

INSPIRE.
IMAGINE.
INNOVATE!

2019 Service Area Cookie Manager (SACM) Information Packet

The 2019 Girl Scout Cookie Program is here!

Girl Scout Cookie season is one of the best times of the year. It's a time when you and your troop work together to decide what your troop wants to do and how to do it through setting goals, making plans, and getting out in the community and sharing the Girl Scout spirit along with some truly awesome treats. This year's Girl Scout Cookie Program theme: Inspire. Imagine. Innovate. is the perfect rallying cry for new troops to go out and make their goals a reality. For returning troops, Inspire. Imagine. Innovate. is a wonderful reminder that every Girl Scout Cookie season is new experience and that there is space to try something new and reach even higher!

Speaking of something new, we have a new Girl Scout Cookie this year! Our Caramel Chocolate Chip cookie is both gluten and nut free and sure to please. Look for it on your order card.

When you sell delicious Girl Scout Cookies, you help power new, unique, and amazing experiences for every awesome Girl Scout right here in our Council including those in your troop! That's the thing. When girls participate in the Girl Scout Cookie Program, they get more than life-changing experiences and adventure. They also develop essential life skills. So, help your Girl Scout learn while earning by:

- Talking with her about her **GOALS**.
- Assisting her with **MONEY MANAGEMENT**.
- Practicing good **PEOPLE SKILLS** with customers.
- Supporting sound **DECISION MAKING**.
- Using the **BUSINESS ETHICS** as described in the Girl Scout Law.

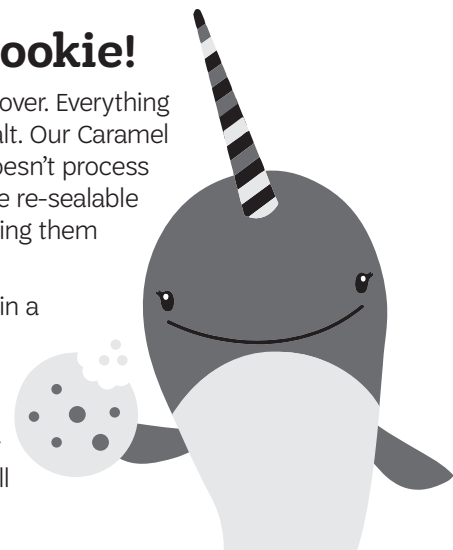
All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin. By earning the pin, girls will demonstrate knowledge of the 5 Skills. Requirements to earn the pin can be found online at gsnwgl.org/2019CookiePin

New Gluten-Free Caramel Chocolate Chip Cookie!

Introducing a new gluten-free cookie - Caramel Chocolate Chip – a salted caramel makeover. Everything customers love about chocolate chip cookies plus swirls of caramel and a hint of sea salt. Our Caramel Chocolate Chip cookies are baked in a dedicated gluten- and peanut-free bakery that doesn't process gluten, peanuts, or peanut products. Caramel Chocolate Chip cookies come in a 5-ounce re-sealable standing pouch, 12 pouches per case. Because they cost more to make, we will be offering them for \$5 per package.

Our gluten-free cookie will be on the initial order card this year. Because they are baked in a dedicated gluten-free facility, quantities will be limited. There is a "while supplies last" message on the order and we will do our best to estimate our quantity needed!

Troops will earn the same proceeds per package of gluten-free Caramel Chocolate Chip cookies sold as all other varieties. Girls will also earn credit towards girl rewards on their sales. There will be a gluten-free patch available to purchase in the Council Shop that will fit with the other theme patches from this cookie sale!



January

Reach out to booth locations to reserve dates/times

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
			Troops host girl/parent trainings Troops update contact and recognition plan information in Smart Cookies Girls uploaded to Smart Cookies			
6	7	8	9	10	11	12
Troops host girl/parent trainings Troops update contact and recognition plan information in Smart Cookies Girls uploaded to Smart Cookies						
13	14	15	16	17	18	19
Troops host girl/parent trainings Troops update contact and recognition plan information in Smart Cookies Girls uploaded to Smart Cookies					Girls take door-to-door cookie orders	
					Smart Cookies online ordering begins	
20	21	22	23	24	25	26
Girls take door-to-door cookie orders (no money is collected at this time)						
			Smart Cookies opens for booth entry, 9am			
27	28	29	30	31		
Girls take door-to-door cookie orders (no money is collected at this time)						

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Girls take door-to-door cookie orders	
3	4	5	6	7	8	9
Troop Cookie Managers (TCM) enter and finalize initial orders in Smart Cookies						SACMs finalize initial orders in Smart Cookies
	Keep Goal-ing orders begin					
10	11	12	13	14	15	16
SACMs finalize initial orders in Smart Cookies			Smart Cookies opens for planned orders			
17	18	19	20	21	22	23
24	25	26	27	28		
			Delivery to SAs; SACMs distribute to Troops			



March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Troops host cookie booths	
					Delivery to SAs; SACMs distribute to Troops	
3	4	5	6	7	8	9
Troops host cookie booths			Bling your Booth weekly submissions due			
	Delivery to SAs; SACMs distribute to Troops					
10	11	12	13	14	15	16
Troops host cookie booths			Bling your Booth weekly submissions due			
17	18	19	20	21	22	23
Troops host cookie booths			Bling your Booth weekly submissions due	ACH amount need to be adjusted? Email info@gsnwgl.org, 5pm		
24	25	26	27	28	29	30
		Troops host cookie booths				
Keep Goal-ing orders end Smart Cookies online ordering ends 31		GSNWGL debits 50% amount owed from troop bank account	Bling your Booth weekly submissions due			

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	Troops finalize recognition orders in Smart Cookies		Bling your Booth weekly submissions due		ACH amount need to be adjusted? Email info@gsnwgl.org, 5pm	SACMs finalize initial orders in Smart Cookies
7	8	9	10	11	12	13
SACMs finalize initial orders in Smart Cookies					GSNWGL debits the final amount owed from troop bank accounts	
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

Rewards are delivered and cookie dough is emailed to girls
 May 15 Uncollected funds forms are due to GSNWGL Product Program Department

June

June 30 Final day to report rewards and cookie dough discrepancies to GSNWGL Product Program Department
 If membership recognition earned must be reregistered by this date

Smart Cookies™ – Online Management System

All troops will be using Smart Cookies, our online cookie management system, to enter cookie and recognition orders, track payments and transfers, and to manage their cookie booths. Once your Service Area Cookie Manager enters your information in the system (sometime after the January cookie training), look for an email invitation from ABC.

The email invitation will provide a direct link to your account setup. Click on the link to get started in Smart Cookies, complete your volunteer profile, then receive a confirmation email with login credentials. If you didn't receive a welcome, contact your Service Area Cookie Manager and they will re-send the email to get you started in Smart Cookies.

Girls will be uploaded to Smart Cookies in early January. Once this is completed, troops will be able to manually add any girls that did not upload to the system.

Our website will have links to valuable step-by-step Smart Cookies instructional videos on YouTube. Look for ABC/Smart Cookie emails throughout the Cookie Program with helpful tips and instructions about key portions of the cookie program.

Initial Order Taking

January 18 – February 3, Girl Scouts go door-to-door, make calls, and contact those they know to take orders for Girl Scout Cookies. Troop leaders then tally the amount of Girl Scout Cookies each Girl Scout sold in the online system Smart Cookies. Once the Girl Scout Cookies come in at a delivery the troop sorts them by individual Girl Scout. Each Girl Scout then delivers her Girl Scout Cookies and collects payment.

When you place your initial cookie order, the order is rounded up to full cases (12 boxes/case.) Surplus cookies are great for cookie booth sales and Keep Goal-ing orders! Our Council does not accept returns of unsold cookies. Please review your cookie order carefully before submitting it.

Digital Cookie

Girls can use the new Smart Cookies site to set their cookie goal, manage their cookie sale, track their progress, view recognitions, and send Smart Cookies Direct Ship e-cards to customers. They can also manage their sale on-the-go with Smart Cookies Mobile.

Parents/guardians will receive a registration email from Smart Cookies, providing a link so they can create a profile. After creating a profile, they will be sent an email with login information.

New online this year!

- Half-priced shipping for customers!
- Gift boxes available online.
- Girls can take credit card payments with their girl delivery e-card orders!*

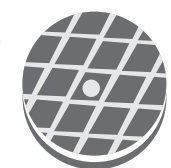
*When you are delivering the order, go to View Orders, find the order you are delivering and click Edit Order & Payment. Choose the credit card Payment Method and enter card number. iPhones can take a scan of the card. If a customer asks, the scan will not be saved on your phone, it goes directly to the credit card site.

- The payment will automatically post to Smart Cookies and show up as a credit to your account.
- Girl delivery orders from e-cards do not automatically show up in your Smart Cookies account until they are transferred by your Troop Cookie Manager. Make sure to let your Troop Cookie Manager know that you have these e-card orders.

Girls should only sell online through Smart Cookies – sales on Facebook, Craigslist, or any other online sites are strictly prohibited.

Girls are only to use the Internet to market the Girl Scout Cookie Program to friends and family (for clarity, friends and family are people whom the girl or her family personally know).

- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caretakers.
- Friends and family of a girl participating in the cookie program must not market or share a girl's contact information, sales links, or sales information on public-facing online sites. They also should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines).
- For safety purposes and other reasons, online marketing activities, especially those conducted through social media platforms, should always be done through accounts set to private.



Cookie Share Donation

Cookie Share is our Council's cookie service project. Cookie Share allows customers to purchase cookies to be donated to women and men serving in the military and to local shelters and food banks. Troops will not receive any cookies for the cookies ordered through the Cookie Share Program, the Council will donate the cookies directly to the military/shelters/foodbanks. During the 2018 Cookie Program, over 2300 cases of cookies were donated!



When placing a troop's initial cookie order, all Cookie Share Donations should be entered in the CShare column in Smart Cookies. If your girls had Cookie Share orders on their Keep-Goal-ing cards, enter them in Smart Cookies as Virtual Cookie Share under the Order tab. Adding a Cookie Share Order gives the girls credit toward the Cookie Share patch and other rewards.

Troops still have the option to donate and deliver cookies to an organization of their choice. To receive these donated cookies, troops will need to choose flavors in the girl's order. In this case, there are no numbers under the CShare column in Smart Cookies. The Cookie Share patch is given for CShare cookies only not for other donated cookies.

Keep Goal-ing

Girls can continue to take orders throughout the cookie program. When girls turn in their initial order cards, TCMs should hand out Keep Goal-ing order cards. Girls can take orders from February 4 – March 31. This is a great way for a girl or troop to reach their goals!

Keep Goal-ing orders can be filled from troop extras or cookie cupboards. Girls will continue to earn rewards, and troops will continue to earn proceeds during this time.

Walkabouts

Once cookies are delivered to troops, girls and troops can participate in walkabouts. During a walkabout, Girl Scouts sell cookies door to door, but instead of taking orders and delivering at a later date, girls have the cookies with them and are able to instantly deliver. This is so convenient for Girl Scouts and their customers! Sometimes, troops meet and walkabout together as a group, on a weekend or early evening. This can be a fun meeting activity, and you can even combine it with other troop activities, like a neighborhood scavenger hunt, outdoor photography activity, or making a meal together afterwards!

Other times, girls and their parent can "check out" cookie boxes for an individual walkabout, using cookies from their troop's back up supply. In this case, the girl would receive a set amount (usually, about 25- 50 boxes) from the Troop Cookie Manager. The parent would sign a receipt, acknowledging they received the cookies. They would keep the cookies for a set time, (usually 1-3 days) to complete their walkabout. Afterwards, they can return remaining cookies to the troop, to continue to use for booths and Keep Goal-ing orders. The Troop Cookie Manager should give the parent a second receipt, to show which cookies were returned.

Hosting a Cookie Booth

Cookie Booths are a great way for your troop to earn additional proceeds by selling Girl Scout cookies directly to the public at area businesses. In addition, they provide the girls the opportunity to set up, run, and manage their own cookie store. Troops contact local businesses to arrange dates and times for the sale, conduct transactions, handle money, build their presentation and conversational skills, set up product displays, manage inventory, and more! Cookie booths are held at many locations including grocery stores, gas stations, movie theaters, and malls. Cookies sold at a cookie booth should be transferred to the girls selling at the booth using the Smart Booth divider in Smart Cookies or through a troop to girl transfer. All troops are eligible to participate in cookie booths!

Check out our Booth handout for Council-secured booth opportunities and helpful booth hints.

Bling Your Booth Contest

To participate, troops must:

- Creatively decorate their Girl Scout Cookie booth.
- Take a photo of their troop in action at their booth.
- Submit a photo, bio, and leader contact information online via our survey. You can find that survey at gsnw.gl/2019BlingYourBooth.

Each week, two photos will be chosen and posted on GSNWGL's Facebook page. Voters will determine a \$100 winner! Any photo received by the end of the day on Wednesday will be considered for the Thursday and Friday Facebook poll. Thursday and Friday votes will take place March 7 – April 5.

Cookie Cupboards

- Hosted at each of GSNWGL's Service Centers and other strategic, satellite locations from March 1- 31
- Used to fill Keep Goal-ing orders or to stock cookie booths and walkabouts
- Pick up cookies by the package or by the case
- No payment needed at Cookie Cupboards
- No returns or exchanges are available at Cookie Cupboards

Planned Orders

After you receive your initial cookie order, you may need a re-fill. To ensure that the cookies are available at a Cookie Cupboard when needed, TCMs should place a planned order in Smart Cookies (under the Orders tab) the Sunday before the weekend of the Cookie Booth. Troops may set a date for pick-up in Smart Cookies but will have to contact the volunteer Cookie Cupboard Managers to arrange a time to meet. (No need to contact the Council cupboards. Cookies will be available for pick-up during office hours.)

Entering a Planned Order into Smart Cookies

- Under the orders icon, find Planned Order
- Select the cupboard for your area and your pick-up date
- Enter the number of cases/ packages you want
- Click Save

After the planned order has been created, it can be viewed in the Manage Order screen. Once the order has been picked up from the Cookie Cupboard, the Cupboard Manager will transfer the cookies from that cupboard to the troop. Troops need to remember to transfer packages from their troop to the girls.

Planned Orders are important, and they insure that cookie cupboards remain fully stocked with all cookie varieties. You can get cookies from a cupboard without a Planned Order. Whenever possible a Planned Order should be submitted. If stock is limited, preference goes to troops with Planned Orders.

Swapping Cookies between Troops

Did your booth not go as planned? Have extra or need extra cookies? Besides cookie cupboards, cookies can also be obtained from other troops. Reach out to your Service Area Cookie manager to get the word out to troops in your area.

If an equal number of boxes are being traded, a transfer in Smart Cookies does not need to take place. For all other transfers, email your Service Area Cookie Manager with both the contributing and receiving troop numbers and the number of packages (by flavor) being transferred. Your SACM will then transfer the cookies in Smart Cookies. Financial responsibility for these cookies will transfer from the contributing troop to the receiving troop.

Smart Cookies will send a confirmation email upon completion of the transfer. No funds should change hands between troops.

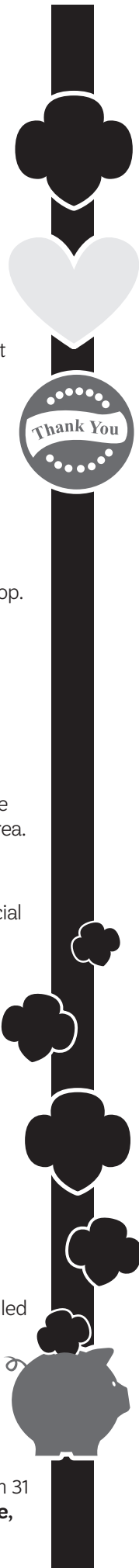
Money Management

- Have girls collect money when the cookies are delivered. Any checks should be made out to "Girl Scouts"
- Collect signed receipts for all cookies that are distributed to families
- Schedule regular money collection dates with families (for example, Money Mondays)
 - Encourage families to turn in money frequently
 - Count out money with families and keep a signed receipt for the transaction
- Make frequent deposits into the troop bank account
 - Allow plenty of time before the scheduled ACH withdrawals to be sure that the funds are posted to the troop account

Notify the Product Program Department at least three business days in advance if money is not available for scheduled ACH withdrawals. Troops will be charged a \$12 fee for any withdrawals that fail due to lack funds.

Troop Proceeds

Troops earn proceeds based on the per-girl selling average (PGSA) of the girls participating in the Girl Scout Cookie Program. The PGSA is determined by dividing the number of cookie packages sold by the troop and dividing by the number of girls in the troop who are participating in the Cookie Program. Additional cookies picked up through March 31 will increase the PGSA of the troop. **It is important to remember these proceeds belong to the troop as a whole, and not to the individual members of the troop.**



Troop Proceeds continued

Per-Girl Selling Average	Troop Profit*	
1-149 packages	\$0.58 per package	<i>*Troops who participated in the 2018 Fall Product Program will receive an additional \$0.03 per package in troop profit. (Three girls from the troop needed to participate in the Fall Product Program. If a troop consists of only two girls and they both participated, their troop qualifies!)</i> <i>*Cadettes, Seniors, and Ambassadors may receive an additional \$0.15 in profit in place of rewards. The whole troop must agree on this. Regardless, all girls will receive all their earned patches. Cookie Dough and Membership is part of the rewards plan and will not be awarded to opt-out troops. New this year – the troop reward t-shirt/\$5 choice will be available for opt-out troops.</i>
150-199 packages	\$0.70 per package	
200+ packages	\$0.75 per package	

Girl Rewards

Check out the reward line-up on the order card insert! Our cookie dough (program/retail credits) come in two choices:

- **In House Cookie Dough** – for use at our physical store locations and GSNWGL camps and programs. In house cookie dough can also be used for destinations and for Girl Scout Gold Award and Girl Scout Silver Award materials reimbursement.
- **Online Shop Cookie Dough** – can only be used when ordering online retail purchases at girlscoutshop.com/GSNWGL.

Make sure you know your girls' cookie dough choice! Do this by having families fill this out on the Parent Permission slip that you will collect at the beginning of the program.

Cookie Pro Contest

Calling all Cookie Pros— Girl Scouts has teamed up with DC Super Hero Girls to help G.I.R.L.s unleash their ultimate potential and share their awesome cookie stories with the world. Our Cookie program participants will have the chance to win the cookie entrepreneur experience of a lifetime, meeting prominent entrepreneurs, touring of Warner Bros. Studios, and best of all, watching their inner superhero spread her wings and fly! Mark your calendars and get ready to enter at: www.girlscouts.org/cookiepro.

Council Shop Items

Check out our retail stores for some awesome Girl Scout Cookie swag! These items will be available while supplies last. You may pre-order any of these items by emailing shop@gsnwg.org: cookie booth patch, my first cookie sale patch, walk-about patch, cookie kick off patch, gluten free patch, cookie carts, and more!

Individual Girl Members - Juliettes

- Our Council will send information about this year's Girl Scout Cookie Program to Individual Girl Members (IGMs), who will contact SACMs if they would like to participate. The SACM is the primary contact for IGMs; it is the SACM's responsibility to send cookie materials and training information to each participating IGM and their caregivers.
- Make sure each IGM's permission and responsibility agreements have been signed and submitted, which the SACM is responsible for holding throughout and after the Cookie Program.
- IGMs should submit order cards to SACM and SACMs must enter orders into Smart Cookies on behalf of the IGM. IGM orders should be entered as a troop, with 999 + the service area number for girls accepting the order card recognitions, 9999 + the service area number for girls taking the proceed + rewards plan or 99999 + the service area number for girls opting out of recognitions and receiving proceeds and patches only.
- Please treat each IGM the same as troops during delivery; contact IGMs and caregivers to let them know when and where to pick up orders. Have the caregiver sign a receipt showing the cookie transfer when they are picked up.
- Smart Cookies will require each 999/9999/99999 troop to order by full cases. Upon sorting the IGM's orders, the remaining packages can be transferred to another troop (if so desired) or they can be returned to a local cookie cupboard or returned through your membership engagement staff person. This is the only time cookies can be returned/exchanged to a cookie cupboard. Please return the cookies as soon as possible after your delivery so that they can be put back into circulation.
- IGMs will submit all cash and checks, including profit to the SACM, no later than March 19. When a SACM receives cash from a IGM or her caregiver, the funds should be counted in the presence of the SACM and the IGM/caregiver. A copy of receipt should be obtained by both parties.
- Please deposit IGM funds into the service area bank account by March 19, to be debited from the service area bank account on March 26 and April 12.

Please complete and send Uncollected Funds Forms for any IGM debt to the Appleton Service Center with all troop materials postmarked by May 15. Additional cookies sold by IGMs and recognitions should be submitted by April 7, and payment for additional cookies from IGM sales should be deposited by April 5.

Uncollected Funds Policy

Family Debt

Please attempt to contact families with outstanding balances a minimum of three times. If funds are still not collected after these attempts, complete the Uncollected Funds Form by **May 15** and turn it in along with the original signed parent/guardian permission slip and the original signed receipt(s) for money and/or products. (Keep a copy for your records.) **Without the appropriate documents attached, the debt becomes the responsibility of the Troop Cookie Manager.**

NSF Debt

If a customer check bounces due to insufficient funds, a closed account, or other reasons, attempt to make one contact to the individual whose check bounced. If you are unable to resolve the issue, submit an Uncollected Funds Form to GSNWGL's Product Program Department with the bank notice, returned NSF check, and any supporting documents (e.g. letters, emails, etc.) **If a family of a girl writes a check that is NSF it will be handled like Family Debt – permission slip and receipts would be required.**

Once an Uncollected Funds form has been turned in to the Council, troops should direct all family payments to the product program department. The Uncollected Funds form can be found on our website – www.gsnwgl.org.

Troop Debt

When a troop is slow to pay, fails to pay, or does not have the necessary funds in the troop bank account, a minimum of three attempts will be made to contact the TCM. If no collection is possible the next steps will be determined by GSNWGL's Product Program and Finance Departments, which may include police involvement and/or small claims.

Troop Training Checklist

Before your TCM Training Meeting:

- Register at <http://gsnwgl.org/join> for the 2018-2019 year if you haven't already. All GSNWGL volunteers and girls must be registered prior to participating in the Cookie Program.
- Prepare program materials and training location.

TCM Training Checklist

- Remind TCMs to utilize the resources on our website to help the girls prepare for a successful cookie season and to plan troop meetings leading up to the Cookie Program.
- Signed TCM volunteer agreement forms must be returned to SACMs prior to distributing order cards to TCMs/troops. Cookie receipts and agreements are important in case any collections issues occur. Keep all signed agreements and cookie receipts for one year or send the agreements to:
 - Girl Scouts of the Northwestern Great Lakes, Inc.
 - ATTN: Product Program Department
 - 4693 N. Lynddale Drive
 - Appleton, Wisconsin 54913
- Parent permission slips must be signed and returned to TCMs prior to their girls receiving their order cards and participating in the Cookie Program.
- Discuss the importance of goal setting, both by troops and by girls individually.
- Discuss the importance of adult supervision, the buddy system, and other safety guidelines.
- Remind TCMs that order-taking does not begin until January 18. Girls and parents are on an honor system!
- Cookies will be delivered to the TCM no later than March 7. The SACM will notify all TCMs in the service area of the time and place of cookie pickup.
- Money is collected when girls deliver the cookies to customers. Checks should be made payable to Girl Scouts, not to the girl or her caregiver. Caregivers should not write one check to pay for the cookies.
- TCMs should deposit money by March 19 for the ACH withdrawal, occurring on March 26. Encourage prompt and frequent deposits to troop banking accounts to prevent any money collection issues.
- Discuss money handling with the TCMs; whenever a TCM receives cash from a Girl Scout or her caregiver, the funds should be counted in the presence of the Girl Scout and/or her caregiver. A receipt should be signed by both the TCM and the caregiver.
- TCMs need to collect and keep signed receipts for any cookies distributed. (Troops can fill out the Uncollected Funds form for any family that doesn't pay for cookies. Receipts and permission slips must accompany the form, or the troop will not be eligible for reimbursement of the family debt.)
- Discuss selling techniques such as phone and door-to-door sales, etc. Cookies may not be sold online unless girls are using Digital Cookie through Smart Cookies Direct. Remind TCMs to have girls set up online accounts so girls may send emails to relatives and friends.
- Discuss the many benefits of cookie booths, such as building teamwork and leadership, demonstrating marketing and entrepreneurial skills, and increasing troop profits.