

girl scouts 
of the missouri
heartland

the cookie SCOOP



Girl Scouts of the Missouri Heartland
The Cookie Scoop 2024

Welcome to the Cookie Scoop. We're so glad you're here.

Without dedicated volunteers like you, our girls would not have the opportunity to take the skills learned during the Girl Scout Cookie Program and turn them into a lifetime of leadership! In support of you and all you do, we have provided you with the scoop—the Cookie Scoop—to guide you through the Girl Scout Cookie Program. Questions along the way? We're here to help. Meet your Cookies+ Team at Girl Scouts of the Missouri Heartland.

Lacy Brown | Cookies+ Experience Specialist | 417-425-8641

Lacy is your go-to person for getting you started through product training and education, Troop Cookie Chair key duties or finances, and is a product program communication guru.

Madison Olin | Cookies+ Support Specialist | 417-459-5522

Madison is your go-to person for all things Smart Cookies and Digital Cookie, and is also the go-to person for Cookie Cupboards and planned orders!

Melinda Jennings | Cookies+ Engagement Specialist | 417-430-8642

Melinda is your go-to person for girl-led participation in the Cookie Program, support with cookie booths, and any questions about our rewards and bonus plans.

Get answers fast! Email us at info@girlscoutsmoheartland.org, including Cookies in the subject.

How to use the Cookie Scoop



Cookie Crumbs

Follow the Cookie Crumbs! Look for this icon for useful tips to set up a successful cookie season!



QR Code Quick Win

If you see a QR code, scan it with your smart phone camera to watch a video about the content you see, go directly to the form or website mentioned, or more!



Check It Off The List

Including tasks and deadlines before, during, and after the Cookie Program—the checklist is a resource for you to know what to do and when! As you go, check off the tasks on the Ultimate Troop Cookie Chair Checklist found on pages 18-19.

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The Girl Scout Cookie Program

OVERVIEW

The Girl Scout Cookie Program is a hallmark of Girl Scouts. People know us for our cookies, but it has also been the largest girl-led entrepreneurial program in the world since 1917! Girls learn how to make financial decisions, manage money, and develop customer service skills—which help them become the strong, confident women that they all have the potential to be.

Girls Learn Five Essential Skills

Our cookies are on a mission: to help girls learn five skills that are essential to leadership, to success, and to life.

Goal Setting

“I know I can do it!”

Girls learn how to set goals and create a plan to reach them! Girl Scout Cookie entrepreneurs are always on a mission. Whether it’s through an exciting new adventure, a service project to improve their communities, an amazing summer at camp, or an eye-opening STEM activity—the goal is always to power amazing experiences for themselves and their troops all year long, while helping others too!

Decision Making

“I make smarter decisions.”

Girls learn to make decisions on their own and as a team! Girl Scout Cookie entrepreneurs are leaders in the making. They make decisions about how to run and promote their cookie businesses, interact with customers, and spend their earnings. And when it comes time to make decisions in their personal lives, they’ll use what they learned selling cookies to make good choices.

Money Management

“I make change happen!”

Girls learn to create a budget and handle money! Girl Scout Cookie entrepreneurs are always sharpening their money smarts. By running their own cookie businesses, they learn how to make correct change for customers, count and manage their cash flow, and create a budget to fund the experiences they want to have with their troops.

People Skills

“I get a lifetime supply of confidence in every box.”

Girls find their voice and build confidence through customer interactions. Girl Scout Cookie entrepreneurs are relationship builders. By running their own cookie businesses, they gain valuable practice communicating with customers; talking about their product and goals; and resolving conflict in a positive, productive way—all skills that will help them succeed in school, in business, and in life.

Business Ethics

“Selling cookies is more than just business.”

Girls learn to act ethically, both in business and in life. Girl Scout Cookie entrepreneurs are honest, fair, and responsible. Through their cookie businesses, they learn to always do the right thing by their troop members, customers, and communities—lessons that will carry them for a lifetime of leadership and #winning!

Your Girl Scout Cookie favorites are back!



Adventurefuls®

made with
vegan
ingredients

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Toast-Yay!®

made with
vegan
ingredients

French Toast-inspired cookies dipped in delicious icing



Lemonades®

made with
vegan
ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

made with
vegan
ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

made with
vegan
ingredients

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

made with
vegan
ingredients

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

*Limited availability



Key Dates for the 2024 Girl Scout Cookie Season

- ✓ January 5: The Cookie Program Begins!
- ✓ January 5–19: The Initial Order Period
- ✓ February 7–16: Cookies are Delivered!
- ✓ February 16–March 31: Direct Sales Period
- ✓ March 31: Cookie Program Ends
- ✓ March 31 - April 5: Cookie Season Wrap Up
- ✓ April 3: Final Rewards and Forms Due
- ✓ April 1–21: Extended Sales Period

Seasons of the Girl Scout Cookie Program

Initial Order Period

January 5–19

The Initial Order Period happens January 5–19. This is the time when girls can go around with the order cards—collecting orders from customers, but not collecting money. Girls can also start using their My Cookie Site through Digital Cookie, calling friends and family, and more! Troops can start using their Troop Cookie Site through Digital Cookie.

Direct Sales Period

February 16 – March 31

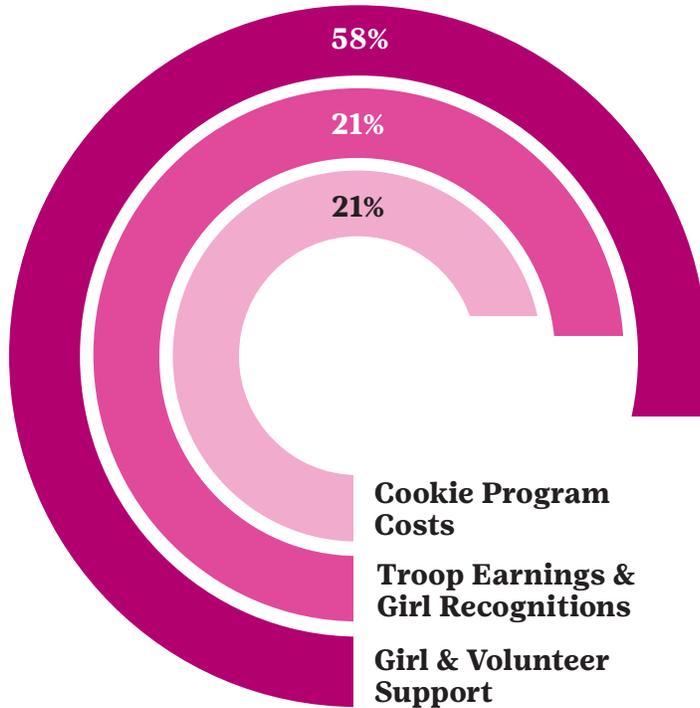
The Direct Sales Period starts after the cookies are delivered in February! This year, cookie deliveries will happen February 7–16. During Direct Sales, in-person sales start, including cookie booths, cookie stands, and more. Girls can also use their My Cookie Site through Digital Cookie for direct ship or girl delivery sales. Troops can utilize their Troop Cookie Site through Digital Cookie which gives customers the option for direct ship or troop delivery! Girls will earn recognitions based on sales during the Initial Order and Direct Sales Periods.

Extended Sales Period

April 1–21

The Extended Sales Period happens April 1–21 and is an after-program opportunity for troops to sell their remaining inventory and continue earning troop proceeds through their Troop Cookie Site through Digital Cookie.

The Cookie Program Makes Girl Scouts Possible



Girl & Volunteer Support – \$3.51

- High quality Girl Scout programs in leadership, business, outdoors, and STEM
- Financial assistance & outreach to under served girls
- Girl and volunteer recruitment and retention
- Volunteer trainings, resources, and recognitions
- Girl events and programs

Cookie Program Costs – \$1.24

- Cost of cookies and program operations

Troop Earnings & Recognitions – \$1.25

- Girl, troop, and service unit rewards
- Girl and troop proceeds—used for field trips, camp, events, community service projects, program supplies, books, membership, and more

Cookies are sold at \$6 per package. 100% of the Cookie Program proceeds benefit Girl Scouts in the Missouri Heartland. The annual membership dues fund our national organization, GSUSA. Proceeds from the Cookie Program stay here and are the largest source of income for girl programs, volunteer trainings, and more. They provide financial assistance to keep Girl Scouting available and affordable to all.

Troop Proceeds

The Cookie Program offers a way to earn troop proceeds to fuel your incredible Girl Scout experiences! For every package of cookies your troop sells, your troop earns the base proceeds of \$0.70 per package! There's even an opportunity to earn up to \$1.00 per package sold. Using this chart you can work with your girls to set a goal and calculate the number of packages they would like to sell to power their adventures throughout the year.

	Amount per Package
Base Troop Proceeds	\$0.70
Troop Bonus (p.11 for details)	\$0.25
Subtotal	\$0.95
5¢ Option for Juniors+ (p.10 for details)	\$0.05
Total	\$1.00

Set Your Cookie Goals

The Girl Scout Cookie Program begins January 5, 2024.
You may not take orders or sell cookies before this date.

My Goal:

girlscouts
of the missouri
heartland

www.girlscoutsmoheartland.com
877-312-4764



25+ Pkgs



Participation Patch
 I earned this

50+ Pkgs



Mood Cup
 I earned this

100+ Pkgs



Axolotl Plush Ball Jelly
(one of four assorted colors)
 I earned this

150+ Pkgs



Mood Mixer Camp Light
AND 150+ Bar **AND**
\$20 Cookie Credit*
 I earned this

200+ Pkgs



T-Shirt **AND** 200+ Bar **AND**
\$40 Cookie Credit*
 I earned this

300+ Pkgs



Axolotl Plush Large Pillow
AND 300+ Bar **AND**
\$60 Cookie Credit*
 I earned this

400+ Pkgs



Beach Towel **AND**
400+ Bar **AND**
\$80 Cookie Credit*
 I earned this

500 Club

500+ Pkgs



Adventure Kit: Dry Bag Backpack and Flair Bottle
and Sunglasses **AND** 500+ Club Patch **AND** 500+ Bar
AND \$100 Cookie Credit*
 I earned this

650+ Pkgs



Sock Panda—Choose your
own 4 Pairs **AND** 650+ Bar
AND \$150 Cookie Credit*
 I earned this

800+ Pkgs



Jr Whisks Baking Box **OR** Hoodie **AND** 800+ Bar
AND \$200 Cookie Credit*
 I earned this

900+ Pkgs



Choose Your Two Tickets! KC Zoo **OR** STL City Museum
OR Wonders of Wildlife **OR** \$50 Cookie Credit **AND** 900+ Bar
 I earned this

1,000+ Pkgs



Camelbak Hydration Backpack
AND 1000+ Bar
 I earned this

Super Sellers

1,500+ Pkgs



Strong Self(ie) 3 Month Subscription Box **OR**
Swinging Camp Chair **OR** \$50 Cookie Credit
AND Super Seller Patch **AND** 1500+ Bar
 I earned this

2,000+ Pkgs



Custom Light Name Sign + Personalized Plum
Paper Planner **OR** Impala Skates + Helmet & Pads
OR \$50 Cookie Credit **AND** 2000+ Bar
 I earned this



Rock the Crocs of Your
Choice **OR** Camelbak
Hydration Backpack **OR**
\$50 Cookie Credit **AND**
1000+ Bar
 I earned this

2,500+ Pkgs



Nintendo Switch + Mario Party Game **OR**
Cricut Explore Air 2 Machine Bundle **OR**
\$50 Cookie Credit **AND** 2500+ Bar
 I earned this

3,000 Pkgs



Dell Inspiron Laptop **OR** Meta Quest 2 Virtual Reality
OR \$50 Cookie Credit **AND** 3000+ Bar
 I earned this

3,100+ Pkgs



For every additional 100
packages sold, girls earn
\$10 in Cookie Credit.
 I earned this

* Cookie Credit is noncumulative at the 150+, 200+, 300+, 400+, 500+, 650+, and 800+ levels; girls will earn the Cookie Credit amount at the highest level reached. Cookie Credit is cumulative at levels 900+ and above, only if selected as recognition choice. Levels 900+ have choices; all girls will earn achievement bars regardless of recognition choice. All recognition items are subject to availability; exact sizes, colors, and models may change due to circumstances beyond control.

Earn More and be a Goal-Getter

Back Again! Travel Reward Plan Option

Cadettes, Seniors, and Ambassadors will be able to earn **STEM Discovery Trip to Boston** in Summer 2025! The trip is available to be earned at the 3,000+ Package Level. To opt-in to the Travel Reward Plan, girls must opt-out of all other recognitions—girls will only receive patches and achievement bars. Girls must be a Cadette or older heading into the Fall 2025 membership year and 11-years-old at the time of travel. Girls choosing this reward option need to **complete the 2024 Cookie Program Travel Reward Option Form by March 31, 2024.**



Girl Scout Cookie Program Credit

Girls earn Cookie Program Credit when they sell 150 or more packages of Girl Scout Cookies. The exact amount of Girl Scout Cookie Program Credit earned depends on the total number of packages that each girl sells.

Cookie Program Credit Can Be Used For:

- All Program Experience and Outdoor Experience Adventures hosted by GSMH
- Service unit events and day camps*
- Merchandise at GSMH retail stores—including using it online!
- Girl membership registration fees
- Girl Scout destinations and other GSMH-hosted travel

*To qualify for reimbursement via Cookie Program Credit, service unit events and day camps must be pre-approved and meet GSMH standards and criteria.

Receiving Girl Scout Cookie Program Credit

Cookie Program Credit is not distributed with other recognition items. It is emailed directly to all registered girls that have earned it. GSMH uses the email addresses associated with membership—make sure your email address is accurate before the Cookie Program begins. If girls have not received their Cookie Program Credit email by the end of May, please contact us. **Note:** Cookie Program Credit can only be emailed to personal email addresses such as yahoo.com, gmail.com, aol.com, hotmail.com. No medical, .edu, or business extensions.

5¢ Option For Troops

Junior, Cadette, Senior, and Ambassador troops can earn an extra \$.05 per package if they choose not to earn recognition items. The additional \$.05 per package goes all the way back to the first package sold! Girls will still receive any Cookie Program Credit, patches, and achievement bars earned. All troops choosing this option need to complete the 2024 Cookie Program 5-Cent Option Form by January 18—**scan this QR Code to access!**

If your troop is a multi-level troop, Juniors and above can still choose the 5¢ Option. However, additional steps are required and need to be completed prior to the January 18 deadline. Contact your Cookies+ Team for further instructions.



Troop Bonus Program

The Troop Bonus Program is an opportunity for parents, volunteers, and girls to connect with each other and team up to encourage the troop to meet its goals. If the troop meets eligibility and requirements for all tiers, troops will earn an additional \$.25 per package sold! Tiers are in \$.05 cent increments and each tier can be earned separately.

Troop Bonus Eligibility Requirement Checklist:

- Troop Cookie Chair must complete the 2024 Cookie Program Training in gsLearn.
- Troop Cookie Chair must host a Family Cookie Meeting for the 2024 Cookie Program.
- All girls must be registered members of GSMH before they start selling, with a minimum of three girls to be considered a legal troop.
- Troops have 90% of all girls registered to the troop participating in the Cookie Program.
- All electronic withdrawals of money due must succeed (see page 36 for more details).
- Troop must host at least two cookie booths (entered and approved in Smart Cookies).

If the above requirements are met, your troop has qualified for the opportunity to earn the following tiered recognitions!

Troops can earn an...	When they meet these requirements!
Additional \$.05 per pkg	Troop had \$1,800+ Total Sales in the 2023 Fall Product Program
Additional \$.05 per pkg	Troop per girl selling average equals 200+ packages
Additional \$.05 per pkg	Troop per girl selling average equals 300+ packages
Additional \$.05 per pkg	Troop per girl selling average equals 400+ packages
Additional \$.05 per pkg	Troop's Total Online Sales equals 225+ packages

Please complete the online Troop Bonus Form found in the cookie section on our website—or by scanning the QR Code here—no later than April 3, 2024.

For troops that earn the Troop Bonus, the appropriate credit will be deposited into the troop account no more than three months after the end of the program. Troop Bonus funds will be held until the troop has paid GSMH in full for their cookies, with the exception of any amount included on Uncollected Funds Reports.



Service Unit Bonus Program

Your service unit can earn extra funds to help provide services to troops in your area! If the service unit meets eligibility and requirements for all tiers, they will earn an additional \$.04 per package sold. Tiers are in \$.02 cent increments and each tier can be earned separately. To be eligible, service units must ensure all girls selling are registered, meet all deadlines, and have a Service Unit bank account on file with GSMH by March 31, 2024.

Service Units can earn an...	When they meet these requirements!
Additional \$.02 per pkg	90% of all troops registered in the Service Unit participate in the cookie program
Additional \$.02 per pkg	Service Unit per girl selling average equals 300+ packages

Best part? No form for you! All information will be verified by GSMH. For service units that earn the Service Unit Bonus, the appropriate credit will be deposited into the service unit account no more than three months after the end of the program.

New for the 2024 Girl Scout Cookie Season

Check out all the new for the 2024 Cookie Program—more information on each of the following topics can be found in this guide.

Digital Cookie

Page 22

Digital Cookie allows girls to set their own goals and have more ways to sell and learn all while earning cool cookie business badges along the way. This is the new system girls will use to take Girl Scout Cookie orders, track purchases, and supercharge her cookie business!

New Travel Rewards Destination

Page 10

This year, girls have the opportunity to earn a STEM Discovery Trip to Boston as a 2024 Cookie Recognition! For those not ready for travel, don't worry, we have some new exciting incentives for you too: ways to give back through Sock Panda while earning your own custom socks, electronics, personalized signs and stationary, and loads of outdoor adventure rewards.

New Training in gsLearn

Page 14

New this year, we will have a training course in gsLearn for troops to learn about all things Cookie Program! This interactive, go-at-your-own-pace training will be available in November. Completing this course will be a requirement to earning the Troop Bonus.

Girls Lead the Way

Page 21-34

Check out our new guidelines and helpful information on girl-led participation, especially around cookie booths! New this year includes a list of GSMH Secured Locations.

New Cookie Credit Opportunity

Page 9

Girl Scouts are chasing goals and conquering them more than ever before. We are now offering \$10 Cookie Credit for every additional 100 packages sold beyond the 3,000 level!

New Initial Order Rewards

New this year—early recognition items for Initial Order accomplishments! Girls with:

- 125+ Packages on their Initial Order receive the Goal Getter patch
- 250+ Packages on their Initial Order also receive the Axolotl Small Plush

These new rewards will be delivered to Service Unit chairs prior to Initial Deliveries so girls can enjoy the first taste of entrepreneurial success heading into Direct Sales! More information found on the back of the Girl Rewards Flyer.



Troop Cookie Chair

KEY DUTIES

We hope you're as excited and ready as we are to get the Girl Scout Cookie Season started! As a Troop Cookie Chair, you play a large role in the success of your troop's Cookie Program, and even get to experience first-hand the girls' growth in character and confidence as they learn new skills!

Troop Cookie Chair Role Overview

As the Troop Cookie Chair, your main responsibility is to oversee the Cookie Program for your troop. That means holding a family cookie meeting, helping girls set goals, managing the troop's cookie inventory, managing troop finances including making deposits, and distributing girl recognitions.

Distribute Materials

The Service Unit Cookie Chair will distribute materials to you after receiving them. Follow their instructions on how to receive and distribute the materials to your girls.

Materials for You

- The Cookie Scoop
- Receipts Booklets

Materials for Girls

- Recognition Flyers
- Money Envelopes
- Order Card

Online Materials

- Step-by-Step Guides
- Digital Forms
- Marketing Toolkit

Preparing Yourself and Your Troop

- In myGS, check that all girls are registered and on your roster—if any girls are missing, send us an email with their information to info@girlscoutsmoheartland.org.
- Confirm that GSMH has up-to-date troop bank account information on file.
- If your troop participated in the Fall Product Program, ensure the troop bill is paid in full.
- Ensure all adults helping with the Cookie Program are registered, background checked, and have completed all volunteer requirements, including trainings.
- Complete the 2024 Cookie Program Training in gsLearn. This go-at-your-own-pace gsLearn course you can reference anytime during the 2024 Cookie Program will prepare you and your troop volunteers. Completing this training is a requirement to earn the Troop Bonus. This will be available November 2023.



Notes

Goal Setting with Your Girls and Troop

One of the most important lessons girls can learn through selling Girl Scout Cookies is how to set and reach their goals. It's one of the five key skills built during the Cookie Program. Need help knowing where to start? Troops that participated in the 2023 Cookie Program earned an average amount of \$1,531 in total troop proceeds!

Tips for Setting Troop Goals

For new troops, talk with your fellow Troop Leaders, Service Unit Cookie Chair, or Volunteer Support Specialist for a recommendation based on your troop's Girl Scout grade level.

For returning troops, review your 2023 total sales. Discuss with your troop how to meet or exceed last year's sales.

Discuss with the girls how they can help each other reach the troop goal and what they want to do with their proceeds.

	<u>Amount per Package</u>
Base Troop Proceeds	\$0.70
Troop Bonus (p.11 for details)	\$0.25
Subtotal	\$0.95
5¢ Option for Juniors+ (p.10 for details)	\$0.05
Total	\$1.00

After working with your girls to determine their troop goal and what they would like to do with their troop proceeds, use this chart to calculate your goal in packages!

Goal Setting Idea: Consider setting Initial Order goals with your girls! New this year—girls with 125+ Packages on their initial order will receive the Goal Getter patch. And girls with 250+ Packages on their initial order will also receive the Axolotl Small Plush! These new rewards will be delivered to Service Units prior to Initial Deliveries so girls can enjoy the first taste of success heading into Direct Sales!

Tips for Guiding Girl Goals

- Discuss individual goals with each girl. Review the girl recognitions available this year on page 9—including their own pair of personally chosen Crocs, or even a Virtual Reality Headset! Then, set goals around the recognition levels that each girl would like achieve.
- For returning troops, compare each girl's goal with last year's sales information in Smart Cookies. Discuss with her if she feels the goal is reasonable and how she plans to reach this year's goal.
- Include the caregivers! Do they agree with the goal? The Family Cookie Meeting is the time to make sure caregivers are on board with both the girl and troop goals.

Host a Family Cookie Meeting

Family Cookie Meetings are critical to the success of the program and required to receive the Troop Bonus. Held before the program begins, they help provide a foundation of understanding and agreement for both the volunteers and families. Families can talk with their Troop Leaders and Troop Cookie Chair about the upcoming Cookie Program and discuss their goals, learn about forms, share best methods for staying in contact, and agree on roles and responsibilities.

Preparing for the Meeting

First things first, invite parents to the upcoming Family Cookie Meeting! At least one adult from each family must participate in the meeting. Then, fill in girl order cards with girls' first name and last initial, troop number, and program dates.

Parent Permission Form

Parents fill out the Parent Permission and Adult Responsibility Form online before their daughter participates. Parents living in separate households, who will both be assisting their daughter with the Cookie Program, will each need to fill out a form.



Cookie Crumb: Scan this QR Code, then forward the 2024 Cookie Program Permission & Responsibility to your parents by text! **Share your email address, so parents can forward their confirmation to you for your records.**

Sample Meeting Agenda

Welcome and Introductions

- Give out names, contact information, and hours of availability for yourself and others helping with the Cookie Program.
- Complete the Parent Permission and Adult Responsibility Forms at the meeting.
- Distribute girl packets after confirming a Parent Permission Form has been submitted for each girl. Do not distribute materials until forms have been submitted.

Review the Cookie Program Highlights

- Five Essential Skills & Goal Setting
- Gluten Free Cookies—Why aren't they on the order card?
- Importance of Initial Orders
- When & How Cookies Arrive
- Parent Participation
- Cookie Share Program
- Digital Cookie
- Cookie Credit and Girl Recognitions
- Troop Bonus
- Junior and above 5¢ Option
- Cookie Program Safety Guidelines

Girl Led Participation and Perfecting Her Pitch

- Review important dates—do not sell before the sale starts on January 5.
- Review the ways to participate in the program, including Digital Cookie on pages 22-25.
- Review outside of the box ways to pitch her cookie sale on page 28-29.

Money Matters

Cookies are sold for \$6 per package. When taking pre-orders door-to-door, money will not be collected until the cookies are delivered. Parents are responsible for collecting the money upon delivery of cookies and turning it in to their Troop Leader or Cookie Chair. Schedule times that parents can submit the money and always make sure to give receipts. Tip: Make it easier on the adults by giving each parent troop bank account deposit slips! Be sure to write the girl's name on the slip—then parents can deposit cash and checks received straight into the troop bank account.

Financial Responsibility

Let parents know that all cookies received by the troop are the troop's responsibility. Likewise, all cookies received by the girls become the financial responsibility of the parent. Cookies may not be returned or exchanged. It is recommended that Troop Cookie Chairs should not give additional cookies to families until money has been received from previous packages taken out by the family.



Check it Off the List! It is important that parents understand the deadlines for turning in money. When they turn in their money on time, it helps ensure that your troop is ready for the electronic withdrawal. Remind families of these deadlines for turning in money.

March 11—Troop Deposit Due for First Electronic Withdrawal

March 25—Troop Deposit Due for Second Electronic Withdrawal

April 8—Troop Deposit Due for Third Electronic Withdrawal

April 22—Troop Deposit Due for Final Electronic Withdrawal

Communication During the Cookie Program

Share with families the best way to communicate with you during the Cookie Program. Do you prefer text, email, or something else? Help set a solid foundation now by letting families know what works best for you, including when and how to best contact you for orders and questions. Also set clear expectations for how and when you will be communicating with troop parents.

Additional Cookies During Direct Sale

Let parents know they can get more cookies once girls have sold and turned in money for previously received cookies. Parents will need to contact the Troop Cookie Chair to get more cookies—either from the current troop inventory or cookie cupboard. Parents are not allowed to pick up cookies from the cupboards unless the Troop Cookie Chair provides permission to do so upon placing their Planned Order.

Troop Cookie Chairs are responsible for submitting troop's Planned Orders. Make sure you share with your girls and parents the best method, time, and days to request more cookies for the coming week. See page 42-43 for more details on Planned Orders.



Ask Families to Participate!

Let parents know you could use their help! Just ask—most people don't mind to help if they are asked directly. It's a great time to get them registered and background checked, and ready to help with cookie season and beyond!

Ultimate Troop Cookie Chair Checklist

Before the Program

- Receive and review your Troop Cookie Chair Guide—The Cookie Scoop.
- Complete the new gsLearn 2024 Cookie Program Training for Volunteers.
- Submit your Troop Cookie Chair Agreement form—scan this QR Code to access!**
- Watch for emails to register and log into your Smart Cookies and Digital Cookies accounts for the season! In Smart Cookies, enter number of girls selling under troop information.
- Check your roster!** GSMH will automatically upload girls to your Smart Cookies roster around December 4—log into Smart Cookies and check to make sure all your girls are shown. If you have a girl that is not showing up, please be sure she is a registered Girl Scout, then contact us so she can be uploaded into Smart Cookies. Then, enter the number of girls selling under troop information.
- Confirm your troop bank account information is on file with GSMH and up-to-date.
- Host a Family Cookie Meeting—discuss important dates, choose two weekends (or more!) for cookie booths, share communication preferences, and set goals for the 2024 Cookie Program. More on page 16!
- Verify all families have filled out the 2024 Cookie Program Permission and Responsibility form.
- Distribute selling materials to Girl Scouts.



Cookie Season Merchandise

Each Cookie Season, volunteers and members have the opportunity to purchase a variety of Girl Scout Cookie themed merchandise to support their girl's cookie business and boost sales. This year, you can order patches, backpack clips, aprons, and more! Merchandise is ordered in each month and then mailed to you. Use the 2024 Cookie Program Merchandise Order Form to place an order for Cookie Merchandise to support your Cookie Season! After submitting this form, a member of our Retail Team will contact you for payment. Order deadlines are January 10, February 1, March 7, and April 11. **Note:** Some items have limited availability. **Scan this QR Code to get started with Cookie Merchandise!**



My Notes

Initial Order and Direct Sales Periods

- Cookie Season Starts on January 5! Girls can start using their entrepreneurial skills and sell their cookies going towards her initial order. More about initial orders on pages 40-41.
- January 11-15**—Access Smart Cookies to choose your initial Cookie Booths. More about Cookie Booths on pages 30-34.
- January 16**—Girl Initial Orders are due in Digital Cookie.
- January 19**—Troop Initial Orders are due in Smart Cookies.
- Access and complete the 5-Cent Option Form, if applicable, by **January 18**. More on page 10.
- February 7-16**—Service Unit Cookie Deliveries: Pick up your troop's initial order from your Service Unit Cookie Chair on your assigned date. More about initial orders on page 40-41.
- Discuss troop inventory as Direct Sales Begin! Learn more about Direct Sales on page 7 and 41-44.
- February 16-18**—Celebrate National Girl Scout Cookie Weekend!
- February 16 - April 21**—Troops may host Cookie Booths in Direct Sales Period, through Extended Sales Period. Make sure to host two Cookie Booths to be eligible for the Troop Bonus! More on page 11.
- Make regular deposits into the Troop Bank account to ensure each troop payment is successful. Read more about withdrawals from your Troop Account on page 36.
- Read every issue of Cookie Crumbles, the email newsletter, for important updates.
- Visit a cookie cupboard to pick up additional cookies as needed for Cookie Booths and fulfilling online, girl-delivered orders. Cookie Cupboards are open February 16 - March 30. More on page 42.
- Use Smart Cookies to manage troop inventory and distribute cookies to girls. Monitor cookie inventory and be ready to arrange cookie pick-ups and transfers as needed.

Wrapping Up the Program

- After Direct Sales end on March 31, allocate all troop cookies to girls.
- March 31—Travel Reward Option Form due from girls opting out of rewards and into travel.
- April 1-3**—Finalize your troop's reward order—ensuring all girl choices and wearable sizes are complete.
- April 1-3**—Submit your Troop Bonus Form to earn even more proceeds. More on page 11.
- April 1-19**—Submit Uncollected Funds Reports as needed. More on page 38.
- Once recognition items are delivered to service units in mid-May, work with your Service Unit Cookie Chair to receive your troop's items. Then, sort and disperse them to all earners!
- Complete the 2024 Cookie Program Volunteer Debrief Survey!
- Celebrate your girls' and your troop's accomplishments this season!

Extended Sales Period

April 1-21: The Extended Sales Period is an after-program opportunity for troops to sell their remaining inventory and continue earning troop proceeds through their Troop Cookie Site through Digital Cookie. **No cookies are to be sold after April 21.** If you still have a remaining inventory, see page 44 to learn more about options for unsold cookies.

Distributing Girl Rewards

Girl recognitions arrive in May* to your Service Unit Cookie Chair. They will contact you to arrange for a safe pick up of these highly anticipated items to give your girls. Service Unit Cookie Chairs and Troops must confirm arrival of all rewards—just as you do with Initial Orders! If you have not received a pick-up date and time by June 1, please contact your Service Unit Cookie Chair or the Cookies+ Team. **If there are any missing or damaged items, the Cookies+ Team must be notified by June 15 due to replacement availability.** **Exact dates to be determined.*

Girl Scouts are Always Prepared

As a Troop Cookie Chair, you play a large role in the success of your troop's Cookie Program. And you even get to experience first-hand the girls' growth in character and confidence as they learn new skills! We want to help you succeed and feel comfortable in your role. Here's a summary of resources available to you as a Troop Cookie Chair.

Resources to Prepare You for Your Cookie Chair Role



Girl Scouts MO Heartland Volunteer Group on Facebook

Join our Volunteer Facebook Group to connect and bounce ideas off of your fellow Volunteers. This Facebook Group also receives the most up-to-date information throughout the program!



Your Support Teams

The Cookies+ Team, the Volunteer Support Team, the Customer Service Team, and your Service Unit Team are all willing and able to help! Answering questions, walking through tasks, you name it!



Smart Cookies

While the Smart Cookies Guide on pages TBD-TBD includes the most helpful tutorials, inside Smart Cookies itself is a library of videos to help you navigate this season.



ABC Bakers—YouTube

There are more available videos just for you to check out as needed on the ABC YouTube Channel.



Our Website

A copy of The Cookie Scoop is available digitally and includes easy to navigate pages with links and even more resources!

In Season Support

The Cookies+ Team will be offering Office Hours via Zoom throughout the season on the following topics! For log-in information, check your Cookie Crumbles or the Volunteer Facebook Page during Cookie Season. These Office Hours will be for about 30 minutes and will start at 7 p.m.

January 10—Help with Booking Booths

January 16—Initial Orders Walk Through

February 5—Initial Deliveries

February 12—Gearing Up for Direct Sales with Booths and Cupboards

March 27—Season Wrap Up

April 3—Submissions, Uncollected Funds, Recognitions, and Extended Sales

Managing the Digital Cookie Software

Need help navigating Digital Cookie? No worries, we got you! Digital Cookie has an in-app, step-by-step tutorial video that walks you through each step of setting up your Troop Leader Digital Cookie Site. You can also access our website to find Digital Cookie Tip Sheets and FAQs.



Girl Led Cookie Program

PARTICIPATION

Deciding how to sell cookies is one of the biggest decisions girls will make during the program and there are a lot of choices! Be it through her online cookie efforts, going door-to-door in her neighborhood, or contacting local businesses—girls take the lead and learn how their choices impact their goals.

Welcome to the Digital Cookie Era

Girl Scouts of the USA has launched a new, unified selling platform for Girl Scouts. This platform is known as Digital Cookie. Through this new platform, girls can customize and publish their very own storefront which they can use to take Girl Scout Cookie orders, track purchases, and supercharge her cookie business!

Service Units and Troop Leaders will also receive access to their own volunteer Digital Cookie Dashboard. Through this platform, troops can view troop and girl sales, review troop and girl pending delivery orders, search girl orders by customer, send girls cheers, and access reports. Digital Cookie automatically keeps track of all digital sales your troop has made!

Digital Cookie has help right where you need it! There are videos and tip sheets throughout the Digital Cookie platform to help you through each step of the Troop Cookie Chair process.

Digital Cookie Glossary

- **DC24:** This is an acronym for Digital Cookie 2024. You may hear this used this when talking about the Digital Cookie Platform.
- **Digital Cookie Dashboard:** The Digital Cookie Dashboard is the landing page on Digital Cookie. Once you log in to your Digital Cookie account, you will automatically go to the Troop Digital Cookie Dashboard.
- **My Cookie Site:** The My Cookie Site is the girl's personalized storefront that they have created with their goals. This is the link they can share with customers for girl delivery orders and direct ship orders. More on page 26.
- **Troop Site Lead:** All troop leaders have access to the Digital Cookie Dashboard. However, only the Troop Cookie Chair has access to the Troop Lead Site in Digital Cookie. This is where you can work with your girls to set your troops goals, publish the troop site, send marketing emails to customers, activate girl delivery for the Girl Scouts in your troop, and more! *Digital Cookie only allows for one user per troop to access the Troop Lead Site. Troops are responsible for deciding who has access to the Troop Lead Site.*
- **Troop Virtual Booth Link:** Once the Troop Lead Site has been published, your troop will now have access to the Troop Virtual Booth Link on the Troop Dashboard. This link will help your troop make sales online instead of, or in addition to, your regular in person cookie booths. The Troop Virtual Booth Link will function the same as any Girl Scout's link with Shipping, Donation, Delivery, and In Hand as options that customers can choose from. You can turn delivery off for this link at any time. More on page 27.
- **Troop Ship Only Link:** Once the Troop Lead Site has been published, The Troop Ship Only Link is the link that will be found on the National Girl Scout Cookie Finder. Through this link, customers can purchase cookies that can be shipped directly to them or purchase a Cookie Share donation. More on page 26.

Customers will not be able to order cookies through the Troop Virtual Booth Link or the Troop Ship Only Link if the Troop Cookie Chair does not publish the Troop Lead Site.



Cookie Crumb: Registration emails for Digital Cookie will start going out to girls and volunteers beginning December 4. This email will come from email@email.girlscouts.org. Once you receive the registration email, you will just follow the instructions to log in to your Troop Dashboard!

Integration with Smart Cookies

Although there is a new platform for the girls' Cookie Program experience, Troop Cookie Chairs will still be primarily utilizing Smart Cookies. In Smart Cookies, you will still be allocating cookies to girls, submitting troop initial orders, securing booths, and creating recognition orders. So how does this work? Here are a few examples of how the two platforms integrate!

- Digital Cookie takes the data entered into Smart Cookies for Girl Scouts and Troops in order to populate the user records.
- Digital Cookie sends all orders received through the Troop and/or Girl Links to Smart Cookies so both platforms have the same transaction and financial information.
- Girls will enter the own Initial Orders in Digital Cookie by January 16. Those will be sent to Smart Cookies for the Troop Initial Order.
- Troop Cookie Chairs will allocate cookies to the girls through Smart Cookies and that information will be sent to Digital Cookie and show up in the Girl's Inventory.
- Girls will choose their recognitions through their Digital Cookie site and those choices will be sent to Smart Cookies for the Troop Recognition Order to be reviewed and finalized.

Set Up Your Troop Lead Site

Now that you've learned what Digital Cookie is and how it works with Smart Cookies, you can start setting up your personalized troop storefront! Setting up your Troop Lead Site is the first step to using the Troop Virtual Booth Link or the Troop Ship Only Link (more on pages 26-27).

As the Troop Cookie Chair, only you will be able to set up the Troop Leads Site:

1. Log in to you Digital Cookie account.
2. Under New! Troop Cookie Site, click 'Start.'
3. Enter your troops zip code and your name. Click 'Save.'
4. Click the green button that says, 'Set up your site.' (*Digital Cookie will transfer you to the Troop Site Lead Page to continue to set up the page.*)
5. Select 'Site Setup' tab at the top of the page.
6. Enter your troop information—share your goals, your troop story, and upload a photo or video to share with customers.
7. Click, 'See your site and publish.'
8. Review the site customers will see when they order cookies from your troop, making any edits you'd like.
9. Publish your site and start sending the link to customers!

Through this link, customers have the option of choosing direct ship, pick up, or delivery from your troop. You will receive a notification if the customer asks for delivery. You will have 5 days to approve this delivery order. Troops can also disable the troop delivery option.

If you run into issues setting up your site, there is a step-by-step tutorial video and Tip Sheet on Digital Cookie.

Ways to Participate in Cookie Sales

The Cookie Program is available to all girls, and they (and their families) can choose to participate in one of the many ways to participate or even better participate in multiple ways! Supplementing their direct sales with online sales is sure to help them succeed! Girls will set their goals, reach customers, and learn the five key business skills and lessons that last a lifetime.

Door-to-Door Sales

Door-to-door sales are the keystone to the Cookie Program's success and we know there are lots of neighbors eagerly awaiting a Girl Scout to come knocking at their door! Girl Scouts can leave a door hanger, leave a business card, or ask customers to scan a QR code for online credit card payment and delivery. With the individual sales link (QR code), neighbors can scan, order, and pay online to make a porch drop-off a breeze!

Workplace Sales

A caregiver's workplace provides a great selling opportunity. The key to success? Keep it girl led! Bring your girl to your work, send your girl's video to your coworkers—the options are endless. If leaving an order card, a personal statement should be written and attached. The personal statement gives the customer the chance to learn more about what their support means for your Girl Scout. After cookies have arrived, encourage your Girl Scout to write a thank you note and help in delivering cookies. Working from home? Cookie sellers can draft an email with their link for direct ship or porch drop-off and caregivers can send it to their coworkers.

Phone or Text

Digital Cookie sales links can easily be shared by text for direct-ship, local delivery, and donation orders. Girl Scouts can also call customers to collect orders for local delivery or to place a direct ship order.

Business-to-Business Sales

Businesses are always looking for creative ways to engage their customers. What better way than by offering customers a package of Girl Scout Cookies! Cookies can be sold to local businesses who in turn give them to their customers or clients. Real estate agents can serve them at open houses, car dealerships can keep them in their lobbies, or a sales firm may use them as thank you gifts. Connecting with a community organization to set up a time to sell cookies to members during a meeting or even connecting with businesses to set up a "cookie break" are also great options to try. For full guidelines, please see page 28.

Digital Sales

Through the Girl Scout's unique Digital Cookie sales link, customers can choose the Direct Ship option to have cookies shipped right to their door or have them delivered by the Girl Scout and their caregiver with the girl delivery option. Online sales allow customers and sellers (Girl Scouts) to connect more easily than they ever could before. More information on page 26-27.

Cookie Booths

A Cookie Booth is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies. Selling as a group not only develops individual skills, it also teaches troops how to work together as a team. Booths are a great option for troops who want to practice selling together. Cookie sellers have fun, and customers get their favorite cookies—talk about a win-win! More information on pages 30-31.

Cookie Stands

Cookie Stands are booths with one girl and her trusted adult—a girl can set up a Cookie Stand in her front yard or a central location in her neighborhood and invite neighbors to drop by! Cookie Stands can give girls more opportunities to achieve their goals, but is not meant to replace the team effort of traditional Cookie Booths. Cookie Stand Guidelines:

- A Cookie Stand is a booth set up on the property where the girl or a close family member resides, as their city, homeowner’s association and/or property management permits.
- Cookie Stands can be held by one girl and one adult. If a girl is accompanied by her own caregiver, that adult is not required to be a registered Girl Scout volunteer.
- Girl Scouts should wear a uniform piece as they are representing Girl Scouts.
- Cookie Stands can take place anytime during the Cookie Program.
- If in a troop, girls must use cookies that have been transferred from the troop inventory to the girl.
- Cookie Stands may not be entered as booths in Smart Cookies as they are managed by individual girls and families. They may be promoted by the girl using her own marketing tools such as their social media and signage.
- Girls must have her own caregiver adult present at the Cookie Stand at all times—girls, cookies, and money should never be left unattended.
- Girls who reside in an apartment, gated community, or similar housing must obtain management approval prior to setting up. Set up must be in a common area within the bounds of the complex.



Our Girl-Led Participation Ideas

Getting to Know Digital Cookie

There are three digital sales links available to girls and troops this year—all can be either a URL or a QR Code generated straight from Digital Cookie! These can be utilized for all-digital sales or utilized for a combination of in-person and digital selling. Ready, set, go digital!

Troop Ship Only Link Available: Initial, Direct, & Extended Sales Periods

The Troop Ship Only Link is a customer order channel that supports prepayment of orders via credit card with cookies directly shipped to the customer from our baker. Also included are gifting options with a gift box and customer card! How does it work? Here's the process:

1. Troop shares their Troop Ship Only Link or the QR code found in Digital Cookie.
2. Customer orders and pays with a credit card, including some shipping fees.
3. Cookies are delivered directly to the customer!

Troop Responsibilities for the Troop Ship Only Link Include:

- Transfer all packages down to girls before the reward order deadline in Smart Cookies.
- Troops can find their Troop Ship Only Link on their Troop Dashboard.

The Troop Ship Only Link is also how customers can purchase cookies from your troop through the National Girl Scout Cookie Finder! This year, GSUSA and GSMH will be supporting all troops by running paid digital ads to promote the National Girl Scout Cookie Finder. Through this, a customer from anywhere can type in their zip code to order cookies! The National Girl Scout Cookie Finder will show customers a randomized selection of Troop Ship Only Links within or close to the zip code entered—so all troops can get a chance to benefit!

My Cookie Site Link Available: Initial & Direct Sales Periods

My Cookie Site Link is a single link or QR code shared via social media, text, or email by girls and their caregivers. Customers can prepay and get cookies shipped directly to them from our baker **OR** girls and their caregivers can **opt-in** to Girl Delivery on the Digital Cookie site set-up page. That way, customers prepay with credit card and girls deliver cookies!

Caregiver Responsibilities for the My Cookie Site Link Include:

- Approving or canceling all orders within 5 days of order placement through email links sent to the caregiver's email address. Orders cannot be approved/canceled in Digital Cookie.
- A QR code is available with girl's My Cookie Site Link. The QR code can be copied and pasted onto custom print materials, such as door hangers, to use for the season.
- Caregivers can navigate to their Girl Scout's Digital Cookie Site page to share the My Cookie Site Link or access the QR Code.



Cookie Crumb: Troop Cookie Chairs can assess Girl Delivery order demand through the All Order Data Report found in Digital Cookie. To find this report, navigate to the bottom on the Troop Dashboard in Digital Cookie and select 'Get Report' next to the All Order Data Report. The report will download as an excel spreadsheet. The report will include demand by variety and package count.

Troop Virtual Booth Link

Available: Direct Sales Period Only

The Troop Virtual Booth Link is a customer order channel that supports prepayment of orders via credit card with cookies picked up at a physical booth location or delivered by the troop. We encourage the use of the Troop Virtual Booth Link as consumers continue to enjoy the convenience of online ordering, curbside pickup models, and easy prepay for cookies.

Things to know about the Troop Virtual Booth Link:

- Prepayment with credit card is the only method of payment for orders.
- The troop must enable the Troop Delivery feature. Delivery will be enabled for all booth locations published to customers.
- This link should be reserved for use within the troop's delivery radius.
- Troops can tie your Troop Virtual Booth Link to an existing physical booth sale to promote pre-sales and a curbside or drive-thru model of orders ready for pick up!
- Troops can find their QR code and Troop Virtual Booth Link on their Troop Dashboard.

Troop Responsibilities for the Troop Virtual Booth Link Include:

- Troops must set up virtual booth locations, dates, and times in Digital Cookie using the virtual booth feature on the Troop Dashboard.
- Troops approve each Troop Virtual Booth Link order in Digital Cookie.
- Approval emails are not sent to troops—customers receive email notification that orders have been approved for pickup!
- Decide if the Troop Delivery feature will be made available and, if so, the troop should only share the link within a reasonable delivery area.
- Troops use the Smart Booth Divider to credit girls for packages sold.
- Troops should involve girls in preparing Troop Virtual Booth Link orders for an organized booth sale and/or troop delivery process.

Troops and girls can accept credit card payments in Digital Cookie. To do this, the troop or girl user will need to download the Digital Cookie App on their device. Through the app, the user can take credit card payments on the go or while at Cookie Booths. For the app to work for troops, the Troop Cookie Site has to be set up. For the app to work for girls, the girl's My Cookie Site has to be set up. Troops and customers will not pay any fees to take credit card payments through the Digital Cookie app. *Smart Cookies no longer accepts credit card payments.*

Girl Initial Orders in Digital Cookie

New for the 2024 Cookie Season, girls will be entering their Initial Orders in Digital Cookie—specifically, cookies sold through their order card. All digital girl delivery orders girls receive prior to the Girl initial order cutoff date, January 16, will automatically be ordered for them! If you want to keep track of the Girls Initial Orders, you can pull the Initial Order report on your Troop Dashboard in Digital Cookie.



Cookie Crumb: Troop Cookie Chairs will no longer need to collect order cards from the girls in your troop, simply remind parents to enter their Initial Order by the January 16 deadline. Feel free to ask for a photo of the order card to verify numbers. Troop Cookie Chairs will have until January 19 to add, edit, and submit their troop's Initial Order—this can include editing a girl's order.

Outside the Box Ways to Pitch Your Cookie Business

Practice makes perfect! Before your girls go out into the world with their order card in hand, help them practice their sales pitch. Their customers are going to ask questions, and now is a great time to practice answering! Girls should also familiarize themselves with the cookie line up so they can describe each different flavor.

Sample Pitch

It's Girl Scout Cookie Time! My first name is _____. Please help me reach my goal of selling # packages so my troop can _____. Let me tell you how you can order!

Perfect Your Pitch to Businesses

Local businesses can be great partners during the Cookie Program. In addition to hosting cookie booths, try perfecting your pitch to local businesses! Do you know a local business owner? Our delicious cookies are great for employee appreciation and can also be purchased for customer appreciation.

Guidelines for Success on Selling to Businesses:

- Businesses cannot sell cookies for girls, but they can host girl-attended booths!
- Businesses may never buy cookies to resell them, but they can buy them to use them as a giveaway to customers or employees to show appreciation.
- Be sure to practice your pitch and always speak to the manager before approaching customers, employees, or setting up a troop secured booth.

Perfect Your Online Pitch

Today's Girl Scouts are tech-savvy! Girls age 13 and older may promote their Cookie Business on their personal social media pages with a caregiver's guidance and permission. Promotion can even begin prior to the start of the sale letting friends and family know that "Cookies are Coming!" Just remember, no orders should be taken before the program starts.

For girls under the age of 13, caregivers can promote their Girl Scout Cookie Business, but girls should be involved in the process—for instance, she can share her goals, photos, or artwork, and messages of thanks. Remember, customers are getting more than delicious cookies—they are supporting the development of female business leaders!

Guidelines for Success on Online Selling:

- Personal emails or street addresses of girls should never be used online.
- Girls 13+ older may use social networking sites such as Facebook if they have caregiver permission and adult supervision.
- Under no circumstances can girls or their parents sell or take money for the Girl Scout Cookie Program through online sales sites such as eBay, Craigslist, Amazon, Facebook Marketplace, and public buy & sell sites.
- Social media ads or any type of paid advertisements should not be purchased or donated to promote a girl's individual cookie businesses.

Perfect Your Pitch to the Media

The media can be a great asset during the Cookie Program. Not only can talking with the media and being on TV be a fun experience, it can get the word out about how to buy cookies, why the public should buy cookies, and more! A great way to start is by researching media stations in your area, and deciding if you would want to be on TV, radio, or in the newspaper. Once you have decided which type of media outlet you would like to share your story with, reach out to us and we will help you get in contact with them!

Before engaging with the media it is required that you reach out to us at 877-312-4764 or info@girlscoutsmoheartland.org. As the expert and official representative for GSMH in the media, our Public Relations Specialist will be your teammate, guiding your troop through the process every step of the way.

Guidelines for Success on Working with the Media:

- Be prepared to talk about your Girl Scout experience, how Girl Scouts has impacted you, why you are selling cookies, and so on.
- When talking about Girl Scouts, always say, “Girl Scouts” and not “Scouts.”
- When doing an in-person interview, make sure to wear your Girl Scouts uniform.
- When sharing a link with the media, always use the National Girl Scout Cookie Finder. Never use a personal link.
- After they publish the story, share it. If you share it on social media, don’t forget to tag us!

Outside the Box Brainstorm



Cookie Crumb, A Sample Social Media Post: My daughter [name] is selling Girl Scout Cookies this year to help reach her goal of [recognition goal]! If you are interested in supporting [name], please leave a comment with the best time to reach you and [name] will contact you. **Not OK:** My daughter is selling Girl Scout Cookies! Leave a comment with your order!

The ABC's and XYZ's of Cookie Booths

A Cookie Booth is a place where Girl Scout Troops set up a table at a business or other approved public location to sell Girl Scout Cookies. There is a lot that goes into a successful Cookie Booth. The next few pages are dedicated to walking you through the process.

Cookie Booth Basics

Selling as a group not only develops individual skills, it also teaches troops how to work together as a team. Booths are a great option for troops who want to practice selling together. Cookie sellers have fun, and customers get their favorite cookies—talk about a win-win!

- Only registered Girl Scouts are allowed to sell Girl Scout Cookies. Any resale or redistribution of Girl Scout Cookies is unauthorized.
- There needs to be a minimum of two adult members and two girls at a Cookie Booth. Adults must be present at the Cookie Booth at all times—girls, cookies, and money should never be left unattended. The two adults must be registered, approved (background checked) unrelated adult volunteers.
- Girls should be in uniform or wearing Girl Scout attire if possible.
- Girl Scouts should always behave in a manner appropriate to a public setting. Adults are responsible for the actions of both themselves and the actions of the girls.
- It is the choice of the girl and parent if they want to participate in a Cookie Booth.
- Girls are not financially responsible for packages sold at booths, but they will still receive the credit to help meet their goals.
- Give the girls who worked at the booth credit for the sales of the booth. Be transparent with troop members about how you are dividing up credit for booths. More tips on dividing booth sales can be found on page 34.

Cookie Booth Safety

Girls' safety is always our #1 priority. Keep these safety guidelines in mind for Cookie Booths.

- Girls can never be left alone at a booth for any amount of time or for any reason.
- Always have a first aid kit and a Health History form for each girl present.
- Use the buddy system when using restrooms.
- Only Girl Scouts and supervising volunteers should be at the booth.
- Adults should assist in handling cash. Cash is to be stored out of sight—try a fanny pack!
- Girls should never give out their names, addresses, or telephone numbers to customers.



Cookie Booth Community Partners

For GSMH Secured Cookie Booths, our community partners determine the time and dates when they will allow booths and when that information is released to our members. It is critical that we maintain a positive relationship with our community partners for their continued support of Girl Scouts and the GSMH Cookie Program. Understandably, our partners do not take calls from individual troops if they have already agreed to a Girl Scout Cookie Booth schedule. **Community Booth Partners for the 2024 Cookie Season include Walmart, Sam's Club, Costco, Hyvee, Tractor Supply, Bass Pro, Schnucks, Wonders of Wildlife, and Lowe's.**

Signing Up for a Cookie Booth

The easiest way to get started with a Cookie Booth is to sign up for one available in Smart Cookies! A variety of booths are scheduled by GSMH and entered into Smart Cookies before the initial sign up process begins. Below is the schedule for the initial sign up period.

January 11—Cookie Booth access opens at 6 p.m. for troops to choose booth locations. Each troop may initially reserve one Walmart booth and two additional booths.

January 15—Cookie Booth access closes for initial booth choices—confirmations sent.

January 29—Cookie Booth access reopens at 6 p.m. for the duration of the Cookie Program and troops may sign up for additional booths. Check back often for new opportunities.

There will be scheduling restrictions in place that allow troops to book only within their own service unit until the initial sign up period is over. Beginning January 29, booth locations will be open to all troops for the duration of the program.

Cookie Booth Etiquette

The businesses in our community allow Girl Scout Cookie Booths because they support our organization and believe in our mission. Please follow the Girl Scout Promise and Law when hosting a Cookie Booth, and always be professional, courteous, and kind to be customers and business personnel. In addition, follow these guidelines for top-notch booth etiquette before, during, and after your Cookie Booth.

- Remember to be considerate, caring, friendly and helpful to other troops, customers, and businesses. Show appreciation to all customers.
- Need a raincheck? Always cancel a Cookie Booth as soon as you can. If you cannot attend, find another troop, if possible, to take your space. Customers may show up at your booth looking for you when you're not there!
- Show up 5-10 minutes before your scheduled time. Any earlier, and you may be encroaching on another troop's time. If you arrive early and another troop is wrapping up their booth, you are not allowed to sell before your scheduled time starts.
- During the Cookie Booth, running around, shouting, smoking, and eating are not allowed.
- Begin packing your booth up 15 minutes prior to your end time; never stay past your assigned booth time when another troop is waiting to set up. If another troop does not show, you can continue to sell until the next troop shows up for their shift.
- At the end of your shift clean up and leave the area better than you found it. All empty cases and trash must be taken with you and do not use the location's trash services.

Securing Your Own Cookie Booth

Hosting two Cookie Booths is a requirement to earn the Troop Bonus (Page 11). We have pre-scheduled booths to sign up for in Smart Cookies—but your troop can also schedule their own!

Securing Your Own Cookie Booth

Troops can use their contacts and reach out to local businesses (not including our community partners as listed previously) and arrange a booth location in their community. These can be retail stores, grocery stores, hair salons, churches, parking lots, or other areas with lots of foot traffic. Troops must get prior permission from the store or property management to set up a Cookie Booth and sell Girl Scout Cookies.

Once secured with the location, enter your Troop Secured Booth into Smart Cookies. From there, a member of the Cookies+ Team will review and approve your Cookie Booth before it is active. Troop Secured Booths must be entered into Smart Cookies by Friday at noon for the same weekend. Booths are approved on a daily basis during Cookie Season.

Need more help in Smart Cookies? **Scan this QR Code to walk through the process of a Troop Secured Booth.** If you are ever in doubt, please contact your Cookies+ Team before reaching out to a location.



Restrictions on Booth Locations

In accordance with GSUSA Product Sales Guidelines, certain locations may be inappropriate for young girls and may negatively impact the Cookie Program experience for girls, and/or may negatively impact our brand in your community. Girls cannot sell in or in front of establishments that they themselves cannot legally patronize on their own. This includes any location that is 18+ or 21+; CBD, marijuana, or hemp dispensaries/pharmacies; gun stores; liquor stores; wine, beer, tobacco, or firearm events; and nightclubs.

Potential Cookie Booth Locations



Tips for a Successful Cookie Booth

- Select a day, time, and location with a lot of foot traffic—weekends are generally best.
- Take an adequate supply of the best sellers — Thin Mints, Caramel deLites, and Peanut Butter Patties. More guidance on ordering cookies for direct sales is on page 41.
- Make an attractive table display to invite customer interest. Decorations, balloons, and cookie signs are great, or girls can choose a theme and "Bling their Booth."
- Prepare a troop goal poster and display it at your booth. Customers love to help girls reach their goals! Update the poster as boxes are sold.
- Have a Care to Share donation sign. Customers who don't want to buy cookies for themselves can buy cookies to donate and support the Girl Scouts!

Smart Cookies Reservations

Cookie Booths should be listed in Smart Cookies so customers can find you! It also makes allocating cookies to girls easier. For how to secure or schedule a booth in Smart Cookies, please see page 32 for more details! Here are some other tips to keep in mind:

- A cookie booth isn't reserved without a Smart Cookies confirmation. Remember to keep the confirmation handy by printing it out or having it on your phone.
- When scheduling booths in Smart Cookies, please make sure to look for any special instructions. For example, if there is a note in Smart Cookies to check in with store manager, please do so.
- Troop Secured Booths must be entered into Smart Cookies by Friday at noon for the same weekend. Booths are approved on a daily basis during Cookie Season.
- If two troops show up at the same time for a cookie booth, the troop with the Smart Cookies confirmation is the troop conducting the booth.

Benefits of Adding Your Cookie Booth to Smart Cookies

National Cookie Finder
Link, page 33

Taking Payments through
Digital Cookie, page 37

Smart Booth Divider
Feature, page 34

National Girl Scout Cookie Finder

What does it mean to be featured on the National Girl Scout Cookie Finder?

The National Girl Scout Cookie Finder is used by millions of customers to find cookies in their local areas! In addition to displaying Troop Ship Only Links, customers will be able to see any Cookie Booths in their area—as long as they're entered into Smart Cookies! Entering Troop Secured Cookie Booths ensure customers that are searching for delicious cookies can find you! This year, GSUSA and GSMH will be supporting all troops by running paid digital ads to promote the National Girl Scout Cookie Finder. Imagine the possibilities! **Scan this QR Code to see the National Girl Scout Cookie Finder in action!**



Cookie Crumb: To take advantage of this awesome resource for extra cookie sales, be sure to add all Troop Secured Cookie Booths in Smart Cookies. GSMH Secured Cookie Booths will automatically show up in the National Girl Scout Cookie Finder.

Giving Girls Credit - Dividing Booth Sales

It's important to determine a process of giving girls credit for booth sales. You may find it successful to manually divide the total number of packages sold by the number of girls who worked each booth, and manually give those girls credit in Smart Cookies. Our favorite way for giving girls credit is with the Smart Booth Divider in Smart Cookies! Whatever way you decide, be transparent with troop members about how you are dividing up credit for booths.

The Smart Booth Divider is an easy and efficient way to distribute credit for booth sold packages to multiple girls quickly and evenly. Using the Smart Booth Divider not only helps you track packages sold at each booth location, it also provides GSMH important data related to the booth sales activity to help prepare for future booth sales.

Steps for using the Smart Booth Divider:

1. Log into Smart Cookies.
2. Click on the 'Booth' tab.
3. Select 'My Reservations'.
4. Choose the booth location the cookies were sold at.
5. Click on the three dots on the far right of the booth. Select 'Smart Booth Divider'.
6. Enter the number of packages by variety sold at the booth. Click 'Save and Distribute Sales'.
7. Click on the check box next to the girls who participated at the booth.
8. Click 'Continue'.
Any left-over packages will appear at the top of the page in red. You will need to manually distribute these packages to the girls.
9. Click 'Save'.

For more information regarding making edits or deleting smart booth divider transfers, scan this QR Code to watch a quick tutorial.



Boost Your Booth with Cookie Share

Giving back to the community is what Girl Scouts is all about. That's why we have a great way for our customers to give directly to their local communities and support your troop's Cookie Program—Cookie Share! When a customer orders Cookie Share cookies, those packages are donated to an organization that gives back!

Not only do girls get the satisfaction of giving back through the power of Girl Scout Cookies, they can also earn special donation rewards. Girls that sell 12+packages to be donated to the Cookie Share organization Ozark Food Harvest will earn a Cookie Share Patch!

This year our Cookie Share cookies will be donated to Ozark Food Harvest. Founded in 1983, Ozarks Food Harvest has a mission of "Transforming Hunger into Hope." Ozarks Food Harvest provides food distribution and services to 270 Ozarks area nonprofits through programs such as the Weekend Backpack Program, Mobile Food Pantry, the Senior Food Program, and more.

Troops can also choose to donate their own cookies, if Cookie Share cookies are sold via order card or in-person. Troops select a nonprofit organization such as a local food pantry, hospital, or shelter for which to donate cookies. Troops should learn about their local services and make their own girl-led philanthropic business decisions. Troops may collect cookie package donations to distribute to the nonprofit organization of your choice as long as it aligns with the values of the Girl Scout Movement. **Cookie Share flyers are available for troops online.**



Cookie Program

FINANCES

Let's talk finance! This section of The Cookie Scoop will help you with everything from collecting money to sending it to the bank—even walk you through how to accept credit card payments via Digital Cookie! We also cover other accepted forms of payment, best practices for collecting money from families, and what to do at the end of the program!

Withdrawal of Proceeds from Troop Account

Money matters! All troops participating in the Cookie Program must have an established bank account. If at any point, you need support with Cookie Program finances—reach out to us! GSMH will withdraw the amount due for your Troop via an electronic withdrawal, following the schedule below.

- ✓ **March 11**—Troop deposits for initial order plus additional cookies is due. Remind families to turn in money received.
- ✓ **March 15**—GSMH will electronically withdraw 30% of the total amount due* from the cookies transferred to your troop (initial orders plus additional cookies).
- ✓ **March 25**—Troop deposits for second electronic withdrawal are due. Remind families to turn in money received.
- ✓ **March 29**—GSMH will electronically withdraw 30% of the total amount due* for the cookies allocated to the troop in Smart Cookies.
- ✓ **April 8**—Troop deposits for third electronic withdrawal are due. Remind families to turn in money received.
- ✓ **April 12**—GSMH will electronically withdraw 30% of the total amount due* for the cookies allocated to the troop in Smart Cookies.
- ✓ **April 19**—Deadline to submit Uncollected Funds Report.
- ✓ **April 22**—Deadline to deposit remaining funds into troop account.
- ✓ **April 26**—GSMH will electronically withdraw the remaining balance due from the troop.

**Smart Cookies does not automatically calculate the amount due for your troop. To know, take the total due shown in Smart Cookies and multiply it by 0.3 to calculate the exact amount being withdrawn from your account. Once the amount has been withdrawn from your troop account, the transaction will appear on your Troop Balance Summary.*

Money Management and Collecting Money

Collecting Money from Families

When dispersing cookies to girls, be sure to remind the caregivers that once they sign for the cookies, they are financially responsible and cookies cannot be returned. It's important to always issue a receipt anytime cookies or money are transferred between the troop and girls. Keep the white copy for your records and give caregivers the yellow copy. These receipts are important when transferring extra cookies or if you need to submit an Uncollected Funds Report. Remember:

- Girls collect payment from customers at the time the cookies are delivered, unless the customer is only ordering cookies for the Cookie Share Program.
- Caregivers may only get additional cookies once their initial order money has been deposited or turned in to the Troop Cookie Chair. During the Direct Sale Period, **families should pay for any sold cookies before being given additional cookies to sell.**
- In the event of a parental divorce or separation, the parent who signs for the cookies is responsible for the payment.

Using Digital Cookie to Collect Payments

We strongly encourage using Digital Cookie credit card system to accept payment whenever possible—it's easy to use, but also requires fewer trips to the bank! Not only is payment received at time of pick-up or delivery, no one will need to carry money to the bank or worry about receiving bad checks. This also helps ensure the money is already in your troop account when electronic withdrawals are taken out during the program.

GSMH covers 100% of the credit card fees incurred through the Digital Cookie credit card system! Girls can use Digital Cookie credit card system on both iPhone and Android devices to accept payments. This feature works for in-person orders so that a credit card can be used to pay for them at that time. Don't worry—cookies won't be counted twice since they were ordered from the girl and she added them right before she accepted the credit card payment.

Troops can also use the Digital Cookie credit card system to accept in-person credit card payments as long as the Troop Cookie Site has been set up. Money is deposited directly into the GSMH bank account, and the sale and credit for the deposit is recorded in each troop's Smart Cookies account.

Other Payment Options

Peer-to-peer apps such as Venmo, PayPal, Square, etc. can also be used for payment from a customer, or from caregivers of girls to Troop Cookie Chairs. The person accepting the payment is responsible for any transaction fees and for getting the money transferred to the appropriate account—just as if you accepted cash.

Of course, many customers may still like to pay with cash or check. Cash and checks should be deposited frequently—weekly at a minimum. GSMH strongly cautions against accepting checks from someone the girls or families do not know. If you choose to accept a check, girls should only accept checks with issuer's name and address pre-printed on the face of the check.

- Checks should be made payable to GSMH Troop #####.
- All checks **should be deposited within seven days** to reduce returned checks and to ensure the best customer service.
- Contact us via info@girlscoutsmoheartland.org if one of the checks you deposit is returned by your bank.



Cookie Crumb: Encourage families to turn in their collected money frequently! Schedule times that parents can submit the money and always make sure to give receipts. Tip: Make it easier on the adults by giving each parent troop bank account deposit slips! Be sure to write the girl's name on the slip—then parents can deposit cash and checks received straight into the troop bank account.

Notes



Collection Issues

Girl Scout families are responsible for payment of all cookies that they have signed for. This is why receipts are so important every time cookies and payments are transferred between troop and girls, and why allocating cookies in the Smart Cookies platform to the proper girl must be done continuously throughout the cookie season.

If troops have made every effort to collect and followed best financial practices, but encounter an issue with money collection from a family, a troop may not be responsible for paying amounts owed by Girl Scout families who have not paid the troop—as long as documentation of efforts to collect are submitted with an Uncollected Funds Report to GSMH by April 19.

To submit an Uncollected Funds Report, include supporting documentation:

- Signed receipt(s) for cookies dispersed
- Signed receipt(s) of any payment received
- Brief explanation concerning the amount outstanding or the situation and efforts made to collect the outstanding balance

After submission, further discussion and/or documents may be requested by the Finance Team.

Scan this QR Code to access the 2024 Cookie Program Uncollected Funds

Report. Note: Due to the length and documentation, this may be easier to complete on a desktop. Progress does not save, be prepared to complete in one sitting.



How does that affect recognitions and the bonus program?

In the event that a girl or troop owes money after April 26 and no Uncollected Funds Report has been submitted, recognitions will not be distributed to girl and/or entire troop until all outstanding money issues are resolved. The same procedure also applies to Troop Bonuses. If outstanding money issues are not resolved by September 30, all recognition items, proceeds, and bonuses are forfeited. No exceptions will be made. Unresolved money issues can result in a volunteer being removed from their volunteer position at the troop and/or service unit level.

Additional Guidelines

Fire, Theft, Burglary, And Robbery. Cookies and related funds become the responsibility of the troops, parents, and girls at the point of delivery. Cookies should be distributed to the girls quickly, delivered to the customers promptly, and the funds deposited immediately to help avoid potential issues. In the event that cookies or funds are stolen, the family and/or troop is responsible for the money that is due for the cookies. In some cases, homeowner's or car insurance will cover the loss. For this reason, the police must be called and a report taken within 48 hours of the incident.

Troop Splits. Troops may not split into two troops during the Cookie Program. If a troop would like to split please contact your Volunteer Support team, and they will help work on a solution after the Cookie Program.

Initial Orders. Troops can order additional cookies for booth sales on the initial order—**using the booth cookies line found in Smart Cookies**. Do not enter extra booth cookies in Smart Cookies as a girl order. Troops and families are responsible for all cookies, even unsold cookies—as such, do not estimate a girl's initial order. GSMH reserves the right to request a copy of a girl's order card for verification if her initial order is deemed unusually high. GSMH reserves the right to limit or refuse any cookie orders during the Initial Order or Direct Sale Period .

Girl Transfers. No girl transfers are allowed between troops during the Cookie Season (January 5 - April 21). Girl participation and sales in the Cookie Program can only be associated with one troop and cannot be transferred.



Managing the Girl Scout **COOKIES**

Let's get right to it—how do I get my cookies? Managing the troop's cookies means placing an initial order, transferring cookies to girls, and visiting Cookie Cupboards to pick up more cookies when necessary. With the Smart Cookies online platform managing cookie inventory is a breeze!

How Troops and Girls Get Cookies

Initial Orders

Troops will pick up initial order cookies at Initial Pick Ups. These pickup locations are reserved by the Service Unit Cookie Chair and are where all the Service Unit cookies will be delivered at the same time! Your Service Unit Cookie Chair will let you know the date, time, and location of your Initial Pick Up.

Cookie Cupboards

Cookie Cupboards open in mid-February. Cupboards are a resource for troops to restock on inventory when their initial cookie orders run out. Before heading out to a cupboard, make sure to place a Planned Order in Smart Cookies ahead of time—see page 43 on how to place one!

From Other Troops

Transferring cookies between troops is another way to manage troop inventory. Troops with an excess of one or multiple varieties can transfer to troops who need more.

The Inside Scoop on Initial Orders

The Initial Order Period happens January 5–19. This is the time when girls can go around with order cards—collecting orders from customers, but not collecting money. Initial Orders are due from girls to the Troop Cookie Chair through Digital Cookie on January 16 and troop Initial Orders are due to Service Unit Cookie Chairs on January 19.

Troops place Initial Orders to receive cookies as soon as the Direct Sale Period starts. Here are some benefits to placing Initial Orders:

- Initial Order Cookies are shipped directly to your service unit! All you have to do is communicate with your Service Unit Cookie Chair to schedule a time for pick up.
- If troops include cookies for Cookie Booths on their initial order, it decreases trips needed to a Cookie Cupboard—saving gas and time!
- Placing Initial Orders also helps prevent shortages. The cookies you order in your Initial Order are guaranteed by our baker for you to receive.

Part of your troop's Initial Order will be the cookies girls have sold with their order cards during the month of January. Troops can also order additional cookies for booth sales on the initial order—**using the booth cookies line**. Do not enter extra booth cookies in Smart Cookies as a girl order. Smart Cookies will automatically round each variety up to the nearest full case after initial orders and extras are entered. The troop is responsible for selling these extra packages.

What to Expect from Your Initial Pick Up

Once initial orders are in, it's time to plan for the arrival of cookies. If you haven't yet seen a cookie delivery, it's quite a sight! Many semi-trucks deliver over 60,000 cases of cookies to our Cookie Cupboards and Initial Pick Up sites, and there's a great deal of excitement and Girl Scout sisterhood. Your Service Unit Cookie Chair will give you instructions on the process, date, and time for attending Initial Pick Up and picking up your troops initial order cookies. Be sure to print your Initial Order confirmation to bring to the pick up to confirm totals. While there, the Service Unit Cookie Chair will receive and confirm the product first. Then, work together to verify totals by cookie variety for your troop—count each case by variety with the Service Unit Cookie Chair or designated volunteer before signing for the product and leaving the location.

Next, as a Troop Cookie Chair you:

- Arrange the distribution of your troop's cookies to girls and families—set a day and time for families to pick up their inventory and communicate the process.
- Verify total by cookie variety—counting with families during distribution.
- Issue receipts to families for total number of cookies picked up, by variety of cookie.

What Cookies Should I Order for Direct Sales?

You're heading into the Direct Sale Period. Great! Now, how do you know which cookies to offer to customers? When ordering cookies, there are a few things to consider!

Are you preparing for an upcoming Cookie Booth?

- Is your booth at a larger store like Walmart or Lowe's? Cookie Booths at bigger stores have a potentially better chance of bringing in more foot traffic for sales.
- What does the weather look like for that day? Better weather means a higher possibility for more foot traffic for sales.
- Is it the beginning of the Cookie Program? Earlier in the season there is more demand—customers have been waiting all year for Cookies! The end of March also offers customers a last chance for Girl Scout Cookies.

What's the right mix? On average, this is what Cookie Sales look like in Missouri Heartland.



Thin Mints 27%
Caramel deLites 18%
Peanut Butter Patties 17%
Adventurefuls 7%

Peanut Butter Sandwich 9%
Lemonades 9%
Gluten-Free Caramel Chocolate Chip* 2%

Trefoils 5%
Toast-Yays! 4%

**Gluten-Free Caramel Chocolate Chip are in limited supply. This year there is no limit on troop initial orders, while supplies last. GSMH has the authority to edit Gluten Free cases based on supply. If supply remains after initial order, Gluten Free are first-come, first-served at Cookie Cupboards.*

Note: Troops are responsible for deciding the quantity of cookies that they order.

Getting to Know Cookie Cupboards

After you have received your initial cookie order, your troop may need more cookies to fill additional girl orders or for Cookie Booth sales. There are many cupboards throughout GSMH—exact locations will be available this winter. Cookie Cupboards are where you can pick up additional cookies and replace damaged product with the same variety.

Cookie Cupboards are located throughout GSMH and are hosted by both staff and volunteers. All Cookie Cupboards are open to all troops and operate similarly, but hours will vary. All cupboards accept orders through our Planned Order process.

Some Cookie Cupboards may close before the end of the Direct Sales Period based on the flow of product coming out of the cupboard. If a cupboard closes before the end of the Direct Sales Period, this will be communicated with the volunteers via email.

Stay tuned for 2024 Cookie Cupboard details coming soon! Keep reading to learn how to order cookies from Cookie Cupboards.

Tips for a Smooth Cookie Cupboard Experience

- Remove obstacles from your vehicle to ensure it is ready to be loaded.
- Gluten Free Caramel Chocolate Chip cookies are not guaranteed to be in stock at any cupboard location.
- Verify the cookie count and sign the receipt before you leave the building.
- No returns or exchanges. However, damaged packages of cookies can be exchanged for the same variety.

How to Order Cookies from a Cookie Cupboard

To order cookies from a Cookie Cupboard, troops will place a Planned Order in Smart Cookies! A Planned Order allows a troop to schedule a cookie pick-up on a designated day from any Cookie Cupboard. It also allows time for the Cookie Cupboard to guarantee the proper cookie inventory to fill the order.

How Planned Orders Work?

Cookie Cupboard locations are uploaded into Smart Cookies—and acts as our inventory management system (just like it does for troop inventory). Planned Orders are submitted through Smart Cookies for pickup at any of these locations. Planned Orders can be placed daily and must be submitted by 1 p.m. each day for pickup the following day.

For example, orders placed by 1 p.m. on Monday are eligible for pick up Tuesday, as long as there are pickup times available. An order placed at 3 p.m. on Monday would be eligible for pickup beginning Wednesday, as long as there are pickup times available.

Planned Orders in Smart Cookies

Scan here for a video walk-thru!



To schedule a Planned Order in Smart Cookies:

1. Log in to your Smart Cookies account.
2. Click on the 'Orders' tab at the top of the page.
3. Select 'Planned Order'.
4. Choose the cupboard location you want to pick up from. Click 'Continue'.
5. Select the date and time you wish to pick up your order. Click 'Save'.
6. Enter the number of packages for each variety that you want to order (1 case=12 packages).
7. If you are having someone other than the Troop Cookie Chair pick up cookies for the troop, add their name and phone number in the 'Order Notes' box.
8. Click 'Save'.
9. Print or Save your receipt.

The receipt confirmation will state “Not Approved.” This only indicates that your order has not yet been picked up. Once you have picked up your order, it will become a Cupboard to Troop Transfer and show “Approved” on the receipt.

Planned Order FAQs

What are the benefits to Planned Orders? Cookies+ Team has the ability to see each cupboard's inventory at any given moment. This helps us know when, where, and how many cookies are needed at cupboards—decreasing the likelihood of cookie shortages. Our goal is to always have cookies available when and where our girls are selling.

Who can pick up the Planned Order for my troop? As with all cookies, the Troop Cookie Chair is the only person allowed to pick up the cookies unless prior permission for someone else is provided. To do that, provide that information in the 'Order Notes' while placing a Planned Order.

What if I don't see a lot of time slots? Time slots are available first-come, first-serve. Cupboard time slots are in 30-minute increments. As the maximum number of pickups allowed during a slot is reached, that time will fall off the list of available options.

What if I want to edit my order? How? Under the Orders tab, you can select “Manage Orders” to review your order—you have until 1 p.m. the day before your scheduled pick up to make edits to your order. Once picked up, Planned Orders will immediately appear on your Troop Balance Summary and will be calculated for the next electronic withdrawal.

Do I need to calculate Planned Orders differently for the electronic withdrawal? No. Once picked up, all Planned Orders will immediately appear on your Troop Balance Summary and will be calculated for the next electronic withdrawal.

What if I'm running late or no longer able to pick up my planned order? Notify the cupboard as soon as possible. Depending on the cupboard schedule, they should be able to work with you on a new time. If the cupboard is unable to work in the changes, they will cancel the planned order and you will need to schedule a new pick up in Smart Cookies.

Can I add cookies to my order when I arrive to pick up my order? Yes—as long as cookies are available and not being held to fulfill other planned orders that day.

What if I run out of cookies and I need more fast? If you run out of cookies at a booth and need more but it's past the deadline to submit a planned order, you can contact the cupboard during their cupboard hours to request a urgent pick up. If the cupboard has the cookies you need, they will schedule an available time for you to pick up. Note: These urgent pick ups are only used for when troops run out of cookies at a cookie booth, not due to lack of planning ahead.

Tips & Tricks to Manage Your Troop Inventory

It's important to have a plan of how many cookies your troop will need to achieve your goals. Read below for some tips to help you manage your inventory from the beginning of the season to the end.

- 1. Project your Initial Order.** Review each girl's initial order demand and work as a troop to decide how many booths your girls would like to secure and work with your troop on setting a goal for each girl to earn an Initial Order reward.
 - The Goal Getter Patch is earned when girls place an initial order for 125+ Packages.
 - Girls with an initial order of 250+ Packages will also earn an exclusive axolotl small plush!
- 2. Weekly Troop Cookie Tracking.** Use your troop Facebook Group / text chain / other mode of communication to give updates to families on Troop Sales Goals, inventory, and planned pick up orders. At troop meetings, take some time to update a visual board that gives an exciting update and check in with your girls on their goal progress.
 - Other topics to consider: How many cookies does each girl have on hand? How many packages are the girls away from reaching their goals? Are they still wanting to actively participate in booths or door-to-door sales?
- 3. Booth Participation.** Things to consider when scheduling booths.
 - Be consistent where you're setting up your booths and try to avoid canceling them.
 - Forecast the number of cookies you will need for each booth.
 - Reevaluate your inventory after each booth. If your girls are starting to slow down, you might not want to order cookies in bulk from the cupboard.
- 4. Extended Sales.** Evaluate girl and troop inventory and establish a plan to liquidate any unsold cookies. This could look like scheduling more booths, working with businesses on bulk sales, or making a donation to your favorite non-profit organization.

A few quick Reminders:

- Transferring sold cookies to girls in Smart Cookies when the transfers happen not only helps with managing troop inventory, it also helps you properly track financial responsibility of the cookies and makes closing out your season smoother.
- Always issue receipts any time cookies or money are exchanged! Keep these receipts until October 1, 2024.
- Cookies must be kept in good condition and stored in areas free of extreme temperature changes, pests, smoke or other damaging effects.

Leftover Inventory

Troops have until the end of the Extended Sales Period—April 21—to sell any remaining cookie inventory. See page 24 for different ways to move larger quantities of cookies.

If troops are unable to sell their remaining inventory by April 21, they can contact local organizations such as first responders, churches, and more to donate these cookies. Troops can also choose to use the remaining cookies for snacks during troop meetings and/or troop activities throughout the summer!



Helpful Reports and

SMART COOKIES

Smart Cookies is the online platform that will help you and your troop through all the phases of the Cookie Program—you can track your troop's cookies, sign up for Cookie Booths, place an order for pick up at the Cookie Cupboard, and a whole lot more! Even better, girls can set up their online sale to reach customers digitally and track their goals and progress.

What is Smart Cookies?

Smart Cookies is your one-stop-shop for all things during the Cookie Program. With this online platform, hosted by ABC Bakers, you'll be able to:

- Manage your inventory
- Submit Planned Orders
- Select cookie booths
- Schedule cookie booths
- Transfer cookies to other troops
- Track troop finances
- Order girl rewards

Training guides for almost anything in Smart Cookies can be found in the Cookie Section on our website. But, here are a few basics to get you started.

Before the Program Begins

Once you have been trained and set up in Smart Cookies by your Service Unit Cookie Chair, you will receive your log in information. Before the program begins, make sure to update your troop information. This is found under the My Troop icon, you can update the following:

- Troop level
- Proceed plan
- Main recognition plan
- 5¢ Option for Juniors+
- Troop Recognition Plan
- Contact information, including addresses and phone numbers

GSMH will automatically upload girls to your Smart Cookies roster around December 4—log into Smart Cookies and check to make sure all your girls have been added. Then, enter the number of girls selling under troop information. If you have a girl that is not showing up in Smart Cookies, please be sure she is a registered Girl Scout, then contact your Cookies+ Team **before January 16** so she can be uploaded into Smart Cookies. Once the program begins on January 5, girls will not be removed from your roster. Also verify your troop's bank account information in Smart Cookies at this time.

Submitting Initial Orders

Follow the steps below to place your troop's initial order under the Orders tab:

1. Select "Troop Initial Order."
2. Review girl initial orders, editing as needed. Girls may notify you after the girl deadline of January 16 with any digital girl delivery orders they received. You will need to add these cookies to your troops initial order.
3. Optional: Use the 'Booth Packages' option to order additional packages in your initial order for upcoming direct sales. You can edit this initial order until the troop order due date on January 19, which is also listed in red at the top of the Initial Order screen.
4. When your order is complete, slide the 'Ready for Review' button to the left to let your Service Unit Cookie Chair know that your order is complete and ready for processing.
5. Once it is saved, the assigned Delivery Station for cookie pick up will be shown at the bottom of the screen. Click to lock it in.



Cookie Crumb: Smart Cookies will automatically round each variety up to the nearest full case after initial orders and extras are entered. The troop is responsible for selling these extra packages. Smart Cookies will also automatically generate a Troop Recognition Order at the end of the sale.

Ordering Cookies from a Cookie Cupboard

Scan here for a video walk-thru!

To schedule a Planned Order in Smart Cookies:

1. Log in to your Smart Cookies account.
2. Click on the 'Orders' tab at the top of the page.
3. Select 'Planned Order'.
4. Choose the cupboard location you want to pick up from. Click 'Continue'.
5. Select the date and time you wish to pick up your order. Click 'Save'.
6. Enter the number of packages for each variety that you want to pick up (1 case=12 packages).
7. If you are having someone other than the Troop Cookie Chair pick up cookies for the troop, add their name and phone number in the 'Order Notes' box.
8. Click 'Save'.
9. Print or Save your receipt.



The receipt confirmation will state “Not Approved.” This only indicates that your order has not yet been picked up. Once you have picked up your order, it will become a Cupboard to Troop Transfer and show “Approved” on the receipt.

Under the Orders tab, you can select “Manage Orders” to review your order—you have until 12 p.m. the day before your scheduled pick up to make edits to your order. Once picked up, Planned Orders will immediately appear on your Troop Balance Summary and will be calculated for the next electronic withdrawal.

Cookie Booths

Scan here for a video walk-thru on adding a Troop Secured Cookie Booth!

To sign up for a GSMH Secured Cookie Booth or add a Troop Secured Cookie Booth in Smart Cookies, under the Booth tab:

1. Choose “Schedule a Booth.”
2. A new page will pop up, allowing you to choose from a “troop secured” or “first-come, first-served” booth. A troop secured booth is characterized as booths in front of small, local businesses and a first-come, first served booth is characterized as booths in front of big box stores (Walmart, Lowe’s, etc.).
3. If scheduling a Troop Secured Cookie Booth, follow the steps below. If signing up for a GSMH Secured Cookie Booth, skip to step number 4.
 - a. Input the business name, address, date, and time.
 - b. You will receive an email stating the booth has been saved but is still in the approval process.
 - c. GSMH will approve your booth.
4. If signing up for a GSMH Secured Cookie Booth, follow the steps below:
 - a. Input the zip code or town you are wanting to host the cookie booth.
 - b. Available locations will pop up and allow you to schedule using a calendar. Select the date you are wanting to host the booth. Note: these booths are available in two hour time slots. You can only reserve one time slot. Remember: these are first-come, first-served and not every time slot will be available.
 - c. An email will be sent to you as soon as you save your reservation.



If you have any questions regarding scheduling Cookie Booths or hosting a Cookie Booth, reach out to your Cookies+ Team.



Cookie Crumb: Track each girl's monetary transactions throughout the Direct Sale under the Finances tab. Use the 'Girl Financial Transactions' option to keep track of money received by each girl. This information will be transferred to the Girls Balance Summary Report, which can be used as a receipt.

Transfer Cookies to Girls

Scan here for a video walk-thru!

Throughout the Direct Sales Period, cookies should be transferred to girls after every booth and sales activity. **At the end of the Direct Sales Period, you must transfer all cookies to girls.**

Under the Orders tab, to transfer cookies to girls:

1. Choose "Transfer Order."
2. For the type of transfer, select "Troop to Girl."
3. Transfer all cookies from troop to girls, including any unsold cookies.
4. Number of available quantity will decrease as they are assigned to girls. Monitor this until the troop's inventory is zero. Troop cookie balance must be zero once all packages are transferred.



Create a Recognition Order

Scan here for a video walk-thru!

At the end of the Direct Sales Period, you must create a recognition order for your troop as part of wrapping up the program. For troops, this is due April 3.

Under the 'Recognitions' tab, create your recognition order:

1. Select "Create Recognition Order."
2. Click "Main Recognition Plan."
3. Click on each girl's name to review their recognition items for accuracy. Each time additional cookies are added to a girl's order, you must review.
4. Save order.



Final Paperwork

You will also need to prepare your final paperwork in Smart Cookies under the Reports tab.

1. Select "Current."
2. Save a PDF or print a copy of your Troop Balance Summary to save for the end of year Troop Financial Report.
3. Print the Recognition Summary by Girl to include in your records.

Fill out the online optional forms when needed. Troop Bonus and Travel Reward Option Forms Due April 3, and Uncollected Funds Report by April 19.

Extended Sales Period

All Troop Shipped Only Link credit card transactions in Digital Cookie will migrate over to the Smart Cookies system and calculate troop proceeds in Smart Cookies. Troop proceeds will be deposited into your troop account in mid-May. If you plan to sell any leftover cookies during this time, and take any cash from sales, you will need to deposit that into the troop account by April 22 to prepare for the final electronic withdrawal on April 26.

Reports that Make Cookie Season Sparkle

Smart Cookies and Digital Cookie allow you to run various reports to help you track your Cookie Program. Smart Cookies reports are located under the Reports tab. Digital Cookie reports can be found at the bottom of the Troop Dashboard in Digital Cookie. All Digital Cookie reports download as an excel spreadsheet. Reports from both are generated in real time—as soon as information is entered, you will be able to view it in a report.

Troop Balance - Smart Cookies

This report shows all cookies that are received/transferred as well as troop proceeds, per girl averages, and what amount is owed to GSMH after all electronic withdrawals are complete. The report should show a \$0 balance for the troop.

Girl Cookie Totals Summary - Smart Cookies

This report keeps track of all cookies received by each girl. All cookies sold during the initial order or direct sale are credited to girls.

Girl Balance Summary - Smart Cookies

In Smart Cookies you'll enter the amount of money that has been paid by the parent for each girl. This report should show a \$0 balance due at the end of the program. This report must be completed to ensure recognitions are correct. If a girl owes money, this report will help you document what has been paid and how much is still owed.

Transfer Order Summary - Smart Cookies

This report shows all transfers, such as cupboard-to-troop, troop-to-troop, etc.

Troop On Hand Inventory - Smart Cookies

This report will show the total amount of cookies the troop has on hand at any given moment. The troop on hand inventory will need to be 0 at the end of the Direct Sale Period.

All Order Data - Digital Cookie

This report shows girls full order details including varieties, delivery type, order status, payment status, and date order was approved (if girl delivery).

Initial Order - Digital Cookie

This report shows the girls initial order by variety with a total amount of packages sold.

Cookie Badges - Digital Cookie

This report shows the steps girls have completed to earn their cookie badges and entrepreneur pin.

Reward Selection - Digital Cookie

This report shows the rewards each girl in your troop have selected.

Recognition Order Summary by Girl - Smart Cookies

After all cookies have been transferred to the girls, you will want to run this report at the end of the program to show what recognitions have been earned by the girls.

2024 Cookie Program Calendar

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5 Cookie Program Begins!	6
7	8	9	10 <small>First Cookie Merchandise Order Deadline</small>	11 <small>Cookie Booth Access Opens at 6 p.m.</small>	12	13
14	15 <small>Cookie Booth Access Closes for Confirmations</small>	16 <small>Initial Orders Due from Girls to Troop</small>	17	18 <small>5¢ Option Form Due</small>	19 <small>Initial Orders Due from Troop to SU</small>	20
21 <small>Initial Orders Due from SU to GSMH</small>	22	23	24	25	26	27
28	29 <small>Cookie Booth Access Open for Rest of Program</small>	30	31			

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7 <small>Third Cookie Merchandise Order Deadline</small>	8	9
10	11 <small>Troop Deposit Due for 1st Electronic Withdrawal</small>	12	13	14	15 <small>1st Electronic Withdrawal: 30% of Total Amount Due</small>	16
17	18	19	20	21	22	23
24	25 <small>Troop Deposit Due for 2nd Electronic Withdrawal</small>	26	27	28	29 <small>2nd Electronic Withdrawal: 30% of Total Amount Due</small>	30 <small>Final Day of Cookie Cupboards</small>

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 <small>Second Cookie Merchandise Order Deadline</small>	2	3
4	5	6	7	Service Unit & Regional Cupboard Deliveries		10
11	12	13	14	15	16 Direct Sales Begin! <small>Cupboards Open</small>	17 National Girl Scout Cookie Weekend
18 National Girl Scout Cookie Weekend	19	20	21	22	23	24
25	26	27	28	29		

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31 Cookie Program Ends	1 Extended Sales Period	2	3 Rewards Orders Due from Troop to SU	4	5 Rewards Orders Due from SU to GSMH	6
7	8 <small>Troop Deposit Due for 3rd Electronic Withdrawal</small>	9	10	11 <small>Final Cookie Merchandise Order Deadline</small>	12 <small>3rd Electronic Withdrawal: 30% of Total Amount Due</small>	13
14	15	16	17	18	19 Deadline to Submit Uncollected Funds Report	20
21 Extended Sales Period Ends	22 <small>Troop Deposit Due for Final Electronic Withdrawal</small>	23	24	25	26 <small>Final Electronic Withdrawal of Remaining Balance Due</small>	27
28	29	30				

girl scouts 
of the missouri
heartland

