



2021 Girl Scout Cookie Program

Troop 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

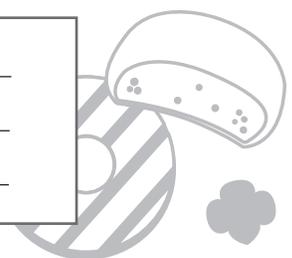
All troops will be using Smart Cookies to enter cookie and recognition orders, track payments and transfers, and to manage their cookie booths. In mid-January, look for an email invitation from noreply@abcsmartcookies.com to complete your registration. If you didn’t receive a welcome, contact your Service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

My Service Area Cookie Manager (SACM) is: _____

My SACM’s phone number is: _____

My SACM’s email address is: _____



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

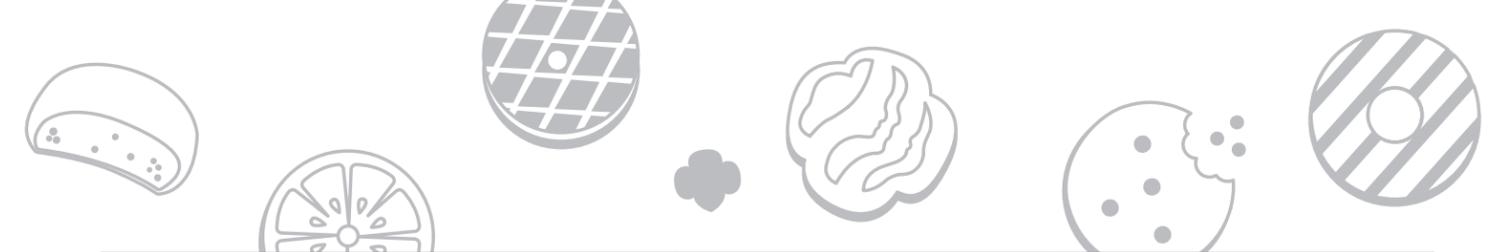
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
Online cookie orders with Smart Cookies, Keep GOAL-ing order taking, & cookie booths end	Troops finalize reward orders in Smart Cookies					SACMs finalize reward orders in Smart Cookies
11	12	13	14	15	16	17
SACMs finalize 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



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.



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 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 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 your account.
- Girl delivery orders from e-cards do not automatically show up in their Smart Cookies account. Girls will need to let you 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: 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 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 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 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.

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.

Girl Rewards



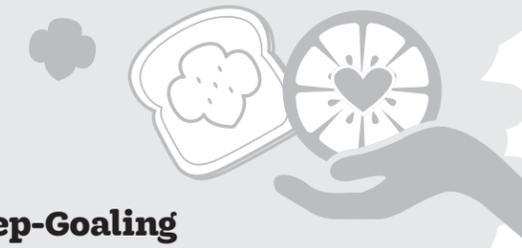
All girl rewards can be found on the reward insert. This year a bee philanthropic donation has been added. Girls can choose between a prize or a donation to restore bee habitat at two levels in the reward plan.

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 choice! Do this by having families fill this out on the Parent Permission slip that you will collect at the beginning of the program.



Keep-Goaling

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 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.

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.

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



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.

Planned Orders

After you receive your initial cookie order, you 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. 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 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.

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*	
1-149 packages	\$0.75 per package	<i>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!)</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. The troop reward t-shirt/\$5 choice will be available for opt-out troops and the 2300+ level is available for opt-out girls.</i>
150-199 packages	\$0.90 per package	
200+ packages	\$0.97 per package	

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.

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](https://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 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.



Cookie Meeting with Girls and Families

Before Your Girl/Family Meeting

- Verify that all girls are registered for the 2020-2021 membership year before participating in the Cookie Program. If girls are not registered, please have them do so before beginning the program.
- All TCMs must attend/view cookie training.
- Communicate the girl/family meeting date to your girls and parents/guardians. It is important that the parents/guardians attend, as a lot of valuable and essential information will be presented.
- Establish troop goals with the Troop Leader and the girls.

Troop Training Checklist

- Distribute Girl/Family Packet and have everyone fill in your information on page one of the Girl/Family Packet. Information for the Cookie Program will filter through you; parents will need to be able to reach you.
- Share the goal that your troop has set. Encourage families and girls to set individual goals as well.
- Discuss the recognition plan and troop proceeds.
- Go over the components of the sale:
 - **Order-taking:** Girls use order cards to collect initial orders, which are then turned into the TCM, who retains the cards until cookie pickup. Girls use the cards to deliver cookies.
 - **Keep Goal-ing sales:** Girls continue to take orders after initial door-to-door sales end. Keep Goal-ing cards can be used through April 4. These orders will be filled through surplus troop cookies or from a cookie cupboard.
 - **Delivery and money collection:** Remind girls and families that money is collected at delivery, and all checks should be made payable to Girl Scouts; not to the girl or her parent/guardian. Parents should not write one check to pay for the cookies.
- **Cookie Booths:** Discuss the possibilities of hosting Cookie Booths. Encourage girls and families to participate. Girls and troops continue to earn recognitions and proceeds throughout all aspects of the sale.
- **Digital sales:** Girls can use the Smart Cookies digital platform to reach customers near and far. Girls can promote their site by emailing friends and family, creating videos to share on social media and handing out cards and door hangers with their online store link.
- **Donation program:** Customer who don't want to purchase cookies or want other ways to support girls can donate a package of cookies for our Cookie Share program.
- Review the dates of the sale in the Girl/Family Packet. Have families fill in key dates on this page. Focus on important deadlines.
- Remind everyone that the sale begins Friday, January 22, 2021. Girls and parents are on an honor system not to take any orders before January 22.
- Discuss the importance of adult supervision, the buddy system, and other safety issues. Refer to the safety guidelines found on the order cards and the Girl Permission Slip. (<http://gsnwgl/cookies>)
- Get signed permission slips, and then distribute order cards and money envelopes. Have girls write their first names, the initial of their last name and their troop number on their money envelopes and order cards.
- Have fun! The Girl Scout Cookie Program is a great opportunity for the girls to experience growth and success!



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.