



2021 Girl Scout Cookie Program

Service Area Cookie Manager Guide

Keep Calm and Cookie On!

The past year was filled with unexpected ups and downs but there is one thing we know for sure – Girl Scout Cookies make everything a little bit better! This year we have so much to say YAY! about – specifically our new Girl Scout Cookie the Toast-Yay! Each delightful, toast-shaped cookie is full of French toast flavor and flair and stamped with the trusted Girl Scouts’ signature trefoil on top.

We are committed to making this year’s cookie program safe – providing reduced contact and touchless options for transactions, prepaid delivery, ways to send emails and social media links, and new virtual booths!

Participating in the program gives an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. As your Girl Scout runs her own cookie business, she’ll gain five skills along the way that she’ll use for the rest of her life. The Cookie Entrepreneur Family pin activity sheet is designed to help you support her, giving you tips for your cookie entrepreneur. Here’s what girls learn and why it matters.

Through the Girl Scout Cookie Program, girls learn...	This matters because...
Goal setting as they set a troop goal based on what they want to do with their troop proceeds. Then girls set an individual goal with help from their families.	Girls need to know how to set and reach goals to succeed in school, on the job, and in life.
Decision making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girls will make big and small decisions in their life; practice helps them make good ones.
Money management as they develop a budget, take cookies orders, handle customers’ money, and gain confidence handling and managing money.	Girls need to know how to confidently handle, manage, and leverage money to do great things.
People skills as they safely talk to their customers in person and virtually to work as a team with other girls.	Knowing how to work with others will help them to do better in school and later at work.
Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way	Employers want to hire ethical employees, and the world needs ethical leaders in every field.

Smart+ COOKIES™ – Online Management System

All troops will be using Smart Cookies to enter cookie and recognition orders, track payments and transfers, and to manage their cookie booths. In mid-January, look for an email invitation from noreply@abcsmartcookies.com to complete your registration. If you didn’t receive a welcome, contact your Service Area Cookie Manager or info@gsnwg.org and they will re-send the email to get you started in Smart Cookies.

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.

Make Sure Your #CookieBoss Is Ready to Sell

All girls must be registered Girl Scouts and return a signed permission form to their leader or Troop Cookie Manager to participate.



2021 Girl Scout Cookie Program Dates

Reach out to booth locations to reserve dates/times | **January**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
Troops host girl/parent trainings						
10	11	12	13	14	15	16
Troops host girl/parent trainings						
17	18	19	20	21	22	23
Troops host girl/parent trainings					Girls can start taking online cookie orders with Smart Cookies	
24	25	26	27	28	29	30
Girls take door-to-door cookie orders (no money is collected at this time unless using the pre-pay option in Smart Cookies)						
31						

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
Girls take door-to-door cookie orders (no money is collected at this time unless using the pre-pay option in Smart Cookies)						
			Smart Cookies opens for booth entry at 9 a.m.		Last day to update proceed plan in Smart Cookies	
7	8	9	10	11	12	13
Troop cookie managers enter and finalize initial orders in Smart Cookies						SACMs finalize initial orders in Smart Cookies
14	15	16	17	18	19	20
SACMs finalize initial orders in Smart Cookies	Girls can start taking Keep GOAL-ing orders		Smart Cookies opens for planned orders			
21	22	23	24	25	26	27
28						

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
Cookies are delivered to SAs; SACMs distribute to Troops						
					Troops can start hosting cookie booths	
7	8	9	10	11	12	13
Cookies are delivered to SAs; SACMs distribute to Troops						
14	15	16	17	18	19	20
21	22	23	24	25	26	27
				Notify info@gsnwgl.org by 5 p.m. if ACH amount needs to be adjusted		
28	29	30	31			
		GSNWGL debits 50% amount owed from troop bank accounts				

April

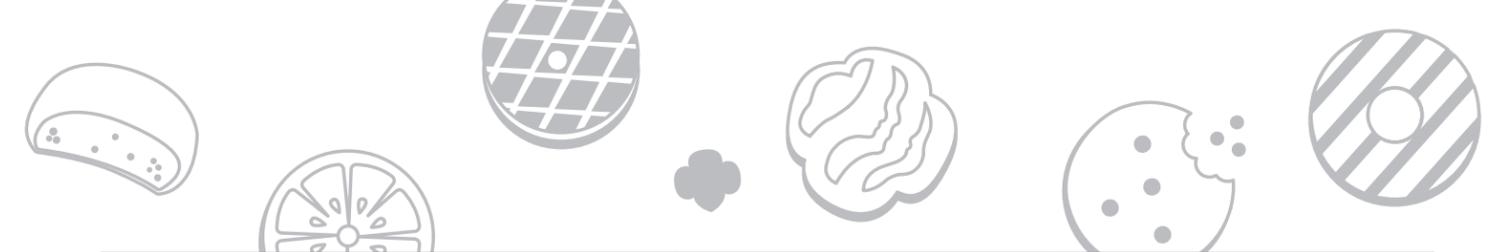
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
Online cookie orders with Smart Cookies, Keep GOAL-ing order taking, & cookie booths end	Troops finalize reward orders in Smart Cookies					SACMs finalize reward orders in Smart Cookies
11	12	13	14	15	16	17
SACMs finalize reward orders in Smart Cookies	Notify info@gsnwgl.org by 5 p.m. if ACH amount needs to be adjusted				GSNWGL debits full amount owed from troop bank accounts	
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

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



Initial Order Taking

January 22 – February 7, Girl Scouts make calls, go door-to-door, and contact those they know to take orders for Girl Scout Cookies. Troop leaders then tally each girl's order card and online girl delivered packages and enter them 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 packages/case.) Surplus cookies are great for cookie booth sales and Keep-Goaling orders! Our Council does not accept returns of unsold cookies. Please review your cookie order carefully before submitting it.

Girls that have at least 100 packages of cookies in initial orders will earn the key ring that will be delivered with the initial cookie order.

Digital Cookie

Girls use the Smart Cookies site to set cookie goals, manage their cookie sale, track progress, view recognitions and send Smart Cookies Direct Ship and Girl Delivery e-cards to customers. Girls can also manage their sale on-the-go with Smart Cookies Mobile. Girls will receive an email invitation from noreply@abcsmartcookies.com and complete their registration to create a Smart Cookies account.

Post it, tweet it, email it! New updates to Smart Cookies make it an even better tool for a girl's cookie business. This year, customers can pre-pay online with a credit card for girl delivery! Each girl has a unique web link to her online store. Emails can be sent through Smart Cookies directing customers to a girl's online store. The store link can also be posted to social sites - following guidelines below. **For prepaid girl delivery options, parents will receive an email notification prompting approval for the orders. The order must be approved within 5 days or the order will be cancelled.**

- The payment will automatically post to Smart Cookies and show up as a credit to the troop account.
- Girl delivery orders from e-cards do not automatically show up in their Smart Cookies account. Girls will need to let their TCM know that they have these e-card orders. The Troop Cookie Manager will then order these cookies and transfer them to the girl's online account.

Prepaid/girl delivered cookies can be part of a safe touchless transaction. When girls are ready to deliver, they contact their customers and arrange a time to do a porch delivery.

Helpful hint: Girls can use our new door hanger or the supersized business cards found online for touchless transactions. Both resources have a space to include your online link or create a QR code with your store link.

Customers can also pay online with half-priced shipping and cookies will be sent directly from the bakery.

Girls may use the Internet to share their Cookie Program sales links, stories and learning with the following guidelines:

- 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.
- Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and their Families.
- Girls, volunteers and parents must adhere to all Safety Activity Checkpoints for Cookie and Product Sales (with the exception that they may share beyond friends and family); Safety Activity Checkpoints for Computer and Internet Use; the Internet Safety Pledge found in the Safety Activity Checkpoints; and the Supplemental Safety Tips for Online Marketing.
- Girls sales links should never be posted to online resale sites (Craig's List, eBay, Facebook Marketplace, etc.)
- Girls must adhere to all terms and conditions on Digital Cookie and Smart Cookie platforms.
- GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
- Parents, girls, and volunteers should contact and collaborate with their councils and GSUSA in advance on any national news media opportunities tied to girls online marketing and sales efforts.

Cookie Cupboards

- Hosted at each of GSNWGL's Service Centers and other strategic, satellite locations from March 4- April 4
- 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

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, frontline workers, 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/frontline workers/foodbanks. During the 2020 Cookie Program, over 2,800 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 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 rewards 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 rewards are given for CShare cookies only not for other donated cookies.

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Gluten-Free Caramel Chocolate Chip Cookie

Gluten-Free Caramel Chocolate Chip cookies are back! Caramel Chocolate Chip cookies are certified by the Gluten Free Certification Organization and are baked in an audited gluten, nut and soy free bakery. Caramel Chocolate Chip cookies come in a 5-ounce re-sealable standing pouch and are offered at \$5 per package. Full ingredient information can be found at abcbakers.com. Caramel Chocolate Chip cookies will not be on the order card for customers this year. They will be available for immediate delivery during direct sale time at booths and walkabouts. If your troop pre-ordered Caramel Chocolate Chip cookies in October, they will be included on the truck with your initial delivery. Our stock at cookie cupboards will be limited.

Council Shop Items

Build brand awareness and boost your cookie sales with tablecloths, cookie cards, yards signs and more! These items will be available while supplies last. Call us at 888.747.6945 to get connected with your local Girl Scout shop. While you're shopping, you can grab all the cookie fun patches and badges girls earned throughout the Girl Scout Cookie Program.



Keep-Goaling

After the initial order cards are turned in, girls can Keep-Goaling and continue to take orders from February 8 – April 4. This is a great way for a girl or troop to reach their goals!

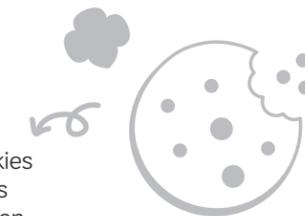
Keep Goal-ing orders can be filled from troop extras or cookie cupboards. Girls will continue to earn rewards and troops will continue to earn proceeds during this time. Girls can get a Keep-Goaling order card from their Troop Cookie Manager when they turn in their initial order card or find one at gsnw.gl/keepgoalng.

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 make 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 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.



Safety guidance in printed materials for the 2020-2021 cookie program may change based on evolving COVID-19 outbreak conditions. As we continue to prioritize safety for our members, please look to council communications for real-time updates or changes to specific guidance.

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. Girls conduct transactions, handle money, build their presentation and conversational skills, set up product displays, manage inventory, and more! Troops contact local businesses to arrange dates and times for the sale. 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.
- Remember to add your booth to Smart Cookies so it will be included on the Cookie Finder app!
- Check with your Service Area Cookie Manager for suggestions on how many cookies to bring to your booth.

Traditional booth locations might be limited this year. Consider replacing traditional booth with these booths that allow for reduced contact:

- Drive thru – held in a safe area of a parking lot with plenty of room for cars to get off the street. One-way traffic ideally with separate entrance and exit.
- Virtual booths – Smart Cookies has a new feature this year. Every troop has their own virtual cookie booth link. Link will be on the Troop Information page in Smart Cookies. Use this single link throughout the cookie program.
 - Link can be shared via email, text, social media and web meetings
 - Link allows orders to be placed and paid for by credit card
 - Sales will appear in the View Booth Credit Card Payment screen

Additional booth resources are found in the cookie resource section of our website.

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 in advance (consult calendar for dates) if money is not available for scheduled ACH withdrawals. Troops will be charged a \$12 fee for any withdrawals that fail due to lack of funds.

Planned Orders

After troops receive their initial cookie order, they may need a re-fill for Keep-Goaling or booth sales. To ensure that the cookies are available 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.

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 ensure that cookie cupboards remain fully stocked with all cookie varieties. Troops 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

Besides cookie cupboards, cookies can also be obtained from other troops. Troops can reach out to their Service Area Cookie manager to get the word out to troops in their 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, troops email their Service Area Cookie Manager with both the contributing and receiving troop numbers and the number of packages (by flavor) being transferred. The SACM will then transfer the cookies in Smart Cookies. Financial responsibility for these cookies will transfer from the contributing troop to the receiving troop. If you work with multiple service areas, permission can be granted in Smart Cookies to transfer between service areas.

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



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 throughout the sale 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.**

Per-Girl Selling Average	Troop Profit*	Troops who participated in the 2020 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!)
1–149 packages	\$0.75 per package	
150–199 packages	\$0.90 per package	
200+ packages	\$0.97 per package	*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. The troop reward t-shirt/\$5 choice will be available for opt-out troops and the 2300+ level is available for opt-out girls.

Girl Rewards



All girl rewards can be found on the reward insert. This year a bee philanthropic donation has been added. Girls can choose between a prize or a donation to restore bee habitat at two levels in the reward plan.

Our cookie dough (program/retail credits) come in two choices:

In House Cookie Dough – for use at our physical store locations, 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 choices! Do this by having families fill this out on the Parent Permission slip that collected at the beginning of the program.

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 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.
- 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 23. When a SACM receives cash from an 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 23, to be debited from the service area bank account on March 30 and April 16.
- 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 9, and payment for additional cookies from IGM sales should be deposited by April 9.



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 or family 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 originals: 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 into the Council, troops should direct all family payments to the product department. The Uncollected Funds form can be found on our website, 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 or no payment arrangement has been made, 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://gsnw.gl/join> for the 2020-2021 year if you haven't already. All GSNWGL volunteers and girls must be registered prior to participating in the Cookie Program.
- Prepare program materials distribution location.

TCM Trainings/Materials Distribution

- We will have a recorded troop training presentation that SACMs can present via a virtual meeting. The training presentation will also be online at gsLearn for troops to view.
- 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. Lynndale Drive
Appleton, Wisconsin 54913
- 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.
- 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 22. Girls and parents are on an honor system!
- Cookies will be delivered to the TCM no later than March 10. 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 23 for the ACH withdrawal, occurring on March 30. 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 email 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.



Bee safe and thank you for
being a Service Area Cookie Manager!