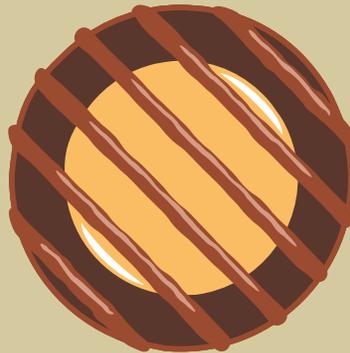


girl scouts
river valleys

The 2024

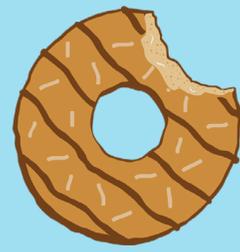
Girl Scout Cookie Program Guidebook

SERVICE UNIT COOKIE MANAGER EDITION



Your guide to all things cookies.

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FIRST AND FOREMOST...

THANK YOU FOR YOUR COMMIT-MINT AND INVOLVE-MINT THIS COOKIE SEASON!

Because of you, the Cookie Program is possible and accessible for River Valleys Girl Scouts.

As a Service Unit cookie volunteer, you are the supportive sidekick, the listening ear, and the local resource for troops to help make that sweet cookie magic possible. Like the spark we see when Girl Scouts reach their cookie goals while building skills that last a lifetime. We recognize and celebrate the invest-mint in time, talent, and spirit of our amazing volunteers like you. You got this and we got you!

Always here for you,
The Girl Scouts River Valleys Product Program Team





The Girl Scout Cookie Program gives millions of Girl Scouts across the country the opportunity to power amazing experiences, while also learning critical life skills and taking the lead (like a Girl Scout!) to change the world. As a parent/guardian, volunteer, or mentor (or all three!) you are integral in supporting their success during the cookie season. You'll be there to help build essential life skills and watch as they soar in confidence, unleash their inner leaders, and step up in powerful, extraordinary ways!

All year long, Girl Scouts use their cookie proceeds to fund amazing adventures and complete incredible projects in their communities. All proceeds from our cookie sales stay local and are invested back into River Valleys Girl Scouts-because they are absolutely worth it!

TEAMING UP FOR GIRL SCOUT'S SUCCESS



GIRL SCOUTS RIVER VALLEYS IS GRATEFUL TO CUB FOODS, OUR COOKIE PROGRAM PARTNER AND YOUR LOCAL GROCERY STORE.



We are thankful to celebrate another year of Cub generously providing cookie booth space at their locations and ensuring our leadership programs are accessible for all Girl Scouts and families through financial assistance.

HOW TO USE THIS GUIDEBOOK

In this guide, you'll find specifics on your role during the cookie season. The five topics we will cover are:

1. Key Duties
2. Finance
3. Managing the Cookies
4. A Service Unit Quick Guide to Smart Cookies
5. Reward Distribution

You will also reference the online Troop Cookie Manager Guidebook to help answer any troop questions. When reading, keep in mind that Juliette mentors follow the same steps and deadlines as troop cookie managers.



PRO TIP

Look for this light bulb icon for quick tips to help you with your Cookie Program experience. Many cookie manager pros have been in your shoes, and we're here to share their wisdom and encouragement!



CHECK IT OFF THE LIST

We've included a cookie manager checklist on pages 6-7 that includes important tasks and deadlines before, during, and after the cookie sale. A similar checklist can be found in your Service Unit Cookie Notebook so you can check them off as you go!



FIND IT ONLINE AT COOKIE CENTRAL

You'll also notice that **some text is bold and purple**. Click directly on that text to open up a web page. You can also access the information by going to Cookie Central (GirlScoutsRV.org/cookiecentral). This is where you will find all the important cookie resources you need in one spot. Talk about one-stop shopping! Using your mobile device, scan the QR code here to access.



SMART COOKIES SUPER USER

Look for this symbol throughout the guidebook to see what extra, optional actions you can take to make the most of your Smart Cookies experience during the cookie season to become a Smart Cookies Super User!

Please note: It's important for **all** Service Unit Cookie Managers to be confident enough in Smart Cookies to successfully support troops during the cookie season.

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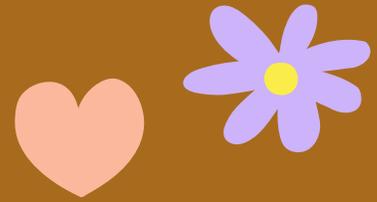
CLICK ON ANY OF THE CHAPTERS BELOW TO INSTANTLY BE DIRECTED TO THAT PAGE

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SERVICE UNIT COOKIE MANAGER CHECKLIST

BEFORE THE SALE

- December 2-5: Attend one of the virtual Service Unit Cookie Training Sessions. If you are unable to attend a virtual session, online training will be available. Service units need at least one person trained to qualify for their Service Unit proceeds by February 1.
- Connect with troops in your service unit using one of the following options: 1. Use Looker to run a troop roster report, which will provide you with a volunteer contact list. 2. Send a message to your troops to introduce yourself, provide them with your preferred contact info, and offering to answer any immediate cookie-related questions. Recommended methods: Email, Rallyhood, Smart Cookies, or social post.
- Distribute cookie materials to troop cookie managers.
- Inform troops of their training options and distribute materials to troops. Refer to your Troop Training Toolkit for options available.
- Review this Guidebook and the online Troop Cookie Manager Guidebook to learn about your role and the troop responsibilities.
- By Dec. 20, 2023: Complete order for Cookie Rally supplies (if applicable).
- January through Cookie Go Day: Inform troops of Cookie Rally opportunities to get everyone excited and prepared for the season. Help troops/girls sign up for the council-wide Cookie Rally. Access resources for holding your own Service Unit Cookie Rally on Cookie Central.
-  By January 20: Review the troops' initial orders.
- By February 1: Verify all troop cookie managers have completed the online Troop Cookie Responsibility Form.

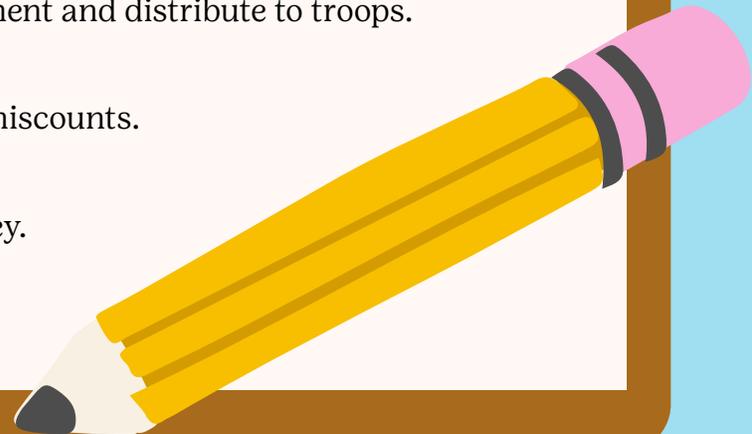


DURING THE SALE

- Communicate with troops to see if any have on-hand cookie inventory issues-too many or too few-and help them get connected using tools such as The Cookie Swap, Rallyhood, a service unit Facebook group, a text group, or a shared Google Doc.
- Keep up the cookie spirit by offering support, sharing helpful tips, and inspiring offering inspiring stories of Girls Scouts accomplishing awesome things through the power of cookies.
- Be a resource for troop questions and concerns.
- Read The Cookie Press e-newsletter for important updates for your role and to reinforce with troops.

AFTER THE SALE

-  Check to make sure that troops have allocated cookies and don't have negative on-hand inventory.
- Before April 2: Remind troops to make reward selections in Smart Cookies and to submit an online Finance/Inventory Issue Form, if needed.
-  By April 3: Make reward choices for any troops that missed the reward deadline.
- The week of May 27: Receive reward shipment and distribute to troops.
- By June 15: Report any reward shipment miscounts.
- Complete the yearly Cookie Program survey.



KEY DUTIES

One of the great benefits of being a service unit cookie manager is that you get to guide others on their cookie journey. You are the cookie expert and you know how to best support your troops and girls. Remember to start with the “why” aspect of the program and keep the importance of girls learning skills at the center, and everything will fall into place.

AS A SERVICE UNIT COOKIE MANAGER, YOU’LL BE:



THE TRAINER

After first receiving training from Girl Scouts River Valleys, you’ll use the Troop Training Toolkit to determine the training option (virtual and in-person) that works best for how you want to deliver training to your troops with both virtual and in-person options. Training is crucial as it ensures your troops are ready to take on the cookie season.



THE RESOURCE

For troops, you are the information source for all things cookies-from distributing key program materials, to directing them to helpful resources.



THE HELPER

Assist with and respond to troops who have issues or concerns-like too many cookies or finance problems, and try to be proactive. New troops will especially need the extra support.



This Smart Cookies super users icon will appear next to those tasks which are optional.



THE COOKIE CHAMPION

The cookie season is a joyous, but sometimes hectic, time of year. You are the troops’ #1 cookie supporter, so take time to re-energize them throughout the sale.

COOKIE HIGHLIGHTS FOR 2024

Ta-da! It's time for that sweet cookie magic to begin! This year, we own that magic (it's our theme after-all) with innovation, flexibility, opportunity, and most of all fun for both volunteers and Girl Scouts. With your support, Girl Scouts can discover the magic that makes them unique and unstoppable! View more details in the online Service Unit and Troop Cookie Manager Guidebooks. Here are the highlights:



Meet Bubbles the Axolotl! Axolotls like Bubbles live in the wild and are found in only one lake in the whole world...Lake Xochimilco, Mexico. Axolotls are having a moment thanks to TikTok and the popular video game Minecraft. These amazing creatures come in a wide range of colors, have a life span of 10+ years, and can completely regenerate lost limbs and organs-now that is magic! Review our 2024 Rewards Flier in your cookie materials or visit Cookie Central for complete rewards details.



New and improved online selling site for Girl Scouts: The new Digital Cookie online selling platform allows Girl Scouts to sell cookies through their personalized site or by using a mobile app. They can curate their customer list, track purchases, track deliveries, manage online sales, and more.



Badges, patches, & learning never go out of style: What do girls love as much as cookies? Badges and patches, of course! We have refreshed opportunities for girls to engage in River Valleys own cookie patch programs. Plus, the Cookie Business Badges and Cookie Entrepreneur Family Pins help Girl Scouts to work on those famous five skills they learn through participating in the program.



We'll cover your Digital Cookie credit card fees. Girl Scouts River Valleys will cover the fees for Girl Scout and troop credit card transactions when they use Digital Cookie and the Digital Cookie mobile app to process customer cookie payments. The mobile app allows for optical scanning of cards to improve the payment process.



Discounted shipping fees when a customer: 1) chooses to have cookies shipped to their home and 2) Purchases 6 or more packages of cookies. They'll receive \$5 off the shipping fees. View the shipping rate information on Cookie Central.



Online payment options: Fewer trips to the bank, we'll take it! Girl Scouts are able to collect online payment from friends and family who purchase cookies through their Digital Cookie site. Families are also able to use mobile payment services when paying troops for their cookie inventory.



Help the environment through the rewards program! We are giving Girl Scouts the chance to give back. As part of the LemonAID Program, they can choose to make a donation to the Friends of the Mississippi River instead of receiving an item at the 130 package sales level.



"A-lot!" handy cookie contact information: Digital Cookie has *Contact Us* and *Help* links built into the site to direct families, volunteers, or customers to FAQ's or customer service staff when they have questions on shipped orders. For Smart Cookies technical support, email ABCSmartCookieTech@hearthisidefoods.com

DISTRIBUTE MATERIALS

In late December, you'll receive a shipment of materials, which you will then distribute to the troops in your service unit. We've included enough materials for all troops and Girl Scouts in your service unit, plus a few extra items in case a troop has added members ahead of the cookie season. Need additional items? Just email girlscouts@girlscoutrv.org with the mailing address and total items requested.

YOUR MATERIALS:

- **Sample cookies:** You'll receive one package of each Girl Scout Cookie flavor (except the Caramel Chocolate Chip variety). You can use these as refreshments at your troop training, prizes for completing a virtual training, or some other fun reward for your troops. Example: put all troop volunteers who complete training by February 1 in a drawing to win a free package.
- **Service Unit Cookie Notebook:** Shipped to you in early December

TROOP MATERIALS (ONE PER TROOP):

- **Troop Cookie Companion**
- One package of Lemonades
- Receipt booklets (3 per troop)
- Cookie Booth & Sales Kit
- Large envelope (for packing supplies)

GIRL SCOUT MATERIALS (ONE PER GIRL SCOUT):

- Rewards flier
- Money envelope
- **Family Guide**
- Order card
- Business card sheet
- Door hanger sheet



Lay out the materials and have troops take what they need. This can be done at an in-person training event or set up appointment times for troops to come to a designated location to pick up their materials. Troops can use the extra large envelopes to pack their items.



The online Troop and Family Cookie Responsibility Forms can be found on Cookie Central. To ensure you receive notification of when a Troop volunteer has completed their online responsibility form, provide the troops with your preferred email address.

COOKIE PARTICIPATION OPTIONS

When Girl Scouts participate in this iconic program, they learn the realities of running a business while they gain things that are priceless, like confidence in themselves and their abilities. This program is flexible and customizable to fit the needs of every Girl Scout. Troops and Girl Scouts can choose to participate in one, two, or all three levels of participation: online, hybrid, and in-person. Cookie volunteers can use the ideas from our cookie participation options chart as a guide to get started. Encourage Girl Scouts to check off all the options they want to try this season or have them brainstorm a few of their own!

PARTICIPATION OPTIONS			
	ONLINE COOKIES: SHIPPED COOKIES	HYBRID COOKIES: ORDER-TAKING & DELIVERY	IN-PERSON COOKIES: COOKIES ON HAND
DIGITAL COOKIE ONLINE ACCOUNT	<input type="checkbox"/> Set up your Digital Cookie site for shipped cookie orders and donations.	<input type="checkbox"/> Set up your Digital Cookie site for shipped orders, donations, and local delivery orders.	<input type="checkbox"/> Set up your Digital Cookie site for shipped cookie orders, donations, and local delivery orders.
PHONE OR TEXT	<input type="checkbox"/> Share your Digital Cookie site by text for shipped orders and donation orders. <input type="checkbox"/> Call customers to place shipped cookie orders through your Digital Cookie site.	<input type="checkbox"/> Share your Digital Cookie site by text for shipped orders local delivery, and donation orders. <input type="checkbox"/> Call customers to collect orders for local cookie delivery or to place shipped cookie orders.	<input type="checkbox"/> Text customers to set a time/day to visit them with cookies in hand <input type="checkbox"/> Call customers to set a time/day to visit them with cookies in hand.
COOKIE BOOTHS	<input type="checkbox"/> Create a flier with your troop's Digital Cookie Troop Shipped Only link or QR code to post online or in the community. <input type="checkbox"/> Host an online event with your troop and share the Troop Shipped Only link for shipped cookie orders and donations.	<input type="checkbox"/> Share your troop's Virtual Booth Link to promote upcoming booth/Lemonades™ stand information, take online orders/payments, then customers pick up their orders on site. <input type="checkbox"/> Host an online event with your troop, and share the troop Virtual Booth link to take online orders/payments then pack & deliver orders	<input type="checkbox"/> Participate in booths at storefronts or in the community with your troop. <input type="checkbox"/> Set up a Lemonades™ Stand at your residence or on private property. <input type="checkbox"/> Team with your troop to set up drive-thru or pop-up booths in the community
DOOR-TO-DOOR & MOBILE SALES	<input type="checkbox"/> Add your Digital Cookie site link or QR code for shipped cookie orders to door hangers or business cards to leave at residences.	<input type="checkbox"/> Go door to door to take orders with a cookie order card and then deliver the cookies later. <input type="checkbox"/> Leave door hangers or business cards for customers who aren't home.	<input type="checkbox"/> Go door to door with cookie inventory on hand. <input type="checkbox"/> Leave door hangers/business cards for customers who aren't home. <input type="checkbox"/> Use a wagon or sled to load up cookies to participate in mobile sales in the community.
WORKPLACE SALES	<input type="checkbox"/> Team with your caregiver to collect email addresses of customers, then send emails through Digital Cookie or share your cookie site link for shipped cookie orders.	<input type="checkbox"/> Write a personal statement to leave with a cookie order card at a caregiver workplace. Orders are collected, then cookies are delivered at a later date.	<input type="checkbox"/> Visit caregiver workplaces with cookie inventory, take payment, give cookies to customers
BUSINESS-TO-BUSINESS (AKA B2B) COMMUNITY SALES	<input type="checkbox"/> Schedule a time to make a virtual pitch to a local business, share the Troop Shipped Only link or your Digital Cookie site for shipped cookie orders and donations. <input type="checkbox"/> Share your Digital Cookie site with a community organization for shipped cookie orders and donations.	<input type="checkbox"/> Schedule a time to make a cookie pitch to a local business to sell cookies in bulk. Take the order(s) then deliver cookies later. <input type="checkbox"/> Set up a time to make a cookie pitch to a community organization to take orders from members, then deliver cookies later.	<input type="checkbox"/> Connect with local businesses to set up a time to sell to staff (who doesn't love a cookie break?). <input type="checkbox"/> Connect with a community organization to set up a time to sell cookies on hand to members during a meeting. <input type="checkbox"/> Connect with local businesses to purchase cookies as gifts for staff or customers

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CONDUCT A TRAINING

You'll connect with your troops to inform them of their training opportunities, whether it's holding an in-person training, a virtual training, or directing them to the online training opportunities on Cookie Central. As the service unit cookie manager, you'll ensure that troops receive their materials and they understand the basics on the following topics if you are leading the training:

COOKIE PROGRAM OVERVIEW

Provide them with a high-level overview of the program, why it's important, what participation does for Girl Scouts, how the sale impacts the community, and general how to's. Some suggestions:

- Go over need-to-know items from the Troop Cookie Companion and the online Troop Cookie Manager Guidebook. Most importantly, cover the three cookie participation options available this season along with determining how to pickup inventory based on the options the troop is participating in.
- Use the [Troop Training Toolkit](#) to determine the option that will work best for you, with both in-person and virtual opportunities.
- Use the Troop Cookie Training Toolkit Presentation found in the Troop Training Toolkit.
- Share tips and tricks that you have found to be helpful for the sale—especially about managing inventory, cookie cupboards, and cookie sales tips.
- Connect first-time cookie volunteers with seasoned pros to continue sharing ideas and best practices.

SMART COOKIES & DIGITAL COOKIE TRAINING

All cookie volunteers will be using Smart Cookies during the season to select booths, order rewards, and manage their cookie counts. It is important for troops to know how to do critical steps in Smart Cookies before the season begins. To train your troops, you show them how to find the step-by-step [Smart Cookies Guide](#) and videos on Cookie Central. If you would like to perform a live demo of the system at your training and walk through Smart Cookies basics together, connect with River Valleys to request a training account. Direct troops to the Digital Cookie Guide for Volunteers on Cookie Central (coming in January) for learning opportunities on the system. Plus, the River Valleys Product Program Team will be hosting a special Cookie Chat on the highlights of the system also in January.

ONLINE RESOURCES

Cookie Central is the place to go for the most current information and the resources to help troops before, during, and after the sale. Empower your troops to view the web as their friend, showing them how to access information quickly at the tips of their fingers. Encourage them to bookmark Cookie Central on their devices so its always a quick find!



Ensure all troop cookie volunteers have completed the online **Troop Cookie Responsibility Form** by February 1. Track the email confirmations you receive. Reach out to volunteers with a reminder ahead of the deadline. Use the tracking worksheet in the training toolkit.

PROMOTE THE COOKIE RALLY

Once again, Girl Scouts River Valleys is hosting an all-council virtual cookie rally on February 6. This is an exciting opportunity for everyone to both learn more about cookies and get excited for the season. More details to come in the Cookie Press. You also have the option to host a cookie rally if you'd prefer.

AVAILABLE RESOURCES FOR COOKIE RALLIES:

- Sample cookies (\$2.50 per package) and a reward sample kit can all be ordered for your Cookie Rally. Look for instructions on how to place your order in The Cookie Press. Place your order by December 20.
- Cookie Rally patches are available to buy at Girl Scout shops.
- Talk with other service units to get Cookie Rally inspiration on the [Girl Scouts River Valleys Service Unit Product Program Facebook Page](#).

COMMUNICATE WITH TROOPS



Find the [Cookie Rally Guide](#) on Cookie Central.



Communicating with your troops and the Girl Scouts River Valleys staff is an important part of your role. Agree with your troops on a communication method (email, phone, text, Facebook group, Rallyhood, etc.). Check in with your troops at least once a week to help them feel supported during the season. This can also help catch any potential issues troops are having early on.

VIA SMART COOKIES

In Smart Cookies, you can reach out to your troops by sending an email and/or posting dashboard messages that are visible to all users in the system. For emails, you can even choose to create your own distribution list if you prefer.



Hold virtual “office hours” during a set time each week. This helps troops know when you’re consistently available.

Emails to troops should be clear and concise with an attention-grabbing subject line.

USE SMART COOKIES

Smart Cookies (www.abcsmartcookies.com) is the online system that truly is a one-stop shop for all cookie business: tracking inventory, managing cookie booths, ordering cookie rewards, running reports, tracking finances, and more.

Your main role in [Smart Cookies](#) is to help troops navigate any cookie inventory or reward issues. You'll have the ability to mimic the troop user so you can see what they see. This will help with troubleshooting.



Smart Cookies can also help you see how troops are doing during the cookie season. You run reports in the system to ensure troops are hitting major deadlines for cookie and reward orders, and see if troops have excess inventory.

SPREAD THE WORD ON DIGITAL COOKIE

More than 85% of River Valleys Girl Scouts engage in online cookie sales. With the new Digital Cookie platform, Girl Scouts can power online sales that make it easy for cookie fans near and far to support their success. It's packed with fun, easy to use tools to super charge the cookie season. Your main role with Digital Cookie is to make troops aware of the new platform and direct them to learning resources for the system on Cookie Central.

Service unit volunteers will have access to Digital Cookie. You have the option to use Digital Cookie to monitor the digital sales for troops in your area and run reports.

DISTRIBUTE REWARDS

You'll receive a shipment of reward items and then distribute them to the troops. This can be a great time to celebrate with your service unit for a job well done.

CELEBRATE WITH THEM

Through the Cookie Program, Girl Scouts learn business skills that they will carry with them for the rest of their lives. Whether they sells 25 or 2,500 packages, they learned how to talk to customers and has pushed themselves and their comfort zone. Remember to congratulate everyone for their hard work and reflect on what this experience means to them.

2024 GIRL SCOUT COOKIE VARIETIES

All varieties of Girl Scout Cookies (including gluten-free) are sold at \$6 a package. For allergen information, visit [GirlScoutsRV.org/Cookies](https://www.girlscoutsrv.org/Cookies).

ALL VARIETIES
\$6
PER PACKAGE



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FINANCE

As service unit cookie manager, you'll act as the troops' financial advisor. It won't be advising them on their 401k (whew!), but making sure that they're set up for success and receive their well-deserved cookie proceeds.

BANKING

As a service unit cookie manager, you do not manage money yourself, but are a resource to troops that may have questions about banking.

Troops will deposit all cookie money into their troop bank account. Girl Scouts River Valleys will withdraw funds to cover baker/logistics expenses and council proceeds via an Automated Clearing House (ACH) withdrawal. Council proceeds stay local and support girl programming and girl financial assistance.

TROOP BANKING

- Direct returning troops to review their bank account information is correct in Smart Cookies. If the troop account has changed, they can edit the number. Direct new troops to set up a bank account and enter the information in Smart Cookies.
- Remind troops to make weekly deposits into their troop bank account.
- If a troop has unexpected bank fees, NSF (non-sufficient funds) checks, counterfeit money, or anything out of the ordinary, direct them to fill out the Finance/Inventory Issue form by the appropriate deadline.
- For troop banking instructions, refer to the Finance section in the [Troop Cookie Manager Guidebook](#).

JULIETTE BANKING

- Juliettes have their own special, encoded deposit slips for depositing their money into the Girl Scouts River Valleys' Wells Fargo account. Juliette mentors will be mailed these deposit slips. To request more, email girlscouts@girlscoutsv.org.
- Juliette troops will receive Juliette Program Credits in place of troop proceeds, due to Girl Scouts of the USA and IRS regulations. Juliettes will receive a Juliette Program Card in the mail at the end of the season. If a Juliette participated in the Cookie Program last year, this year's Juliette Program Credits will be added to her existing card. Juliettes will use this card for all redemption options listed on Cookie Central.

SERVICE UNIT PROCEEDS

The cookie program provides Girl Scouts with business skills and programmatic benefits, so we want to recognize Service Units who support and promote participation*. We have three levels this year and all levels are stacked or cumulative:

- Level 1)** 50% or higher participation = \$50 in proceeds
- Level 2)** 75% or higher participation = Participation Tiers (see table below)
- Level 3)** 80% or higher participation = 50% of SU Per Girl Average (PGA) x \$1

PARTICIPATION RANGE FOR SU	TIERED PER-GIRL AMOUNT
Below 74.9%	No additional proceeds
75-79.9%	\$1.50
80-84.9%	\$2.00
85-89.9%	\$2.50
90-94.5%	\$3.00
95%+	\$4.00

*A girl is considered participating when she has sold 30 packages of cookies. Participation rate is based on the number of girls in the Service Unit as of 1/31/24. Maximum Service Unit proceed of \$600.

We will send an email to you in early February with your Service Unit's participation percentage, the total number of participating Girl Scouts, and your Service Unit's per girl average (PGA). You can use this information to help set your goal for the season.

JUST A COUPLE OF THINGS TO NOTE ABOUT SERVICE UNIT PROCEEDS

- Service units must have completed their 2022-2023 Girl Scout Finance Report to qualify.
- At least one service unit cookie manager or service unit manager in your service unit must have completed all cookie training by February 1.



Visit Cookie Central for additional finance-related resources.

MANAGING THE COOKIES

Your primary role is letting troops know how and when they can get cookies and connecting troops looking to transfer cookies. The end-goal is that all troops end the season with the least amount of excess cookies possible.

COOKIE INVENTORY PICK-UP CHART

Based on the options Girl Scouts and/or troops decide to participate in, use the chart below to determine how and when to pick up cookie inventory.

COOKIE INVENTORY PICK-UP OPTIONS			
PARTICIPATION OPTIONS	 ONLINE COOKIES	 HYBRID COOKIES: ORDER-TAKING & DELIVERY	 IN-PERSON COOKIES: COOKIES ON HAND
HOW TO GET THE COOKIES	No troop/Girl Scout inventory. Cookies shipped from vendor.	Troops set a schedule with families to report cookie needs, then visit cupboards for cookie inventory. Distribute inventory to Girl Scouts and/or retain for booth/ Lemonades™ stand sales.	Troops place an initial order; visit cupboards to restock cookie inventory. Distribute inventory to Girl Scouts and/or retain for booth sales.

INITIAL COOKIE ORDER

For everyone planning on participating in in-person cookie sales and deliveries, an initial cookie order helps make sure they have cookies in hand on Cookie Go Day. One of the main ways troops get cookies is through placing an [initial cookie order](#). Note: the gluten-free cookie, Caramel Chocolate Chip, is only guaranteed to be available on the initial order. After the initial order, troops can get more cookies from cupboards.

COOKIE CALCULATOR

To help troops estimate what size initial order to place, direct them to cookiecalculator.org. Troops simply enter the number of sellers that have chosen the in-person participation option, and let the calculator do the rest. Troops that follow the recommendation from the Cookie Calculator will receive an exclusive 2024 Year Bar patch for each Girl Scout selling along with two car coasters for the adults in the troop, featuring the 2024 cookie mascot. *Note: Troops can choose to change the suggested variety mix on the recommendation from the Cookie Calculator in order to receive the patch for each Girl Scout selling. The case count total must meet or exceed the recommended total. Troops will order cookies on the initial order in full cases in Smart Cookies.*

INITIAL ORDER PICK UP TYPES

Volunteers pick up their initial cookie orders via a Mini Drop or Mega Drop. These pick up locations vary by service unit, and the role you will play depends on which type is assigned to your service unit area. You'll learn more about your role in the cookie deliveries through [The Cookie Press](#), and personalized emails to your service unit.

COOKIE CUPBOARDS

Cookie cupboards are where troops go to pickup needed cookies during the cookie season. If they have a booth coming up or orders to fill, cupboards are where they can go to fill their cookie needs. You play an important role in ensuring troops in your area know their cupboard options. There are three types of cupboards:

Council Cupboards: Open to all troops, these are operated by Girl Scouts River Valleys in The Twin Cities Metro Area, Rochester, and Mankato. At all of these locations, troops will place their order with cupboard staff upon arrival.

Council Express: These cupboards are located at our delivery agent warehouses in Maplewood and Burnsville and are open to all troops. To use these cupboards, an order must be placed by 8am on Mondays for pickup on Thursday or Friday of the same week. These cupboards accept orders for full cases only and are open for the first three weeks of the sale.

Regional Cupboards: These cupboards are operated by volunteers and are in smaller communities in non-metro areas. They require a planned order be placed by 8am on Monday mornings, for pickup later in the week. Cupboards usually have extra cookies that can be picked up in addition to planned orders. Only troops assigned to these cupboards have the ability to pickup from these cupboards. These cupboards are open the entire sale, unless they're an Express cupboard, which are open the first three weeks of the sale.

COOKIE CUPBOARD REMINDERS

- No returns or exchanges of cookies will be accepted, unless replacing damaged cookies for non-damaged packages of the same variety.
- At Council Express Cupboard locations, troops must place a planned order (in full cases) and schedule a timeslot to pick up the order. Troops that utilize a Regional Cupboard or Council Express Cupboard must place a planned order by the posted deadlines.
- Troops to review the cookie cupboard information in The Cookie Press and on Cookie Central. Watch for these details before Cookie Go Day.

CONNECTING TROOPS FOR COOKIE TRANSFERS

Cookie transfers are a great way to move cookies around to other troops so that those who have too many of one variety can share with anyone who doesn't have enough. Your role is to help facilitate connections between these troops. Remind troops that all transfers must be entered into Smart Cookies.

WAYS TO HELP CONNECT TROOPS:

- Create a private Facebook group, create a Rally in Rallyhood, or some other communication channel (like a Google Doc) to help connect troops in service unit.
- Show troops how to use the River Valleys Cookie Swap.
- Connect with another service unit and see if any of their troops need cookies. For help connecting with a neighboring service unit, email us at girlscouts@girlscoutsrv.org.



When making a troop-to-troop cookie transfer, simply open Smart Cookies on your phone and enter it on the spot.



Read the Cookie Swap Instructions info on Cookie Central to learn how the Cookie Swap works.

To help troops determine their initial order, guide them to cookiecalculator.org.

You can find your Service Unit's delivery type in the Cupboard/Delivery Assignments resource on Cookie Central.

WHEN TROOPS SHOULD GET ADDITIONAL COOKIES

Many troops (especially new troops) can be unsure when the right time is to get more cookies. They want to help everyone reach their goals, but can also be wary about taking on additional inventory. Direct troops to our Cookie Delivery Pick-Up Options chart to review how to pick up cookie inventory based on the sales options the troop and their Girl Scouts are participating in.

TALKING POINTS WHEN COMMUNICATING WITH TROOPS ABOUT INVENTORY DECISIONS:

- The first two weeks of the sale are the busiest! While there may be a need for additional cookies, chances are you won't need to pick up the same amount of cookies as you did with your initial order. Demand for cookies declines as the sale progresses.
- After providing families with an initial inventory, troops must collect 50% or more of the total money due before giving them more cookies.
- Encourage the troop to refer back to their goals and check in with them to see how close they are as the sale progresses.

A QUICK GUIDE TO SMART COOKIES

Smart Cookies is the online platform that will help you and your troops through all the phases of the cookie program. Your role in Smart Cookies to offer assistance as needed to troops. Find our Smart Cookies Guidebook and training videos on Cookie Central, review the information, and direct your troops to this resource.



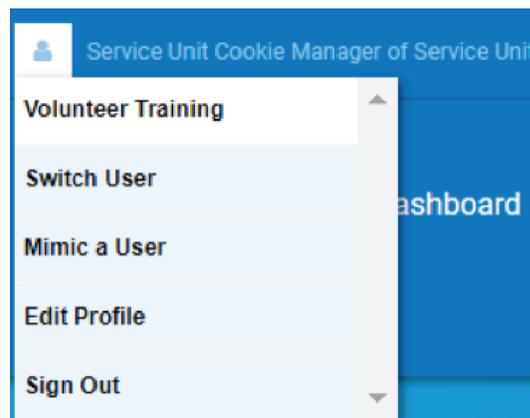
You can choose to be a Smart Cookies super user and use Smart Cookies to help make sure troops are staying on track during the season and that they are hitting deadlines.

MIMICKING A USER

You have the ability to [mimic a troop cookie manager \(PDF\)](#) in your Service Unit to help them troubleshoot their account. Be careful in using this setting as all changes you make are live.

MANAGING ORDERS

Smart Cookies is one of your most useful resources to help troubleshoot troop inventory issues. The Manage Orders screen has filters where you can search by troop number and see exactly what transfers they have completed. This a good place to troubleshoot duplicate transfers and cookie cupboard issues. This data is also easily exported to Excel!



USEFUL REPORTS



Running reports is a quick and easy way to monitor inventory and see if troops are staying on track. You can cheer on troops who have allocated cookies to girls and logged financial transactions. You can also reach out to troops who might need some extra coaching or assistance.

- **Troop Initial Order:** You'll be able to see who has placed an initial order.
- **Troop On-Hand Inventory:** Tells you the total amount of troop cookie inventory that has not been allocated.
- **Girl Cookie Totals Summary:** Tells you how many cookies have been allocated and how much they have sold to date.
- **Troop Balance Summary Report:** This tells you how much inventory has been allocated to the troop, how much money is due, the troop Per-Girl-Average (PGA), and so much more!
- **Girl Cookie Totals Summary:** Tells you how many cookies have been allocated to girls and how much they have sold to date.
- **Troop Balance Summary Report:** This tells you how much inventory has been allocated to the troop, how much money is due, the troop Per-Girl-Average (PGA), and so much more!

USER ACCESS

All registered volunteers can have access to Smart Cookies, but we recommend that each troop limits the number of users to reduce the risk of duplicate transfers or accidental edits in the system. Girl Scouts River Valleys will upload two troop contacts in Smart Cookies. These volunteers will receive an email invitation to register their account in December.

Note: because user information is deleted from Smart Cookies each year, volunteers must register their accounts every year. To have additional volunteers added to Smart Cookies, direct them to email girlscouts@girlscoutsrv.org.



For instructions on all of the Smart Cookies functions, check out the [Smart Cookies Guide](#) on Cookie Central.

REWARD DISTRIBUTION

Girl Scouts are super excited to have their hard work recognized by receiving their cookie rewards. Rewards will arrive to your home in late May. You'll sort the items and manage getting the rewards to troops. Contact troops and arrange a day and time that they can pick up these highly anticipated items.

WHAT TO EXPECT WITH YOUR REWARD SHIPMENT

You'll receive reward items for all cookie sellers in your service unit up to the 700+ package level. Many rewards for Girl Scouts that sell over 700+ packages are sent directly to the family. We will provide added details in The Cookie Press. Depending on the size of your service unit, the reward shipment can be a lot of boxes! Be sure to clear out space in your house or garage for this shipment (tip: leave the space open where you stored cookies). The same standards that apply to cookies apply to rewards; store them in a clean, smoke-free area away from pets and pests.

MANAGING REWARDS

- We will ship rewards to the address you have listed in Smart Cookies. To verify or update your address in the system, go to My Service Unit > Service Unit info. Review the information on this screen and if necessary, update the information in each field, then click on Update Information to save your edits.
- Check your shipment for shortages or extras. If you have an error in your shipment, contact Girl Scouts River Valleys by June 15. Reward shortages submitted after this date cannot be guaranteed to be filled.
- In Smart Cookies, run the "Recognition Order Summary by Troop" report to get your packing list together.
- Separate rewards by troop and contact the troops to arrange for pickup.
- Ask troop cookie managers to sign the Recognition Order Summary by Troop report when they pick up their rewards. You'll find this report in Smart Cookies.

TROOP(S) MISS THE REWARDS DEADLINE?

Cookie sellers in troops that miss the reward deadline are defaulted to Cookie Credits instead of reward items. If you have any troops that encounter this issue, watch for details on how they can request an exchange in The Cookie Press. We will work with the troop to see if we can make an exchange. These exchanges are on a first-come, first-served basis due to a limited number of items.



If your service unit has more than one service unit cookie manager, contact Girl Scouts River Valleys by April 3, regarding who will be receiving the shipment.

If you have an error in your shipment, contact Girl Scouts River Valleys by June 15.

2024 GIRL SCOUT COOKIE SEASON KEY DATES*

**The dates listed below are subject to change. See Cookie Central for the most up-to-date dates and information.*

Cookie booth lottery open for selections	January 7
Cookie booth lottery runs in Smart Cookies	January 14
Cookie booth first-come, first-served sign-up begins in Smart Cookies	January 17
Troop initial order entry due in Smart Cookies	January 19
Service unit initial order entry due in Smart Cookies	January 20
Pre-sales and online sales begin	February 8
Initial order delivery dates	February 8-15
Cookie & Booth Go Day	February 16
Cookie Cupboards open	February 16-March 24
First ACH withdrawal from troop bank account	March 15
Cookie sale ends	March 24
Troop reward order entry due in Smart Cookies. Finance/Inventory Issue forms due (if applicable)	April 2
Service unit reward order entry due in Smart Cookies	April 3
Second ACH debit	April 26
Girl rewards shipped to service units	Week of May 27