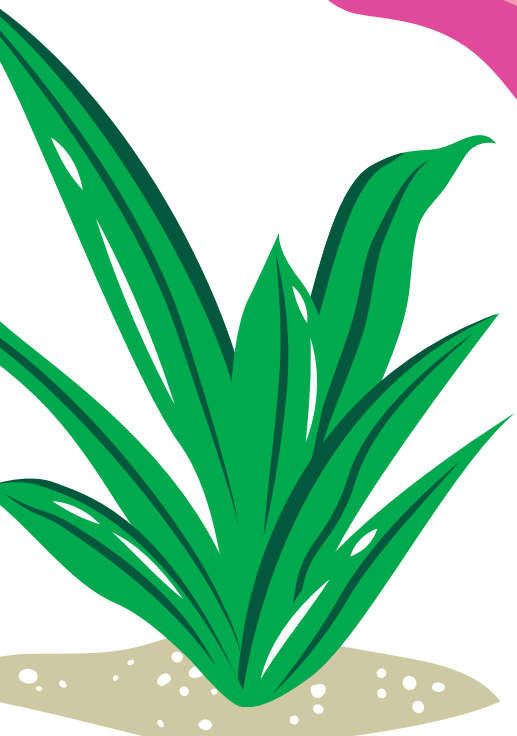


# OWN YOUR magic

2024 COOKIE  
PROGRAM GUIDE



girl scouts   
in the heart  
of pennsylvania



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This Girl Scout Cookie™ season, we are inspiring Girl Scouts® to own the magic that makes them

**unique & unstoppable!**



# Cookie Calendar

2024 Cookie Dates



## January

11

Initial Order Begins

30

First Come First Serve Booth Selections Open

## February

4

Initial Order Ends

7

Troop Initial Order Deadline in Smart Cookies™

9

Service Unit Initial Order Deadline in Smart Cookies™

## March

2 - 8

Cookie Deliveries

8

Direct Sale Begins and Cookie Cupboards Open

## April

14

Direct Sale Ends; Cookie Program Closes

16

Troop Final Orders/Rewards Deadline

18

Service Unit Final Orders/Rewards Deadline

19

Parent Debt Form Due/Juliette Payment Due

25

ACH Withdrawal



# RESOURCES



ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips & more	<a href="http://www.facebook.com/abcbakers">www.facebook.com/abcbakers</a>
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Cookie Theme Information	Gallery of images, clip art, certificates	<a href="http://www.flickr.com/photos/abcbakersvolunteergallery/albums">www.flickr.com/photos/abcbakersvolunteergallery/albums</a>
Cookie Varieties	Product descriptions & recipes	<a href="http://www.abcbakers.com">www.abcbakers.com</a> <a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
GSHPA Website	Check out our cookie page for resources for Girl Scouts & Volunteers	<a href="http://www.gshpa.org">www.gshpa.org</a>
gsLearn	Log into your MyGS account to access training videos & resources	<a href="http://mgs.girlscouts.org">mgs.girlscouts.org</a>
GSHPA Product Program Volunteer Facebook Group	Connect with cookie volunteers across GSHPA!	<a href="https://www.facebook.com/groups/2131638310503978">https://www.facebook.com/groups/2131638310503978</a>
GSHPA Member Services	Have a question about the cookie program? Contact our Member Services team for support!	<a href="mailto:memberservices@gshpa.org">memberservices@gshpa.org</a> 800-692-7816 <a href="http://www.gshpa.org">www.gshpa.org</a>
Rally Guide	Fun ideas for troop rallies	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Troop Goal Poster	Poster	<a href="http://www.flickr.com/photos/abcbakersvolunteergallery/albums">www.flickr.com/photos/abcbakersvolunteergallery/albums</a> <a href="http://abcsmartcookies.com/resources">abcsmartcookies.com/resources</a>
Volunteer & Girl Videos	How-to videos on a variety of topics	<a href="http://www.youtube.com/user/ABCCouncils">www.youtube.com/user/ABCCouncils</a>

# Digital Cookie

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Exciting news, your online Girl Scout Cookie® sales platform is getting a revamp! We're moving your online cookie sales to a platform called **Digital Cookie**®. Going forward, you will be using the new Digital Cookie application to sell cookies to customers online, track progress towards a goal, and manage sales. Selling Girl Scout Cookies® online and reaching your goals just got easier!

*Please note:* Troop leaders and volunteers will still utilize Smart Cookies™ for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales.

**Digital Cookie**® features make selling cookies a fun universal experience for all entrepreneurs.

## For Girl Scouts/Troops:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- Girl Scouts can send “cheers” to one another by choosing from an assortment of encouraging and congratulatory images.
- Girl Scouts can make sales on the go at cookie booths.



## For Parents:

- The option to turn girl delivery off for customers based on family preferences and cookie availability.
- The ability to turn cookie varieties on or off to match available inventory.

## For Consumers:

- Customers can order and pay for cookies online and pick them up at a booth.
- All consumers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand.



# Facts to Know!

## How much should I order?

Based on average sales per cookie variety in the past, we recommend you order based on the below mixture:

Thin Mints®	28%
Caramel deLites®	18%
Peanut Butter Patties®	18%
Peanut Butter Sandwich	9%
Trefoils®	7%
Adventurefuls®	7%
Lemonades®	6%
Toast-Yay!®	5%
Gluten Free	2%

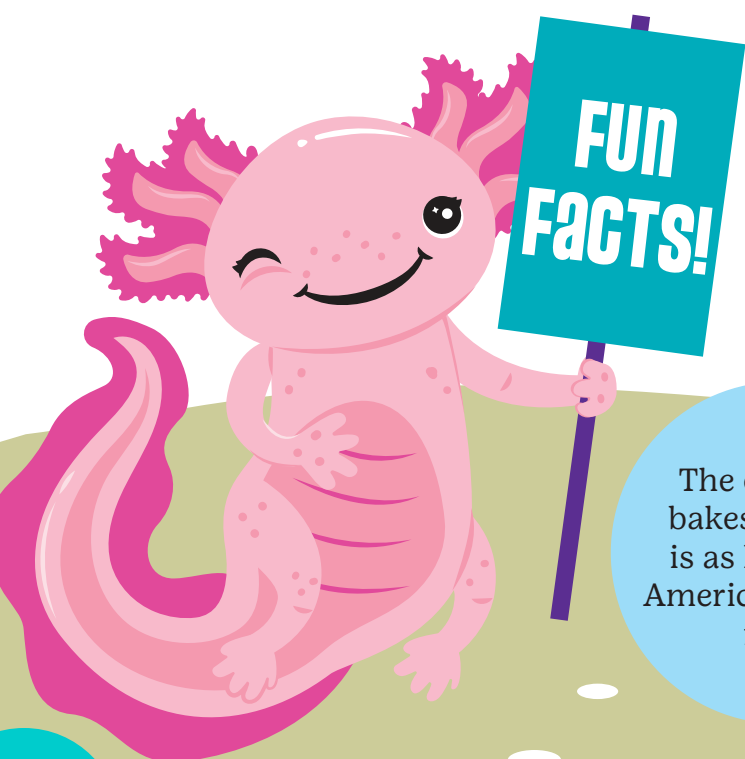


## NEW Proceed Structure for all Troops!

Proceeds	Opt Out Proceeds
\$0.92 per package	\$0.97 per package

*\*Opt out available for Junior Troops and above*

This is an increase from the average proceeds of \$0.84 per package in 2023.

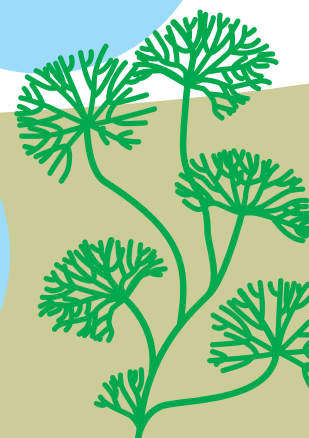


ABC uses enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.

Girl Scouts have been selling Lemonades® since 2006.

The oven that bakes Trefoils® is as long as an American Football field.

A cookie season of Caramel deLites® needs as much coconut as 6 blue whales weigh.



**Summary:** The Troop Cookie Chair plays a crucial role in supporting GSHPA's Cookie Program. As a dedicated volunteer, you will work closely with troop leadership, Girl Scouts, and families to ensure the successful, planning, organization, and execution of the cookie program for your troop. By taking on this role, you will contribute to empowering Girl Scouts to learn essential entrepreneurial and leadership skills.

## **Responsibilities:**

### • **Training and Support**

- Complete required cookie program training provided by GSHPA to familiarize yourself with the cookie program guidelines, safety protocols, program deadlines, etc.
- Have access to a computer or device for managing the cookie program
- Stay up-to-date on all GSHPA cookie program communications by reading and reviewing all emails.
- Coordinate with troop leadership to train Girl Scouts and families on the cookie program to include but not limited to program guidelines and important dates, products, rewards and proceeds, and the 5 skills (goal setting, decision making, business ethics, people skills, and money management)
- Provide support and communicate updates and progress to Girl Scouts and families throughout the program

### • **Cookie Sale Coordination**

- Collaborate with troop leadership and Girl Scouts to develop a cookie sale plan, including setting goals, determining rewards, and identifying preferred cookie booth locations.
- Sort and distribute cookie program materials to Girl Scouts and families
- Ensure all cookie and reward orders are entered in Smart Cookies by the established deadlines.
- Pick up initial cookie order at the time/date/location established by GSHPA and/or your Service Unit.
- Distribute initial order and additional orders of cookies to Girl Scouts and families.
- Pick up recognitions from Service Unit Cookie Chair

(SUCC) at the date/time/location established being sure to count all items.

- Report any missing or damaged recognitions within one week of receipt.
- Sort and distribute rewards to Girl Scouts within one week of receipt.

### • **Sales Monitoring and Reporting**

- Enter/monitor all data-entry aspects of troop information in Smart Cookies by designated deadlines, including cookie orders by type (initial order, additional orders, booth cookies) as well as rewards.

### • **Financial Accountability**

- Ensure receipts are provided to Girl Scouts and families, and between troop leadership whenever cookies or money are exchanged.
- Oversee the collection of payments and ensure that all funds are handled securely and accurately.
- Work with troop leadership to ensure funds are available in the troop bank account at the time of the ACH withdrawal.
- Submit a Parent Debt Form, if needed, by the designated deadline.
- Work with troop leadership to reconcile financial records at the conclusion of the program.

## **Core Competencies:**

- **Girl Focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun
- **Personal Integrity:** Demonstrate dependability, honesty, and credibility
- **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments
- **Communication:** Respectfully express ideas and facts clearly and accurately
- **Fostering Diversity:** Understand and embrace differences



**Summary:** The Service Unit Cookie Chair plays a crucial role in supporting GSHPA's Cookie Program. As a dedicated volunteer, you will work closely with troop leadership and cookie volunteers to ensure the successful, planning, organization, and execution of the cookie program for your Service Unit. By taking on this role, you will contribute to empowering Girl Scouts to learn essential entrepreneurial and leadership skills.

## **Responsibilities:**

### • **Training and Support**

- Complete required cookie program training provided by GSHPA to familiarize yourself with the cookie program guidelines, safety protocols, program deadlines, etc.
- Have access to a computer or device for managing the cookie program.
- Stay up-to-date on all GSHPA cookie program communications by reading and reviewing all emails.
- Provide support and guidance to cookie volunteers within your Service Unit as they manage the cookie program for their troop.
- Ensure knowledge of the Cookie Program: online program, initial order, direct sale (i.e. booths) cupboard transactions etc.
- Ensure knowledge and competency of the Smart Cookie online platform: managing orders, signing up/requesting approval for booths, submitting pending transactions, selecting/submitted girl rewards etc.
- Forward GSHPA communications to Troop Cookie Chairs as requested.
- Communicate deadlines and reminders to Troop Cookies Chairs throughout program.
- Maintain communication with Volunteer Support Coordinator throughout the duration of the cookie program.

### • **Cookie Sale Coordination**

- Receive, sort, and distribute cookie materials to troops and Juliettes within your specified Service Unit.
- Work in partnership with your Volunteer Support Coordinator to support the delivery of cookie initial order.
- Assist, as needed, with data-entry aspects of troop information in Smart Cookies by designated deadlines.
- Ensure troop orders (cookies and rewards) are submitted by designated deadlines.
- Receive, sort and distribute cookie rewards to troops in your Service Unit.
  - Count and verify all rewards upon receipt to ensure correct quantities were received.
  - Report any missing rewards to GSHPA by established deadline.
  - Ensure all rewards are distributed to troops within two weeks of receipt.
- Connect troops with one another for inventory exchanges and assistance.

## **Core Competencies:**

- **Girl Focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun
- **Personal Integrity:** Demonstrate dependability, honesty, and credibility
- **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments
- **Communication:** Respectfully express ideas and facts clearly and accurately
- **Fostering Diversity:** Understand and embrace differences



# Ways to Participate in the Girl Scout Cookie Program



Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program,<sup>®</sup> they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!

## Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

## Digital Cookie<sup>®</sup>

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

## Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

## Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookie outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

*Note: Cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.*

## Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

# Initial Order

On **January 11<sup>th</sup>**, it's time for Girl Scouts to own their magic by taking initial orders on their order cards and building their business online using Digital Cookie! When a customer orders online, they have the option to have their cookies be girl delivered, with parental approval, or shipped directly to them.

As a Troop Cookie Chair, you will need to enter all orders into Smart Cookies™ by **February 7<sup>th</sup>**. To meet this deadline, we recommend asking parents/caregivers to provide their girl's orders to you between **February 4<sup>th</sup>** and **6<sup>th</sup>** so you have time to enter all orders into the system. After you submit all orders, you will select your cookie pick-up time and location.

In addition to submitting girl's orders, you'll have the ability to order extra cookies for cookie booths. You will be able to transfer those additional cookies to individual girls later in the program.

## Before your troop beings initial orders, be sure to...

- Work with troop leadership to ensure all girls have a 2023-2024 Girl Scout membership.
- Coordinate with troop leadership to register any Girl Scouts planning to participate in the cookie program.
- Have each family complete the online Family Agreement Form. This form will be emailed to the troop leader. Families will need a troop leader's email address to complete the form. Use the QR code to access the Family Agreement Form. A copy is available at [gshpa.org](http://gshpa.org) for printing if needed.
- Distribute cookie materials to Girl Scouts who submitted their Family Agreement Form.
- Ensure all Girl Scouts in your troop are on your Smart Cookies™ roster.



▲ Scan me!



# Cookie Delivery

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A few weeks after the initial order is placed with ABC Bakers, GSHPA will designate a week to have product delivered across its 30-county footprint. This will include the initial orders for troops and Juliettes in each Service Unit and initial orders for all participating Girl Scout Cookie Cupboards.

## Who delivers the cookies to GSHPA?

GSHPA partners with several delivery agents for the Girl Scout Cookie Program.

- ▶ We understand the importance of knowing your delivery information as soon as possible and work with the delivery agents to get the details finalized as quickly as possible. The delivery agents determine the delivery schedule, and times will be determined once the final initial order for GSHPA is submitted to ABC Bakers.



## How does GSHPA distribute cookies?

GSHPA provides three delivery methods for Service Units to pick up their cookies:

- Mega Drops are typically held the first Saturday of delivery week at designated locations and have GSHPA staff, volunteers, and/or delivery agents loading your cookies into your vehicle on this mass-distribution day.
- Drops are held during the week and serve one, sometimes two, Service Units. GSHPA staff and delivery agents load cookies directly into your vehicle.
- Traditional deliveries are held during the week. Delivery agents deliver the cookies to a specific location where GSHPA volunteers will sort and prep the cookies for volunteer pickup.



# What to Expect at Cookie Delivery

- ▶ Every delivery site is a little different, but here are the basics of how you'll pick up your cookies.
  - Plan to bring a vehicle large enough to pick up all your cookies at once. If multiple vehicles are needed to pick up your cookies, please wait until all vehicles are on site before getting in line.
  - Arrive at your scheduled pick-up time and check in with a GSHPA staff member or volunteer.
  - Your troop is responsible for the cookies you sign for before leaving the delivery site. Count the cookies as they are loaded into your vehicle(s). If you want to double count your order before leaving the site, find a space away from the pick-up line to do so.
  - If you are at the delivery site and find an error in your cookie count, notify a GSHPA staff member or volunteer immediately.
  - If you arrive home and find an error in your cookie count, notify your Service Unit Cookie Chair immediately.

## Please keep in mind...

If a Service Unit has a traditional delivery, the Service Unit Cookie Chair will provide instructions on the process for picking up the troop's initial order. Please abide by the guidelines they have in place.

While GSHPA makes every effort to ensure product arrives on time, extenuating circumstances can cause delays in the pick-up process. Please be considerate and caring as GSHPA staff, volunteers, and delivery agents work to get troop's initial orders distributed as quickly as possible.

Now it's time to hand off the cookies to our aspiring entrepreneurs! Once the troop has their initial order, Troop Cookie Chairs will:

- Sort packages by girl
- Fill out a receipt for each girl
- Have families sign off on the receipt when they pick up their girl's order
- Replace missing or damaged packages at local Girl Scout Cookie Cupboard

## Not sure how many cookies can fit in your vehicle? Use the guide here!\*

\*This guide is accurate only if your vehicle is empty and free of car seats, strollers, etc.



Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station Wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases



# Direct Sale Period

- Direct sale begins on **March 8<sup>th</sup>**. This is when you can start hosting cookie booths.
- Reserve your cookie booth through Smart Cookies™. Smart Cookies™ will have a list of available booths secured by the council. Log in and choose the booth dates that your troop will be available to work. Many of these booths are in partnership with a national corporate headquarters and cannot be changed by the local manager.
- To add a new booth location, you must submit a request through Smart Cookies™ for approval. Once your location is approved in Smart Cookies™, you can easily share the booth on social media letting your family and friends know where to get cookies.
- Use your cookie cupboard to get extra cookies. Cookie cupboards will be available throughout GSHPA's 30-county footprint to restock your troop's cookie inventory. To guarantee your cookies, place your cupboard order through Smart Cookies™ by 11:59pm Sunday for pickup that same week.

## Council Sponsored Cookie Booths

GSHPA works with local businesses throughout our footprint to host Girl Scout Cookie Booths during the direct sale period from **March 8<sup>th</sup> to April 14<sup>th</sup>**.

Council sponsored booths are available on a first come, first serve basis in Smart Cookies™.

Council sponsored booth selections will open at the dates and times to the right.

First Selection	January 30 <sup>th</sup> at 1:00pm to January 31 <sup>st</sup> at 8:00am
Second Selection	January 31 <sup>st</sup> at 1:00pm to February 1 <sup>st</sup> at 8:00am
Third Selection	February 1 <sup>st</sup> at 1:00pm to February 2 <sup>nd</sup> at 8:00am
Unlimited Selections	February 2 <sup>nd</sup> at 1:00pm

## Direct Sales: The Girl Scout Way!

- **Honest & Fair:** Girl Scouts at a cookie booth should take turns with customers and ensure correct change is made!
- **Friendly & Helpful:** Show off your Girl Scout pride with your Girl Scout smile and be polite to all!
- **Courageous & Strong:** Don't be afraid to ask if someone would like to purchase Girl Scout Cookies! Always say thank you, even if they say no.
- **Responsible for What I say & Do:** Use good manners, don't have food or drinks at booths, and always leave the space better than you found it.
- **Respect Myself & Others:** Proudly wear your uniform, vest, sash or pin to identify yourself as a Girl Scout! Respect the rules of the business by not blocking doorways, running around, or going into the store.
- **Respect Authority:** Volunteers and families are there to keep you safe. Always follow the rules of your volunteers and the business.
- **Use Resources Wisely:** Take all garbage with you and recycle when possible.
- **Be a Sister to Every Girl Scout:** Always be kind to all Girl Scouts even if they are at a location close to yours.





# Getting More Cookies

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Girl Scout Cookie Cupboards are volunteer-managed Girl Scout Cookie storage sites where GSHPA troops can order and pick up additional cases/packages during the direct sale period. Cookie cupboards are strategically located across GSHPA's 30-county footprint. Approved cookie cupboard locations can be viewed in Smart Cookies™.

Please remember cookie cupboards are primarily managed by GSHPA volunteers who are willingly giving up their time and space to support your Girl Scouts. **Always** be considerate and caring when partnering with a cupboard manager.

If you need to use a cookie cupboard during your direct sale, follow the simple steps below.

- Place your order. Troop Cookie Chairs will use Smart Cookie to place a pending order with a Girl Scout Cookie Cupboard. For same week pick up, transactions must be submitted in Smart Cookies™ by 11:59pm on Sunday night.
- Pick up your order. Because Girl Scout Cookie Cupboards are managed by GSHPA volunteers, hours of operation will vary from cupboard to cupboard.

## Additional Girl Scout Cookie Cupboard Information

- GSHPA can never guarantee a cookie cupboard will have the sufficient number of cases/packages to fulfill an order. If a cupboard is showing low inventory after the Sunday night deadline, GSHPA will work with delivery agents to make every effort to restock the cupboard by Thursday/Friday of that week.
- Cookies cannot be returned to a cupboard.
- Damaged cookies can be exchanged at cupboards.
- Packages/cases can equally be exchanged at a cupboard.

### **Here's *another* way to get more cookies!**

- ▶ Another way to get additional packages/cases of cookies during the direct sale period is by transferring cookies from one troop to another. Your Service Unit Cookie Chair or Volunteer Support Coordinator can help you get connected with nearby troops in your Service Unit and beyond!



# SAFETY



## Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up.** Always use the buddy system. It's not just safe, it's more fun.
- **Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

## In Person Sales

- **Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

## Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- **Caregiver's agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.





# Money Management

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One goal of the Girl Scout Cookie Program is to teach girls how to manage money well. Families and volunteers can set good examples for girls by clarifying expectations, documenting transactions, and clearly communicating deadlines for in-person orders from customers.

Please note the dates to the right as they are important to your troop's financials.

April 19 <sup>th</sup>	Parent Debt Form Due <i>(see page 17 for explanation)</i>
April 19 <sup>th</sup>	Juliette Payment Due
April 25 <sup>th</sup>	ACH Withdrawal

## Money Management Practices for Girls

- Money for in-person orders should be collected from the customer at the time the order is placed (excluding donations).
- Participating Girl Scout families must submit in-person order payments in full by the deadline set by the Troop Cookie Chair.
- Only accept checks from trusted individuals, and at your own risk. Checks from customers should be made out to the girl/family — never to the troop.
- Both parents and volunteers should sign the receipts and receive copies. This is for everyone's protection in the event of a discrepancy.
- Parents are responsible for all products signed for/received.
- Parents/caregivers are responsible for all payments collected from customers and submitting that money to the Troop Cookie Chair.

## Money Management Practices for Troops

- Work with troop leadership to ensure your troop bank account is registered with GSHPA.
- Set a deadline for girls/families to submit all money due. The deadline for parents to submit all money due should be at least three days before the parent debt deadline.
- Make regular and frequent deposits into the troop bank account throughout the cookie season to ensure funds are available at the time of ACH withdrawal. This also helps ensure the security of the funds earned by the girls. Keep documentation of all deposits.
- Use receipts to document **all** Girl Scout Cookie transactions. Keep a copy of all paperwork and receipts.
- Only accept checks from girls/families at your own risk. Troops should not accept checks from customers.
- GSHPA will not cover any fees associated with returned checks/insufficient funds.

# Parent Debt

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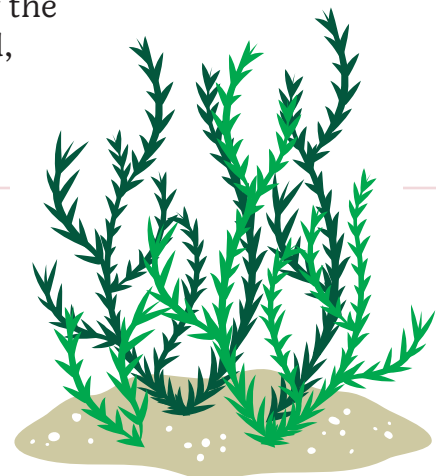
By completing the family agreement form, families are taking on the financial responsibility for all cookie orders placed by their Girl Scout. If a family fails to make payments to a troop by the designated deadline, Troop Cookie Chairs will need to follow the parent debt process to relieve the troop of the financial responsibility owed by the family.

1. Ensure you have a completed family agreement form for the girl/family (parent debt cannot be processed without a signed family agreement form).
2. Make at least three attempts to collect payment from the family. Collect documentation of these contact attempts (emails, screenshots, etc.).
3. Collect all receipts signed by the parent/guardian listing the number of packages ordered from the troop.
4. Submit the parent debt form located in the Forms and Documents section of the GSHPA website, along with proof of contact attempts, receipts, and any other relevant documentation.
5. Once the Troop Cookie Chair submits all documentation, GSHPA will work directly with the family. The amount owed from the family will be deducted from the troop's total amount owed to GSHPA.
6. After the form has been submitted, families will make direct payments to GSHPA. Do not accept payment from families once the form is submitted.

## Ineligible Status

A Girl Scout receives ineligible participation status when the family has unresolved product program debt with GSHPA/collections. Ineligible girls are restricted from participating in the in-person portion of the Product Programs until the family's debt is paid in full. Ineligible girls are permitted to participate in the online program as payment for online orders comes directly to GSHPA.

Girls/families will be notified of their ineligibility status by the GSHPA Finance Department. Once full payment is received, the Girl Scout will be approved to participate in all aspects of the next GSHPA Product Program.



# REWARDS

- Girl rewards and patches can be found on the recognition insert included with troop materials.
- All patches and rewards are cumulative.
- At certain levels, girls will need to select reward options.
- Smart Cookies™ will track rewards as they are earned through the program.
- All reward selections and sizes must be finalized in Smart Cookies™ by April 16<sup>th</sup>.
- Rewards will be delivered to the Service Unit Cookie Chair after the cookie program closes.

## Opting Out

- Junior troops and above are eligible to opt out of receiving rewards and instead earn additional troop proceeds.
- Troops opting out of rewards will still earn patches and will receive an additional five cents per package.
- The majority of girls in a troop must vote in favor of opting out of rewards.
- Be sure to notify families if your troop is opting out.



**New this year!**  
Additional opportunities  
for Girl Scouts to earn  
Camp Credits!  
Be sure to check out the  
recognition insert for details!



# Donations

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## Care to Share

Throughout the Cookie Program, customers can support our military servicemen and women, as well as local first responders through Care to Share donations!

GSHPA partners with Soldier's Angels to provide donated cookies to our military's servicemen and women.

- Customers can donate packages of cookies in-person on the cookie order card or online through Digital Cookie.
- Payment for in-person donations should be collected at the time of the order by the Girl Scout.
- All online payments are submitted automatically at the time of purchase.
- Girl Scouts will receive credit for all donations, as will the troop.
- GSHPA will manage the distribution of cookies to Soldier's Angels and local first responders.



Girl Scouts who sell 15 or more **online** donated packages of cookies will earn the Cookie Share patch!



# Juliette Cookie Program Information

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Juliettes are individually registered Girl Scout members. GSHPA is required to make certain adjustments to the Juliette Product Program experience to stay in accordance with IRS guidelines. Here is what you need to know about Juliettes in relationship to the Cookie Program.

Juliette members must be registered for the current Girl Scouts membership year in order to participate in Product Programs.

## Juliette Responsibilities

- Parents/caregivers of Juliettes are not required to be registered Girl Scout members or submit background clearances to GSHPA, but both are encourage in the event a parent/caregiver wants to volunteer with Girl Scouts.
- The SUCC will be the main source of support for Juliettes and families.
- Juliettes must complete specific Juliette training and agreement found in gsLearn.
- Juliettes will be assigned a 4-digit “troop” number in Smart Cookies™. This number could vary from year to year and program to program and is only used for Product Programs.
- Juliettes can set up their own site in Digital Cookie and can participate in both in-person and online sales.
- Juliettes collect cookie money from customers’ in-person orders. All monies are paid direct to GSHPA by the Juliette payment deadline of April 19<sup>th</sup>. Payments can be accepted as check or money order, or phone payment using a credit/debit card.
- Emails will be sent to all Juliettes with total payment due.
- Proceeds are calculated in a different manner than troop proceeds and are issued to Juliettes in the form of GO! Dough.

## FPSUM Responsibilities for Juliettes:

- Provide Juliette families with a Cookie Program Guide, Order Card, Recognition Insert, and money envelope.
- Once the Juliette family has submitted the Cookie Juliette Manager Agreement, they will be uploaded into Smart Cookies™ and Digital Cookie with a 4-digit troop number.
- Provide support and assistance with Smart Cookies™ and Digital Cookie as needed.
- Ensure Juliette families are informed or when/where to pick up materials, cookies, and rewards.

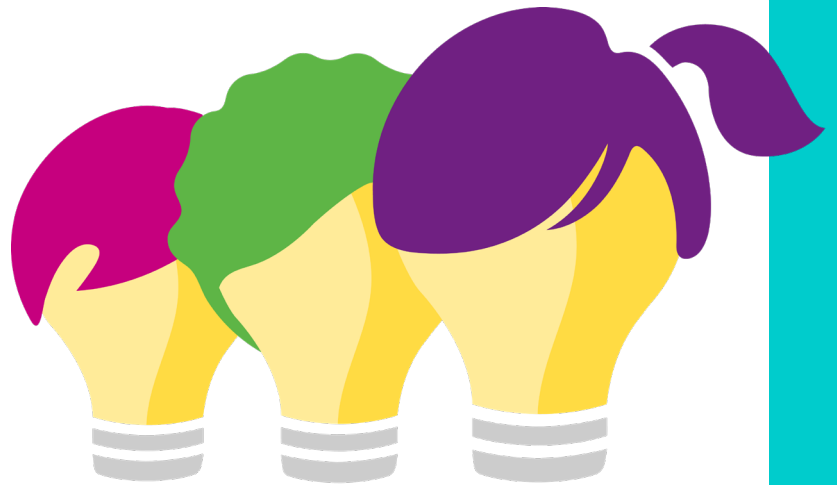


# Training

**ABC Bakers provides  
YouTube training videos  
to guide you every step  
of the way!**

Training can be accessed  
directly from:

[www.abcsmartcookies.com/safety-and-training](http://www.abcsmartcookies.com/safety-and-training)



**Smart Cookies™**  
POWERED BY ABC BAKERS

**From:** [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) <[noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com)>  
**Sent:** Tuesday, November 29, 2022 4:34 PM  
**To:** [abcbakers.troop+test@outlook.com](mailto:abcbakers.troop+test@outlook.com) <[abcbakers.troop+test@outlook.com](mailto:abcbakers.troop+test@outlook.com)>  
**Subject:** ABC Smart Cookies Registration

Dear Girl Scout Volunteer,

Girl Scout Cookie season is starting soon! To help you get ready for a great cookie season please set up your account and register on the ABC Smart Cookies website, click the link below to get started:

<https://app.abcsmartcookies.com/#/registration?token=88273fb7-c1e7-4531-9d3e-577860f90a53>

By registering on ABC Smart Cookies website, you will be able to complete your profile, start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Thank you,

The ABC Smart Cookies Team

If you'd like to unsubscribe and stop receiving these emails [click here](#)

**BE ON THE  
LOOKOUT  
FOR THIS  
IMPORTANT  
email!**



Add [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) to your safe sender list!





# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur.

You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator		







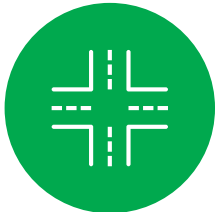
# Include the 5 Skills

Through the Girl Scout Cookie Program®,  
Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



## **Goal Setting**

Girl Scouts learn how to set goals and create a plan to reach them.



## **Decision Making**

Girl Scouts learn to make decisions on their own and as a team.



## **Money Management**

Girl Scouts learn to create a budget and handle money.



## **People Skills**

Girl Scouts find their voice and build confidence through customer interactions.



## **Business Ethics**

Girl Scouts learn to act ethically — both in business and life.



# Glossary

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<b>ABC Bakers (ABC)</b>	ABC Bakers is our bakery partner for the Cookie Program. They supply our council with cookies as well as resources for girls and volunteers to be successful.
<b>Automated Clearing House (ACH)</b>	A banking system used for electronic fund transfers between an approved troop's bank account and GSHPA. It is a safe, secure system through which funds are "swept" or electronically transferred on dates setup by council.
<b>Allocate Cookies</b>	A method by which cookies are assigned in Smart Cookies to a participating girl. It is important to allocate cookies throughout the program for girls to earn rewards. It also provides invaluable reporting and statistical information for GSHPA thus allowing council to make informed decisions regarding the program.
<b>Girl Scout Cookie Finder</b>	A website and App which enable customers to locate a cookie booth near them by entering their zip code into the website. Customers can visit <a href="http://www.girlscoutcookies.org">www.girlscoutcookies.org</a> to locate a cookie booth.
<b>Case</b>	Girl Scout cookies are packaged and distributed to troops in cardboard boxes called case. Each case contains twelve (12) packages of cookies regardless of cookie variety.
<b>Cookie Booth</b>	A pre-approved stationary sale of Girl Scout cookies at a public location such as a grocery store, convenience mart, bank, place of worship, restaurant or other venue where girls are permitted to patron. There are two (2) types of booths: council sponsored and troop sponsored. Cookie Booths are considered a direct sale.
<b>Cookie Cupboard</b>	Volunteer managed storage sites within the council boundaries where troops and other assigned adults may pick up additional cookies for girls to sell during the direct sale portion of the Cookie Program.
<b>Cookie Entrepreneur Family Pin</b>	A collection of pins that girls may earn by working with their families on activities and are based on age level.
<b>Cookies In-Hand</b>	A phase in the Cookie Program once Girl Scouts and troops receive their initial order cookies and begin selling them directly to customers.
<b>Cookie Rally</b>	An event to help girls prepare for the Girl Scout Cookie Program and features Cookie Program basics and fun activities. GSHPA may hold these rally's virtually or in-person. In addition, Service Units or troops are encouraged to hold their own Cookie Rally.
<b>Council Sponsored Cookie Booth</b>	Pre-approved Girl Scout Cookie booths coordinated by GSHPA and are located at high-traffic businesses throughout the council. Troops are not permitted to contact these locations. Dates and time for sign ups are listed under the Booth Sites tab in Smart Cookie.
<b>Cupboard Manager</b>	A person responsible for managing a cookie cupboard.

<b>Delivery Agents</b>	Council partners who are responsible for storing and transporting product to specific delivery locations throughout the council. Delivery agents will not delivery product directly to troops.
<b>Direct Sale</b>	A stage within the Cookie Program that begins after delivery of a troop's initial order whereby troops begin selling with cookies in-hand.
<b>Family Agreement</b>	An online form that provides permission for a Girl Scout to participate in a council sponsored product program and must be signed by a parent or guardian prior to a girl's participation. This form is retained by the TCC for a minimum period of one year.
<b>Five Skills</b>	Girls develop five (5) skills by participating in the Cookie Program. These skills are goal setting, decision making, money management, people skills, and business ethics.
<b>Gift of Caring</b>	A council-wide service project where customers may purchase virtual packages of cookies that GSHPA will deliver to our Cookie Share partners. Girls collect the money, but do not physically take possession of the cookies. Troops will enter a girl's GOC packages in Smart Cookies™.
<b>Girl Opportunity (GO!) Dough</b>	Go! Dough is part of GSHPA's Product Program reward program and allows girls who earn it to use it as a payment of fees for any Girl Scout related activity such as council-sponsored program, activities, and events. Girl Scouts will simply complete the online GO! Dough form to request these funds be applied to their fees. GSHPA maintains records of all Go! Dough activity for each Girl Scout who has earned it.
<b>Girl Order Card</b>	A form that Girl Scouts use to track in-person orders and set their goal for rewards. It lists the cookie varieties nutritional information. There are rows and columns to track each customer's name, address and phone number along with the quantities of each variety ordered and amount owed.
<b>Girl Scout Cookie Program</b>	An educational and fun way for girls to sell cookies and earn funds for their Girl Scout activities. It is the largest girl-led entrepreneurship program in the world and began in 1917 when Girl Scouts baked cookies and sold them to help finance troop activities.
<b>Girl Scouts in the Heart of Pennsylvania (GSHPA)</b>	A non-profit organization providing leadership programs to Girl Scout members within an area of more than 18,000 square miles within Pennsylvania.
<b>Girl Scout Leadership Experience (GSLE)</b>	Builds leadership skills through the participation of girl-led programming thus allowing them to discover themselves and their values, connect with others, and take action to make the world a better place.
<b>Girl Scout Promise and Law</b>	The promise is a pledge every Girl Scout makes when joining the organization. It affirms the spiritual and ethical framework of Girl Scouting. The law is a Girl Scout code that serves as a guide for the personal behavior of all members.



<b>Girl Rewards</b>	Items or experiences an individual Girl Scout may earn for participation in a Girl Scout Product Program. Cookie rewards are based on the number of packages sold during the annual Cookie Program. This includes sales from online, in-person, gift of caring, and troop cookie booth sales.
<b>gsLearn</b>	Online Girl Scout training platform available to volunteers that may be accessed through your MYGS account. This platform houses your Product Program trainings.
<b>Initial Order</b>	The initial stage of the Girl Scout Cookie Program where girls take pre-orders of cookies prior to having cookies in-hand. These cookie orders are submitted to council when you enter and submit your troop's cookie order in Smart Cookie and will be delivered to your troop during the council's designated delivery week.
<b>Juliette</b>	An individually registered Girl Scout who is not a member of a troop. A Juliette may participate in the Cookie Program once the caregiver meets GSHPA's training requirements.
<b>Mega Drop</b>	Locations within the council where troops receive their initial order cookies. Delivery date, times and locations will be listed under the Delivery tab in Smart Cookie.
<b>Member Services</b>	A team of GSHPA staff members providing direct support and services to GSHPA volunteers. This team is available to assist Girl Scout members with general questions regarding the GSHPA's Cookie Program.
<b>National Girl Scout Cookie Weekend</b>	An annual event to honor creative and successful Girl Scout Cookie entrepreneurs across the country. It encourages consumers to invest in girl leaders of today and tomorrow by purchasing Girl Scout Cookies.
<b>Opt Out</b>	A method by which a Junior, Cadette, Senior or Ambassador troop chooses to not receive rewards in exchange for extra troop proceeds; currently \$0.05 per package. Multi-level troops with younger girls may not participate.
<b>Package</b>	Each cookie variety is sold in an individual cookie package or box. Some varieties have a recycled cardboard outer-shell, and some varieties have a cellophane outer wrap. The number of cookies and price of each package varies by variety.
<b>Parent Debt Form</b>	An online form used by the troop volunteer for any outstanding Product Program debt owed by a Girl Scout for product received. GSHPA will attempt to collect payment on your troop's behalf.
<b>Per Girl Average (PGA)</b>	The total number of cookies sold by a troop divided by the number of girls actively selling in that troop.
<b>Product Programs</b>	Council sponsored programs that enable troops and individually registered Girl Scouts known as Juliettes to earn funds for troop/group activities. This includes the Girl Scout Cookie Program and the Fall Product Program.



<b>Rewards</b>	Items earned through participation in a council sponsored product program.
<b>Service Unit Cookie Chair (SUCC)</b>	A volunteer responsible for supporting the TCC and the Cookie Program within an assigned service unit.
<b>Smart Cookies™</b>	A web-based technology platform used for inventory management of the Cookie Program.
<b>Smart Cookies™ Mobile App</b>	A mobile-based technology platform used to manage the Cookie Program and is available for download on the App Store or Google Play.
<b>Smart Cookie Training</b>	Short training videos developed by ABC Bakers that instructs users how to utilize specific areas in Smart Cookies™. Access these trainings via ABC Bakers YouTube page.
<b>S'more Executive Club</b>	A group of our council's top product program sellers. Girls must participate in both Product Programs and meet the requirements for each to become a member. Members of the club will receive Girl Scout membership, SEC patch, access to special events, and more.
<b>Troop Cookie Chair (TCC)</b>	A volunteer who is responsible for the Cookie Program logistics for a single troop. Each volunteer supports the girls and their families. Duties include ordering cookies, collecting money, and distributing girl rewards.
<b>Troop Materials</b>	Printed program resources needed by girls and troops to participate in the Girl Scout Cookie Program.
<b>Troop Sponsored Cookie Booth</b>	A stationary sale of Girl Scout cookies at a public location within the Council boundary that organized by an individual troop. These booths must be pre-approved by the proprietor of the location and entered/ approved in Smart Cookies™ prior to the date of the booth.
<b>Troop Proceeds</b>	A troop's share of money earned by the sale of products through a council sponsored product program such as the Girl Scout Cookie Program or Fall Product Program.
<b>Troop-to-Troop Transfer</b>	Transfer of cookies (packages and/or cases) between Girl Scout troops. Financial responsibility follows the cookies. A receipt must be written by the troop giving the cookies and both troops sign the receipt. The troop giving the cookies is responsible for entering a transaction into Smart Cookies™.
<b>Virtual Cookie Booth</b>	Girls sell cookies by hosting virtual cookie booths that allow customers to buy or donate cookies online.
<b>Volunteer Support Coordinator</b>	A GSHPA staff member responsible for providing Cookie Program support to the SUCC.
<b>Volunteer Toolkit (VTK)</b>	A digital resource that supports troop leaders and co-leaders with meeting plans, parent communication, membership renewal, tracking badges, awards, recording meeting attendance, and more. Access the VTK via <a href="http://gshpa.org">gshpa.org</a> and clicking on MY GS.







**THANK YOU!**

