

# 2021 Cookie Program

## Volunteer Guide



**2021 Cookie Program Theme: Be Amazing!**

**2021 Cookie Program Mascot: Honey Bee**



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## Harlingen Service Center

202 E. Madison  
Harlingen, TX 78550

## McAllen Service Center

5317 McColl St.  
McAllen, TX 78504

## Corpus Christi Service Center

2410 Bevecrest  
Corpus Christi, TX 78415

## Laredo Service Center

701 N. Stone Ave  
Laredo, TX 78040

## Deborah Branch Service Center - Victoria Region

104 W. River Rd  
Victoria, TX 77901

[www.gsgsgt.org](http://www.gsgsgt.org)

[info@gsgst.org](mailto:info@gsgst.org)

**800.477.2688**

# Welcome to the 2021 Girl Scout Cookie Program!

You're excited? We are too! The Product Program Team at GSGST welcomes you to the 2021 Girl Scout Cookie Program. This guide will help you as you navigate through the Girl Scout Cookie Program and help you have a smooth sale!

The Girl Scout Cookie Program is the largest entrepreneurial program for girls in the world – how cool is that? The knowledge and skills learned serves them for a lifetime. Girls gain essential skills, not from a book, but from real-life experiences building a strong foundation for success.

The Girl Scout Cookie Program teaches Girl Scouts skills to grow into leaders in their own life, in business and in the world:

- ♦ **Goal Setting:** Sets cookie sales goals individually and, with her team, creates a plan to reach them. She develops cooperation and team building skills all along the way.
- ♦ **Decision Making:** Helps decide how her team spends their cookie money, furthering critical thinking and problem solving skills
- ♦ **Money Management:** Takes cookie orders, handles customers' money, and gains valuable and practical life skills around financial literacy.
- ♦ **People Skills:** Learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills that she can use throughout her life.
- ♦ **Business Ethics:** Be honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she is developing as a Girl Scout.



Your guidance and support of the 2021 Girl Scout Cookie Program is instrumental in the success for your Girl Scouts. Thank you for your support! Let's get started!

## The Product Program Team

**Claudia Menchaca, Senior Director of Product Program & Retail - Harlingen:** Ext. 121

**Alicia Luevano, Manager of Product Program - McAllen/Laredo/Victoria:** Ext. 224

**Melanie Holland, Manager of Program Services - Corpus Christi:** Ext. 433

# Important Cookie Dates

**November 12th:** Live Virtual Cookie Program Training at 6pm

**November 13th:** Cookie Program T-Shirt/Cookie Bag Order due by Troop

**December 1st - December 7th:** Initial Orders Due in Smart Cookies - order by case/by variety (12pkgs/case)

**December 3rd:** Virtual Volunteer Round Table - Cookie Program Q & A's (no registration needed)

**December 5th:** Cookie Program Kick-Off Event (registration deadline, Nov. 13th)

**December 16th:** All troops must be established to be eligible to participate in the 2021 Cookie Program

**January 1st:** Girls begin marketing their sales, via Smart Cookies & social media

**Week of January 4th:** **Cookie Program Begins!**

**January 4th - January 9th:** Cookie Delivery Week (pick up time & location will be assigned to each troop prior to pickup)

**January 9th:** Troop Secured Booth Sales/Drive Thru Booth Sales can begin, must enter booth in Smart Cookies for finalization - troop secured booth and drive thru booths sales end February 21st

**January 9th:** Cookie Cupboards open at all Girl Scout Service Centers and will remain open until Friday, February 19th

## **GSGST Cookie Cupboard Hours:**

- Monday– Friday 9am to 6pm
- Saturday 9am to 12pm **(only first 5 Saturday's of the sale - Jan. 9th, 16th, 23rd, 30th & Feb. 6th)**

**Planned Orders are to be made 48hrs. in advance**

**January 15th:** Payment for Cookie Program Tee & Box Bag due to council, payment will be done via ACH draft.



# Important Cookie Dates - Cont.

## Council Booth Sale Rounds

- **January 19th: Early Round** - **ONLY FOR TROOPS THAT PARTICIPATED IN THE 2020 FALL PRODUCT PROGRAM**, opens in Smart Cookies at 6pm - Choose two locations
- **January 21st: 1st Round** - Opens at 6pm and will remain open all day January 24th - Choose two locations Troops that had access during the early round will not be able to reserve during this round, all eligible troops should have a total of 2 locations
- **January 26th: 2nd Round** - Opens at 6pm and will remain open all day January 29th - Choose two locations, all eligible troops should have a total of 4 locations
- **January 28th: 3rd Round** - Opens at 6pm and will remain open all day January 31st - Choose two locations, all eligible troops should have a total of 6 locations
- **January 30th: Final Round** - Opens at 9am and at that time troops will be able to reserve as many locations as needed

## February 3rd: 1st ACH Payment

- **50% of initial order, in addition to all orders picked from the cupboards up until Jan. 30th.**

**February 5th:** Council Booth Sales Begin, council booth sales will end on February 21st

**February 19th - February 21st:** **National Girl Scout Cookie Weekend**

**February 21st:** Last Day of the Cookie Program

**February 26th:** Cookie Collections Due - Maximum amount to submit a parent is \$400  
**NO EXCEPTIONS!**

**March 1st:** Final ACH Payment (remaining amount due to council)  
Recognition Orders Due - Must be created and submitted in Smart Cookies by Troop Cookie Manager.

**Recognitions will not be ordered for troops that do not  
clear cookie council balance on time (March 1st)**

**End of April:** Cookie recognitions are delivered to Service Unit Cookie Managers, sort and distribute to troops immediately and safely.



## The Girl Scout Promise:

*On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.*



## The Girl Scout Law:

I will do my best to be  
Honest and fair,  
Friendly and helpful,  
Considerate and caring,  
Courageous and strong, and  
Responsible for what I say and do,  
And to  
Respect myself and others,  
Respect authority,  
Use resources wisely,  
Make the world a better place, and  
Be a sister to every Girl Scout.

## How the Promise and Law Relate to Cookies:

Unfortunately, every year we receive reports of cookie selling behaviors that are in violation of the Promise and Law. All volunteers should be acting as role models to ensure girls have a positive Cookie Program experience. Volunteers and girls are expected to:

- **Respect other troops' booth locations**
- **Respect business property and rules**
- **Leave area clean and free from trash**
- **Follow all safety federal and state guidelines as it pertains to COVID-19**

If you see a violation of a Cookie Program Policy, email GSGST with the troop number.  
Situation will be handled at a council level.

**Email information to:**  
**[info@gsgst.org](mailto:info@gsgst.org)**





# Resources

## Training

All Troop Cookie Managers are required to complete annual Cookie Training.

## Your Service Unit Cookie Manager (SUCM)

The SUCM, is your local volunteer who assists troops within your service unit and can help with any questions you may have. He or she will also receive the rewards shipment at the end of the sale.

## Abcbakers.com

This is our bakers website. It's a great resource for clip art and fun troop activities. Also includes all cookie nutritional information.

## Troop and Girl Goals

One of the most important lessons girls can learn through selling cookies is how to set and reach their goals. Help girls keep goals realistic, but optimistic.

### Setting Troop Goals:

- For returning troops, review your 2020 total sales. Discuss with your troop how to meet or exceed last year's sales.
- For new troops, discuss the program with the girls, encourage them to set a goal based on desired proceeds and/or recognitions.
- Talk about how girls can help each other reach their troop goals. Share strategies and give each other motivation throughout the program.

### Setting Girl Goals:

- Discuss individual goals with each girl.
- For returning troops, compare each girl's goal with last year's sales information in Smart Cookies. Is the girl's goal reasonable? Ask the girl about her plan to reach the goal.
- For new troops, consider the average packages sold per girl in 2020, per girl average was 251 pkgs.
- If girl goal totals are less than troop goals, re-evaluate troop goals and/or revisit girl goals.
- Do the girl's parents/guardians agree with the goal? The cookie business meeting is the time to make sure parents/caregivers are on board with girl goals.

#### Tips:

- Track your troop goals
- Monitor girl goals
- Have an open communication line with girls
- Monitor progress
- Motivate and Support girls



# Cookie Program Tips

There are a variety of opportunities to sell cookies beyond door to door sales and traditional cookie booths.

## Socially-Distant Cookie Sales

### *No-Contact Deliveries:*

- Communicate with your customers to determine where they would like their cookies dropped off.
- Knock on the door/ring the door bell, then back away 6-10ft. Have the customer take their cookies and leave payment. In lieu of cash, payment can be made through the digital cookie option or other forms of payment such as cash app, Venmo, etc.
- Consider scheduling trunk pick-up times to minimize the number of people there at once.
- Find a special way to say “thank you” - whether through a thank you video or a personalized note, your girls will want to show their customers some appreciation.

### *Creative Community Walkabouts:*

- Get the word out! Let your community know that cookies are back by posting flyers or leaving door hanger notes in your neighborhood to inform them when and how girls are planning to sell.
- Plan to set up a cookie stand in a central location in the neighborhood and invite neighbors to drop by. Share your “open” times and location with your community and on social media.
- Think outside the box to find spots where people might be excited to get their favorite cookies, such as coffee shops or restaurants with thriving take out orders. Connect with local businesses to offer cookies as a dessert option for customers via curbside options.

## Drive Thru Cookie Booth Sales

### *Set Up a Cookie Drive Thru:*

- Give customers a convenient way to get their cookies by setting up in parking lots and offering a “drive thru” service.
- Work with local businesses to secure a safe location and collaborate on advertising your drive thru, include marketing on social media.
- Share your drive thru location with your community and invite individuals to visit your drive up location while keeping a safe distance.
- Limit the number of girls that are at a your pick up locations. Ensure that there are at least two adult volunteers onsite.

### *Drive Thru Cookie Booth Sale Recommendations:*

- Safe area of parking lot with plenty of room for cars to get off the street and not impede traffic in case a line forms. Two entrances are recommended so drivers can enter and exit safely.
- Arrow markers to show which way to enter/exit.
- Lawn signs to alert drivers that a drive thru booth sale is just ahead (i.e: streamers and balloons catch attention).
- Orange cones or roped drive areas.
- Order cards so customers can see the varieties of cookies.
- Girls must be instructed on safety, making sure masks are being used at all times with minimal contact.
- Designated duties for each participating girl/adult, no more than 5 girls per drive thru cookie booth.

### **Remember to...**

Wear a face mask  
Don't touch your face  
Follow your community social distancing guidelines  
Use gloves when needed  
Use hand sanitizer





# Cookie Program Tips - Cont.

## Drive Thru Cookie Booth Sale Suggestions & Recommendations

GSGST will allow Drive Thru Cookie Booth Sales beginning on Jan. 9, 2021. The following safe selling strategies are based on Girl Scout safety policies; outlined are recommendations to ensure drive thru booth sales operate in a socially safe and coordinated manner.

### Requirements:

- All locations must be requested by troop and approved by property manager/owner, ensure location has plenty room for vehicles to enter and exit safely
- Enter location in Smart Cookies, under the booth icon as done for Troop Secured Booth Sales
- Everyone must wear a mask
- Everyone maintain social distancing
- Have hand sanitizer available

### Recommendations:

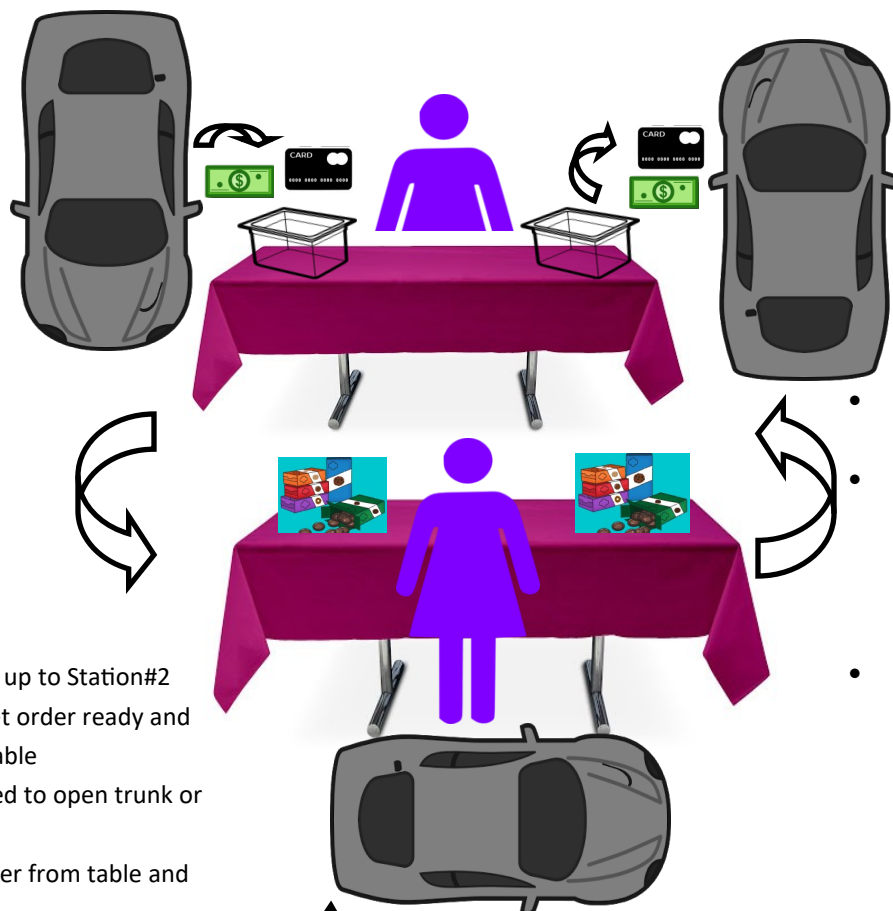
- Have adequate adult supervision
- Limit the number of girls attending between 2 to 8 girls
- Keep stock of cookies under the table to limit contact and shade from sunlight
- Encourage cashless transactions if possible
- Clean and sanitize table, chairs, bins/baskets frequently
- Assign duties to girls/adults to ensure a safe and smooth coordination
- Use posters to advertise price and goals
- Use posters to encourage social distancing
- Have bins/trays available for safe money transactions. Consider creative options, plastic shoe boxes, cookie sheets, baskets - something able to be easily cleaned between transactions

### Drive Thru Booth Set-Up Suggestion:

#### Start Here—Station #1

#### End Here—Station #3

- Customer drives up to Station #1
- Adult volunteer stands 6ft. away from vehicle & takes cookie order to have ready at Station #2
- Customer utilizes basket/bin at the end of table to deposit payment method
- Volunteer asks customer to roll up window while grabbing basket/bin with payment
- Volunteer processes payment and returns change/credit card back to basket at the end of the table of Station #3



- Customer drives up to Station#2
- Girl Scout will get order ready and place it on the table
- Customer is asked to open trunk or unlock backseat
- Girl will take order from table and place inside car

- Customer drives up to Station#3
- Customers change or credit card is returned at this station using the basket/bin
- After basket/bin is empty and customer drives away, basket/bin is sanitized.

#### Pick Up - Station #2

# Cookie Program Tips - Cont.

## Virtual Girl Scout Cookie Booths Help girls help others with Virtual Girl Scout Cookie Booths

Virtual booths, hosted on social media, give girls a way to achieve their sales goals and help others in their community from home. In fact, girls may find this allows them to discover new ways to take the lead in their cookie business and stay connected through virtual means.

Here's how it work:

### *Step 1: Invite girls to brainstorm how they can help others with Girl Scout cookies.*

Girls will undoubtedly want to do their part, and there's never been a better time for a donation program that enables customers to donate cookies. Would girls like to encourage customers to support first responders on the front line? Or send cookie packages to surprise elderly neighbors or to someone in need? There are certainly many people who would be cheered by Girl Scout cookies.

### *Step 2: Create a social media event or schedule a live stream*

Invite girls (with proper supervision) to go live on Facebook or Instagram to reach larger number of potential customers.

### *Step 3: Make it personal and make it fun*

Girl Bling, customers love to see personal touches from girls at booths, and the same is true online. Encourage girls to build their virtual booth with custom artwork, photos, videos, etc.

### *Step 4: Consider the logistics and include details*

- How will cookies be delivered? Communicate with your customers to determine where they would like their cookies dropped off.
- Discuss payment options:
  - Utilize the digital cookie pay option via the Smart Cookies app.*
  - Use Venmo, Cash App or other similar money sharing apps (such as Facebook Pay) to give customers additional no-contact payment options.*
  - Collect money or checks in envelopes from customers porch or front door.*
  - If you are at a pick up location and the customer want to pay with cash, have them place the money in an envelope, keeping 6ft. apart, with a gloved hand you can retrieve the money with no customer contact, return any change through envelope.*

### *Step 5: Invite friends and family*

- Encourage girls to mention their goals
- Share how they plan to use their troop proceeds
- Explain how they plan to help their community

### *Step 6: Promote on social media and in your community*

As you know, go-getter Girl Scouts can and will bring out the good in any situation. Now more than ever, girls are spending time in virtual settings and engaging in social media, so an online experience comes naturally to them. Using Girl Scouts online safety guidelines, encourage them to go big with social sharing to drive customers near and far to their Virtual Cookie Booth. They will love making a virtual pitch or creating videos to direct customers to their online digital site.

### *Step 7: Celebrate and share your success*

Let everyone in your social channels see how the girls are helping their community with their Virtual Cookie Booths and remember safety must be everyone's top priority. Be sure to review and follow Girl Scouts safety guidelines at [www.gsgst.org](http://www.gsgst.org). The safety of girls and their families must always come first.

# Cookie Program Tips - Cont.

## Social Media Tips

### *How to set up a Facebook event:*

Setting up a Facebook event is easy and gives girls a chance to practice some tech-savvy business skills.

- On the left menu of your Facebook feed, click + Create event and choose Private or Public. If you create a private event, only invited guests will see your event.
- Fill in the event name, location, date, time and description. You can choose a specific date and time to host a “live” virtual booth, or a date range when you'll be responding to requests.
- Customize your event!
- Click create, you'll be taken to your event where you can invite guests, share posts and edit event details if needed.

## Business to Business Sales

- Business to Business sales are made between two businesses; in this case one of the businesses is a Girl Scout. The business then uses the purchased cookies to give to a consumer (usually as a thank you to customers or employees). For example, a real estate agent might buy cookies to give out as housewarming gifts to clients, or a sales firm may want to say thanks to employees for reaching a sales goal.

Depending on the connection to the business, the sales can either be arranged by an individual Girl Scout, or by the entire troop and credit is split evenly among the girls.

*Examples of businesses to contact:*

- *Real Estate offices*
- *Car dealership*
- *Doctor's office*
- *Accounting firm (tax season is around the corner)*
- *Any service or sales based business*
- *The business cannot be a council secured cookie booth location.*

## Coach Your Girl Scouts

- Listen to your girl's practice their sales pitch.
- Review cookie materials together and visit Girl Scout Cookie and cookie company web sites to help them learn more about the product.
- Ask questions – maybe even pretend to be a potential customer and do a little role-play!
- Guide them to set practical and useful goals about what they want to learn and earn.
- Listen to them describe what their goals are for the money earned through the sale.
- Be a role model for business ethics and safety rules!
- Have fun with your troop!

Remember that the Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience, which is girl driven. Let your Girl Scouts take the lead in selling cookies and reaching goals. Your encouragement, coaching and guidance will be key ingredients to a successful Cookie Program experience for each girl.

### **Did you Know?**

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world! Through it, girls develop essential skills and learn how to think like entrepreneurs. Girls as young as five are building their confidence and learning about the cookies!



# Cookie Program Tee & Box Bag

Promote your cookie sales by  
ordering the 2021 Cookie Program Tee & Cookie Box Bag!

Troops will have the opportunity to purchase the t-shirt for any interested girl and troop volunteer.

## Tee Sizes Available:

Youth - Small, Medium and Large

Adult - Small, Medium, Large, XL, XXL,  
XXXL, & XXXXL

**Price:** \$8.00 (no tax)



## Box Bag:

Easy to carry with colorful handles!

**Price:** \$12 (no tax)



Payment will be made via ACH draft on  
Jan. 15, 2021

**Order Deadline:** Nov. 13th



# Cookie Manager Responsibility

The Girl Scout Cookie Program is designed to be a positive, fun and influential experience for girls. Girls can grow important life skills like goal-setting, decision-making, money management, people skills and business ethics while also observing the Girl Scout Promise and Law.

## Your Role

- Registered for the 2020/2021 Girl Scout Membership Year.
- Have a current (within the last 2 years) background check on file with GSGST.
- Must ensure troop has an active troop bank account.
- View the annual Troop Cookie Training , complete training quiz and submit the Troop Product Sales Manager Agreement form to your Product Sales Dept. representative.
- Ensure all girls and required adults are registered.
- Place initial cookie order in Smart Cookies, between Dec. 1st - Dec. 7th.
- Pick up cookies at assigned delivery time and location.
- Distribute cookies to parents/girls in a timely and safe manner
- Enter girl's sales activity into Smart Cookies
- Communicate with parents and girls throughout the entire sale
- Meet all deadlines - refer to "Important Dates to Remember"
- Enter and Create recognition order - once delivered, sort and distribute recognitions in a timely manner.

## Other Important Role Assignments

- Hold a parent/caregiver meeting to discuss the cookie program, please adhere to all safety guidelines in regards to group gatherings
- Have each parent receiving cookies complete and submit a Cookie Permission form prior to distributing cookies
- Have each girl and the troop set a cookie sales goal.
- Accurately track packages distributed to girls and financial payments made by parents by giving each parent a Money and/or Cookie Receipt every time they receive cookies and turn in funds. Always obtain and document signatures on all forms regarding cookie and money exchanges.
- Deposit funds regularly and often into the troop bank account.
- Keep records of communication with parents (texts, emails, phone calls, etc.)
- File a Collection form and supporting documents if a parent defaults to the troop by February 26th - No Exception!
- Last but not least, HAVE FUN!



# GSGST Cookie Goal

## 88k Cases

**\$4/per package with the exception of the  
Gluten Free Caramel Chocolate Chip, at \$5/per package  
Only 2021 Cookies may be sold**

### 2021 Cookie Line-Up!!!

**All your favorites are back —  
plus a NEW Cookie!**

**NEW!**



**Toast-yay!™**



*French Toast-inspired cookies  
dipped in delicious icing and full of  
flavor in every bite. Yay!*



**Girl Scout**

**S'mores®**



*Crispy graham cookies  
double-dipped in creme icing and  
coated in delicious fudge.*



**Lemonades®**



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



**Shortbread®**

*Traditional shortbread cookies.*



**Thin Mints®**



*Crispy chocolate wafers dipped in a  
mint chocolaty coating.*



**Peanut Butter**

**Patties®**



*Crispy vanilla cookies layered  
with peanut butter and covered  
with a chocolaty coating.*



**Caramel deLites®**

*Vanilla cookies topped with caramel,  
sprinkled with toasted coconut, and  
laced with chocolaty stripes.*



**Peanut Butter**

**Sandwich**

*Crisp and crunchy oatmeal cookies  
with creamy peanut butter filling.*



**Caramel**

**Chocolate Chip**

*Rich caramel, semi-sweet chocolate  
chips, and a hint of sea salt in a  
chewy, gluten-free cookie.\**

\*limited availability





# How the Cookie Crumbles

<b>Cost of Cookies</b>	<b>\$1.08</b>
<b>Troop Share</b>	<b>\$0.70</b>
<b>Girl Incentives</b>	<b>\$0.10</b>
<b>Uncollectible Debt</b>	<b>\$0.03</b>
<b>Program</b>	<b>\$2.09</b>
<b>Cost of Cookies</b>	<b>\$4.00</b>



## Service Unit Bonus \$.01/pkg.

Each Service Unit plays an important role in both growing and sustaining Girl Scouts in our community the bonus is intended to help support Girl Programming for the entire Service Unit.

### To receive the \$.01 /pkg. bonus, the Service Unit must have:

1. **All** Troops clear on or before the deadline - March 1st
2. **All** delinquent girls/parents submitted on or before deadline - February 26th - \$400 Maximum/per household

## Cookie Basics

Cookies are sold for \$4 per package or \$48 a case, with the exception of the GF Caramel Chocolate Chip, they are sold at \$5 per package or \$60 a case. Troops cannot offer special discounts.

Back by popular demand is our Try 5 Special - Customers who try/buy 5 or more packages of cookies can complete an entry form for the chance to win cookies for a year (total of 52pkgs. - asst. variety) - entry forms will be available at your local Service Center.

## Troop Proceeds

Standard Proceed (with recognitions) - Troops earn \$0.70 cents per package sold  
Opt-Out Proceed (without recognitions) - Troops earn \$0.75 cents per package sold



# Placing Your Troop Initial Order

## What is an Initial Order?

- Your initial order is how your troop will get cookies to have on the first day of the sale. Initial orders are placed by the case.
- Your troops initial order will be picked up at your Service Unit delivery site the week of Jan. 4th - Jan. 9th.
- We recommend ordering enough cases of cookies to get you through the first weekend/week of the sale. Troops can place planned orders from the council cupboard as more cookies as needed.
- **Cookies ordered through your initial order cannot be returned.**
- Troops should discuss their initial order with parents at the Parent/Girl meeting so that everyone understands the commitment the troop is making.

If you are a **Returning Troop**:

- Review or refer to last years total amount sold. Please keep in mind if you have more girls selling or fewer girls selling you may want to adjust your initial order.
- Please consider changes in families lives that could effect how many packages a girl can sell this year (i.e. new job, loss of job, new baby, illness, child care).

If you are a **New Troop**:

- Discuss goals with parent and girls - establish an estimate of the number of cookies an individual girl wants to sell.

**TROOP INITIAL ORDERS  
ARE DUE BY  
DECEMBER 7th**



# Girl and Parent Cookie Meeting

It is very important to have a Parent Cookie Meeting before the sale to go over the cookie sale guidelines. Please be sure to review this guide prior to your parent cookie meeting so that you can be sure to communicate all cookie information accurately. At the meeting troops should discuss the rules and expectations of the sale including goal setting.

## Key Points to discuss at parent/girl meeting:

Welcome and Introductions: Give out names and contact information, hours of availability for the troop leader, troop cookie manager and other adults participating with the sale.

## Review Cookie Sale Highlights:

- 2021 Theme - Be Amazing!
- Go over important sale dates - refer to page 4 & 5 (Important Dates to Remember)
- Troop Proceeds - Standard and Opt Out options
- Goal setting and Smart Cookies platform
- Selling/Safety tips
- Recognitions
- Distribute and Collect Parent Permission Slips prior to issuing cookies to girls

### Suggestion:

Set up a payment schedule for girls and parents, such as “**Money Mondays**”.

### Requirement:

Money is to be collected before more cookies can be issued out to parents/girls.

## Selling Guidelines and Marketing Techniques:

- Cookie Booth Sale Etiquette
- Online Marketing: Email, Twitter, Facebook, E-Cards on Smart Cookie platform
- Contactless, Social Distancing Cookie Sales
- Virtual Cookie Booths

## Cookie Cupboards:

Let parents and girls know they can get more cookies. Inform them that they have to contact the Troop Cookie Manager according to times the manager has set for the troop. The troop cookie manager will have to place a planned order in Smart Cookies within 48hrs. from the time cookies are needed. It's a good idea to check with other girls within the troop to check if they have extra cookies, before placing a cupboard order.

## Ask for Volunteers to help with the cookie sale:

- You may need help from your troop parents when picking up the initial order at the cookie delivery location or cupboard
- Help at cookie booths. 2 adults minimum should be at each cookie booth (make sure parents are registered Girl Scouts).
- Adhere to all federal, state and local CDC guidelines as it refers to COVID-19

# Cookie Delivery Jan. 4th - Jan. 9th

Troops will be notified by council and/or SU Cookie Managers regarding their delivery time/date and location.

## Before you pick up your troop's cookie order:

- Determine the appropriate size of vehicle and number of empty vehicles needed to pick up troop cookie order.

**Troop orders must be picked up all at once**

- Ask parents to help pick up the troop's cookie order.
- Print out your Troop initial order report from Smart Cookies and bring with you to the delivery site to verify order.

## At the Delivery Location:

- Be Punctual - arrive at the delivery location at your scheduled delivery time. Orders are pulled based on a specific schedule and arriving on time ensures the process to go smoothly for all troops.
- Be alert and attentive - count cookies at the delivery site with your Service Unit Cookie/Community Cookie Manager or council staff. Cases will be loaded into your vehicle.
- Sign receipt and keep a copy. The troop is financially responsible for all cookies that are taken and signed for.

**All CDC safety measures will be in place for a safe handling of product and delivery.**

### How to Estimate Car Cookie Capacity

<u><b>Vehicle</b></u>	<u><b># of Cases</b></u>
Compact car	23
Mid-sized car	35
Standard-sized car	50
Full-sized wagon	65
Pickup truck	100
Minivan with back seats	150

\*above totals bases on an empty vehicle with no passengers.

**Don't forget to enter a Troop to Girl transfer in Smart Cookies for the cookies you have distributed to each girl. This process is done on a regular basis (at least every other day). This gives girls credit for cookies sold and keeps track of money due.**

## Distributing Cookie to Girls:

- All Girl Scout members are required to follow federal, state, and local mandates in reference to mask wearing and social distancing.
- Make sure you have a signed parent permission form for each girl before distributing cookies to girls/parent.
- Create a schedule for when parents can pick up cookies. Sort each girls order before distributing cookies.
- Have each parent count each variety they are picking up and double check the amount listed on their receipt.
- Have parents sign the receipt EVERY TIME along with the Troop Cookie Manager even if it is just one package of cookies.
- Make sure to give the parent a copy of the receipt. A parent/guardian should not pick up more cookies than they feel comfortable accepting. The parent is financially responsible for the amount of cookies they signed for. **Keep a copy of the receipt.**
- Give each girl/parent a cookie order form and money envelope.
- Do not distribute more than \$400 of cookies at one time (100 boxes). It is better for the parents/girls to come back for more cookies than having them return unsold cases later.

# Cookie Receipts

Fill out a money and/or cookie receipt for every box of cookies or money received. Providing receipts for every transaction keeps a record of who is financially responsible and protects you and the troop! Make deposits promptly and frequently into the troop bank account.



## Cookies to a Girl:

- Receipt every package of cookie even if it's just one.
- Have parent and person giving cookies count total amount of cookies given. Verify amount listed on receipt.
- Include girls name, date, varieties, how many of each, signature of adult accepting, and signature of person giving the cookies.
- Give one copy of receipt to parent/guardian and keep one copy for your records.
- Don't forget to enter a troop to girl transfer in Smart Cookies.

**NOTE:** It is the responsibility of girls to sell cookies received. Cookies may not be returned to the troop unless agreed to by the Troop Cookie Manager and he/she accepts full responsibility for returned inventory. Troop cookie manager can designate a date that all unsold cookies can be returned to the troop.

## Money from a Girl:

- When receiving money, make sure to count and verify amount before parent leaves.
- Troop cookie manager signs in the received by area. Parent signs in the received from area.
- Give parent/guardian one copy of receipt and keep one copy for your records.



Cookies to a Girl			
MONEY AND/OR COOKIE RECEIPT			
Troop#/Name:		GIRLS NAME	Date: 1/25/21
No. Of Cases	No. of Pkgs.	Varieties	Money
	6	Toast Yay	
	6	S'mores	
1		Lemonades	
		Shortbread	
2		Thin Mints	\$
2		Peanut Butter Patties	
4		Caramel deLites	
1		Peanut Butter Sandwiches	
10	12	TOTAL 132 pkgs	
Received By		Parents Signature	Troop#
Received From		Troop Cookie Managers Signature	Troop#123

**Suggestion:** Do not distribute more cookies to a girl until payment has been received for cookies already taken.

Money From a Girl			
RECEIPT			
Troop#/Name:		GIRLS NAME	Date:
		SU	1/31/21
No. Of Cases	No. of Pkgs.	Varieties	Money
		Toast Yay	PAID \$400.00
		S'mores	
		Lemonades	
		Shortbread	
		Thin Mints	for 100 pkgs.
		Peanut Butter Patties	
		Caramel deLites	
		Peanut Butter Sandwiches	
		TOTAL	
Received By		Troop Cookie Managers Signature	Troop#123
Received From		Parent's Signature	Troop#

# Cookie Cupboards

Cookie Cupboards will open on **Saturday, January 9th** at all Council offices. Troops can go to any council cupboard to pick up cookies once planned orders are placed through Smart Cookies.

- Troops that missed the initial order deadline will pick up their first cookie order at a cookie cupboard. Troops place a “planned order” to pick up these cookies.
- We ask that troops submit a planned order at least 48 hours in advance. In order to make sure cupboards are stocked with enough of a particular variety, the sooner you can enter the planned order the better.
- Council Staff will approve your troops planned order in Smart Cookies (usually) within the first 24 hours of pick up. The first week of the sale, cupboards do experience a high volume of orders and the confirmation may take longer to show up in Smart Cookies. Be sure to check Smart Cookies to ensure the accuracy of your order.
- Be careful of picking up too many additional cookies during the sale. It is important to stay in constant communication with parent’s to know how many cookies they have. Your troops initial order may already be distributed to girls, but until the cookies are sold, communication is key. Before entering a planned order, make sure to check each parents/girls on-hand inventory and make transfers as needed.

## Returns/Exchange Policy:

**THERE ARE NO RETURNS OR EXCHANGES ON ANY COOKIES PICKED UP FROM THE COUNCIL CUPBOARD.  
ALL COOKIES ORDERED BY THE TROOP WILL BE THE TROOP’S RESPONSIBILITY.**

If you do have damaged or missing packages in a case, you may bring them to your local service center to be exchanged.

## GSGST Cookie Cupboard Hours:

- Monday– Friday 9am to 6pm
- Saturday 9am to 12pm  
**(only first 5 Saturday’s of the sale - Jan. 9th, 16th, 23rd, 30th & Feb. 6th)**
- Sunday - Closed

**Planned Orders are to be made 48hrs. in advance**

**Due to COVID-19, each Service Center will operate cupboards in guidance with the federal, state and local CDC guidelines. We asked for everyone's cooperation and patience. Mask covering and social distancing will be required.**



# Inventory Management



## Does your troop have too many cookies?

The best thing to remember is to not wait until the end of the sale to ask for help to get rid of your troops cookies. Follow these steps:

- Contact your Service Unit Cookie Manager and/or Product Program Team Member.
- Let troops in your service unit know what variety of cookies and how many extra you have.
- Inform girls/parents in your troop that you have extra cookies and see if they can help sell more.
- Schedule a cookie booth to help sell the extra cookies.

## Did you know troops can transfer cookies to another troop?

Troops are able to transfer cookies with each other. Troops can exchange cases or packages with one another. Remember to write a receipt for the transaction and keep a copy. **The troop giving the cookies away, is responsible in entering the transfer in Smart Cookies. For an even exchange, a transaction does not need to be made in Smart Cookies.**

Troop to Troop Transfer			
MONEY AND/OR COOKIE RECEIPT			
Troop#/Name:		SU	Date: 1/30/21
No. Of Cases	No. of Pkgs.	Varieties	Money
		Toast Yays	
1		S'mores	
		Lemonades	
	3	Shortbread	\$
5		Thin Mints	
		Peanut Butter Patties	
2		Caramel DeLites	
		Peanut Butter Sandwiches	
8	3	TOTAL 99 packages	
Received By			
		Troop Cookie Managers Signature	Troop#456
Received From			
		Troop Cookie Managers Signature	Troop#123

### Friendly Reminder:

**Prior to placing a planned order or picking up more cookies, check with girls in your troop - a girl may have extra cookies that she can give to fill an order.**

# Money Handling Processes

All money from the cookie sale should be deposited in your troop bank account frequently, cookie monies are not allowed to be deposited into personal bank account and troops must fill out ACH form and have troop bank account before selling cookies.

## ACH Payment Dates:

### February 3rd - 1st ACH Payment

- 50% of initial order, in addition to all orders picked from the cupboards up until Jan. 30th.

### February 26th - Collections

- Deadline to submit Collection Forms for delinquent girls/parents. The form must contain all pertinent information, details of collection attempt, girl permission slip, and all cookie and money receipts.
- **Maximum amount that can be submitted is \$400 per parent.** Delinquent amount will be deducted from ACH debit.

### March 1st - Final ACH Payment Due

- Council will debit full balance of council proceeds.
- It is the troops responsibility to make sure sufficient funds are in the troop account prior to the ACH debit dates. If your troop will not have sufficient funds you must contact the product sales team 2 days prior to the scheduled ACH debit date. Council will not reimburse troops for ACH NSF fees.

## Returned Checks:

It is at the troops discretion to accept checks during the cookie sale. It is recommended to only accept checks from close friends or family and not during a booth sale. Troops are responsible for all returned check fees.

## Parent /Guardian Outstanding Debt:

Should payment concerns arise with a parent/guardian in the troop, Troop Leaders/ Troop Cookie Managers are asked to document the situation and try to resolve the issue within the troop. If a problem persists, troops are asked to notify their Service Unit Cookie Manager or the Product Sales team immediately. If the situation has not been resolved by the end of the sale, Troop Leaders/Troop Cookie managers must submit a collection form no later than February 28th. The form must contain all pertinent information, details of collection attempt, girl permission slip, and all cookie and money receipts.

**Maximum amount that can be submitted is \$400 per parent.**



# Booth Sale Basics

The troop cookie manager is responsible for selecting booth sale times through Smart Cookies, helping girls and parents understand the booth sale guidelines, providing adequate supervision at each sale and ensuring that your booth sales are accurately represented in Smart Cookies. Girls learn valuable skills at a booth sale such as handling money, interacting with customers, presentation skills, and managing inventory.

## There are 2 types of Cookie Booths

**1. Council Sponsored Booth Sales** - These booths are secured by the GSGST Product Program Team and located in high volume or high profile areas such as HEB, Wal-Mart, Bass Pro Shops, local Malls and Shopping Centers, Sam's Club, and IHOP. These booth locations can be secured using the booth scheduler on Smart Cookies and it is open to all GSGST troops during different rounds.

## When do I sign up for Council Sponsored booth sales?

### Council Booth Sale Rounds:

- **January 19th: Early Round** - **Only for troops that participated in the Fall Product Program** opens in Smart Cookies at 6pm - Choose two locations
- **January 21st: 1st Round** - Opens at 6pm and will remain open all day January 24th - Choose two locations  
Troops that had access during the early round will not be able to reserve during this round, all eligible troops should have a total of 2 locations
- **January 26th: 2nd Round** - Opens at 6pm and will remain open all day January 29th - Choose two locations, all eligible troops should have a total of 4 locations
- **January 28th: 3rd Round** - Opens at 6pm and will remain open all day January 31st - Choose two locations, all eligible troops should have a total of 6 locations
- **January 30th: Final Round** - Opens at 9am and at that time troops will be able to reserve as many locations as needed

**Troop leaders, cookie managers, and parents are NOT allowed to contact council booth locations to individually arrange a booth sale for the troop. Council booth sales start February 5th.**

**2. Troop Secured Booth Sales** - A Troop Secured Booth Sale is a location that a troop secures on their own to sell cookies. Examples include a local place of worship, banks, restaurants, car washes, community event, etc. The troop must receive written permission from the locations owner/manager using the ***Troop Secured Booth Sale Agreement Form***. A Troop Secured Booth cannot be a Council booth location. Troop Secured Booths can start as early as January 9th and can end on February 21st. Form is not required to be submitted to council, troops will retain the form for their troop records.

**Enter your Troop Secured Booth Sale in Smart Cookies via the Booth Scheduler so customers can find your booth.**

# Booth Sale Basics - Continued

Once you have your booth sale scheduled it's time to plan for your Girl Scout cookie booth. Below is a **suggestion** of how many cases to take to a booth sale by variety, quantities sold will vary by location. Some variables that impact the number of packages sold include time and day of sale, weather, location, timing during the sale (beginning/end). Schedule a planned order if need be to make sure enough cookies are available for your booth sale.

Toast Yays: 1 or 2 cases  
S'mores: 1 case  
Lemonades: 2 cases  
Shortbread: 1 case  
Thin Mints: 4 to 6 cases  
Peanut Butter Patties: 3 cases  
Caramel Delites: 4 to 6 cases  
Peanut Butter Sandwiches: 1 case



## Booth Sale Rules

- All Girl Scout members are required to follow federal, state, and local mandates in reference to mask wearing and social distancing.
- Girls need to be present at every booth sale in uniform or a girl scout t-shirt.
- Be on time for your booth sale.
- Bring: cookies, table, chairs, decorations, a cash box with change available, a credit card reader, Booth Sale Worksheet form.
- Count cookies and money before and after each booth sale. Be sure money balances and write a receipt. Keep track of who was at each booth sale.
- Do not allow girls to block the entrance of the store. Be polite and courteous to the customers at all times.
- Troops can set up their booths in the front of the store entrance as per the store manager, locations may vary as to where troops will be allowed to set up.
- Troops cannot set up at a location's parking lot, median, driveway, or landscape area.
- Do not eat, drink, smoke or chew gum at a booth sale. You and your troop are representing Girl Scouts to your community.
- Bring a copy of your booth Scheduler confirmation email from Smart Cookies to every booth sale.
- Make your booth sale eye catching to the public - Bling your Booth!
- DO NOT leave empty cookie cases at the store location or in their trash cans. We always take empty cases with us.
- Share booth sale rules with your girls/parents.













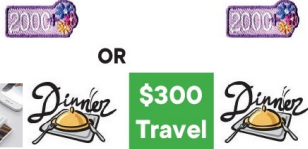











# Cookie Program Recognitions

Check out this years cookie recognitions and help your girls set their goals based on ways they can earn proceeds and recognitions. Each troop will submit their cookie recognition plan through Smart Cookies on or before March 1st.

## 2021 Cookie Program Recognition Line - Up

				<p>Recognitions are cumulative. Troops that choose to Opt-Out of Recognitions will not receive Membership at the 300 level but will receive all patches and the items at the 800 and higher levels IF earned.</p> <p>Recognitions are based on availability and may not be exactly as pictured. Colors/styles/ model/brand of some items may vary.</p> <p>Girl Scout must be in grades 2nd - 8th to select Resident Camp.</p> <p>Dinner with CEO TBA</p> <p>Travel Rewards are not cumulative. Travel Rewards can only be selected at one level. Travel rewards must be used during the current Girl Scout year and the Girl Scout must already be registered for a council sponsored or GSUSA trip/destination. Girl Scout must be a C, S, A to select this reward.</p>
<p><b>Theme Patch</b> 12-74 Packages Sold</p>	<p><b>Lanyard</b> 75-149 Packages Sold</p>	<p><b>Amazing Socks</b> 150-299 Packages Sold</p>	<p>21-22 Membership AND Drawstring Bag AND 300 bar patch AND I Sold 300 Boost Bar Patch 300-449 Packages Sold</p>	
			<p>OR</p> <p><b>\$100 Travel Reward</b></p> <p>OR</p> <p><b>\$800 Boost Bar Patch</b></p>	
<p><b>Bee Plush</b> 450-599 Packages Sold</p>	<p><b>Hoodie AND I Sold 600 Boost Bar Patch</b> 600-799 Packages Sold</p>	<p><b>Beach Towel, Bee Wireless Speaker, Flower Pillow AND 800 Bar Patch AND I Sold 800 Boost Bar Patch OR \$100 Travel Rewards AND 800 Bar Patch AND I Sold 800 Boost Bar Patch</b> 800-999 Packages Sold</p>	<p>OR</p> <p><b>\$800 Boost Bar Patch</b></p>	
				
<p><b>Selfie Ring Light AND 1000 Bar Patch OR Mess Kit AND 18 oz Hydro Flask AND 1000 Bar Patch OR \$150 Travel Rewards AND 1000 Bar Patch</b> 1000-1499 Packages Sold</p>		<p><b>Logitech Crayon Digital Pencil AND 1500 Bar Patch OR Resident Camp AND 1500 Bar Patch OR \$200 Travel Rewards AND 1500 Bar Patch</b> 1500-1999 Packages Sold</p>		
				
<p><b>Pandora Bee Charm with Pandora Necklace AND 2000 Bar Patch AND Dinner with our CEO OR Zink Polaroid Mint Pocket Smartphone Printer AND Dinner with CEO AND 2000 Bar Patch OR \$300 Travel Rewards AND 2000 Bar Patch AND Dinner with our CEO</b> 2000+ Packages Sold</p>		<p><b>Key Ring</b> Initial order of 50 Packages</p>	<p><b>I Sold 100 Boost Bar</b> Initial order of 100 Packages</p>	
<p><b>Online/Direct Ship Only Recognitions</b></p>				
				
<p><b>250 Theme Boost Bar Patch</b></p>	<p><b>500 Theme Boost Bar Patch</b></p>	<p><b>1000 Theme Boost Bar Patch</b></p>	<p><b>1500 Theme Boost Bar Patch</b></p>	<p><b>2000 Theme Boost Bar Patch</b></p>
<p>250 Packages Sold Online</p>	<p>500 Packages Sold Online</p>	<p>1000 Packages Sold Online</p>	<p>1500 Packages Sold Online</p>	<p>2000 Packages Sold Online</p>

**Recognitions will not be ordered for a troop that does not clear cookie council balance on time (March 1st)**



# Cookie Program Recognitions - Cont.

## Resident Camp Requirements:

1. Brownies - Cadettes (Must have completed 2nd Grade)
2. Must register for camp in advance
3. Camp dates are set , girl/parents can select dates they prefer
4. Troop Cookie Manager will select the date preferred by girl/parents

## Fun Patches:

As a troop you can choose to order additional patches for your girls. Patches can be ordered with your recognition order, at a cost of \$0.50/per patch.



## Travel Reward Option:

- For Cadettes, Seniors, and Ambassadors
- Use Cookie Travel Rewards for council sponsored travel trips or GSUSA destinations.
- Travel Rewards are not cumulative.
- Must be used during the 2020/2021 Girl Scout Membership year.
- Trip deposit must be made before travel reward is applied - (deposit fees vary based on travel location).



**Visit the [gsgst.org](https://gsgst.org) travel page for a list of council sponsored trips and GSUSA destinations.**



# Other Cookie Program Details

## Participation:

Troop must be established by December 16th

- Training completed (New Advisor Training & Annual Cookie Program Training)
- Must have an active Troop Bank Account
- All girls must be registered for 20/21

## Debt Protection:

To minimize collections and debt the following processes have been established and initiated

- Cookie receipts will be written and provided for all transactions, when distributing cookies and collecting monies, refer to page 19
- Troop CANNOT release more than \$400 in cookies - equates to 100 packages of cookies at one time to a parent
- Troop Payment History - a troop that has had a history of paying late (2-yrs. or more) will have to pay for cookies at the time cookies are picked up from cupboard or cookies placed through the initial order process. Troops that this rule apply to will be notified by December 1st.

## Virtual Cookie Share:

Girl Scouts of Greater South Texas will be collaborating to initiate a Virtual Cookie Share program.

- Troops/Girls will advertise their Virtual Cookie Share program at point of sale and/or booth sales
- Troops/Girls still receive payment for cookies - no product will be exchanged
- Troops/Girls will receive credit for cookies
- Troops will not have actual inventory of cookies - council will have cookies shipped directly to entity selected for the Virtual Cookie Share program.

## Mystery Shopper:

To help assist troops/girls in operating a successful Cookie Booth Sale, council will select volunteers that will appear as "Mystery Shoppers". The purpose is to help make sure all troops are conducting an appropriate booth sale that will minimize issues and obstacles often reported to council from Store Managers - this will maintain our working relationship with various stores approached for council booth sales.

*Mystery Shoppers will do as followed:*

- Mystery Shopper will visit booth sale locations, if booth is presentable and operating as indicated Booth Sale Basics (refer to page 23 & 24) girls at the booth sale location will receive a fun patch.
- For those troops that do not meet the Booth Sale Basics, Troop Advisor may receive an email informing them they were visited and state why troop did not receive patch.



# Smart Cookies Platform

What	Description	Where
Cookie theme information	Complete gallery of images, clip art, certificates, etc.	<a href="https://www.flickr.com/photos/abcbakersvolunteergallery/albums">https://www.flickr.com/photos/abcbakersvolunteergallery/albums</a>
Selling safely video and tips	Safe selling tips	<a href="https://www.youtube.com/user/ABCCouncils">https://www.youtube.com/user/ABCCouncils</a>
Cookie varieties	Cookie sell sheets with product description and recipes, etc.	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Booth sale poster	Poster	Flickr, <a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Troop goal poster	Poster	Flickr, <a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Volunteer and girl videos	How-to videos on a variety of topics	<a href="https://www.youtube.com/user/ABCCouncils">https://www.youtube.com/user/ABCCouncils</a>
Activity tips and how-tos	Idea starters and instructional tutorials	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Standard forms	Parent permission slip, count it up forms, etc.	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Social media tips & tricks to boost engagement	Thought starters	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Rally Guide	Fun ideas for troop rallies, etc.	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Cookie Calculator	Helps volunteers set package sales goals based on number of packages sold last year and the desired percentage increase this year	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
ABC Bakers Facebook Page	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	<a href="https://www.facebook.com/abcbakers/">https://www.facebook.com/abcbakers/</a>
Lemonades Facebook Page	Leverage consumer love for this star ABC Bakers product, generate more product buzz, and educate the general public about where to find the cookies they love.	<a href="https://www.facebook.com/LemonadesCookie/">https://www.facebook.com/LemonadesCookie/</a>

