

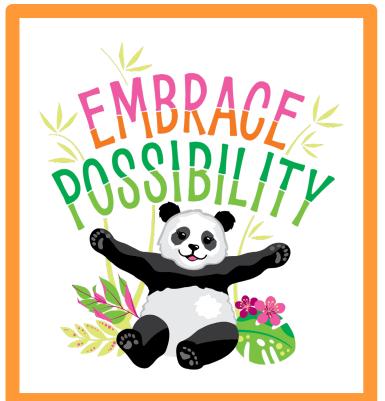


#### 2025 Troop Cookie Manager Training



# Your Product Program Team





Alexis Braca, Hickory Service Center abraca@girlscoutsp2p.org

Jeannie Brown, Hickory Service Center jbrown@girlscoutsp2p.org

Your Service Unit Cookie Specialist



Troop Cookie Manager Resources & Responsibilities





# Troop Cookie Manager



### Manages & Supervises Program for Troop



- Trains parents/girls
- Distributes program materials & cookies, orders recognitions, collects necessary paperwork and cookie money
- Records program information in Smart Cookies
- Arranges cookie booth sales
- Accounts for all cookies & money

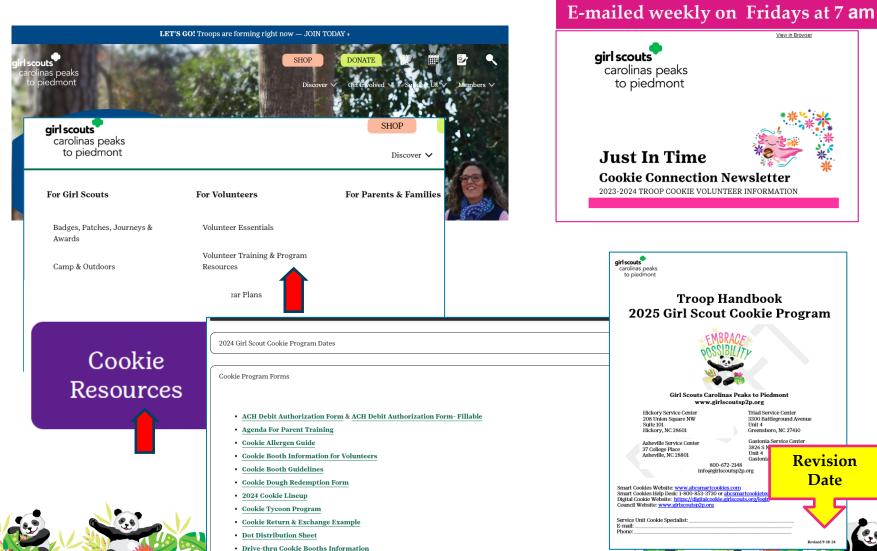
Smart Cookies login credentials received after returning completed Troop Cookie Manager Agreement to your SUCS and identifying yourself as Troop Cookie Manager in My GS Account (requires Girl Scout membership for current year and background check within past four years)



## Troop Cookie Manager Resources www.girlscoutsp2p.org

Girl Unpaid Funds Form



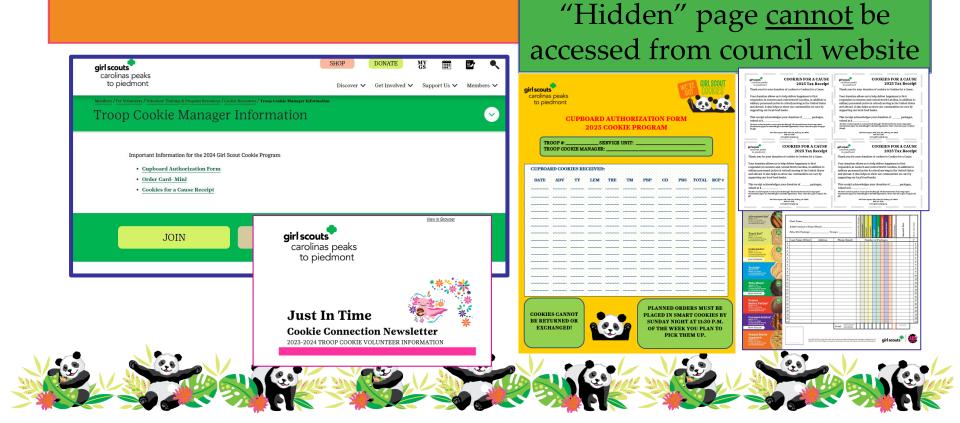


# Troop Cookie Manager Resources www.girlscoutsp2p.org



#### "Hidden" page

https://www.girlscoutsp2p.org/en/members/for-volunteers/volunteertraining-and-program-resources/cookie-resources/troop-cookie-managerinformation.html Link shared in Just-in-Time Newsletter



### **Troop Cookie Manager Resources** TeamAPP



- Receive notifications regarding weather and inventory issues instantly!
- Simple and easy to use
- Available for Apple or Android. Access from the App Store or Google Play
- Team Name: GSCP2P
- Cupboard delays due to inclement weather
- Cupboard inventory updates
- Restock delays



## **Troop Cookie Manager Resources** Troop Cookie Manager Training



Volunteers new to the cookie program should attend both Troop Cookie Manager Training <u>and</u> Cookies 101

Links to access training can be obtained by GSCP2P Customer Care Team, Engagement Manager or SUCS

Digital Cookie training information shared later in this presentation



#### Cookies 101

Training for volunteers new to cookie program.

#### **Virtual Sessions**

- Thursday, November 14, 6:00 – 8:30 pm
- Wednesday, November 20, 10:00 am- 12:30 pm
- Monday, November 25, 6:00 – 8:30 pm
- Tuesday, December 3, 6:00 – 8:30 pm

The Cookies and the Cookie Program



# America's

# <u>B</u>est

# **Cookies**

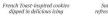
#### Your Girl Scout Cookie favorites are back!



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











Iconic shortbread cookies inspired by the original Girl Scout recipe

Caramel deLites

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

.....







Crispy chocolate wafers dipped in a mint chocolaty coating

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





Crisp and crunchy oatmeal cookies with creamy peanut butter filling

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

girl scouts

DAVEDS

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## <u>America's Best Cookies</u> Gluten-Free Caramel Chocolate Chip





- Free of the five major allergens: wheat, peanuts, eggs, tree nuts and soybeans.
- Made with real chocolate
- Re-sealable pouch



- Preorder by October 22 delivered with initial cookie order
- Limited quantities FCFS beginning January 13









### <u>America's Best Cookies</u> New Film Packaging











Complete nutritional info at abcbakers.com and abcsmartcookies.com

| Cookie Variety            | Net Weight | Number of Cookies |
|---------------------------|------------|-------------------|
| Thin Mints                | 9 oz       | 32                |
| Caramel deLites           | 7 oz       | 15                |
| Peanut Butter Patties     | 6.5 oz     | 15                |
| Trefoils                  | 9 oz       | 40                |
| Lemonades                 | 8.5 oz     | 16                |
| Peanut Butter Sandwich    | 8 oz       | 20                |
| Toast-yay!                | 8.5 oz     | 16                |
| GF Caramel Chocolate Chip | 5oz        | 12                |
| Adventurefuls             | 6.5 oz     | 15                |



# **Cookie Pricing & Troop Proceeds**



#### **RETAIL PRICE - \$6 PER PACKAGE**

#### **Troop Proceeds**

- \$.85 base plan with all rewards
- \$.90 higher proceeds option with some rewards
  - Minimum 115 package per girl average selling

# -PLUS-

#### **Additional Troop Proceeds**

 \$.05 per package, if troop sold at least 100 Fall Product Program items



# **Service Unit Proceeds**



**2025 SERVICE UNIT COOKIE BONUS** 

Service Units will earn:

- \$.01 on each package of cookies sold within the service unit. -plus-
- An additional \$.02 per package sold within the service unit if the service unit has an increase in sales volume as compared to the prior year plus-
- An additional \$.01 per package sold within the service unit if the service unit has an increase of at least 3% in sales volume as compared to the prior year <u>and</u> participated in the Fall Product Program.



If an area does not have an organized service unit team and/or only one troop within the service unit participates in the cookie program, the service unit does not qualify for service unit bonus proceeds, unless only one troop is registered for the 2024-2025 membership year in the service unit.

Participation in the Fall Product Program is defined as at least one troop selling at least 100 items.



# 5 Skills...The Girl Scout Cookie Program is more than selling cookies...





#### 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.



#### Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.



#### Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



#### People Skills

Girls learn how to talk (and listen!) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.



#### Business Ethics

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.



# Who Can Sell Girl Scout Cookies?



Because this is a learning activity for girls, a <u>Girl</u> Scout should be involved in each transaction!

> Girls/families with past debt may participate in booth sales only!

All registered Girl Scouts can sell cookies if they have parental permission

# Who Can Sell Girl Scout Cookies?



Be sure to collect Parent Permission Forms for ALL girls participating!

Parent/guardian should list all persons that can pick up cookies on their behalf. Issue cookies to those listed here or parent/guardian that signed form only.

| My Girl Scout,<br>participate in the 2025 Girl Scout Cookie Pro<br>participating and will respect the December<br>statements.        | gram. I will see that she has adult guidance                                                                                                                                                                                                                                                  |                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) I understand my daughter must be regist                                                                                           | ered with Girl Scouts Carolinas Peaks to Pie                                                                                                                                                                                                                                                  | dmont (GSCP2P) to participate.                                                                                                                                     |
| monthly late fee (12% APR) and may inclu<br>for any amount outstanding. I further un                                                 | ived by my Girl Scout and any money collect<br>ney due to the troop in full and on time and<br>de the use of a professional collection agen-<br>derstand that I will be responsible for payin<br>quest a receipt any time cookies or money of                                                 | that failure to pay will result in a 1%<br>cy, civil action or criminal prosecution<br>g any fees or expenses associated with                                      |
| brought current prior to the expiration of<br>replace/reissue, substitute or refund the<br>patches, pins, Cookie Dough, Daisy Dollar | ted must be given to my Girl Scout's troop v<br>til the council receives the outstanding bala<br>tickted or time-sensitive reward items, th<br>value of said rewards. The council will also u<br>s, tickets, admission to events, experiences<br>eligible for any scholarship rewards if my a | nce. If my account is delinquent and n<br>e council will not be obligated to issue<br>not issue reward items (merchandise,<br>, etc.) to my Girl Scout, and I also |
|                                                                                                                                      | tions/discounts to special events/experienc<br>te(s) specified or printed on them. They are<br>t be responsible for lost, stolen or damaged                                                                                                                                                   | non-transferrable and not redeemable                                                                                                                               |
| 5) I understand that our council reserves th                                                                                         | e right to substitute reward items of equal o                                                                                                                                                                                                                                                 | r greater value with or without notice.                                                                                                                            |
| 6) I understand that if my Girl Scout is foun<br>receive reward items or credit for orders                                           |                                                                                                                                                                                                                                                                                               | e of December 17, 2024, she will not                                                                                                                               |
|                                                                                                                                      | be returned or exchanged and that I am obli<br>t. I also understand that payments must be<br>ent of cookies received for my Girl Scout or                                                                                                                                                     | made on the date/time designated by                                                                                                                                |
| 8) I understand that I cannot sell the cookie                                                                                        | s beyond their "Best By" or expiration date.                                                                                                                                                                                                                                                  |                                                                                                                                                                    |
| <ol> <li>A troop volunteer has explained the girl r<br/>will only receive all the merchandise reway</li> </ol>                       | ewards program and troop proceeds plans v<br>ard items and/or Cookie Dough if my troop (                                                                                                                                                                                                      |                                                                                                                                                                    |
| 10) I understand that cookies are \$6 per pac                                                                                        | kage and my Girl Scout will charge only \$6 p                                                                                                                                                                                                                                                 | er package to her customers.                                                                                                                                       |
| <ol> <li>I understand that profits from the Girl Se<br/>individual.</li> </ol>                                                       | cout Cookie Program belong to my Girl Scou                                                                                                                                                                                                                                                    | t's troop- not my daughter as an                                                                                                                                   |
| 12) I understand adults serve in a supporting                                                                                        | g role for girls and should not assume sole re                                                                                                                                                                                                                                                | esponsibility for sales.                                                                                                                                           |
| <ol> <li>I understand that if my troop elects the t<br/>must submit her reward choice to her tro</li> </ol>                          |                                                                                                                                                                                                                                                                                               | eaches a rewards level with a choice, I                                                                                                                            |
| Signature of Parent/Guardian                                                                                                         | Printed Name of Parent/Guardian                                                                                                                                                                                                                                                               | Date                                                                                                                                                               |
| Cell Phone Number                                                                                                                    | Mailing Address, City, Zip                                                                                                                                                                                                                                                                    | Silver<br>Sector                                                                                                                                                   |
| Home Phone Number                                                                                                                    | Physical Address, City, Zip                                                                                                                                                                                                                                                                   |                                                                                                                                                                    |
|                                                                                                                                      | E-mail Address                                                                                                                                                                                                                                                                                |                                                                                                                                                                    |

PARENT/GUARDIAN PERMISSION & RESPONSIBILITY FORM

2025 COOKIE PROGRAM



airl scouts

carolinas peaks

# Theme Rewards & Goals



## Theme & Mascot





Let's create some Girl Scout Cookie *panda-monium* this year! The Girl Scout Cookie program has endless possibilities for Girl Scouts to continue building on the five skills, so let's embrace it together and make 2025 one to remember!



# **Girl Rewards**





## **Girl Rewards**





### THE SHOE THAT GROWS PHILANTHROPIC REWARD PROGRAM

### **Girl Rewards Sisters Working Together** To recognize the efforts of sisters working together! Two or more Girl Scouts in the same family Must live in same household Total 300 packages with each

GSCP2P

2025

- girl selling minimum of 115 packages
- TCM complete Sisters Working Together Reward Form (hyperlink on council website)

This reward is not noted on the rewards flyer. Details can be found in the Cookie Connection.

#### some locations, height & weight restrictions - check experience ZALOO'S CANOES website prior to rewards selection

Some experiences on specific • date/time - check rewards flyer/Cookie Connection/council website

### **Girl Rewards Experiences**

- All experience (minus Stellar Seller) include admission for girl + chaperone
- Tickets/gift card required for entrance - they are not available for pickup at experience location!
- Reservations may be required at







#### DARBY ACRES FARM



Wet'n Wild







### **Girl Rewards** G.E.O. Event

- 500 packages invited to attend
- June 7, 2025
- Council-wide top cookie sellers recognized
- Keyauwee overnight Friday night
- \$10 per person





GEO pins will be distributed with council other rewards

> Event day patch keyring girl must be present and picked up day of event!



EMERALD POINTE



## **Girl Rewards** Stellar Seller





#### DAISY AND BROWNIE

\$400 off a 2025 GSCP2P summer camp session (applied to camp fees only)

#### JUNIOR AND OLDER

- July 18-20
- Weekend experience in Charlotte or \$400 off a 2025 GSCP2P summer camp session



# **Girl Rewards** Scholarship & Bonus Reward Drawings

- Council-wide top 3 seller scholarships (regardless of age level)
- 5 @ \$2,000 Scholarship drawings for Senior/ Ambassador age-level girls who sell at least 500 packages
- Bonus reward drawings -Daisy, Brownie, Junior & Cadette age levels for 500+ package sales



Drawings will be held at G.E.O event on June 7



EMERALD POINTE



# **Girl Rewards**





## **Girl Rewards** Service Unit Recognition





Presented by
Service Team to
top-selling girl
within Service
Unit at Service
Unit Recognition
Event

# **Trooptastic Troop Reward**

- Earned if your troop has a PGA of at least 353 packages
- Reward –Receive a \$50 voucher to redeem for pre-selected list of items from Amazon for your troop
  - Examples: markers, crayons, paper, first aid kit, paints & brushes

NEW

- If you are a Prime member, no shipping costs
- One year to apply voucher before expiring
- Pilot to possibly move to girl reward levels in 2026

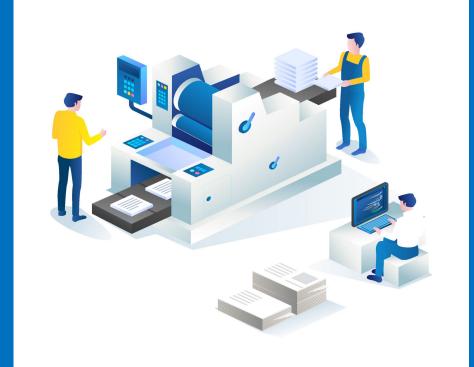
# **Council Goals**



- 3% increase in sales volume
- 353 PGA selling goal of 353 packages
- Increase in number of girls and troops participating



# Printed Resources





## **Girl Resources Distribution – 1 Per Girl**







Dear Girl Scout Families,

Dear on is occor raimettelit gratitude to you for allowing your Girl Scout to participate in our annual Girl Scout Cookle Program - the largest girl-led business in the world! We are grateful for the support and assistance you will provide your Girl Scout and her troop leadership team throughout the cookle program.

The Girl Scout Cookie Program is a hands-on leadership and entrepreneurial initiative designed to generate fine on scola covide Program is a names-on readership and enrepreneuria initiative ensigned or generate funds for troop activities while offering invaluable opportunities for personal growth and development. By participating, girls not only earn rewards but also contribute to Girl Scouts Carolinas Peaks to Pledmont's mission to provide leadership experiences for all girls.

Beyond raising funds, the program is intended to help girls develop a strong sense of self, a positive outlook, ethical values and a commitment to making the world a better place. Our goal is for each girl to learn five essential skills: goal setting, decision making, business ethics, money management and people skills.

Please note the following updates for our 2025 Girl Scout Cookie Program, along with reflections on the 2024 program. Detailed information is available on the following pages and on our council's website at www.girlscoutsp2p.org under Members, Fall Product and Cookie Program.

Price Adjustment: Due to the rising costs of

commodities and the annual increase in cost per package charged by our baker since our last retail price change, coupled with the rising cost of reward items and other program-related costs, our council's Board of Directors has made the decision to raise the retail price of each package to \$6 for the 2025 Girl Scout Cookie Program.

Increased Troop Proceeds: To account for the increase in the retail price for each package and the additional costs to run a troop, troop proceeds per package will increase to \$.85 per p girl scouts electing the base proceeds plan (all r arolinas peaks to piedmont earned by all girls) and \$.90 for troop most girl rewards for higher proceed participated in our 2024 Fall Product sold at least 100 items will receive an per package during the 2025 Cookie

In closing, we sincerel Girl Scout to participa

Fran

Jennifer Wilcox, CEO Find our co

Find more coo

New Packaging: New film packaging is being introduced for the Adventurefuls cookles. Amazon Reward: Troops that achieve our per-girl selling goal of 353 packages will receive a \$50 Amazon reward for the Troop Cookie Manager to purchase

supplies for the troop.

System Improvements: We extend our thanks to those who participated in the cookie program last year and navigated the new Digital Cookle platform with

PARENT/GUARDIAN PERMISSION & RESPONSIBILITY FORM 2025 COOKIE PROGRAM

ny un 2004, i 2004 i 20

1) I understand my daughter must be registered with Girl Scouts Carolinas Peaks to Piedmont (GSCP2P) to participate

2) Lacoent responsibility for all cookies received by my Girl Scout and any money collected and owed to her tr understand that I am required to pay money do to the troop in full and on times and that failure to pay will read its monthly late for (24.2447) and may include the use of parofessional collection agency, civit action or criminal prose for any amount outstanding. I further understand that I will be responsible for paying any fees or expenses associati any collections processes. I will always request a received pay time collection of money changes hands to or from me. sult in a 1%

(1) Iunderstand that all cookie memory collected must be given to my Girl Scott it troop voluniteer by council-set deadlines or an earned revent linem may be withheld until the council revelves the volutionarity fundame. If my account is definitent and regulatorized the set of the regulatorized the set of the patches, into, Cookie Cough, Duply Pollary, Eckets, admission to events, experimence, etc.) for my Girl of the March 10, matchestand that my adapted with no be legified or any scheduler bereards if the sectors in the patche in the set of the March 10, matchestand that my adapted with no be legified or any scheduler bereards if my account is not patch in the March 10, matchestand that my adapted with no be legified or any scheduler bereards if my account is not patch in the March 10, matchestand that my adapted with no be legified or any scheduler bereards if my account is not patch in the March 10, matchestand that my adapted with no be legified or any scheduler bereards if my account is not patch in the Justice 11, matchestand that my adapted with no be legified or any scheduler bereards if my account is not patch in the Justice 11, matchestand that my adapted with no be legified or any scheduler bereards if my account is not patch in the Justice 11, matchestand that my adapted with no be legified or any scheduler bereards in the scheduler bereard the scheduler between the scheduler bereards and account is not patch in the scheduler bereard that my account is not patch in the scheduler bereard bereard bereards and account is not patch in the scheduler bereard bereard bereards and account is not patch in the scheduler bereard bereard bereards and account in the scheduler bereard bereard bereards and account is not patch in the scheduler bereard bereard bereards and account in the scheduler bereard bereards and account in the scheduler bereards and acco

nd that our council reserves the right to substitute reward items of equal or greate

- tand that if my Girl Scout is found selling cookies before the official start date of December 17, 2024, she will not eward items or credit for orders placed prior to the official start date.
- 1 understand that unsold cookies cannot be returned or exchanged and that I am obligated to pay for all the cookies order through my Girl Scout or by my Girl Scout. I also understand that payments must be made on the date/line designated by lined below.

8) Lunderstand that Leannot sell the cookies beyond their "Best By" or expiration date

- A troop volunteer has explained the girl rewards program and troop proceeds plans w will only receive all the merchandise reward items and/or Cookie Dough if my troop el
- 10) I understand that cookies are \$6 per package and my Girl Scout will charge only \$6 per package to her customers. 11) I understand that profits from the Girl Scout Cookie Program belong to my Girl Scout's troop- not my daughter as an individual.

12) I understand adults serve in a supporting role for girls and should not assume sole responsibility for sales I understand that if my troop elects the base troop proceeds plan and my daughter must submit her reward choice to her troop volunteer prior to March 3, 2025.

Printed Name of Parent/Guardian Cell Phone Numbe Mailing Address, City, Zip

Physical Address City Zir



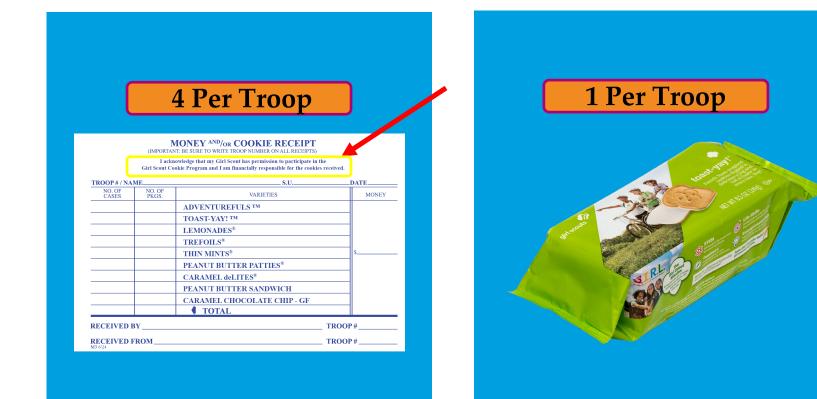
## **Girl Resources** For Program Promotion





# **Troop Cookie Manager Resources**







Initial Order, Deliveries & Cupboards



# Initial Cookie Order

### Enter Between November 19 and December 6



#### How do you determine what to initially order?

- What is your troop's PGA goal?
- Recommend 60% of 2024 sales (if going to be as active in booths and same number of girls selling)
  - Utilize Initial Order Worksheet on council website and use Smart Cookies Archive Report – Troop Total Sales Summary
- New troops Reference chart in Troop Handbook. Increase/ decrease order depending on troop size.

#### www.abcsmartcookies.com





### **Initial Cookie Order** Enter By 11:59 pm on December 6



- Must be placed in Smart Cookies by December 6 at 11:59 pm
- Entered in full cases (12 packages per case)
- Girls <u>will not</u> be listed on order grid

| 6                                                              | Dashboard Troop                              | Orders                               | Booth            | Recognitions F       | inances                                 | Reports      | Cookies       | Tips & To                       |
|----------------------------------------------------------------|----------------------------------------------|--------------------------------------|------------------|----------------------|-----------------------------------------|--------------|---------------|---------------------------------|
| Smar+                                                          |                                              | Manage O                             | rders            |                      |                                         |              |               |                                 |
|                                                                |                                              | Troop Initi                          | al Order         | ast Updated 2:08PM 9 |                                         |              |               |                                 |
|                                                                | /                                            | Transfer O                           | Irder            | roop Dashl           |                                         |              |               |                                 |
|                                                                |                                              | Planned O                            | rder             | •                    |                                         |              |               |                                 |
| _                                                              |                                              | Virtual Coo                          |                  |                      |                                         |              |               |                                 |
|                                                                |                                              | Troop Achi                           | evement          |                      |                                         |              |               |                                 |
| YC<br>D                                                        | ou've completed 0% of your goal.             |                                      |                  |                      |                                         |              | r             |                                 |
|                                                                |                                              |                                      |                  |                      |                                         |              | L.            |                                 |
| 0<br>Sold                                                      |                                              |                                      |                  |                      |                                         |              |               |                                 |
|                                                                |                                              |                                      |                  |                      |                                         |              |               |                                 |
|                                                                |                                              |                                      |                  |                      |                                         |              |               |                                 |
|                                                                |                                              |                                      |                  |                      |                                         | -            | -             | -                               |
|                                                                |                                              |                                      |                  |                      |                                         |              |               | -                               |
| Clear Orde                                                     | er                                           | Build Dro                            | ler By: 💿 Cookie | is O Girl            |                                         |              | Messure By:   | Cases O Packag                  |
| Clear Orde                                                     | er en    | Build Orc                            | Her By: 💿 Cookie | is O Girl            |                                         |              | Measure By: 🔘 | Cases O Packag                  |
| Clear Orde                                                     | er.                                          | Build Oro                            | ter By: 💿 Cookie | s 🕜 Girl             |                                         | Troop Order  |               | Cases Packag                    |
|                                                                | 97<br>hanis-Alot                             | Build Ord                            | der By: 💿 Cookie | s O Girl             | (                                       |              |               |                                 |
| • •                                                            | hanksAlot                                    | \$0.00                               | ter By: 💿 Cooke  | s O Givi             | (                                       | Tiroop Order |               | Total Cases                     |
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#### www.abcsmartcookies.com

### Initial Cookie Order Delivery January 8 - 11



SUCS will notify you, in advance, of your pickup date, time and location. Please be prompt, patient and make sure your vehicle is cleaned out BEFORE you arrive.





How many cookies can you fit in your car? See table on troop packet envelope.

|                                | -               |
|--------------------------------|-----------------|
| Car Size                       | Number of Cases |
| Compact or 3-Door              | 23              |
| Hatchback or Small<br>Wagon    | 25-30           |
| Mid-size Sedan                 | 35              |
| 8-passenger mini-van<br>or SUV | 60              |

# **Cookie Cupboards**



- Planned Orders Maximum of 2 per week, both due Sunday at 11:30 p.m.
- Service unit volunteer cupboards Closed Mondays and Tuesdays to allow time for restock
- Council Service Center cookie cupboards Closed on Sundays and Mondays
- If possible, AVOID TUESDAY PICKUPS AT SERVICE CENTERS!
- Large Service Center cupboard orders/pickups not permitted on Tuesdays! Maximum size dependent on cupboard.
- Will be using cupboard scheduler for Service Center Cupboards

PLANNED ORDERS ARE IMPORTANT FOR ADEQUATE STOCK AT CUPBOARDS No unplanned orders at City Transfer on Tuesdays



### **Cookie Booths**



# **Smart Cookies Booth Lottery**



- Council-wide booth lottery through Smart Cookies
- Service unit volunteer secures "premium" locations to enter in lottery
- January 4-5 Troop selects up to 15 booth locations
- January 6 Lottery runs at 11:00 a.m.
- January 7 FCFS opens at 8:00 p.m. max 2 booth per day
- January 12 Unlimited booths opens at 3:00 pm



2025 Cookie Booth Information for GSCP2P Troop Volunteers Posted on Council Website



### **Cookies Booths** Booth Lottery & Guidelines



#### **Council and Service Unit Secured Booth Location Guidelines**

- Booth location rules/restrictions and contact information for council and service unit-secured cookie booths will be posted on council website in January.
- It will be <u>your</u> responsibility to read and abide by them. Not abiding by the rules will result in forfeiture of all future booths.



- NO "FIGHTS" WITH OTHER TROOPS if the booth is double booked – COMPROMISE!
- Before, during and after the booth, you are a role model for your girls!

Booth start date – January 17

# **Cookie Booths and Adults**



Adult-to-girl ratios as required in *Safety Activity Checkpoints* must be maintained at cookie booths, with a minimum of two (2) unrelated adults, one of whom must be female. Additionally, at least one volunteer must have a current, approved background check through GSCP2P.

• For background check only, select Cookie Booth Helper Background Check in MyGS



## **Cookies Booths** Troop-Secured Booths



- Enter your troop-secured booth information in Smart Cookies to attract customers
- Smart Cookies info automatically downloaded to

www.girlscoutcookies.org

- "Approved" e-mail means approved to be listed on booth locator
- Find instructions for listing in booth guide on council website

harmacv

Veiahbo

- Troop volunteer contacts merchants to secure booth locations
- Ask your Service Unit Cookie Specialist about cookie booths in your service unit



# Cookie Tycoon



Entrepreneurial program that enables girls to partner with a business to set up two remotely-managed unattended booths

- Open to all age levels
- Girls must complete activities in Google Classroom and upload their work. Activities are age-level appropriate.
  - 1. Create a business card
  - 2. Document plans on spending troop proceeds
  - 3. Create a business display
  - 4. Interview and report on business partner
- Upon completion of activities, girls earn the 2025 patch



### **Finances**





### **Finances** Troop Payments to Council

Council sweeps troop bank account for cookie money owed with ACH withdrawal.

All troops that did not participate in the 2024 cookie or fall program must submit an ACH Debit Authorization Form.

New troops and troops whose bank account information changed since 2024 cookie program must also submit an ACH Debit Authorization Form.

If the last four digits of your bank account and/or routing number is incorrect on the Troop <u>Information Screen in Smart Cookies on January 9</u>, contact info@girlscoutsp2p.org.

You will be locked out of making changes to the account and routing number fields in Smart Cookies.





# Finances

### **ACH Withdrawals & Credits**





#### 1) March 6 – 60% of all orders through February 8

- Deduction for credit card payments through February 26
- Initial order
- Gluten-free Chocolate Chip preorder
- Cookies picked up from a cupboard through February 8
- Troop-to-troop transfers
- Cookies for a Cause cookies entered on the virtual cookie share screen in Smart Cookies

#### 2) April 1 – Remaining balance due Council

#### **April 8 – ACH credit to troop accounts**

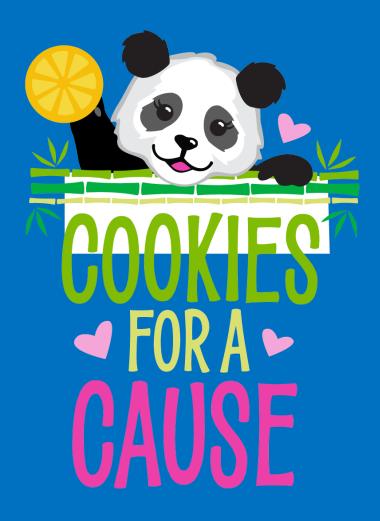
- Overpayments
- \$.05 per package for troops who sold at least 100 items during Fall Products Program



<u>Withdrawal</u> e-mail reminders sent to contacts listed on My Troop screen in Smart Cookies



### **Promotions**



### **Council Promotions** See Website for More Details







### **Council Promotions** Cookies for a Cause



2024 Cause Agencies First Responders U.S. Military Local Food Banks

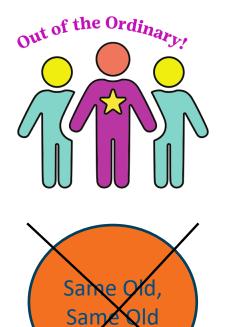
- EMS workers
- Law enforcement officers
- Firefighters
- Emergency room workers
- Lineman
- ??

The top-selling C4C troop in each service unit will receive 20 cases to distribute to first responders in their local community



### **Council Promotions** Think "Out of the Ordinary" for Success Challenge





- Photo of your most unique sales location.
- 2) Photo of most decorative booth or display
- 3) Video of your best sales pitch.
- 4) Photo or recording of something else.

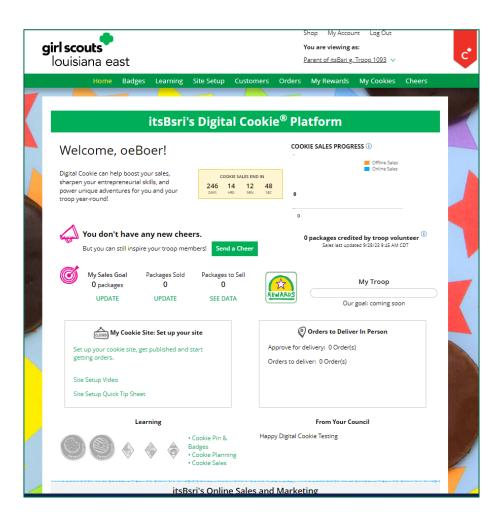


Entries entered in drawing for 50 Pkgs for C4C

### Digital Cookie & Smart Cookes



# Digital Cookie – DC 25 Cloud



Digital Cookie is a unified online selling platform that allows Girl Scouts to sell cookies through their personalized storefront or by using a mobile app.

**Girl Scouts** can manage their online sales, inventory, and financials using Digital Cookie.

**Customers** are invited by Girl Scouts to purchase cookies online.

**Troop volunteers** use Digital Cookie to set up and manage sales for a troop specific online sales site. They support Girl Scouts with visibility to the troop's online activities.

# Digital Cookie – Training & Help





#### Girls/Parents December 10, 7 pm

#### Troop Volunteers December 12, 7 pm

| Digital Cookie Registration                                                                                                                                                                                                                                       | each Girl Scour can set up her                                                                                                |                                                                                                                                         | Promotio                                                                                                                   | onal Resources                                                                                                                                                                                  | ~        |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|
| cooke ste and goal, manage orders and fam marking busines kills.<br>Gint 13 and older can add there one enail address. This allows them to manage details for their cookie ske<br>Digital Cookie Gint Scout Date of Birth GSUSA ID Troop Preferred First<br>Name* |                                                                                                                               |                                                                                                                                         | ABC Bak                                                                                                                    | tery Tour                                                                                                                                                                                       | <b>~</b> |   |
| Actuals         IIII Wedeneirii         03/22/2009         100/20068         540            Actuals         adaedad         01/24/2005         100/20007         540                                                                                              | Home Badges Learning S                                                                                                        | ite Setup Customers Orders My Rew                                                                                                       | wards My C                                                                                                                 | Cookie (DC24 Cloud) Tip Sheets and How-to Videos for Girls                                                                                                                                      |          |   |
| bin Waterer Reservet. Price: Time Conditions. Contact Us. Male                                                                                                                                                                                                    | Parents and G                                                                                                                 | irl Scouts Volunteers Yo                                                                                                                | ur Customers                                                                                                               | Digital Cookie (DC24 Cloud) Tip Sheets and How-to Videos for Girls                                                                                                                              |          | ^ |
| Conkie<br>Techie                                                                                                                                                                                                                                                  | Account setup<br>• registration • settings<br>• password<br>see FAQs<br>Cookie orders<br>• details • approve<br>• order types | Cookie site setup<br>• set goals • your girl's story<br>• approvals<br>see FAQs<br>Mobile app<br>• orders • approvals<br>• credit cards | Customer records<br>• import • add/delete<br>• send emails<br>see FAQs<br>My rewards<br>• view rewards<br>• select rewards | <ul> <li>Links to Tip Sheets and Videos for the 2024 Girl Scout Cookie Program</li> <li>Troop Virtual Booth and Ship Only Link Explained - Smart Cookies Pending Distribution Orders</li> </ul> |          |   |
| <b>***</b><br>0                                                                                                                                                                                                                                                   | see FAQs<br>Badges and learning<br>• how to earn<br>• games and videos<br>see FAQs                                            | see FAQs<br>Quick tip instructions<br>• various topics<br>• step-by-step pdfs<br>see list                                               | see all FAQs<br>Quick tip videos<br>• various topics<br>• short videos<br>see list                                         | Tip Sheet with How-to Videos                                                                                                                                                                    |          |   |
|                                                                                                                                                                                                                                                                   | Nee                                                                                                                           | d more help? contact customer suppo                                                                                                     | ort                                                                                                                        | Help section in Digital Cookie                                                                                                                                                                  |          |   |
|                                                                                                                                                                                                                                                                   |                                                                                                                               |                                                                                                                                         |                                                                                                                            |                                                                                                                                                                                                 |          | K |

# **Digital Cookie - Registration**



December 9 – Registration e-mails launched to girls, Troop Cookie Managers and Service Unit Cookie Specialists

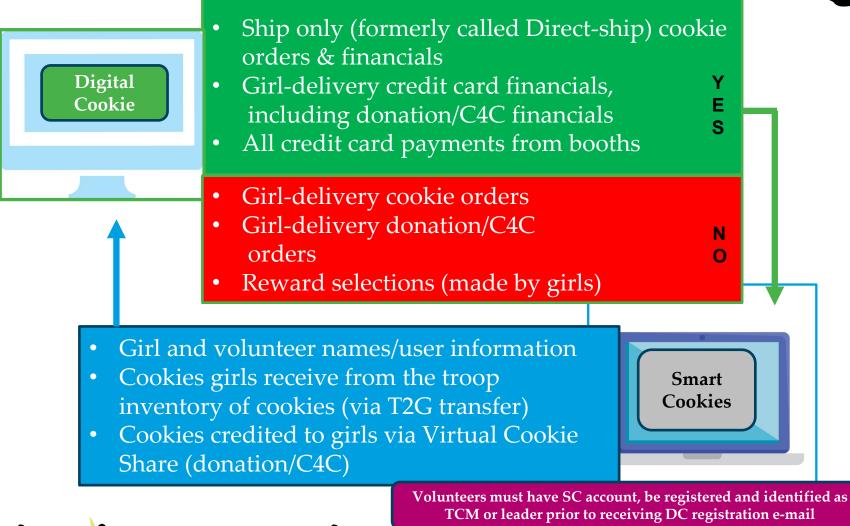
- Girls MUST be registered and on troop roster in Smart Cookies
- Troop Cookie Mangers and SU Cookie Specialists
  - MUST be registered
  - MUST be identified as TCM or SUCS in My GS
  - MUST have account in Smart Cookies

#### Access cannot be granted if criteria has not been met!



## Digital Cookie and Smart Cookie Data Flow





### **Digital Cookie and Smart Cookie Data Flow**





### **Digital Cookie** Girl-Delivery Orders



Digital Cookie reflects an overpayment to troop (from girl) for funds collected online until TCM enters T2G transfers and entries on Virtual Cookie Share screen (for donation/C4C orders)

Example: If a girl sells only 1 pkg online for girl delivery plus 1 pkg online as a donation/C4C order:

PRIOR TO T2G FOR 1 PKGS & VIRTUAL COOKIE SHARE ORDER FOR 1 PKG PRIOR TO BEING ENTERED IN SC BY TCM: AFTER T2G FOR 1 PKG & VIRTUAL COOKIE SHARE ORDER FOR 1 PKG ENTERED IN SC BY TCM:

Cookies Sold: 0 Packages Girl Balance Due to Troop: - \$12 (credit) **Cookies Sold: 2 Packages Girl Balance Due to Troop: \$0** 



Recommendation: Add donation and T2G transfers throughout the sale, don't wait until end of sale as girl balances reflected in DC change!





### **Digital Cookie** Cookies for a Cause Sales



"Donation" orders in Digital Cookie are Cookies for a Cause orders, not donations to the troop.



**Cookies for a Cause (C4C) = Donation = Cookie Share** 



# **Digital Cookie Reminders**

- All orders placed on Digital Cookie are paid (by credit card) when the order is placed, including those for girl delivery.
- Parent can "turn off" cookies available by variety for girl delivery.
- Troop volunteers can refund credit card payments to customers (full payment only, not partial).
- Parents with multiple Girl Scouts have one login and toggle between accounts.
- Girl-delivery orders can be approved by guardian from dashboard (does not require approval e-mail)
- Girl can see only one rewards plan in Digital Cookie will be base plan of \$.85 per package (note for \$.90 higher proceeds option).
- Girl-delivery cookie share/donation/Cookies for a Cause orders MUST be entered by the Troop Cookie Manager on the virtual cookie share screen in Smart Cookies for the girl and her troop to receive credit for the sale.
- Girls can select rewards in Digital Cookie, but the selections do not flow to Smart Cookies.



# **Digital Cookie- Troop Links**

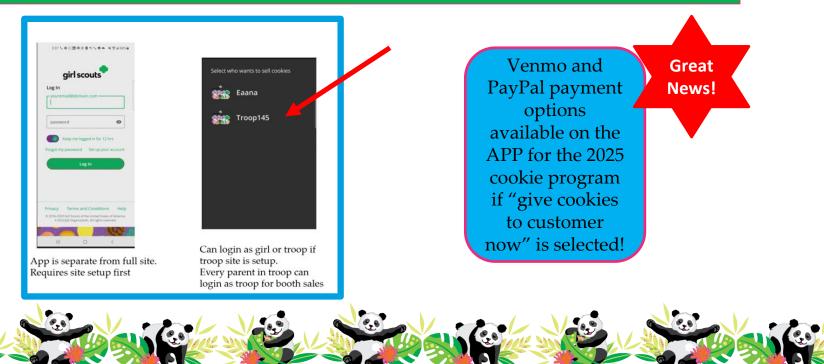
If a Troop sets up their virtual links in Digital Cookie, the resulting orders will need to be distributed among the girls. There are multiple order types that might be generated based on how your Troop sets up their account in Digital Cookie.

- Links to Tip Sheets and Videos for the 2024 Girl Scout Cookie Program
- Girl Dashboard Plus (video)
- Troop Virtual Booth and Ship Only Link Explained Smart Cookies Pending Distribution Orders
- Troop Ship Only Orders- the customer orders through troop link and pays to have the order shipped directly to them.
- Troop Virtual Booth Pick up Orders- the customer orders through the troop link and agrees to come pick up the order at a designated location.
- Troop Delivery Orders- the customer orders through the troop link and requests delivery from the troop.



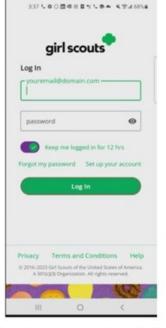
# **Digital Cookie APP**

- Girl must set up account using online platform <u>prior</u> to using Digital Cookie Mobile App.
- Mobile App Take/view orders and collect payment. Does not include all full web browser features (web browser version is screen responsive).
- Scan (credit card) feature can be used by both Apple and Android devices.
- Girls should select "Troop" login at cookie booths so sales are not tied to girl (and the financial credit tied to her personal account).



# **Digital Cookie APP**





App is separate from full site. Requires site setup first Select who wants to sell cookies

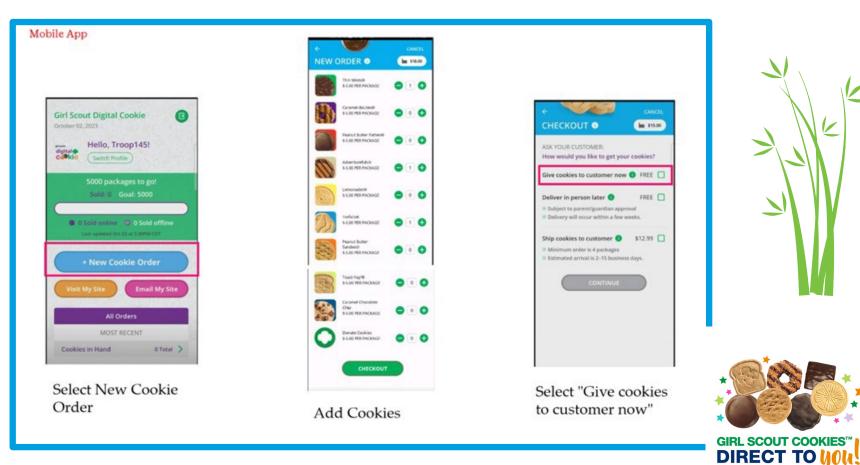
Can login as girl or troop if troop site is setup. Every parent in troop can login as troop for booth sales Financials/sales connected to a specific girl

Financials/sales go to troop – use at cookie booths where sales are distributed to participating girls



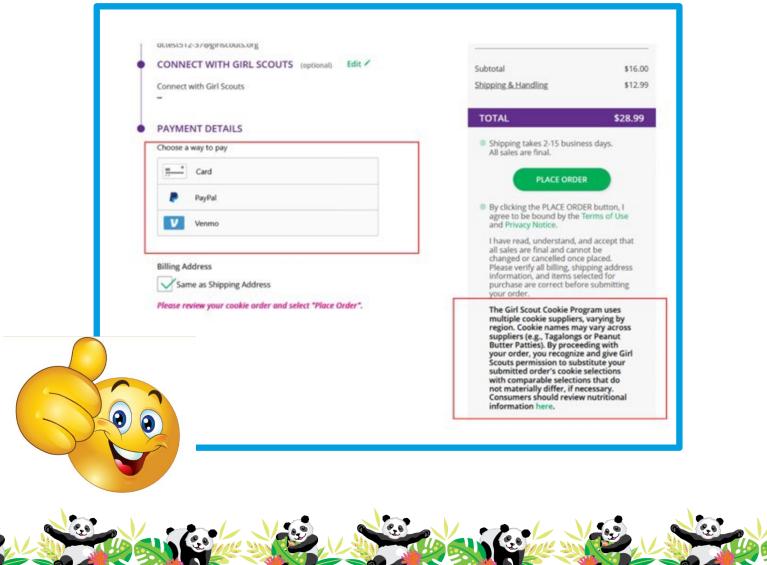
# **Digital Cookie APP**

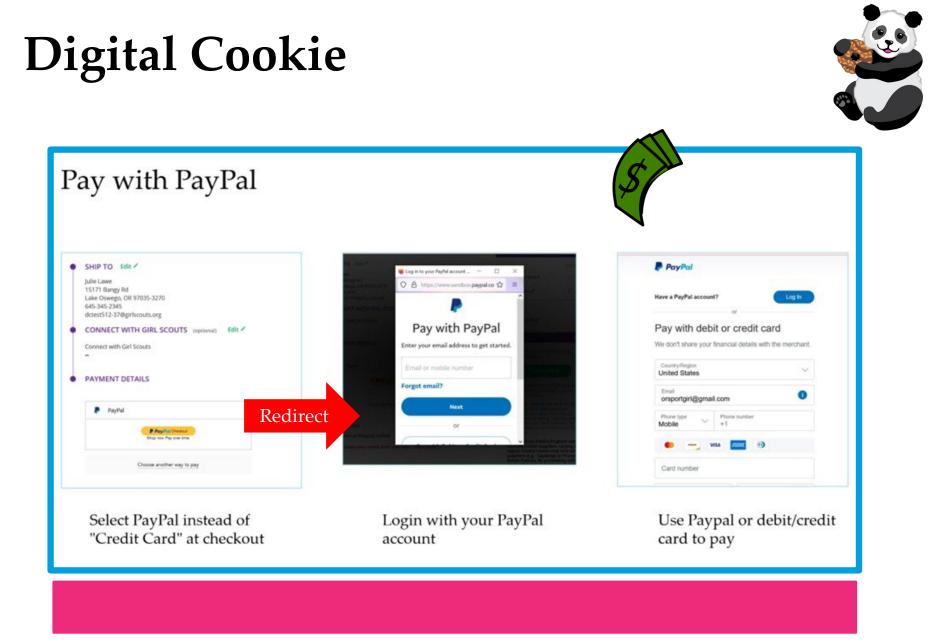






# **Digital Cookie**







# **Digital Cookie**

Substitution

Language



By clicking the PLACE ORDER button, I agree to be bound by the Terms of Use and Privacy Notice.

I have read, understand, and accept that all sales are final and cannot be changed or cancelled once placed. Please verify all billing, delivery address information, and items selected for purchase are correct before submitting your order.

The Girl Scout Cookie Program uses multiple cookie suppliers, varying by region. Cookie names may vary across suppliers (e.g., Tagalongs or Peanut Butter Patties). By proceeding with your order, you recognize and give Girl Scouts permission to substitute your submitted order's cookie selections with comparable selections that do not materially differ, if necessary. Consumers should review nutritional information here.



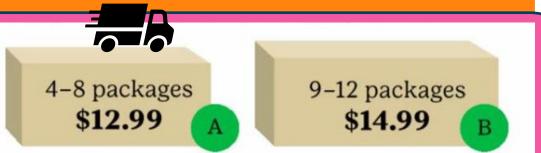
# **Digital Cookie Shipping Fees**



Shipping costs – Same rates as 2024

- 4-package minimum order for shipping
- Donated cookies do not have a shipping cost
- Donated cookies do not count towards the 4-package minimum
- Shipping & handling rates will remain flat for the 2025 cookie season

| Packages |    | Shipping<br>Cost |  |
|----------|----|------------------|--|
| 4        | 8  | \$12.99          |  |
| 9        | 12 | \$14.99          |  |
| 13       | 20 | \$27.98          |  |
| 21       | 24 | \$29.98          |  |
| 25       | 32 | \$42.97          |  |
| 33       | 36 | \$44.97          |  |
| 37       | 44 | \$57.96          |  |
| 45       | 48 | \$59.96          |  |
| 49       | 52 | \$72.95          |  |



For orders of 13 package(s) or more, shipping is calculated as follows:

- # 13 package(s) of cookies: tier B (12 packages) + tier A (1 more package) = 13 package(s) of cookies shipping cost
- 25 package(s) of cookies: tier B x 2 (24 packages) + tier A (1 more package) = 25 package(s) of cookies shipping cost

There is a \$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands



# **Digital Cookie Shipping Fees**



\$10 off shipping charges for a minimum 10package purchase: February 22 – One Day Only!

**Special!** 





### Smart Cookies www.abcsmartcookies.com



#### **Troop Cookie Managers records troop cookie sale activity in Smart Cookies for:**

- Troop-to-girl transfers (or Booth Divider) when girls receive cookies from the troop inventory of cookies.
  - Girl-delivery orders both online and in-person
  - Girl-delivery donation/cookie share/C4C orders both online and in-person
  - Booth sales
  - Virtual cookie share orders
  - Financial transactions automatically record in Smart Cookies when payments are received online through Digital Cookie.
- Planned orders
- Troop reports
- Girl payments to troop
- Troop financials

When do you record information in Smart Cookies for a girl? A good way to remember is:

- Anytime a receipt is issued (for cookies and money)
- Cookies sold at a booth
- C4C orders (except ship only orders)



### www.abcsmartcookies.com





- SUCS creates troop user account and launches registration e-mail to create Smart Cookies account (after November 11)
- Return Troop Cookie Manager Agreement to SUCS
- Council staff will not create Smart Cookie user accounts!
- November 25 1<sup>st</sup> upload (no e-mails launched)
  - Check Smart Cookies roster and make updates in MyGS or notify council no later than November 27
  - "Push date" December 2 Girl data will begin transferring from Smart Cookies to Digital Cookie – MAKE SURE ROSTER UPDATES ARE MADE IN SMART COOKIES PRIOR TO THIS DATE TO AVOID REGISTRATION ISSUES IN DIGITAL COOKIE.
- December 5 2<sup>nd</sup> upload (no e-mails launched)
- December 9 Registration e-mails launched for Digital Cookie
- December 16 Girl upload (registration e-mails launched)
- January 6 Start of weekly uploads (registration e-mails launched)

#### IF GIRL IS NOT REGISTERED, SHE CANNOT BE UPLOADED – NO EXCEPTIONS!

Troop Banking Information – ACH Form – If bank account or signers changed since 2024 cookie program or fall products program a form must be submitted to info@girlscoutsp2p.org

VOLUNTEERS

GIRLS

#### Other Important Information



# **Important Dates**



| December                                                           | January                                                    | February                                                                   | March/April                                                        |
|--------------------------------------------------------------------|------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------|
| <b>December 6</b> – Troop<br>initial order due in<br>Smart Cookies | <b>January 4</b> – Start of<br>booth lottery<br>selections | <b>February 3</b> – Troops<br>can begin changing<br>proceeds and           | <b>March 2</b> – Program<br>ends                                   |
| <b>December 9</b> <sup>-</sup> Digital<br>Cookie e-mails           | <b>January 8– 11</b> –<br>Cookie deliveries                | recognition plans in<br>Smart Cookies                                      | <b>March 6</b> – First ACH<br>withdrawal                           |
| launched to both girls<br>and troop volunteers                     | <b>January 11 – 19</b> –<br>Walk-about week                | <b>February 17</b> – Troops<br>can begin creating<br>recognition orders in | <b>March 10</b> – Last day<br>for Smart Cookie<br>entries by troop |
| <b>December 17</b> – Cookie<br>Program begins                      | <b>January 13</b> –<br>Cupboards open                      | Smart Cookies                                                              | volunteers                                                         |
| 0 0                                                                | <b>January 17</b> – Booth<br>sales begin                   | <b>February 23</b> – Last day<br>for volunteer-run<br>cupboards            | <b>March 12</b> – Buy 5<br>entries due council                     |
|                                                                    |                                                            | <b>February 28</b> – Council cupboards close at 1                          | <b>April 1</b> – Second/fina<br>ACH withdrawal                     |
|                                                                    |                                                            | pm                                                                         | <b>April 8</b> – ACH credits                                       |



# **ABC Online Resources**



From the art gallery of images to ABC's YouTube channel - helpful videos designed to navigate Smart Cookies. Resources available for everyone.

FLICKR ART GALLERY FOR VOLUNTEERS Create your own flyers with seasonal clip art https://www.flickr.com/photos/abcbakersvolunteergallery/





### Question & Answer

