

2020 SERVICE AREA

COOKIE MANAGER (SACM)

INFORMATION GUIDE



About the 2020 Girl Scout Cookie Program

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: Chase Your Adventures harnesses the key feature of Girl Scouting – girl-led. Each Girl Scout and her troop chases their own adventures – kayaking trips, community service, STEM experiences – together!

Speaking of new stuff, This year we will have all new packaging featuring the Cookie Pro Contest Winners from 2018!

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 brand-new Cookie Entrepreneur Family 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/cookiepinsbadges.

Make Sure Your #CookieBosses Are 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.



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. Once your Service Area Cookie Manager enters your information in the system (sometime after the January cookie training), 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.

Initial Order Taking

January 17 – February 2, 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 troops place their initial cookie order, the order is rounded up to full cases (12 boxes/case.) Surplus cookies are great for cookie booth sales and Keep-Goaling orders! Our Council does not accept returns of unsold cookies. Troops should review their cookie orders carefully before submitting them.

New this year - Girls that have at least 100 packages of cookies in initial orders will earn the tube bandana that will be delivered with the initial cookie order.

2020 GIRL SCOUT COOKIE DATES



January

Reach out to booth locations to reserve dates/times

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

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
						Girls take door-to-door cookie orders
2	Keep-goaling orders start	3	4	5	6	7
Girls take door-to-door cookie orders	TCMs enter and finalize initial orders in Smart Cookies					8
						SACMs finalize initial orders in Smart Cookies
9	10	11	12	13	14	15
SACMs finalize initial orders in Smart Cookies			Smart Cookies opens for planned orders			
16	17	18	19	20	21	22
23	24	25	26	27	28	29
		Cookies are delivered to Service Areas; SACMs distribute to Troops				
					Cookie booths start	

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Cookies are delivered to Service Areas; SACMs distribute to Troops			Bling Your Booth submissions due			
8	9	10	11	12	13	14
			Bling Your Booth submissions due			
15	16	17	18	19	20	21
			Bling Your Booth submissions due	ACH amount need to be adjusted? By 5 pm, email info@gsnwgl.org		
22	23	24	25	26	27	28
		GSNWGL debits 50% amount owed from troop bank account	Bling Your Booth submissions due			
Keep-goaling orders end 29	30	31				
Cookie booths end Smart Cookies online orders end	Troops finalize recognition orders in Smart Cookies					

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Troops finalize recognition orders in Smart Cookies			SACMs finalize recognition orders in Smart Cookies
			Bling Your Booth submissions due			
5	6	7	8	9	10	11
SACMs finalize recognition orders in Smart Cookies	ACH amount need to be adjusted? By 5 pm, email info@gsnwgl.org				GSNWGL debits the full amount owed from troop bank account	
12	13	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

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

Digital kie.

Use the Smart Cookies site to set your cookie goal, manage your cookie sale, track your progress, view recognitions and send Smart Cookies Direct Ship e-cards to customers. You can also manage your sale on-the-go with Smart Cookies Mobile. Look for an email invitation from **noreply@abcsmartcookies.com** and complete your registration to create your Smart Cookies account. Once in the system, there are Smart Cookies resources under the Media tab.

Returning 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. Go to View Orders, find the order and click Edit Order & Payment.

Girl delivery orders from e-cards do not automatically show up in your Smart Cookies account. Make sure to let your Troop Cookie Manager know that you have these e-card orders. Your TCM will then order these cookies and transfer them to your online account.

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

For 2020, 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, emergency services, 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/emergency services/foodbanks. During the 2019 Cookie Program, over 2400 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, they are entered 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.



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 3 – March 29. 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.

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 troops pre-ordered Caramel Chocolate Chip cookies in October, they will be included on the truck with their initial delivery. Our stock at cookie cupboards will be limited.

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.

During the direct sale portion of the cookie program, send your walkabout pictures to (starting February 28) gsnw.gl/wwwwalkabouts to be featured on GSNWGL social media.

Cookie Cupboards

- Hosted at each of GSNWGL’s Service Centers and other strategic, satellite locations from February 27 - March 29
- Used to fill Keep Goal-ing orders or to stock cookie booths and walkabouts
- Troop Cookie Managers can 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.
- Troops should add their booths to Smart Cookies so it they will be included on the Cookie Finder app!
- Service Area Cookie Manager can offer suggestions on how many cookies troops should bring to booth.

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 (starting February 28): gsnw.gl/blingyourbooth

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 Facebook poll. Thursday votes will take place March 5 – April 3.

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@gsnwgl.org: cookie booth patch, my first cookie sale patch, walk-about patch, cookie kick off patch, cookie carts, and more!



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. (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 and the pick-up date
- Enter the number of cases/ packages
- 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.

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”
- Troops collect signed receipts for all cookies that are distributed to families
- TCM schedules 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
- Troops make frequent deposits into the troop bank account
 - Troops should allow plenty of time before the scheduled ACH withdrawals to be sure that the funds are posted to the troop account

Troops should 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 funds.

Cookie Pro Contest 2020

Girls can unleash their unique cookie business smarts for a chance to win an epic trip to Orlando. Twenty-four winners across the nation will have full VIP access to G.I.R.L. 2020. Winners will enjoy admission to all conference activities and experiences, breakfast with Girl Scouts of the USA's CEO, backstage passes to celebrity speakers, and more! Learn more and enter: girlscouts.org/cookiepro. Entries accepted February 1 to March 31, 2020.



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 participating IGMs 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.
- 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 17. 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 17, to be debited from the service area bank account on March 24 and April 10.
- 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 5, and payment for additional cookies from IGM sales should be deposited by April 3.

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
150-199 packages	\$0.90 per package
200+ packages	\$0.97 per package

**Troops who participated in the 2019 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!)*

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/S5 choice will be available for opt-out troops and the G.I.R.L. 2020 trip is available for opt-out girls.*

Girl Rewards

Check out the reward line-up on the order card insert! New level! At the 2300+ level, earn a trip to the national G.I.R.L. 2020 convention in Orlando, FL. This trip is open to all levels and will include admissions, airfare, hotel, meals, and more! While specific arrival and departure dates have not yet been set, it will revolve around the weekend of October 23-25, 2020. Troops choosing the opt-out option for recognitions will still be able to earn a spot on this trip.

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](https://www.girlscoutshop.com/GSNWGL).

Troops should make sure they know their girls' cookie dough choice! They do this by having families fill this out on the Parent Permission slip that is collected at the beginning of the 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 – 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.

Troop Training Checklist

Before Your TCM Training Meeting

- Register at <http://gsnw.gl/join> for the 2019-2020 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 Trainings

- 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 Lynndale 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 17. Girls and parents are on an honor system!
- Cookies will be delivered to the TCM no later than March 4. 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 17 for the ACH withdrawal, occurring on March 24. 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.