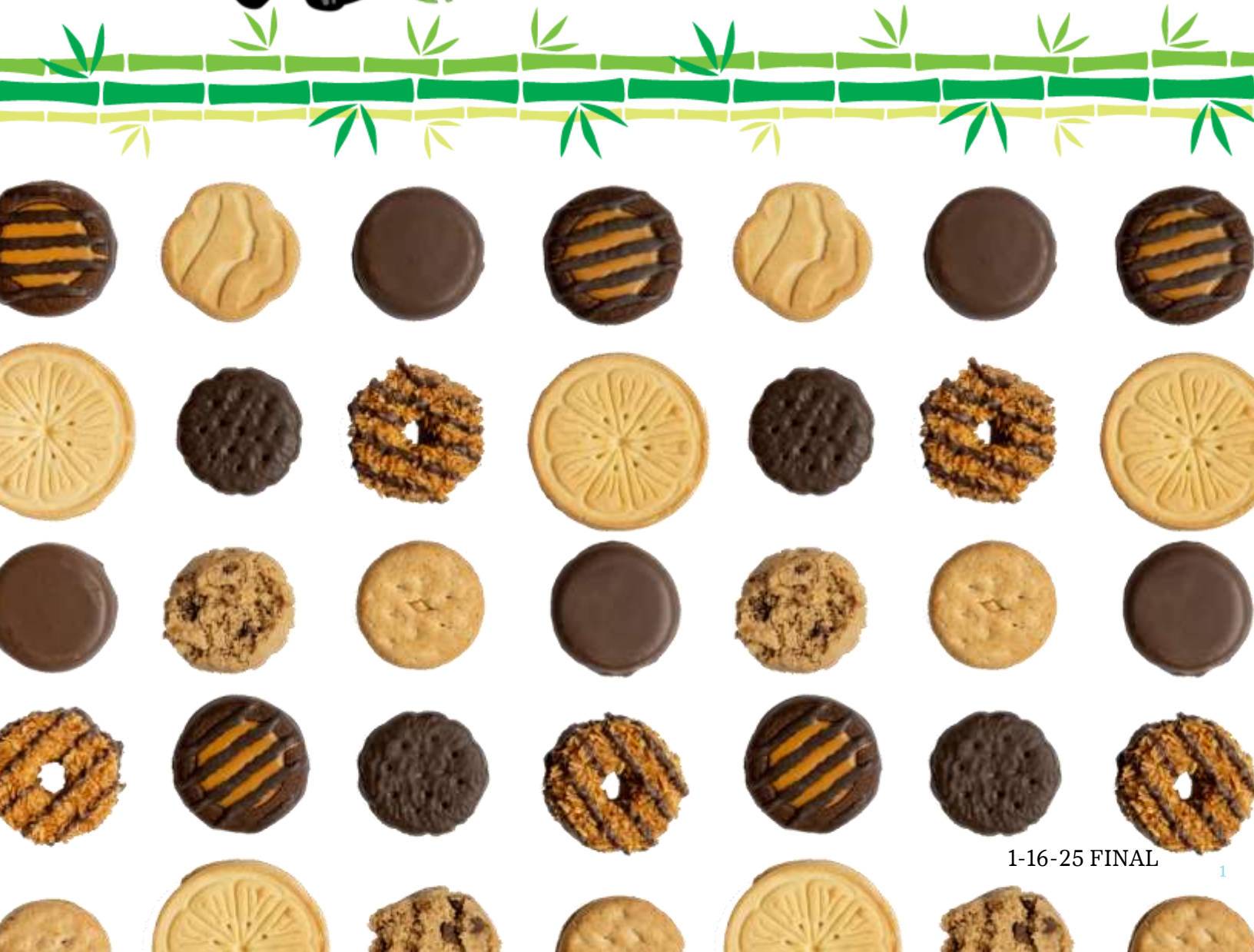




2025 Girl Scout Cookie Program®

# Troop Cookie Manager Guide





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This Girl Scout Cookie™ season, we are inspiring Girl Scouts® to embrace the endless possibilities to grow their skills that selling cookies offers!



Thank You!

Thank you for volunteering to serve as a Troop Cookie Manager! You're an invaluable part of the cookie program, and we're here to support you with resources, tools and tips to help girls reach their goals. Now that you've stepped up in support of girls, it's time to help them rise to the challenge of becoming Girl Scout Cookie™ entrepreneurs.

This guide should help you find everything you need as you embrace the possibilities this cookie season! If you can't find something, please ask!



# 2025 Changes

**Council is returning to the Initial Order method of sales – no bulk troop preorders. Troops will place an initial order by girl which includes girls in-person order card sales and online girl delivery orders placed through January 22. Please note the changes below**

**Initial Order (IO) deadline** – troops must complete entry in Smart Cookies by 11:59 pm on January 28.

**The initial order can include:**

- **In-person Sales** – girls should turn in their paper card totals to troop leader before troop deadline. Best practice is to receive totals in writing by January 26.
- **Girl Delivery Orders** – orders placed by January 22 will automatically flow into the IO in Smart Cookies.
- **Booth Cookies** – may be included in the troop's IO at this time if desired.

## **Girl Delivery Option to Turn Off**

Girl delivery option will remain turned on through the cookie season, shutting down on April 7.

Girl delivery orders placed after January 22 will not automatically migrate into Smart Cookies. Parents must continue to approve these orders and then request the flavors needed from the troop cookie manager. When a caregiver receives cookies for those orders, troop will do a troop-to-girl transfer to move financial responsibility and inventory from the troop to girl.

Girl delivery CAN be shut off either for the whole troop or by an individual girl/family.

- The parent can shut this feature off in the digital cookie app at any time
- Troops can request that digital cookie be shut off for the entire troop as of any date of their choosing within 24 hours of their choice

For troops that want to have girl delivery shut down for the whole troop effective January 23 (all orders placed after the IO), council can shut it off. Troops should make their request through this link as soon as a troop decision is made: <https://gsfun.org/GirlDeliveryshutoff>



# GSJS Product Program Team

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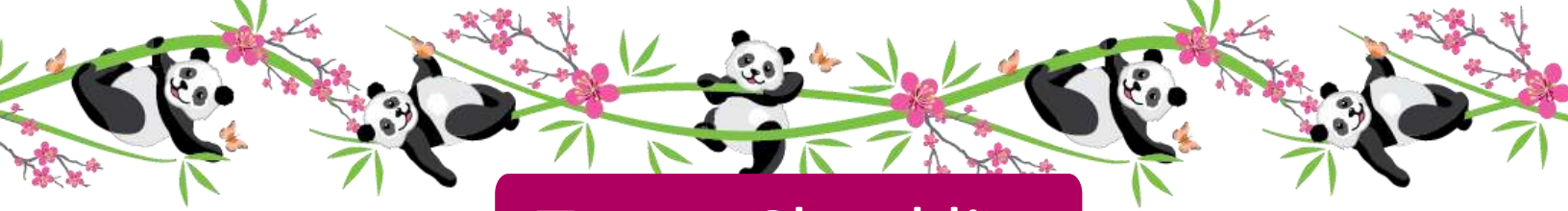
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# Troop Checklist

## LATE DECEMBER/EARLY JANUARY

- ☐ Be registered for 2025 and background checked. Attend cookie training.
- ☐ Log into Smart Cookies, verify troop contact information; review troop roster. Notify [productsales@gsfun.org](mailto:productsales@gsfun.org) of any errors or omissions.
- ☐ Attend trainings as offered. Attend Community Leader's meetings for information & updates to the Cookie Program.
- ☐ Pick up sales materials from Community Product Sales Coordinator
- ☐ Host a troop cookie meeting:
  - How you present the program will have a big effect on the girl's enthusiasm and parent support.
  - Work with girls to set troop and individual goals. Juniors and older – have troop discussion on rewards and/or opting out. If they choose to opt-out, update in Smart Cookies.
  - Review the 5 skills, troop and girl goals, online and in-person safety guidelines, important dates and money handling procedures with parents.
  - All parents must complete the [online](#) or [paper permission form](#) to participate, which troop must keep until the following year.
- ☐ Recruit help! Encourage parents to assist throughout the season. The Troop will need help with Initial Order pick-up, coordinating and promoting cookie booths, making reminder phone calls for deadlines, and planning the Troop's celebration activities.

## JANUARY

- ☐ **The program begins January 10.** Digital cookie opens and girls may begin taking in-person orders. Encourage all girls to set up their Digital Cookie accounts when their parents receive the welcome email.
- ☐ Set up troop digital link. It will activate in the National Cookie Finder on **February 21**.
- ☐ Arrange troop secured booths with merchants and submit in Smart Cookies for council's approval. Troop booths can be scheduled between **February 28** and **April 13**.
- ☐ Contact product program [HERE](#) by January 22, 2025, if you want girl delivery turned off for the entire troop.
- ☐ All troops should enter banking information in Smart Cookies **by January 28**.
- ☐ Troop should set their reward & proceeds plans and create their main and troop recognition orders in Smart Cookies.
- ☐ Communicate regularly with girls and parents.
- ☐ Caregivers should submit their initial paper order card totals to troop (in writing) by **January 26**. **DEADLINE** to enter Troop's initial orders is 11:59 pm on **January 28**.
- ☐ Create schedules for approved booths to schedule girls and parents in time slots.

## FEBRUARY

- ☐ Council cookie booth selection tentatively begins early February. Watch for emails and posts in FB and Rallyhood with specific information and dates.
- ☐ Community pick up/delivery of troops initial orders begins **February 15 through February 28**. Your coordinator will notify you of date and location. Be sure to select a pick-up time through Smart Cookies. Recruit adults to help you pick up troop order.
- ☐ Distribute initial orders to girls/families.
- ☐ Council cupboards open, dates to be announced.
- ☐ Booth sales begin on **February 28**. Place cupboard orders (planned orders) for booth cookies as needed.
- ☐ Begin to collect money from parents for their initial order paper card sales and **issue receipts for payments made and cookies distributed**.



# Troop Checklist

## MARCH

- ☐ Reorder additional cookies as needed.
- ☐ All girl money for initial paper card orders should be received by **March 7**. **Issue parents receipt for money.** Unpaid funds report is due if applicable.
- ☐ Make bank deposit to prepare for ACH sweep #1 on **March 14**. Troop contact should watch for an email from GSJS with amount of the first withdrawal.
- ☐ Make sure ALL troop deposits are reflected in your troop bank account.
- ☐ Transfer inventory to girls for additional sales and collect/apply girl cash payments on a regular basis. **Be sure to have parents sign for all cookies and issue receipt for monies collected.**
- ☐ Use Smart Booth Divider for each sale to transfer booth cookies to girls quickly and evenly.
- ☐ Compare troop inventory on hand to Smart Cookie regularly. They should be the same.
- ☐ Repeat above steps as often as necessary, until your booths are completed, and all girls' balances are paid.
- ☐ Periodically review and reconcile donation cookies, updating Smart Cookies as needed. Use the help sheets available.

## APRIL

- ☐ Girl deliver option ends in Digital Cookie on **April 7** council wide.
- ☐ Make final run to Council cupboards before they close, if needed.
- ☐ **Girl Scout Cookie Program** ends on **April 13**. Digital cookie closes; last day of booth sales.
- ☐ Collect remaining balances due from girls and make final deposits into troop bank account.
- ☐ **DEADLINE** to submit girls' rewards orders is **April 18** by 11:59 pm. Finish all transfers to girls before submitting the rewards.
- ☐ Unpaid funds report due by **April 18**, if necessary.
- ☐ **Be ready for FINAL ACH sweep on April 25.**

## LATE-MAY TO JUNE

- ☐ Download a copy of your sales summary for your year-end financials, a copy of your girls' rewards orders and check your bank statement to be sure all deposits, and withdrawals were correctly processed.
- ☐ Rewards are shipped to your coordinator. Pick them up in a timely fashion, count immediately and contact your coordinator if there are any missing items.
- ☐ Distribute rewards to girls promptly and celebrate your troop's hard work!!



# Cookie Calendar



Date	Activity
January 2	Troops can begin soliciting booth locations from establishments.. Enter information in Smart Cookies under "Booth" → "Troop Secured Booths".
January 3	Digital Cookie opens to volunteers.
January 10	<b>Girl Scout Cookie Program Begins</b> - Paper card sale starts, and Digital Cookie opens to girls/caregivers. Troop may set up troop link.
January 22	Parent deadline to turn off girl delivery in Digital Cookie app if they do not want to offer this option after initial order period.
January 26	Parent deadline to submit paper order card information to troop cookie volunteer (should be in writing).
January 28	<b>Troop deadline</b> to manually enter <u>initial order</u> in Smart Cookies (paper card orders and booth cookies). Girl delivery orders placed through Jan. 22 will be included in initial order automatically. Target date for troops to enter bank information in Smart Cookies and to create their rewards& proceeds plan.
January 30	SU deadline for paper order entry for their troops.
February 15-28	Community cookie deliveries/pick ups.
February 21-23	National Girl Scout Cookie weekend.
Mid-February date TBD	Planned Orders option opens in Smart Cookies
Week of Feb 24 - TBD	Council cupboards open at both service centers for regular hours, Monday-Friday
February 28	Booth sales begin
March 7	Unpaid funds report due, if applicable
March 14	First ACH withdrawal.
April 7	Girl Delivery option ends in Digital Cookie council wide.
April 13	<b>Girl Scout Cookie Program Ends.</b> Digital Cookie closes – last day of booth sales.
April 18	<b>DEADLINE TO SUBMIT GIRL REWARDS.</b> Finish transferring all packages to girls & allocating booth cookies to girls before submitting. Unpaid funds report due, if applicable.
April 25	Final ACH withdrawal.
Late May	Troop rewards shipped to community coordinator for distribution to troops.





# Girl Scout Safety Practices

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

## In Person Sales

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

## Digital Sales

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

### • Online Safety Resources

Girl Scouts and their caregivers must read, agree and abide by the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#) and the [Supplemental Safety Tips for Online Marketing](#) before engaging in online marketing and sales efforts through the cookie program.





# Why your girls should participate

## The Five Skills

### The Girl Scout Cookie Program is Much More Than Cookies

What started as a bake sale in 1917, has grown into the largest **girl-led** entrepreneurial business. The Girl Scout Cookie Program helps girls learn and develop real world skills and learn to think like entrepreneurs.

**GOAL SETTING:** Setting goals is the key to a successful sale. Girl set goals, and with their team create a plan to reach them.

**DECISION MAKING:** Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings

**MONEY MANAGEMENT:** Taking orders, handling customers' money, and developing a budget are all hands-on lessons in financial literacy.

**PEOPLE SKILLS:** Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies.

**BUSINESS ETHICS:** Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values that she is developing as a Girl Scout.

### It's easy to participate

The Troop Cookie Manager can access online training and resources in Smart Cookies when it's most convenient for them. Whether selling in person or using Digital Cookies, girls have the resources to track and manage their cookie business on a digital platform.

### Financial Benefits

Your troop will earn money to help offset the cost of meetings, activities, trips, supplies and so much more. And in the process, girls gain skills to be financially independent. Did you know that all proceeds from the cookie program stay local?

### Rewards

Rewards help girls set goals and work towards earning special rewards.

### Girls will thank you

A Girl Scout's potential to succeed is limitless—especially if they're among the 6 in 10 girls who have entrepreneurial mindsets. Research has shown that these girls:

- Want to change the world and are confident in their abilities to make their mark
- Embrace challenges, take risks and see failing as an opportunity to learn and grow
- Are curious and innovative self-starters
- Excel as team players who are open to new ideas and suggestions



## Getting Families Involved

## Cookies Business Badges

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their business.

Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.

Learn More:

- [girlscouts.org/cookiebadges](https://girlscouts.org/cookiebadges)
- [girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html](https://girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html)

The Girl Scout Cookie Program is a team effort, and families play a major role. With the support, assistance and encouragement of their family, there's no stopping a Girl Scout!

To inspire Girl Scouts and their families, check out these helpful resources:

### Cookie Entrepreneur Family Pins

Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year.

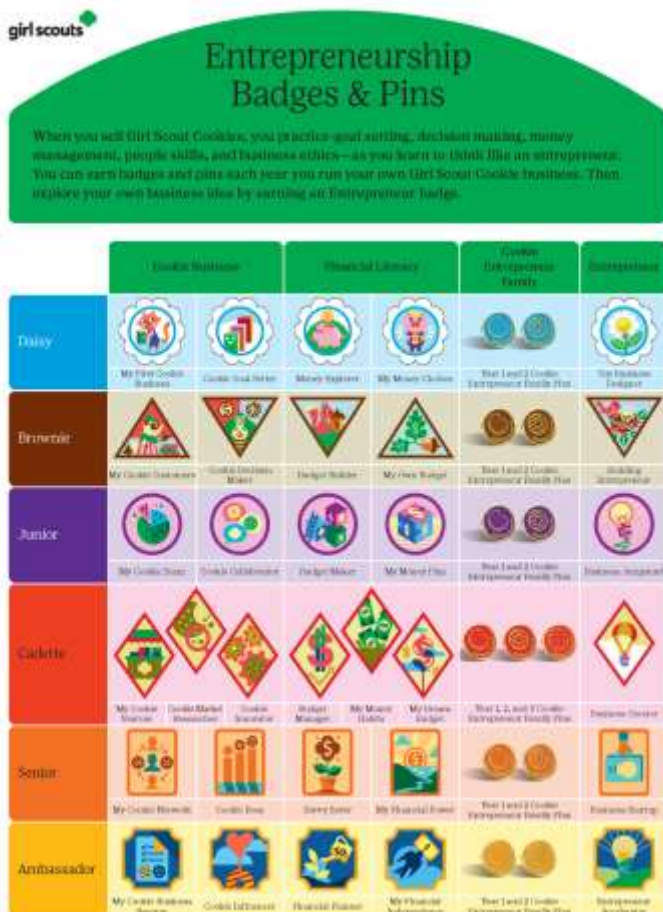
The simple, age-specific guidelines have been tailored for her developing skill set.

### Cookie Program Family Meeting Guides

Plan a fun and informative family meeting using these guides, which include resources tailored to each Girl Scout grade level.

Learn More:

- [girlscoutcookies.org/entrepreneurfamily](https://girlscoutcookies.org/entrepreneurfamily)







# Rewards



My Goal:

## Set Your Cookie Goals

The Girl Scout Cookie Program begins January 10, 2025.  
You may not take orders or sell cookies before this date.

girlscouts  
of the jersey shore

www.gsfun.org | 800-785-2090

30+  
Plugs



Theme Patch

60+  
Plugs



Clip Lantern  
Flashlight

150+  
Plugs



Plush Backpack Clip

225+  
Plugs



Clear Crossbody **AND**  
Panda Stickers

325+  
Plugs



Panda Plush **AND** Panda Lip Balm

500+  
Plugs

Panda Neck  
Pillow **AND** GSUSA  
Membership  
*\*does not include Council  
Service Fee*



750+  
Plugs



Panda Blanket **AND** Choice of Liberty Science Center May 10, 2025  
**OR** \$50 Council Gift Card

1250+  
Plugs



Amtrak to Washington DC Zoo June 21, 2025 **OR** Donation to Zoo's  
Panda Fund with Panda Charm **OR** \$100 Council Gift Card

2000+  
Plugs



1 week at Camp **OR** Portable Record Player with Panda Bluetooth  
Speaker **OR** GSUSA Lifetime Membership for Graduating Ambassador

3000+  
Plugs



American Girl Doll of the Year Package **OR** Go Pro  
Camera with Filmmaker Program **OR** \$200 Council Gift Card

4000+  
Plugs



iPad with Apple Pencil with Choice of Coding Class or Art Class  
**OR** Your Name in Neon (up to \$300)

5000+  
Plugs



Microsoft Surface Laptop **OR**  
Paddleboard Combo with Panda Sport Bottle (Class TBD)

### Troop PGA

180+  
Plugs



Goal Getter Patch with Choice of Bento Box **OR** Pom-Pom Beanie  
*Troops with selling girl average 180+*

### Booth Sales



Booth Sales Patch  
*Girls included in Booth Divider*

### Jersey Shore Cares Donation

10+  
Plugs



Cookie Share Patch

50+  
Plugs



Key Ring

100+  
Plugs



Large Plush

### Achievement Bars



100-1000 in increments of 100  
1000-5000 in increments of 1000

All pictures shown are for illustration purposes only. Actual product may vary due to availability

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# Special Rewards



## Regional Raffle

All troops (2 Leader, 5 Girls) with Registered girl PGA = 250+ will be entered into a raffle for a Build a Bear party. There will be one winner per region.



## Cookie Crossover Patch



Girls who sent 18+ emails & used "Share" feature in Fall just need to sell 200 boxes of cookies in the 2025 cookie program to earn.

## Troop Reward

Troops that reach selling girl average of 180+ pkgs. will receive choice of Bento Box OR Pom Pom Beanie plus patch





## Meet the Panda

Use these panda fun facts to kick off your cookie rally with some fun. Will you turn them into jeopardy? How about a box of cookies as a prize for whoever gets the most correct!

Giant Pandas spend nearly 12 hours a day eating.

99% of their diet consists of different types of bamboo.

Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.

Giant Pandas are one of the few bear species that do not hibernate.

Natural habitat is only in the mountain ranges of central China.

Giant Pandas are able to climb a tree backwards, like a hand stand, to leave scent markings as a way of communicating with each other!



## Troop Proceeds

Troop Earning	Items Sold based on per-girl average registered
\$0.80 per package	1-149 packages sold
\$0.85 per package	150-199 packages sold
\$0.90 per package	200-249 packages sold
\$0.95 per package	250+ packages sold

### Older Girl Opt-Out Reward Option

Junior Troops and older can choose to opt-out of rewards and receive an additional \$0.05 per box. ***All girls in the troop must agree to this option.*** Troop cookie manager must opt-out of rewards in Smart Cookies settings. Girls will still earn all patches.

High level sellers: girls that reach the 750+ level will automatically earn the larger reward items along with the additional proceeds and troop still receives the additional \$0.05 per box.

## Cookie Share Jersey Shore Cares Donation Program

A key element of the Girl Scout Cookie Sale is our cookie donation program. It is a great way for customers to give back to the community! Cookies can be purchased by customers to benefit our local food pantries, US military troops and veteran organizations within our community. The donated packages remain with council and the council will take care of the distribution!

Girls receive credit for every donation as a box sold and it counts towards their rewards and the troop proceeds. Girls will earn special rewards as they reach different levels of donated packages!





# Your Girl Scout Cookie favorites are back!



**Adventurefuls®**

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



**Toast-Yay!®**

*French Toast-inspired cookies dipped in delicious icing*



**Lemonades®**

*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter Patties®**

*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®**

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

\*Limited availability

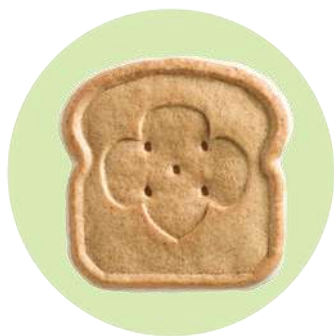






Toast-Yay!® is retiring...but we are still saying “yay!”, because it means 2026 will bring a new Girl Scout Cookie!

Use the 2025 season as a last-call push promotion opportunity.



**Good bye,**  
**Sweet Friend!**  
We'll miss you, Toast-Yay®



# Ways to Participate in the Girl Scout Cookie Program

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



## Text or Call Friends and Family

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

## Digital Cookie<sup>®</sup>

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

## Door-to-Door Deliveries

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

## Cookie Stands

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

## Cookie Booths

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

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

## Connect With Your Community

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

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



# Digital Cookie® and Online Sales

Girl Scouts run their online cookie business using the Digital Cookie application to sell cookies to customers, track progress towards a goal, and manage sales. Same familiar software that troops and parents are used to.

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

## For Girl Scouts/Troops:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Troops can customize their site with the same marketing tools available on a Girl Scout's site.
- Troops can have council turn off girl delivery at any point in time they choose by requesting here: <https://gsfun.org/GirlDeliveryshutoff>
- Girl's mobile cookies in hand will be available when selling door-to-door with cookies – parent can accept debit/credit cards or Venmo.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work

## For Parents:

- The option to turn girl delivery off for customers based on family preferences for the season or for cookie availability.
- The ability to turn cookie varieties on or off to match available troop inventory.
- Download the digital cookie app to manage orders and payment pm the go. Parents that used the app previously should update it for the 2025 season.



## For Consumers:

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



# Digital Cookie®

## Training Material Index for ABC Council Volunteers

### Registration

Volunteer Login	<a href="#">Tip Sheet</a>
Forgot Password/Password Reset	<a href="#">Tip Sheet</a>
Unlock Account	<a href="#">Tip Sheet</a>
No Registration Email	<a href="#">Tip Sheet</a>

### Site Use

Service Unit Access	<a href="#">Tip Sheet</a>	
Troop Dashboard	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
Troop Site Setup/Links	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
Troop Pickup Orders	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
Troop Cheers	<a href="#">Tip Sheet</a>	

### Mobile App

Mobile App Troop	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
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### Customer Support Help

Smart Cookies Site (Smart Cookies Access and Registration • Apps • Submitting Troop Initial Order • Signing up for Booths • Tech Issues, etc.)	<ul style="list-style-type: none"><li>• <a href="mailto:ABCSmartCookieTechSupport@hearthsidefoods.com">ABCSmartCookieTechSupport@hearthsidefoods.com</a></li></ul>
Direct Shipped & In-Person Delivery Order Inquiries	<ul style="list-style-type: none"><li>• <a href="#">Order Status Page</a></li><li>• <a href="#">Customer FAQs</a></li><li>• <a href="#">Contact Customer Support with an Order Issue</a></li></ul>
Digital Cookie Website (Site set up • Reports • Customer list • viewing orders • Mobile App, etc.)	<ul style="list-style-type: none"><li>• <a href="#">Volunteer FAQs</a></li><li>• <a href="#">Parent/Girl Scout FAQs</a></li><li>• <a href="#">Contact Customer Support with a System Issue</a></li></ul>
Digital Cookie Registration & Account Information Support	<ul style="list-style-type: none"><li>• <a href="#">Contact Customer Support with Registration Issue</a></li><li>• <a href="#">Contact Customer Support with Account Information Issue</a></li></ul>
Other	<ul style="list-style-type: none"><li>• <a href="#">Contact Customer Support with Other Questions</a></li><li>• <a href="#">Provide Feedback to Customer Support</a></li><li>• <a href="#">Contact Customer Support for All Issues</a></li><li>• <a href="#">Digital Cookie Training Resources-Caregivers</a></li></ul>





# Digital Cookie®

## Training Material Index for ABC Council Caregivers/Girl Scouts

### Registration

Site Registration	<a href="#">Tip Sheet</a>	<a href="#">Video</a> (initial login)
Site Registration Girl Scout 13 and Over	<a href="#">Tip Sheet</a>	
Forgot Password/Password Reset	<a href="#">Tip Sheet</a>	
No Registration Email	<a href="#">Tip Sheet</a>	
Unlock Account	<a href="#">Tip Sheet</a>	
My Account Tab	<a href="#">Tip Sheet</a>	
Dashboard	<a href="#">Tip Sheet</a>	

### Site Setup

Site Setup	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
Site Setup-Girl Scout 13 and Over	<a href="#">Tip Sheet</a>	
Photo/Video Upload	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
Marketing to Customers	<a href="#">Tip Sheet</a>	<a href="#">Video</a>

### Order Management

Order Received: In-Person Delivery	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
Order Received: Shipped/Donated	<a href="#">Tip Sheet</a>	
My Cookies: Delivery Settings	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
My Cookies: Inventory by Variety	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
My Cookies: Financials	<a href="#">Tip Sheet</a>	<a href="#">Video</a>

### Site Features

Entrepreneur Pin and Badges	<a href="#">Tip Sheet</a>	
My Rewards	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
Cheers	<a href="#">Tip Sheet</a>	
Closing Your Site Early	<a href="#">Tip Sheet</a>	

### Mobile App

Mobile App Caregiver/Girl Scout View	<a href="#">Tip Sheet</a>	<a href="#">Video</a>
Mobile App Booths	<a href="#">Tip Sheet</a>	<a href="#">Video</a>

### Customer Support Help

Digital Cookie Website (Site set up • Reports • Customer list • viewing orders • Mobile App, etc.)	<ul style="list-style-type: none"><li>• <a href="#">Parent/Girl Scout FAQs</a></li><li>• <a href="#">Contact Customer Support with a System Issue</a></li></ul>
Digital Cookie Registration & Account Information Support	<ul style="list-style-type: none"><li>• <a href="#">Contact Customer Support with Registration Issue</a></li><li>• <a href="#">Contact Customer Support with Account Information Issue</a></li></ul>
Direct Shipped & In-Person Delivery Order Inquiries	<ul style="list-style-type: none"><li>• <a href="#">Customer FAQs</a></li><li>• <a href="#">Order Status Page</a></li><li>• <a href="#">Contact Customer Support with an Order Issue</a></li></ul>
Customer Experience Tip Sheets	<ul style="list-style-type: none"><li>• <a href="#">In-person Delivery Order</a> / <a href="#">Shipped Order</a></li></ul>

# Prepare for the Possibilities

## Booth Sales



A booth sale is a public sale that a troop hosts in front of a local business with cookies in hand. Booths give the girls an opportunity to reach their goals by selling directly to the public. What a great way to increase your troop's cookie sale success!

- Boothing runs from February 28 to April 13, 2025.
- Two adults must be present, one of whom must be a registered member and has a current background check.
- Girls must always be present at booths and should be limited to between 2-4 girls.

## TYPES OF BOOTHS

**Troop secured booths** are arranged in advance between the troop and a business. Troops must wait until January 2nd to solicit locations. Troop obtains permission from the business owner or manager and arranges date & time with them. Please provide them with your contact information and agreed upon date(s). **Troops are required to notify council of all their secured booths by entering them in Smart Cookies to be reviewed and approved, starting on January 2.**

**Council booth sales, called first come, first served** are arranged and offered by council and will be offered to troops starting in February and advanced notice will be given to all troop volunteers. GSJS sets up booth locations throughout our council, including Walmart, ACME Markets, Jersey Shore and Jackson Premium Outlets, and the Ocean County Mall. Troops should not contact these locations.

All approved booths will be entered into the national cookie booth finder.

## COOKIE DRIVE-THRU

Drive-thru booths are a troop secured booth with a twist. Troops work with local business to secure a safe location. This gives customers a convenient way to get their cookies by offering a convenient “drive-thru” service in a parking lot.

Care should be used when selecting location and setting up a drive thru to keep the girls safe and away from moving vehicles. These booths should have a larger group of adults and girls to man the drive-thru service than a booth outside of a retail location.

**Drive-thrus are a troop secured booth and do require the council’s approval. Submit the troop secured booth in Smart Cookies for council review.**

## SCHEDULING IN SMART COOKIES

**Troop secured booth sales** – After receiving approval from a business, the troop enters their location information by selecting Troop Secured Booth under the Booth tab.

An automated e-mail from Smart Cookies will be generated once council has approved the sale. If there is a conflict and the sale is denied, an automated email will be sent to the troop.

**Council Booths** – Council booths are all preapproved. Troops just select an available location and time slot that they want from the council’s list by selecting Schedule Booths under the booth tab.

**All approved booths will appear in My Reservations under the booth tab.**





## Booth Sales

### BOOTH CANCELLATIONS

If you need to cancel a sale, you should delete/release the sale from the My Reservations under Booths in Smart Cookies. As a courtesy, let the business know you are cancelling if it is a location where the troop arranged the spot.

Council booths that are released will open back up as available for another troop to claim. Periodically check back to the council booths/FCFS for new openings that have become available.

### BOOTH TIPS & BEST PRACTICES

- Review booth etiquette with girls and their caregivers.
- Check in with the store manager and know where to set up. Thank them when you leave.
- Be prepared with a table, tablecloth, adequate supply of cookies to sell, cash box and change, pens, signs, allergy chart.
- Create an attractive table display with only GS cookies on the table. Keep food and drinks out of sight and no other items except cookies may be sold.
- Have a troop goal poster to display. Customers love helping girls reach their goals, especially when they know why!
- Use the booth inventory sheet to keep track of the sales and to reconcile your monies. Count packages before and after the booth and keep track of the girls who worked the booth.
- Always keep money out of sight.
- Clean up your space when done and take all trash and empty cookie cases home with you.
- Smile, say please and thank you and have fun!!

## Booth Alternatives

### LEMONADE STANDS

What is a Lemonade Stand? Lemonade Stands work like booth sales but are held at the residential property of a girl's family or someone she knows. Families must work with their troop cookie manager to get inventory and should turn in money to their troop right away when the sale is done, following regular troop procedures for money collection. The town may require permitting like a yard sale, so troops should check into this. **These do not require approval from council and should not be entered into Smart Cookies.**

### NEIGHBORHOOD WALKABOUTS (WAGON SALES)

Grab that cart or wagon and take your sale mobile. Sell cookies-in-hand through residential neighborhoods. Get the word out by leaving flyers or door hangers informing everyone how and when girls are planning on selling. **These do not require approval from council and should not be entered into Smart Cookies.**





## MANAGING TROOP INVENTORY

### Placing Girl's Initial Orders (IO)

Troop's initial order must be entered in Smart Cookies by 11:59 PM on January 28.

- Collect girl's paper order totals 1-2 days before initial order is due. **BEST PRACTICE:** Parents should submit totals in writing no later than January 26.
- Select Troop Initial Order under the Orders tab to enter girls paper card total.
- Approved girl delivery orders placed through January 22 will automatically flow into a girl's initial order from Digital Cookie.
- Girl delivery orders placed after January 22 will not flow over and need to be manually recorded later when parent requests/receives additional cookies from the troop.
- Troops may include booth cookies with their IO on the booth line or order later. Order carefully as cookies are non-refundable.
- Initial order will be rounded up to the next full case for each variety. 12 boxes/case Troops is responsible to sell all extras received.

### Initial Order Delivery

The initial order delivery site location for your community delivery is arranged by the coordinator in advance. Delivery will only be on one pre-arranged day between February 15-28, 2025.

- Communities often use local facilities (firehouse, community centers, etc.).
- Manalapan Warehouse – some communities will use our distributor's facility.
- Arrive on time and bring enough vehicles with you to pick up your entire order.
- Please follow instructions of the volunteers and site workers at pick up. No children are permitted at the distributor's warehouse.
- **Count your order carefully** – the troop is responsible for their order, so make sure it is correct before leaving the site. Once you leave the site, cases are troop responsibility. Should you find an overage or shortage later, contact your coordinator immediately.

### Distributing Cookies to Families

Once the troop receives their initial order, follow these steps to ensure a successful delivery to your girls and their families:

- Print IO from Smart Cookies and sort cookies into girl orders.
- Set aside booth and extra troop inventory and confirm all counts match IO.
- Schedule pick up times with families once all is sorted.
- **Parents must count and sign for their order.** Keep that receipt with signed permission forms.
- Give each parent the amount they owe and date it is due to you by. **BEST PRACTICE:** collect money from initial order no later than March 6.
- Damaged boxes – council will replace them. Bring damages to any council cupboard to exchange for a replacement.

### For Troops That Didn't Place an Initial Order

It's never too late to participate in the cookie program! Set goals with girls and families. Girls can take order cards for in person sales and set up their Digital Cookie storefront. Arrange a booth sale if desired! Cookies can be ordered until April from one of the council's two cupboards.





## MANAGING TROOP INVENTORY

### Cookie Reorders

**Where do you get additional cookies after you receive your Initial Order?** Cookie cupboards are locations where troops can pick up additional cookies for girl's orders and booth sales from late February through early April.

Troops will place a planned order through the Smart Cookie platform for pick up at your preferred location, usually 1-2 days in advance of pick up. In Smart Cookies select Orders→ Planned Order. Select a cupboard location – date – time, then enter your order, add any notes for the cupboard manager and save.

- Troops are not responsible for planned orders until they are picked up.
- Cookies may be ordered by packages or cases from council cupboards.
- Troop volunteers may pick up cookies or send a parent in their place.
- Persons picking up cookies will sign a receipt for cookies received and then cookies become the responsibility of the troop.

### Council Cupboard Locations

Staffed by council; will have regular hours, posted in Rallyhood and on council's website

- **Farmingdale:** Infirmary in Camp Sacajawea, Monmouth Service Center, 242 Adelpia Road
- **Toms River:** Garage at the Ocean Service Center, 1405 Old Freehold Road

### Volunteer Cupboards

Two volunteers will host mini-cupboards in their homes. Due to space limitations will have a smaller supply than council. This option is best for troops running low on cookies and need to replenish over the weekend for their booth sales. Troops should use a council cupboard for large orders.

- Place a planned order in advance through Smart Cookies.
- **Both volunteers work so all pick up times must be confirmed with the volunteer by email or text. No exceptions.**

**So. Ocean (Barnegat) volunteer:** Melissa Melber [gsjstroop50261@yahoo.com](mailto:gsjstroop50261@yahoo.com) (732) 674-0124

**Howell Cupboard volunteer:** Donna Tornich [donnajtorn@aol.com](mailto:donnajtorn@aol.com) (732) 547-7260

### Damages and Exchanges

- Visible damages should be addressed at the delivery or pick up site if possible.
- Concealed damages will gladly be replaced at either of the council cupboards at no cost. Bring the damaged box(es) in during cupboard hours.
- Council will swap or exchange unwanted cookies for different flavors, based on availability. Bring unwanted cookies into either Council cupboard during business hours. Troops may exchange individual packages or full cases. No Smart Cookie entry is needed.



## MANAGING TROOP INVENTORY

### Transferring Cookies to Girls or Another Troop

Inventory belongs to the troop until it is moved to a girl or to another troop. All inventory should be moved in Smart Cookies regularly to keep troop inventory in balance. Transfers will move the financial responsibility of cookies taken to the girl; will count towards her rewards and keeps your girl's inventory up-to-date in her Digital Cookie app, where she can manage her inventory.

**There are three types of transfers a Troop user can create:**

- ◆ **Troop to Girl (T2G)** – transferring packages to girls from the troop inventory – do this each time a girl/family takes troop inventory for their in-person or online girl delivery needs.
- ◆ **Girl to Troop (G2T)** – transferring packages back to troop inventory from a girl
- ◆ **Girl to Girl (G2G)** – transfer packages from one girl to another within your troop

*From the Orders tab on the Smart Cookie dashboard, select Transfer Order. Then select the type of transfer you need to make. Be sure to save your work.*

A **troop-to-troop (T2T)** transfer moves packages and financial responsibility to another troop. The Council will enter this movement of inventory if a troop transfers packages to another troop. Giving and receiving troops must email [jgarbe@gsfun.org](mailto:jgarbe@gsfun.org) with troop information and a list of the inventory to be transferred for this to take place.

### Transferring Booth Sale Cookies – Smart Cookies Booth Divider

The Smart Booth Divider is an easy way to distribute booth packages to multiple girls quickly and evenly. Girls are not financial responsible for packages assigned through the booth divider, but they will receive credit towards their rewards. Using the booth divider also keeps the troop inventory up-to-date.

To distribute booth cookies, go to the Booth tab and select My Reservations.

- ◆ Scroll through the list shown or use search feature to find the desired booth
- ◆ Scroll to the far right using the scroll bar under the list of booths.
- ◆ Click on the 3 dots at the end of the row to view booth details and select Smart Booth Divider.
- ◆ Enter the quantities sold in packages by variety.
- ◆ Click the Save and Distribute Sales button.
- ◆ Select the girls who sold at the booth
- ◆ Click Continue
- ◆ The packages will automatically divide evenly between the girls selected.

Note: If there are any varieties that were not able to divide evenly, they will be highlighted in red. Distribute the remaining packages manually to girls, so each variety has zero packages left to distribute.

- ◆ Click Save.
- ◆ You will see a green check confirmation message appear. Smart Cookies will automatically transfer the appropriate quantity of each variety to the girls and can be viewed on the Manage Orders page.



## Money Matters

### Customer and Family Money Handling

- Troops proceeds belong to the troop, not individual girls.
- Parents/guardians must sign a Parent Permission form for every participating girl, online at [2025 GSJS Product Permission & Responsibility Form](#) before the girls begin selling. Instruct parents to use leader's name and email address and so that leader receives a confirmation email of completion. Paper forms are available from the GSJS website cookie resources should a troop desire this method. Retain paper slips with all cookie receipts.
- Troops do not pay for cookies in advance nor at time of pick up.
- Girls collect money for in-person sales when delivering cookies, not in advance, unless the only item purchased is a donation. All online sales are prepaid by customer when they place their order.
- Parents/guardians should not be asked to prepay for inventory when picking it up from the troop. Exceptions may be considered if there is prior history of late or slow payments. In this case, contact product program department at for guidance.
- Troops may ask for payments from families if they owe balances before giving out additional cookies. Each troop will form its own policy based on experience and comfort level.
- Customers can pay for cookies with cash or checks made payable to the troop. They can also pay with debit/credit/Venmo through the girl's digital cookie app using the cookies in hand feature.
- If the troop chooses to accept checks, be sure to have a phone number listed on the check. We recommend you only take checks from people you know and are comfortable contacting if there is a problem. **Troops will take responsibility for a bad check and any bank fees associated with it.**
- Always write a receipt for cookies and money, always counting money in front of caregiver. Protect yourself and your families/girls. **Troop should have a signed receipt of all cookies distributed and money collected.**
- Parents are responsible for all Girl Scout cookies received. Have parents count and sign a receipt any time cookies are transferred.
- Set deadlines for your parent/girls to pay on their balance owing prior to the ACH sweeps.







## TROOP BANKING & FINANCES

- GSJS will conduct two (2) ACH sweeps (electronic withdrawals) for payments during the 2025 season directly from the troop bank account.

**Pull #1 – March 14, 2025** – 50% of the girl's paper orders only – this payment will not include any booth cookies ordered.

The payment amount will be calculated by council manually outside of the Smart Cookies platform.

**Pull #2 – April 25, 2025** – balance remaining to council

- Troops must provide their troop bank account information in Smart Cookies by entering the account and routing numbers on the Troop Information page under My Troop. This should be completed by January 31, 2024.
- Deposit money often into the troop bank account to avoid having large sums around your home.
- Collect money from parents for the girl's initial order paper card sales a week in advance of the first ACH sweep. Deposit into the troop bank account so funds clear and are available in time for each ACH sweep.
- Total amount owed to council will be shown in Smart Cookies towards the bottom of the troop dashboard under the financial summary section. Troop can also pull a report called "Troop Balance Summary Report".
- The amount due for an upcoming payment will be emailed to the troop contact in advance of each pull so the troop. Be sure that the appropriate funds are in the bank.
- If a troop's final balance is negative, they do not owe council a payment. Council owes the troop a refund of their proceeds. Those funds will be direct deposited to the troop bank account after the final payment date.
- **Troops should not pay council for cookies if a family has not paid the troop.** Please identify all families with an unpaid balance. Submit the UNPAID FUNDS REPORT FORM by email to the product program department with supporting documentation seven (7) days before each sweep date. Council will reduce the amount to be withdrawn to accommodate the amount reported of the family's unpaid balance. See unpaid funds policy on pg. 27.
- Use a separate form for each girl this applies to.
- Troops may be charged a \$20 fee if the ACH sweep is declined for insufficient funds.



## Unpaid Funds Policy – Cookies 2025

It is the policy of Girl Scouts of the Jersey Shore to work with all communities, troops, and parents to remediate outstanding balances due to the troop and/or council. To that end, anticipation of delinquent payment and communication to the Product Programs Department at GSJS before the Automatic Clearing House (ACH) pull from the troop bank account is required.

The following are guidelines set to remediate outstanding balances due:

### Procedures for Unpaid Funds from a Parent:

1. Troop Leader, Troop Cookie Manager or Community Product Sales Manager must notify council of unpaid funds via email to [productsales@gsfun.org](mailto:productsales@gsfun.org) no later than seven (7) business days before the ACH pull\*\*. The **“Unpaid Funds Report” form and copies of the signed parent permission slip and signed product delivery ticket(s)** are required as support documentation, as well as list of attempts that troop made to communicate with parent on unpaid funds. Council cannot pursue the parent without the proper signed documentation.
- ➡ 2. **This form will apply to one pull and must be resubmitted before the next pull if a family still has an unresolved balance.** Information will not carry over from the first to the final withdrawal.
3. Council will adjust the troop amount owed, to reflect the unpaid parent’s portion. Troops should continue to try to collect payment before end of the program. If successful, deposit funds into the troop account and contact council on how to remit payment.
4. After the end of the program, council will contact the parent within 10 business days to start collection if their balance was not paid.

*In addition, their daughter may not be able to participate in Product Programs in the future, until the unpaid amount is paid in full, and they will be marked as ineligible and unable to participate as a volunteer in any capacity.*

**\*\*If a troop notifies council after the ACH is submitted to bank or funds have been pulled from troop account:** Troop may be held responsible for collecting unpaid amount from the parent/guardian to reimburse the troop funds.

### Procedures for Unpaid Funds from a Troop:

1. Council will notify troops via email within five business days of any ACH issues after the ACH pull for that Product Program. Troops will be asked to fix issues and pay in full at the final ACH pull, which is scheduled for April 25, 2025.
- ➡ 2. If a troop requests an adjustment to their final ACH pull due to having unsold inventory at the end of the program, the troop is still responsible for the balance owed to council. Sales plans and repayment plans must be arranged with the council’s Director of Product Programs.
3. If the final ACH pull is unsuccessful or a repayment plan is not arranged by the troop at the end of the program and funds are still owed, the council will start collection process.

**Troop or Family Payments after the final ACH:** Payments will be accepted via bank check, money order, deposit into GSJS bank account or a scheduled time with GSJS Product Program Department to pay over the phone via credit/debit card.



# Tips & Best Practices



- Encourage your girls to continue taking orders! Extra cookies are available all season long.
- Determine how your troop is doing towards reaching their troop goal. Keep a troop goal chart current as a visual aid for the girls (and parents).
- Girl delivery orders and in-person order card sales can be provided first from troop's extra/booth inventory order or by placing a cupboard order if troop does not have any supply.
- Keep parents up to date on how much they owe and when to turn in payments to the troop.
- Parents may want extra cases to take around the neighborhood to sell with cookies in hand, or they may want to have a lemonade stand. Troops may sign them out to the family and take remainders back after the walk-about or lemonade stand is complete.
- Some girls are real go-getters and continually sell all season! Set up a schedule when you want parents to give you their girl-delivery and in person sales so you can create your planned order(s). This could be twice a week or twice a month, its all up to the troop cookie manager's schedule. Set boundaries with your parents on how often they can come to your home to get more cookies; this will vary for every troop.
- Keep up-to-date entering cookie transfers in Smart Cookies!
  - ✓ This will help you manage the troop's inventory, regularly comparing physical inventory to what Smart Cookie says you should have.
  - ✓ When you transfer cookies to girls, her inventory is updated in the girl's Digital Cookie app – she needs to know what her inventory should be as she marks in her sales. She should know what she has on hand and when she's low on flavors and needs to get more from the troop.
  - ✓ Transfers move the inventory and financial responsibility to the girl/family from the troop.
- Order additional cookies from the council Cookie Cupboard to replenish your troop inventory as needed. These orders are called planned orders in Smart Cookies.
- Order booth sale cookies as needed; once they are taken from the cupboards, they are not returnable. The weather, illness and other factors can determine a booth's success or if it needs to be cancelled.
- Recruit a parent to make cupboard runs for your troop!
- Don't over order booth cookies! While it may be a bit inconvenient to make more frequent cupboard runs, there will be less stress than having too much troop inventory to sell.
- Is your inventory out of flavor balance? Do you have too many lemons or trefoils but no mints or caramel deLites? **Do you know you can exchange cookies?** Bring your unwanted flavors to either council cupboard during our business hours and we will want your inventory for any flavors we have on hand. No appointment needed and no Smart Cookie paperwork!





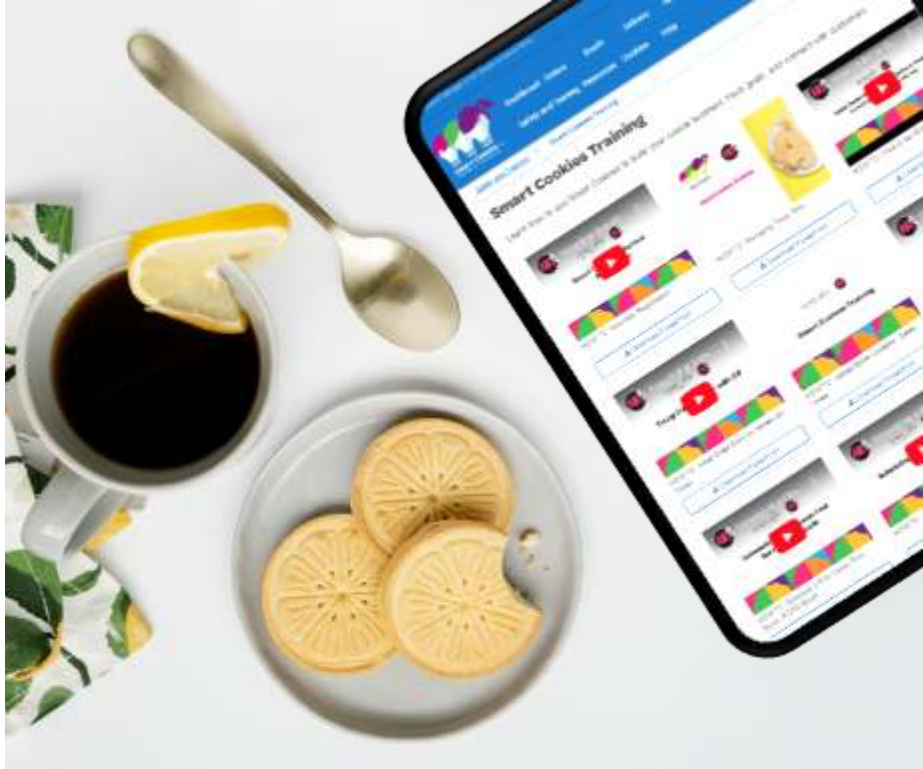


## YOUR COOKIE MANAGEMENT PLATFORM

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

Training can be accessed directly from

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



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



## STAY IN THE KNOW!

**What is Rallyhood?** It's an all-in-one platform so GSJS can communicate, share files and other pertinent information with volunteers all in one place in a timely manner.

**Troop Cookie Sales Manager, GSJS** This page is for all troop leaders and cookie managers to join. Information that is pertinent to all troops is posted as soon as it becomes available, and you can receive a daily digest of all cookie program information in one single email.

- Receive timely cookie program i updates
- No commenting – keeping information concise & easy to find
- Download files

Join here: <https://rallyhood.com/183460>

Bookmark: [www.Rallyhood.com](http://www.Rallyhood.com)

# Cookie Facts



\$6 per package

12 cookie packages per case

**Proceeds stay local!**



## How much should I order for booth sales?

### GENERAL GUIDELINES:

3-hour sale: 8 cases

6-hour sale: 17 cases

9-hour sale: 20 cases

**Remember that location of sale – patron volume – number of hours – weather conditions - all effect sales**

**Based on national average sales per cookie variety, we suggest orders are based on the below mixture:**

Thin Mints®	25%	Trefoils®	7%
Caramel deLites®	18%	Peanut Butter Sandwich	7%
Peanut Butter Patties®	14%	Toast-Yay!®	6%
Adventurefuls®	11%	Caramel Chocolate Chip	2%
Lemonades®	10%		

### How much will my car hold?

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

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

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

## Fun Facts!

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

Girl Scouts have been selling Lemonades® since 2006.

# Appendix

We have some printable resources here. More can be found on the GSJS website cookie page and in the Troop Cookie Manager Rallyhood files to help you make your troop's season successful!

- Parent Permission Form
- Allergens Guide
- ABC Smart Cookie Resources Links
- Goal Chart
- 8-Flavor Order Card
- Gluten Free Order Card
- Door Hanger
- Cookie Menu Lanyard
- Cookie & Money Receipts
- Booth Etiquette
- Booth Inventory Sheet
- Win 5 Cases Booth Contest Flyer
- Unpaid Funds Report Form
- Booth Host Certificate
- Certificate of Appreciation



Mei Lin and Bao Bei the pandas are wishing you a bear-y successful Girl Scout Cookie® season!



## 2024 Parent Permission and Responsibility Form



The Girl Scout Cookie Program begins Friday, January 12, 2024

### The Girl Scout Cookie Program®

Girl Scout Cookies® are an opportunity for girls to do extraordinary things. Proceeds from every purchase stay local, powering new experiences!

Whether it's a trip she'll never forget, a service project that will change her community forever, or the opportunity to build a lifetime of memories at camp, Girl Scout Cookies make it all happen! Selling them also teaches girls essential skills they can use to be successful today and in the future — it's a sweet deal.



### Digital Cookie

Help girls take their Girl Scout Cookie® business to the next level with the Digital Cookie platform. By adding online and mobile channels to their sale efforts, girls can market everyone's favorite Girl Scout Cookies to friends and family down the block or across the country from the comfort of their home. Using Digital Cookie is easy and convenient.

- Girl Scouts® who paired Digital Cookie with traditional sales on average sold 76% more Girl Scout Cookies than girls who did not sell Girl Scout Cookies online
- Girl Scouts who personalized their Digital Cookie site with their own picture or video, on average, sold more than double the number of Girl Scout Cookies

### Parents • Get Involved!

The Girl Scout Cookie Program is a team effort, and adult support plays a major part. When you support her success through the Girl Scout Cookie Program, you're narrowing the female entrepreneurship gap by nurturing that go-getter spirit early on and equipping her with the confidence and know-how to dream big and do bigger.

Troops earn money based on per-girl average:

- \$0.80 per box 1-149 packages sold
- \$0.85 per box 150-199 packages sold
- \$0.90 per box 200-249 packages sold
- \$0.95 per box 250+ packages sold.

Detach and return lower portion to your Troop Product Sale Manager

### 2024 Cookie Sale Program Parent Permission and Responsibility Form

My daughter \_\_\_\_\_, has my permission to participate in the 2024 Cookie Sale Program. In so doing, I agree to accept the financial responsibility for all products and money she receives. I agree to see that my daughter does not begin selling before January 12, 2024.

Signature of parent/guardian

Telephone

E-mail

Address

City

State










Zip Code





# Girl Scout Cookies® 2025 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 <b>Adventurefuls®</b>	Y	Y	M	M	M		Y	Y	Y	Y			Y
 <b>Toast-Yay!®</b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Lemonades®</b>	Y	Y	M	M	M		Y	Y		Y		Y	Y
 <b>Trefoils®</b>	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 <b>Thin Mints®</b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Peanut Butter Patties®</b>	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 <b>Caramel deLites®</b>	Y	Y	Y	Y	M		Y	Y		Y			Y
 <b>Peanut Butter Sandwich</b>	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 <b>Caramel Chocolate Chip</b>							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit [girlscoutcookies.org](https://girlscoutcookies.org)  
or [www.abcbakers.com](https://www.abcbakers.com) for more information.



# Resources

ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	<a href="http://www.facebook.com/abcbakers">www.facebook.com/abcbakers</a>
Lemonades Facebook	Product sales and marketing tool	<a href="http://www.facebook.com/LemonadesCookie">www.facebook.com/LemonadesCookie</a>
Lemonades Instagram	Product sales and marketing tool	@Lemonadescookie
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Cookie theme information	Gallery of images, clip art, certificates	<a href="http://www.flickr.com/photos/abcbakersvolunteergallery/albums">www.flickr.com/photos/abcbakersvolunteergallery/albums</a>
Cookie varieties	Product descriptions and recipes	<a href="http://www.abcbakers.com">www.abcbakers.com</a> <a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Rally Guide	Fun ideas for troop rallies	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Standard forms	Parent permission slip, count it up activity	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Troop goal poster	Poster	<a href="http://www.flickr.com/photos/abcbakersvolunteergallery/albums">www.flickr.com/photos/abcbakersvolunteergallery/albums</a> <a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Volunteer and girl videos	How-to videos on a variety of topics	<a href="http://www.youtube.com/user/ABCCouncils">www.youtube.com/user/ABCCouncils</a>

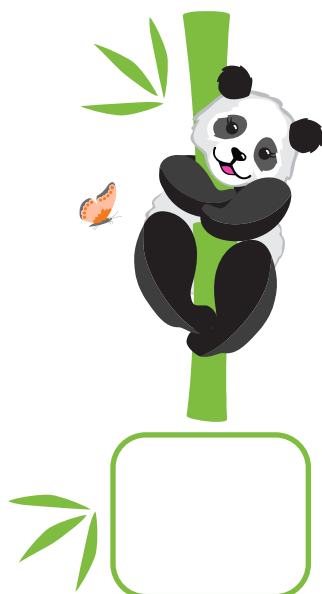




# EMBRACE LINDRACE POSSIBILITY

Troop#

Girl Scout  
Cookie Goal



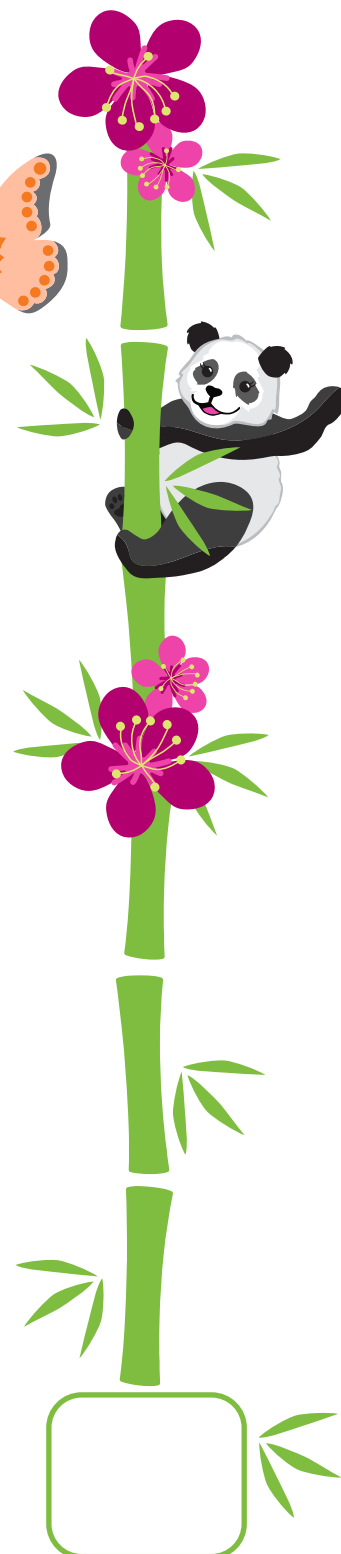
25%



50%



75%



100%



**Adventurefuls®**  
Approx. Cl. 15  
Net Wt. 6.5 oz. (184g)  
2 cookies (28g) per serving  
130 calories per serving



**Toast-Yay!®**  
Approx. Cl. 16  
Net Wt. 5.5 oz. (154g)  
2 cookies (30g) per serving  
140 calories per serving



**Lemonades®**  
Approx. Cl. 16  
Net Wt. 8.5 oz. (241g)  
2 cookies (30g) per serving  
150 calories per serving

**FAN FAVORITE**



**Trefolls®**  
Approx. Cl. 40  
Net Wt. 9 oz. (255g)  
4 cookies (26g) per serving  
120 calories per serving



**Thin Mints®**  
Approx. Cl. 32  
Net Wt. 9 oz. (255g)  
4 cookies (25g) per serving  
160 calories per serving

**BEST SELLER!**



**Peanut Butter Patties®**  
Approx. Cl. 15  
Net Wt. 6.5 oz. (184g)  
2 cookies (28g) per serving  
130 calories per serving



**Caramel deLites®**  
Approx. Cl. 15  
Net Wt. 7 oz. (198g)  
2 cookies (28g) per serving  
140 calories per serving

**BEST SELLER!**



**Peanut Butter Sandwich**  
Approx. Cl. 20  
Net Wt. 10 oz. (227g)  
3 cookies (34g) per serving  
170 calories per serving

First Name \_\_\_\_\_

Adult Contact's Name/Phone \_\_\_\_\_

Price Per Package \_\_\_\_\_ Troop # \_\_\_\_\_

Adventurefuls®

Toast-Yay!®

Lemonades®

Trefolls®

Thin Mints®

Peanut Butter Patties®

Caramel deLites®

Peanut Butter Sandwich

Total Packages

Donate Cookie Packages

Adventurefuls®

Toast-Yay!®

Lemonades®

Trefolls®

Thin Mints®

Peanut Butter Patties®

Caramel deLites®

Peanut Butter Sandwich

Total Packages

Address

Phone/Email

#

Last Name (Print)

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

✓

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

Amount Due

Amount Due

Check when Paid

Total

Total in red squares must equal both across and down.

Amount Due



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Revised 10/17 Cookie Kit 1011









## COOKIE MENU LANYARD

A fun activity for your girls, handy to have when selling in person and small enough they can take it with them wherever they go!!

The image shows four identical forms arranged in a 2x2 grid. Each form is titled "It's Girl Scout Cookie Time!" and contains the following sections:

- Customer Information:** Fields for "My name is...", "My girl is...", and "To order".
- Cookie Selection:** A list of cookie types with checkboxes: Adventure, Lemon-Ups, Trefoils, Thin Mints, Tagalongs, Girl Scout's Choice, and Tagalongs.
- Payment:** A section for "VISA" and "MasterCard" with a "Total" field.
- QR Code:** A large area for a digital cookie QR code.

- Print the full-size image on the next page on card stock
- Have your girls complete their information
- Print and glue a picture of their digital cookie QR code to the front
- Cover with clear contact paper or packing tape if desired
- Punch hole and attach to a lanyard





## It's Girl Scout Cookie™ Time!

My name is \_\_\_\_\_

My goal is \_\_\_\_\_

To order \_\_\_\_\_



\$ \_\_\_\_\_ Adventurefuls®



\$ \_\_\_\_\_ Lemonades®



\$ \_\_\_\_\_ Trefoils®



\$ \_\_\_\_\_ Peanut Butter Sandwich



\$ \_\_\_\_\_ Caramel deLites®



\$ \_\_\_\_\_ Peanut Butter Patties®



\$ \_\_\_\_\_ Thin Mints®



\$ \_\_\_\_\_ Toast-Yay!®



\$ \_\_\_\_\_ Caramel Chocolate Chip

Scan Here to  
Order Now

ATTACH YOUR  
DIGITAL COOKIE  
ON THIS HERE



ACCEPTED

### Donate Cookies

Your donation helps  
Girl Scouts in my  
community give  
cookies to local heroes.

To see full nutrition and  
product information, visit  
[abcbakery.com](http://abcbakery.com) or  
[GirlScoutCookies.org](http://GirlScoutCookies.org)

TM & © Girl Scouts of the USA  
TM & © ABC Bakery



## It's Girl Scout Cookie™ Time!

My name is \_\_\_\_\_

My goal is \_\_\_\_\_

To order \_\_\_\_\_



\$ \_\_\_\_\_ Adventurefuls®



\$ \_\_\_\_\_ Lemonades®



\$ \_\_\_\_\_ Trefoils®



\$ \_\_\_\_\_ Peanut Butter Sandwich



\$ \_\_\_\_\_ Caramel deLites®



\$ \_\_\_\_\_ Peanut Butter Patties®



\$ \_\_\_\_\_ Thin Mints®



\$ \_\_\_\_\_ Toast-Yay!®



\$ \_\_\_\_\_ Caramel Chocolate Chip

Scan Here to  
Order Now

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DIGITAL COOKIE  
ON THIS HERE



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TM & © Girl Scouts of the USA  
TM & © ABC Bakery



## It's Girl Scout Cookie™ Time!

My name is \_\_\_\_\_

My goal is \_\_\_\_\_

To order \_\_\_\_\_



\$ \_\_\_\_\_ Adventurefuls®



\$ \_\_\_\_\_ Lemonades®



\$ \_\_\_\_\_ Trefoils®



\$ \_\_\_\_\_ Peanut Butter Sandwich



\$ \_\_\_\_\_ Caramel deLites®



\$ \_\_\_\_\_ Peanut Butter Patties®



\$ \_\_\_\_\_ Thin Mints®



\$ \_\_\_\_\_ Toast-Yay!®



\$ \_\_\_\_\_ Caramel Chocolate Chip

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Order Now

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TM & © Girl Scouts of the USA  
TM & © ABC Bakery



## It's Girl Scout Cookie™ Time!

My name is \_\_\_\_\_

My goal is \_\_\_\_\_

To order \_\_\_\_\_



\$ \_\_\_\_\_ Adventurefuls®



\$ \_\_\_\_\_ Lemonades®



\$ \_\_\_\_\_ Trefoils®



\$ \_\_\_\_\_ Peanut Butter Sandwich



\$ \_\_\_\_\_ Caramel deLites®



\$ \_\_\_\_\_ Peanut Butter Patties®



\$ \_\_\_\_\_ Thin Mints®



\$ \_\_\_\_\_ Toast-Yay!®



\$ \_\_\_\_\_ Caramel Chocolate Chip

Scan Here to  
Order Now

ATTACH YOUR  
DIGITAL COOKIE  
ON THIS HERE



ACCEPTED

### Donate Cookies

Your donation helps  
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[GirlScoutCookies.org](http://GirlScoutCookies.org)

TM & © Girl Scouts of the USA  
TM & © ABC Bakery





# MONEY AND/OR COOKIE RECEIPT

(IMPORTANT: BE SURE TO WRITE TROOP NUMBER ON ALL RECEIPTS)

I acknowledge that my Girl Scout has permission to participate in the Girl Scout Cookie Program and I am financially responsible for the cookies received.

TROOP # / NAME	NO. OF CASES	NO. OF PKGS.	VARIETIES	S.U.	DATE	MONEY
			ADVENTUREFULS™			
			TOAST-YAY!™			
			LEMONADES®			
			TREFOILS®			
			THIN MINTS®			\$ _____
			PEANUT BUTTER PATTIES®			
			CARAMEL deLITES®			
			PEANUT BUTTER SANDWICH			
			CARAMEL CHOCOLATE CHIP - GF			
			♦ TOTAL			

RECEIVED BY \_\_\_\_\_ TROOP # \_\_\_\_\_

RECEIVED FROM \_\_\_\_\_ TROOP # \_\_\_\_\_  
M3 624

# MONEY AND/OR COOKIE RECEIPT

(IMPORTANT: BE SURE TO WRITE TROOP NUMBER ON ALL RECEIPTS)

I acknowledge that my Girl Scout has permission to participate in the Girl Scout Cookie Program and I am financially responsible for the cookies received.

TROOP # / NAME	NO. OF CASES	NO. OF PKGS.	VARIETIES	S.U.	DATE	MONEY
			ADVENTUREFULS™			
			TOAST-YAY!™			
			LEMONADES®			
			TREFOILS®			
			THIN MINTS®			\$ _____
			PEANUT BUTTER PATTIES®			
			CARAMEL deLITES®			
			PEANUT BUTTER SANDWICH			
			CARAMEL CHOCOLATE CHIP - GF			
			♦ TOTAL			

RECEIVED BY \_\_\_\_\_ TROOP # \_\_\_\_\_

RECEIVED FROM \_\_\_\_\_ TROOP # \_\_\_\_\_  
M3 624

# MONEY AND/OR COOKIE RECEIPT

(IMPORTANT: BE SURE TO WRITE TROOP NUMBER ON ALL RECEIPTS)

I acknowledge that my Girl Scout has permission to participate in the Girl Scout Cookie Program and I am financially responsible for the cookies received.

TROOP # / NAME	NO. OF CASES	NO. OF PKGS.	VARIETIES	S.U.	DATE	MONEY
			ADVENTUREFULS™			
			TOAST-YAY!™			
			LEMONADES®			
			TREFOILS®			
			THIN MINTS®			\$ _____
			PEANUT BUTTER PATTIES®			
			CARAMEL deLITES®			
			PEANUT BUTTER SANDWICH			
			CARAMEL CHOCOLATE CHIP - GF			
			♦ TOTAL			

RECEIVED BY \_\_\_\_\_ TROOP # \_\_\_\_\_

RECEIVED FROM \_\_\_\_\_ TROOP # \_\_\_\_\_  
M3 624

# MONEY AND/OR COOKIE RECEIPT

(IMPORTANT: BE SURE TO WRITE TROOP NUMBER ON ALL RECEIPTS)

I acknowledge that my Girl Scout has permission to participate in the Girl Scout Cookie Program and I am financially responsible for the cookies received.

TROOP # / NAME	NO. OF CASES	NO. OF PKGS.	VARIETIES	S.U.	DATE	MONEY
			ADVENTUREFULS™			
			TOAST-YAY!™			
			LEMONADES®			
			TREFOILS®			
			THIN MINTS®			\$ _____
			PEANUT BUTTER PATTIES®			
			CARAMEL deLITES®			
			PEANUT BUTTER SANDWICH			
			CARAMEL CHOCOLATE CHIP - GF			
			♦ TOTAL			

RECEIVED BY \_\_\_\_\_ TROOP # \_\_\_\_\_

RECEIVED FROM \_\_\_\_\_ TROOP # \_\_\_\_\_  
M3 624



Booth sales give girls the opportunity to learn new skills; promote Girl Scouting; live the Girl Scout Promise and Law; and to sell more product. With this opportunity comes the responsibility to follow safety, public relations, and business guidelines.

It is a privilege to be trusted by our retail partners with their storefront space, and it is of utmost importance that we take great care to honor all booth sale guidelines. Let's ensure that all our interactions at booth sale locations are always positive and appreciative – we are so grateful for the support of our retail partners for our COOKIE ENTREPRENEURS!

**I will:**

- **Identify myself as a Girl Scout** and wear my uniform; vest or sash; or my pins.
- **Be polite** when approaching all customers.
- **Be on my best behavior** because I am a representative of Girl Scouts.
- Keep table and area neat.
- **Say Thank you** to all customers, whether they purchase or not.
- **Thank the business** for allowing us to be there.
- **Remember that Girl Scouts leave a place better than they found it.** Be sure to clean up after your booth sale and take home all empty cookie boxes and trash.

**I will NOT:**

- Block doorways or walkways with tables or signs or get in the way of customers.
- Ask a customer twice to buy product.
- Go into the store while working at the booth.
- Talk loudly, run around, or play while selling at a booth.

**It's a good idea to:**

- Ask the girls to eat before coming to the booth sale – they shouldn't eat while selling. Beverages are okay.
- Refrain from extended phone calls and texting while at the booth (girls and parents). Girls are there to run their business.
- Remember: Adults are not permitted to smoke at booths (including vaping).

# Booth Inventory Sheet

Location \_\_\_\_\_ Date \_\_\_\_\_

[illegible]

Virtual Donation Packages (tally below & put money in <u>register</u> )	Total Donations

### Notes:

**Weather:**

<b>Grand Total</b> (total boxes above + virtual donations)	
	<b>x \$6</b>
<b>Total Money Expected</b>	
<b>Ending Cash/Checks</b>	
<b>Starting Cash</b>	-
<b>Total Cash Collected</b>	=
<b>Digital Payments</b> (credit Cards, Venmo, PayPal)	+
<b>Total Money Collected</b>	=
<b>Total Money Expected</b>	-
<b>Over/Short Money Collected</b>	=

[illegible]

**Be sure to plan & dress for the weather! Don't forget necessary supplies like cookies, table, chairs, tablecloth, change, signage, pop-ups if allowed, cash box, technology for processing electronic payments, first aid kit.**



**Thank you to Troop 61843 for help with updating this form.** The GIRL SCOUTS® name and mark, and all associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA.



# Win Five Cases of Girl Scout Cookies!



Enter Now!



Sink your teeth into this!

Buy five boxes of Girl Scout Cookies today and complete our online form for a chance to win five cases of Girl Scout Cookies, *variety based on availability.*

One winner will be randomly selected and announced in April on our council's Facebook, Instagram, and Twitter pages.

The winner must be able to pick up their cookies at either the Girl Scouts' Ocean or Monmouth Service Center.



@girlscoutsjs



[gsFun.org/FiveForFive](https://www.gsFun.org/FiveForFive)

Buy Five Boxes Win Five Cases!

## 2025 UNPAID FUNDS REPORT

Report must be submitted to [productsales@GSFun.org](mailto:productsales@GSFun.org) no later than **7 DAYS** before **EACH** ACH withdrawal, if applicable. Information will not be carried over.

Troop # \_\_\_\_\_ Community Name/Number \_\_\_\_\_

Troop Product Manager/Leader Name \_\_\_\_\_

Email \_\_\_\_\_ Phone # \_\_\_\_\_

☐ **RESPONSIBLE PARTY: PARENT/GUARDIAN**

Parent/Guardian \_\_\_\_\_

Girl Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Home # \_\_\_\_\_ Cell # \_\_\_\_\_ Work # \_\_\_\_\_

Original Amount Due \$ \_\_\_\_\_ Payments Made \$ \_\_\_\_\_ Current Amount Due \$ \_\_\_\_\_

Internal Use Only: S.F. Case

# \_\_\_\_\_

**The following supporting documentation must be attached to request a payment adjustment:**

- Signed Parent/Guardian Permission slip
- Signed product delivery ticket(s) that parent picked up cookies

**Please provide communication notes below and any other background information on back**

First Contact Attempt Date \_\_\_\_\_ Time \_\_\_\_\_ Contact Type: \_\_\_\_\_  
(phone, email, social media etc.)

Conversation Details/Notes: (please provide screenshots if available, use reverse side if needed)

Second Contact Attempt Date \_\_\_\_\_ Time \_\_\_\_\_ Contact Type: \_\_\_\_\_  
(phone, email, social media etc.)

Conversation Details/Notes: (please provide screenshots if available, use reverse side if needed)

☐ **RESPONSIBLE PARTY: TROOP**

Troop Balance due Council \$ \_\_\_\_\_ Adjustment to ACH Requested \$ \_\_\_\_\_

Unsold Troop Inventory: \_\_\_\_\_ pkgs/cases Inventory Value \$ \_\_\_\_\_

Reason for ACH adjustment: \_\_\_\_\_

Plans for selling and payment plan \_\_\_\_\_

Troop Product Manager/Leader Signature: \_\_\_\_\_ Date \_\_\_\_\_

GIRL SCOUT COOKIE  
**BOOTH HOST**  
CERTIFICATE

awarded to:

---

---

---



*it's* **Cookie Time**





# CERTIFICATE OF APPRECIATION

awarded to:

---


---



*it's* **Cookie Time**







Embrace the cookie  
panda-monium  
possibilities and have a  
great sale!

**girl scouts**   
of the jersey shore

