1) Goal Setting 2) Decision Making 3) Money Management 4) People Skills 5) Business Ethics

girl scouts
of the commonwealth
of virginia

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804-746-0590 • 800-4SCOUT4 toll-free

Facebook @comgirlscouts • Instagram @girlscoutsofva
New: Text NEXT to 59618 to join!