

girl scouts
of new mexico trails

COOKIE PROGRAM MANUAL



Welcome to the Girl Scout Cookie Program!

For over 100 years, the Girl Scout Cookie Program has instilled millions of Girl Scouts with entrepreneurial and financial skills. The iconic cookie program is the largest girl-led business in the world, and with your guidance and support, the Girl Scouts in your troop will develop those skills that will last them a lifetime.

With the support from your Service Unit and the council, you will be prepared to lead the Girl Scouts in your troop through the program. Please do not expect perfection, especially if you are new to the program or even if you have been doing this for years! You may make mistakes along the way, but in this safe environment, you are never alone because you have a team of people to assist you.

Thank you for supporting your Girl Scouts through this Girl Scout tradition. Your commitment and passion to the movement is helping to build the next generation of Girl Scouts filled with courage, confidence and character!

We will start by reviewing where to find the information you need to have a successful and fun cookie season!

Table of Contents

Where to Find What You Need 3
Get Started in Five Simple Steps 4
Cookies! It’s a Girl Scout Learning Program! 5
Where Exactly Does the Money Go? 8
Building Your Cookie Team..... 9
The 5 W’s of the Girl Scout Cookie Program and the How 10
Cookie Booths 21
Cookie Logistics – Running the Cookie Program 29
Cookie Financials..... 34
End of Program Logistics 36



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Where to Find What You Need

Cookie Program Manual

The basic parts of the Girl Scout Cookie Program remain consistent year over year; therefore, to use resources wisely, this Program Manual is designed to be used for multiple cookie seasons. It provides you with the basics of the cookie program. It's the place to go when you need information on a specific topic. Because the Program Manual can be used for multiple seasons, it doesn't contain specific information, like dates for the current program. Please do not throw this away at the end of the program; you can use it next year or give it to a new troop.

Annual Cookie Cookbook

The Annual Cookie Cookbook is the resource to use when you need information about the current year's program including dates, what's new, theme and reward details.

Cookie Program Family Guide

The family guide provides caregivers and Girl Scouts essentials about the program. It's a great tool to give families information on the cookie program and is updated yearly.

GSNMT Cookie Central Webpage

You'll find whatever you need for the cookie program on our website on the Cookie Central webpage. From Girl Scout and troop materials to forms, resources, How To videos and digital copies of the guides.

Smart Cookies Guide & Resources

Smart Cookies is the website developed by our council's licensed baker, ABC Bakers, used by the Troop Cookie Chairs, Service Unit Cookie Chairs, and the council staff to schedule booths, manage the logistics, inventory and the payment process during the program. There are Smart Cookie guides and quick sheets posted on our website that provide the information needed to use Smart Cookies. Smart Cookies training is also available in gsLearn. Troop Cookie Chairs will gain access to Smart Cookies if training is complete and once it becomes available to volunteers.

GSNMT Product Program Facebook Group

This private, invite only Facebook group is a good way to interact with other volunteers to learn savvy, creative techniques and adopt tricks of the trade. If you would like to be added to the group, you can reach out to your Service Unit Cookie Chair or the council office.

Cookie Bites

The brief, weekly e-newsletter is sent during the cookie season and contains important and timely information about reminders, best practices and answers common questions.

Email

Leading up to and during the cookie season, there are important updates, reminders, and deadlines that will be communicated to you via email by the GSNMT Product Program Team and your Service Unit Cookie Chair. Your Service Unit Cookie Chair will send you information for your specific area while emails from the Product Program Team will be general cookie program information.



Get Started in Five Simple Steps

We hope that you are excited to get started in the Girl Scout Cookie Program. Please follow the five simple steps below to start the program.

- 1** Complete the Troop Cookie Chair Agreement online. Any volunteer who manages cookie money and inventory must sign this agreement. It must be completed to gain access to Smart Cookies.
- 2** Get to know the cookie program and complete the self-paced Troop Cookie Chair Training using the gsLearn platform. When training is complete, you will be provided with cookie materials and granted access to Smart Cookies if it is available to volunteers.
- 3** Get to know your Service Unit Cookie Chair. They will reach out to you to introduce themselves. Save their contact information. They will guide you through the program and are your go-to person when you have questions.
- 4** Register or renew all Girl Scouts and adults volunteer memberships. All Girl Scouts participating in the cookie program must be registered.
- 5** Important! Don't forget that all Girl Scouts must have a signed Girl Scout Product Program Permission and Caregiver Responsibility Form to participate in the Cookie Program. This form protects the troop if payment issues occur. This form covers both the Fall Product and Cookie Program in the same membership year. Only Girl Scouts who have forms are listed in Smart Cookies.





Cookies! It's a Girl Scout Learning Program!

Selling Girl Scout Cookies is one of the most iconic activities Girl Scouts engage in. But that's just one piece of the story.

Girl Scouts Build Critical Skills at all Girl Scout Levels

As participants in the Girl Scout Cookie Program—the largest girl-led entrepreneurial program in the world—Girl Scouts, at all levels, gain five financial literacy skills as they build their business smarts, earn money for activities they choose, and prepare for amazing adventures that last a lifetime. From learning to set and accomplish goals, to counting change, building a budget, and working collaboratively, the cookie program has a recognized age-appropriate curriculum that teaches Girl Scouts the skills they need to become successful leaders.

Everything Girl Scouts do in Girl Scouting is designed to help them grow into leaders and activities are designed to include the processes of girl-led, learning by doing and cooperative learning. Girl Scouts should be making decisions about troop funds, develop business plans, and create troop goals together.

Girl Scouts can help you make decisions about the cookie program by using the processes in the following ways:

Girl-Led is... Girl Scouts choosing cookie badges, setting goals and making decisions about troop funds.

Learning by Doing is... Girl Scouts developing a troop budget, building their own business and learning customer service.

Cooperative Learning is... Girl Scouts creating Troop Goals, working together at a booth, and celebrating their achievements.

Cookie Entrepreneurs

The cookie program creates entrepreneurs! The program teaches millions of Girl Scouts how to run a successful business each year. The skills Girl Scouts learn through the cookie program will help them grow into leaders in their own lives, leaders in business and leaders in the community. They learn five financial literacy skills.

Goal Setting

Girl Scouts set cookie sale goals individually, and with a team, and create a plan to reach them.

Decision Making

Girl Scouts decide where and when to sell cookies, how to market their business, and what to do with their earnings.

Money Management

Girl Scouts develop a budget, take cookie orders and handle customers' money.

People Skills

Girl Scouts learn how to talk (and listen!) to their customers, as well as how to work with Girl Scouts.

Business Ethics

Girl Scouts act honestly and responsibly during every step of the cookie program.

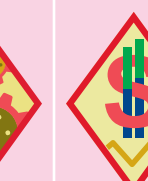
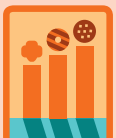
To help them build those skills, Girl Scouts offers different badges and pins to help Girl Scouts practice and prepare for the Cookie Program. Cookie badges are available at each Girl Scout level and there are two or three badges depending on the level. Steps and activities for each badge can be found in the Volunteer Toolkit or individual badge booklets. If you need help accessing these materials, please contact your local membership staff member.

The Girl Scout Cookie Program can be a family activity. Caregivers can help their Girl Scout earn the Cookie Entrepreneur Family Pin. Steps and activities for each pin can be found at the Cookie Entrepreneur Family Pin webpage from Girl Scouts of the USA.



Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

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

Where Exactly Does the Money Go?

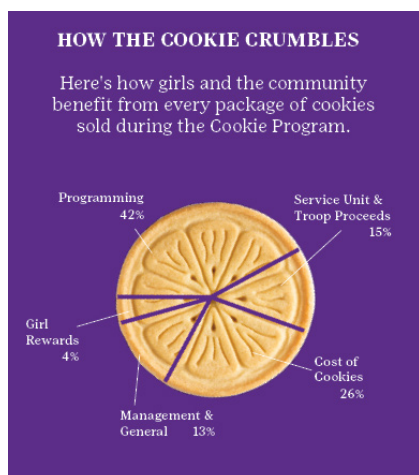
Financial Independence

The Girl Scout Cookie Program supports a financially independent Girl Scout Movement by developing a program that grows financially savvy Girl Scouts. The cookie program is the financial pillar of Girl Scouts. Every package sold supports all Girl Scouts in the council because 100% of cookie proceeds stay in our council and with local troops and Girl Scouts.

Council Proceeds

The funds council receives are reinvested into programs and activities for Girl Scouts, maintaining our properties, training our volunteers and other membership support.

Here's how the Cookie Program proceeds are used by Girl Scouts of New Mexico Trails:



For the most recent How the Cookie Crumbles, check our website for our annual report.

Troop Proceeds

Troop proceeds are based on the total sales of the troop. Girl Scouts decide how to use these funds. Many troops use their earnings to fund community service projects, purchase uniforms, badges, activities and trips.

Individual Girl Scout Rewards

Girl Scouts earn rewards based on their individual sales. They can either choose to receive the reward or select Program Credits. Program Credits can be used for pay for Girl Scout programs and events, Service Unit events or be converted to help troops pay for extended troop trips or Girl Scout Destinations trips.



Building Your Cookie Team



Managing the Girl Scout Cookie Program is a rewarding and worthwhile experience. Watching Girl Scouts develop the skills and confidence they need to be successful and confident is an experience you will never forget. Many of our veteran volunteers have shared stories about shy Girl Scouts who become articulate entrepreneurs because of the skills they learned by participating in the program. It's an enriching experience that benefits the lives of both the Girl Scouts who participate and the adults who mentor them.

Like all worthwhile activities, the cookie program can seem daunting for new leaders, new cookie chairs and new troops. With some training and support from your Service Unit and the council, and by building a strong Troop Cookie Team, it will all fall into place. The cookie program is meant to be a team effort by both the Girl Scouts and adults of the troop. The troop cookie team is the adults who work together to organize and facilitate the different parts of the cookie program. Remember volunteers do not have to be parents. They can be grandparents, aunts, uncles and others who want to help their Girl Scout or the troop. Many people are willing to help. Sometimes all you need to do is simply ask them! Having a collaborative and supportive Troop Cookie Team is vital and will enhance the cookie program experience for both Girl Scouts and adults.

Cadette, Senior and Ambassador troops may want to create their own Cookie Team with adults mentoring in supportive roles. For example, older Girl Scouts can select and sign-up for booths, manage inventory and communicate with each other about money owed and marketing techniques.

We recommend the following Troop Cookie Team structure and if possible, that the Troop Leader not be the Troop Cookie Chair.

Troop Cookie Chair

The main volunteers who are responsible for the logistics of the cookie program from ordering cookies, sharing information with families and organizing the cookie program for the troop. They are responsible for Smart Cookies data entry, handing cookie money, organizing booth sales and managing troop and Girl Scout inventory. This volunteer must be extremely organized and detail oriented. The responsibilities of the role can be divided among multiple people as long as you work as a team. For example, one volunteer can manage Smart Cookies and cookie money, one can schedule booths, and another can handle troop and Girl Scout inventory and handle troop communication. Each troop is required to have two (2) Troop Cookie Chairs.

Booth Supervisors:

A volunteer responsible for all cookies, money and the safety of Girl Scouts at a booth if the cookie chair is not available.

Booth Helpers:

A second or third volunteer to help with cookie booths. This helps with bathroom breaks or when the booth is busy. Extra hands are always needed. All booths required at least two (2) volunteers.

Cookie Pick-Up Person:

A volunteer to pick-up cookies from the cookie cupboard or during the initial order pick-up.

Troop Treasurer:

The Troop Treasurer can help with deposits at the bank, counting money after the booth or keeping track of Girl Scout payments.

All volunteers responsible for cookies, money or the safety of Girl Scouts must be an approved Girl Scout volunteer. This is your Troop Cookie Team. You are encouraged to be creative and innovative as you develop it. Designate roles that best suit your troop's needs.

The 5 W's of the Girl Scout Cookie Program and the How

Why should Girl Scouts sell cookies?

It's all about learning and generating the income to finance Girl Scout activities. In Girl Scouts, the Girl Scouts selling the product get to decide how to spend the troop proceeds they earn. This approach is unique to Girl Scouts and is the bedrock of the program.

Girl Scouts will learn practical skills they will use throughout their life as they run a business and make decisions about the money earned. All Girl Scouts will set goals and create a strategy to reach them. Younger Girl Scouts will learn how to count change and speak to customers; older Girl Scouts will build complex budgets and dive into profit and loss principles. And the best part – the badge curriculum is top-notch and turnkey-ready for troop meetings. Ask your Girl Scouts which badge they would like to earn this season!

But wait, there's more! Not only will the Girl Scouts in your troop learn lifelong skills selling cookies, the program is also the financial pillar of the organization. Girl Scouts earn funds for their troop and funds that support all Girl Scout programming in the Council. The cookie program provides the resources to finance everything from troop trips and service projects to programs and volunteer training.

Take time at your meeting to discuss how participating in the cookie program not only supports the troop experience, but also connects your Girl Scouts to the bigger Girl Scouting Movement. The cookie program has supported Girl Scouting for over 100 years. Without it, there would be no Girl Scouting for anyone. Like the Girl Scouts who came before them, their participation is critical to the future of the movement.

Who can sell Girl Scout Cookies?

Only Girl Scouts can sell Girl Scout cookies, and they will join millions of their sister Girl Scouts in this iconic program. Girl Scouts become part of something bigger than themselves, their troop, and even their council, gaining a sense of community within the larger Girl Scout movement.

It's important for parents to let the Girl Scouts take the lead in deciding how they want to run their businesses while helping them come up with ideas along the way.

Caregivers and volunteers should never do things for their Girl Scout that they can do for themselves, even if it's quicker and easier for the adults to do them. Girl Scouts will only learn financial literacy skills if they are the ones selling the cookies. With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!



What kind of cookies do Girl Scouts sell (and how much do they cost)?

Getting to know the Girl Scout Cookie flavors can be fun! Use memory games to get younger Girl Scouts familiar with the flavors, while older Girl Scouts can discuss how to use Girl Scout Cookies to make a new dessert from recipes they find online or they can create their own cookie-inspired treat.



Everyone likes to sample cookies. Your troop will receive a sample package to taste at your troop meeting. Your Service Unit may also offer a cookie rally where cookie samples are generally provided.

- » **\$5.50 per package – Core Cookie Flavors:** Thin Mints, Caramel deLites, Peanut Butter Patties, Peanut Butter Sandwich, Adventurefuls, Lemonades, Trefoils and Exploremores.
- » **\$6.00 per package – Specialty Cookie:** gluten-free Caramel Chocolate Chip

When can Girl Scouts sell cookies?

Review the cookie program sales dates with Girl Scouts and caregivers and let them know when they can start selling cookies! Make sure Girl Scouts know they should be a sister to all Girl Scouts and not take orders or sell before the start date. Dates can be found in the annual Cookie Cookbook.

Where do Girl Scouts sell cookies?

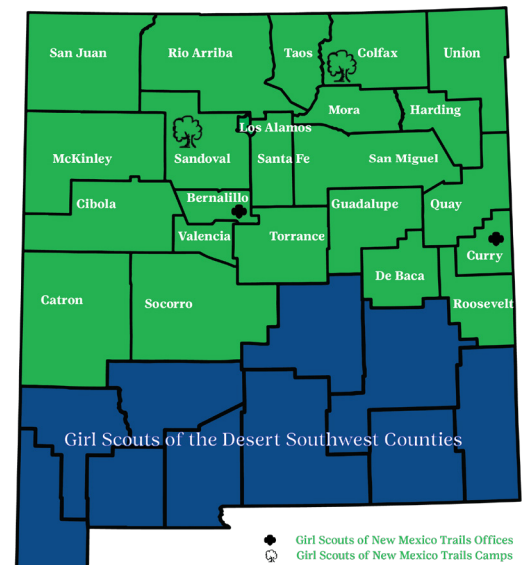
Girl Scouts can sell cookies in a variety of places. They can sell cookies to friends and family in person or through their Digital Cookie site, they can go on walkabouts, they can make posters or deliver a presentation to caregiver's work colleagues or set up a cookie stand in front of their home.

And Girl Scouts can participate in cookie booth sales. Troops have cookie booths because it's a great way to sell cookies, connect with the community, and gives Girl Scouts a safe setting to learn how to express themselves by interacting with customers. Information on booths will be discussed further in this Cookie Program Manual.

Girl Scouts are encouraged to be creative when deciding where to sell cookies; however, there are a few places Girl Scout cannot sell or market cookies. This includes (but is not limited to) any public-facing social media or websites (including Next Door, Craigslist, Facebook Marketplace, eBay etc.). Girl Scouts cannot sell in front of marijuana dispensaries, liquor stores, casinos, or any place they cannot legally enter on their own. Or at a booth location that is denied by the council, all booth locations must be approved through the council.

Excluding cookies shipped through Digital Cookie, Girl Scouts can only sell cookies within their council's borders. Girl Scouts of New Mexico Trails covers 23 counties in northern and central New Mexico, which is roughly two-thirds of the state, excluding the Navajo Nation. Please keep in mind the following information regarding council borders and selling cookies:

- ▶ GSNMT Girl Scouts can only sell within these borders.
- ▶ Caregivers, relatives or family friends may not bring order cards to work if they work outside the council borders.
- ▶ No booths may be set up outside the council borders.



How do Girl Scouts sell cookies?

Deciding how to sell cookies is part of the learning for the troop volunteers, caregivers and Girl Scouts. It's an important piece in the program and clear planning will help Girl Scouts (and you) be successful.

The first step in creating a plan to sell cookies is deciding how many cookies your Girl Scouts want to sell, which leads to goal setting. All Girl Scouts can set goals. At your first cookie meeting, guide Girl Scouts through the goal setting process.

As part of the goal setting process, Girl Scouts should understand the concept of needs versus wants. Discuss the resources needed for troop supplies, snacks, etc. and what the troop wants to do for fun, like afternoon field trips and long-term travel goals. Don't forget to talk about the resources needed for service projects or resources for highest awards.

The steps below can be modified to mentor the Girl Scouts through individual or troop goal setting. Girl Scouts' voices should take priority in this discussion. Remember, troop volunteers cannot mandate that Girl Scouts sell a specific number of cookies – it's up to the Girl Scouts with discussion from caregivers.



Work through the steps below to help Girl Scouts set goals and determine their sales plan to reach them.

Simple Steps to Develop a Cookie Goal

The first step in preparing your Girl Scouts and their caregivers for the cookie program is to brainstorm activities that Girl Scouts would like to do for their troop activities. We recommend three categories: helping others or taking action, field trips, and troop meeting activities. You may want to add a few recommendations to the Girl Scouts' lists or provide needs the troop might have like badges, uniforms, snacks, or meeting supplies.

Here are some guiding questions to help during this brainstorming:

- ▶ What activities do your Girl Scouts want to do?
- ▶ What badges do your Girl Scouts want to do?
- ▶ What supplies is your troop going to need?
- ▶ What should the troop be paying for?
- ▶ What rewards do your Girl Scouts want to earn?



After the Girl Scouts finish brainstorming ideas, it's time for them to work together to pick their favorites. Girl Scouts will vote to pick their favorites and what they would like to spend their cookie proceeds on. Voting should be age-appropriate. For example, give them two to three stickers and have them take turns voting by placing stickers next to their preferred options (or give each one a different colored marker and let them make two to three check marks). Read the options out loud, if needed. At the end of the session, you'll highlight the collective top three options under each category so everyone can think about them before making a final decision.

Once Girl Scouts have voted for what the troop proceeds should be spent on, together you and your Girl Scouts can create a troop budget to set a cookie goal. Use the Troop Goal Setting Worksheet on the following page to help your troop prepare a troop budget and cookie goal.

Once your troop completes the worksheet, you, the Girl Scouts and caregivers of your troop can create a plan for selling those cookies. However, consider the following questions once the goal is created so that you and your families are not overwhelmed with the Girl Scout Cookie Program.

- ▶ Talk about time management and the effort needed to reach the goal.
- ▶ Confront unrealistic goals but encourage Girl Scouts to stretch outside their comfort zone.
- ▶ Break the goal into smaller steps and benchmarks. Write down the big goal and work through ways to achieve it.
- ▶ Set a focus within the goal. For example, walkabouts during the week, booths on the weekends.
- ▶ Set benchmarks to mark progress. Use a poster board to map out progress or use the Digital Cookie site to record progress.
- ▶ Talk about potential obstacles.
- ▶ Discuss the number of booths and walkabouts it may take to achieve the goal.
- ▶ Celebrate effort, determination and persistence. Setting goals and working to achieve them is hard work!

Family Meeting

Girl Scout Cookie Program

Troop Goal Setting Worksheet

Use this worksheet with your Girl Scouts to create a troop budget and cookie goal for your troop's cookie program. Budget items are just suggestions. Feel free to add your own or change as needed.

Troop Activities & Expenses Items	Cost
Meeting Supplies	
Badges & Patches	
Uniforms	
Membership Fees	
Take Action Project/Community Service Project	
Total Cost	

Cookies are sold at \$5.50 per package for core flavors and \$6.00 for gluten-free packages. Troop proceeds for each package sold is \$0.75. Use the following formula to determine the troop and individual Girl Scout cookie goal.

Total Cost	÷ 0.75	=	Total Troop Packages to Sell
Total Troop Packages to Sell	÷	=	Packages per Girl Scout to Sell

Girl Scouts and Troop Cookie Chairs should spend time planning a Family Meeting. With a little coaching, Girl Scouts can come up with clever, fun and informative ways to share their individual and troop goals. They'll have even more fun telling their caregivers how they want to spend the proceeds!

Girl Scouts can talk about the difference between troop needs and wants and share long and short-term goals. To add more pizzazz and style to the meeting, help Girl Scouts develop a marketing and sales plan and then wow the caregivers by having them present their campaigns.

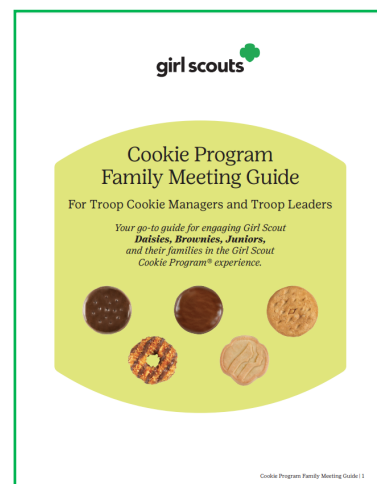
Encourage your Girl Scouts to explain the importance of inventory management to their caregivers. They can illustrate how they would need to sell more than six packages of cookies to pay for just one unsold package. Girl Scouts can emphasize to their caregivers the importance of responsible cookie ordering. This includes: only taking the number of cookies they can sell (they can always get more), the importance of communicating how many boxes they've sold to the troop, turning cookie money into the troop weekly, and that cookies can't be returned to the council so the troop is responsible for all cookies ordered.

Girl Scouts is a safe environment where you have the freedom to have fun while learning. Entertaining ways to present topics include skits, posters, Girl Scout made videos, songs, Cookie Jeopardy, or other fun interactive trivia games.

Here are some topics to be covered with caregivers:

- ▶ Explain the ways adults can be involved in their Girl Scout's cookie selling experience. Family meetings are the perfect place to get more help!
- ▶ The Girl Scout Product Program Permission and Caregiver Responsibility Form must be signed. If the agreement has already been signed for the Fall Product Program in the same membership year, it also covers the cookie program.
- ▶ Cookie selling dates. Girl Scouts cannot begin taking orders until the start date.
- ▶ Inventory management. No more than 115 unpaid packages of cookies should be checked out to a Girl Scout, unless the family has a history of high-volume sales and timely payment. Additional cookies can be checked out when the money is turned in or the balance is paid using the Digital Cookie system.
- ▶ Cookies cannot be returned to the council. It is up to the troop to determine rules for cookie returns and swaps within the troop. Ask parents to only take what they can sell. They can always get more.
- ▶ Explain who to contact to pick up more cookies.
- ▶ Communicate the troop schedule for picking up cookies or turning in cookie money.
- ▶ Talk through the process of how to sign up for booths.
- ▶ Discuss proper booth behavior and protocol. Do caregivers drop off Girl Scouts at the booth? Will you be at every booth or do you need booth supervisors? What is the money handling procedure? How are Girl Scouts expected to act at booths?
- ▶ Emphasize the importance of keeping booth commitments. Emergencies happen, but canceling at the last minute hurts the entire troop and the entire council. **Because no shows hurt everyone, they may result in the troop losing additional booths.**
- ▶ Review the Hometown Heroes Cookie Program and cookie donations.
- ▶ Discuss Girl Scout safety when it comes to delivering cookies and handing money.
- ▶ Review social media guidelines for marketing their Girl Scout cookie business.

There are additional resources to help you host a Family Meeting. GSUSA has created a Cookie Program Family Meeting Guides for Daisies, Brownies, and Juniors and Cadettes, Seniors, and Ambassadors. These guides can be found at the Volunteer Cookie Resources webpage from Girl Scouts of the USA.



Ways to Sell Cookies!



Wherever you Sell - Spread the Message

- ▶ Cookies are a skill-building activity for Girl Scouts.
- ▶ Share your individual and troop goals and what you are learning about. Share what the troop proceeds will be used for and what activities the troop has planned.
- ▶ Offer the option of making a Hometown Heroes cookie donation. It's a double-donation opportunity for customers! Tell them about the organization you are supporting and why.
- ▶ Share fun cookie facts like the Girl Scout Cookie Program is the largest girl-led business in the world. Trefoils and Thin Mints have been sold since the 1950s. Or any other fun facts Girl Scouts have learned.

Hometown Heroes Cookie Donation

Customers love to donate cookies! Support the local community and boost troop sales by participating in the Hometown Heroes donation option. Talk with your troop about Hometown Heroes and pick a local organization your troop would like to donate cookies to. Girl Scouts should decide on an organization and learn about it so they can articulate the information to customers. Troops are responsible for delivering cookies. Be sure to check with the organization in advance to ensure they can accept your gift!

Hometown Heroes Tip! Teach Girl Scouts to lead the pitch by asking all customers if they would like to donate a package of cookies, instead of asking if they would like to buy one. Customers who want to buy a package will stop – they want to eat the cookies – while customers who weren't going to stop, may have a change of heart and buy a package to support a local charity.

Hometown Heroes Cookie Donation sales allows troops flexibility in managing the troop's cookie inventory. The packages for donation can come from either the council's inventory i.e. council cookies or troop inventory i.e. troop's cookies.

Troop Cookie Chairs will be required to enter Hometown Hero sales into Smart Cookies. This will let the Product Program Team know if the inventory for your troop's Hometown Hero sales is coming from council inventory or your troop inventory. In Smart Cookies, these sales are known as Cookie Share. You will have the option to record these sales for your Girl Scouts as either Virtual Cookie Share (using council inventory) or Tracked Cookie Share (using your troop inventory). Check out the Smart Cookies Guide and Resources on our website on how to enter these sales.

Here is the difference between Virtual Cookie Share or Tracked Cookie Share:

Virtual Cookie Share/Council Inventory makes it easy for troops to participate since troops do not need to track physical cookie inventory. Troops do not take possession of the product until the end of the cookie program when they can collect the cookies from the council warehouse if they choose to do so. Troops can also participate in the Hometown Hero program without having to deliver product! GSNMT donates cookies to Roadrunner Food Bank and Blue Star Moms for military and veterans. Girl Scouts simply learn about the organizations, articulate the Hometown Heroes program to customers and sell virtual packages of cookies to customers. Money for these sales are deposited into the troop bank account or are sold online using Digital Cookie. The packages are added to the troop's total packages sold on the troop's sales report.

Tracked Cookie Share/Troop Inventory allows troops to use any remaining inventory at the end of the program to fill the Hometown Heroes orders. Donations do not need to be flavor specific. If you need to pick up additional cookies to fulfill your Hometown Heroes sales, you can pick them up from the council warehouse after the program ends. We highly recommend that Hometown Hero sales are tracked as virtual cookie shares until the end of the program, so you know exactly how many donations are sold and how many of those packages can come from your troop inventory or council inventory.

Hometown Heroes Tip! It is best practice and highly recommended that tracked cookie share is best done with the help and guidance of council staff to move virtual cookie shares to tracked cookie shares.

All Hometown Hero Cookie Donation packages are \$5.50.

Walkabouts

Girl Scouts are also encouraged to use the two weeks before booth sales begin to walk around the neighborhood to take orders. Once they have cookies in hand, they can bling-out a wagon, stroller, suitcase or anything with wheels (but without a motor) to make those sales! Of course, Girl Scouts are highly encouraged to walkabout throughout the entire program. Walkabouts are a great way to boost Girl Scout confidence, practice the Five Skills and increase sales.

Walkabouts – Girl and Volunteer Safety

- ▶ Wear the Girl Scout membership pin and/or Girl Scout branded clothing to identify yourself as a Girl Scout.
- ▶ Adults must accompany Girl Scout Daisies, Brownies and Juniors selling door-to-door.
- ▶ Cadettes, Seniors and Ambassadors must be supervised by an adult when selling door-to-door and must never sell alone.
- ▶ Never enter the home or vehicle of a person when you are selling or making deliveries.
- ▶ Avoid selling to people in vehicles or going into alleys.
- ▶ Know the neighborhood where you are selling and stay within a residential area. Business areas will not allow walkabouts.
- ▶ Have a plan for safeguarding money.
- ▶ Avoid walking around with large amounts of cash.
- ▶ Do not walkabout at night.
- ▶ Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.
- ▶ Be aware of traffic when loading product and passengers from vehicles.
- ▶ Girl Scouts' names, addresses and email addresses should never be given out to customers.
- ▶ Use a Digital Cookie door hangers for customers to reorder cookies. Digital Cookie website also has a contact page for customers to reach out with any issues or concerns. These door hangers can be found at the Volunteer Cookie Resources webpage from Girl Scouts of the USA.

Telephone and Emails

Girl Scouts can call contacts from previous sales to see if they would like to purchase cookies again.

Call customers again before the end of the program to thank them and ask if they need additional cookies. Older Girl Scouts may want to text friends and family to let them know “It’s Cookie Time!”

Girl Scouts can also send emails to previous customers and potential new customers from their Digital Cookie website with links to order cookies online.

Cookie Boss

Through the Cookie Boss Patch Program, Girl Scouts will build their skills in communication, organization, and responsibility as they learn about building cookie partnerships and closing a deal! If they choose to put these skills to the test, they can also grow their sales by partnering with businesses to purchase cookies for company use (not for resale) or to make a large-scale cookie donation.



While it is not required that Girl Scouts close the deal with a business to earn the Cookie Boss patch, Girl Scouts must complete one proposal and complete the online form to receive their Cookie Boss Patch. Businesses who partner with a Girl Scout, not only get to keep or donate delicious Girl Scout Cookies, but they receive special benefits. Girl Scouts who close the deal receive credit for the full number of packages in Smart Cookies, helping them to reach higher levels of rewards.

For more information on the Cookie Boss Patch Program, the full Cookie Boss Patch Program booklet is available on our Council's Own Patches webpage.

Milk and Cookies Break

Some businesses may not wish to participate in the Cookie Boss program but may offer their business as a booth location or offer Girl Scouts the opportunity to sell to their employees. Booth opportunities must be approved by the council but private selling events to employees is called a "Milk and Cookies" event. Some businesses may purchase milk or a sample of cookies for employees to taste and Girl Scouts can take additional orders or sell cookies to the employees. Milk and Cookies do not need to be approved by the council as long as the Girl Scouts do not have a storefront booth.

Digital Cookie

Digital Cookie is the only platform where Girl Scouts can take orders and sell Girl Scout Cookies online. And with the Digital Cookie platform, your Girl Scout enhances their cookie business with online and mobile channels that make it easy for cookie fans near and far to contribute to their success.

Girl Scouts will use the platform to build a personalized business page where they can set goals and use bar graphs and pie charts to track packages sold. Plus, they'll have fun playing cookie trivia and other games.

All registered Girl Scouts, with a current Girl Scout Product Program Permission and Caregiver Responsibility Form, will receive an email in January inviting them to participate in this exciting program. This secure online system allows Girl Scouts to design personalized online storefronts to share their cookie program goals and invite customers to support them. Girl Scouts 13 years and older with their own email address can have their own login once their caregiver enters the Girl Scout's email in the Digital Cookie system.

Digital Cookie also has a mobile app where Girl Scouts can use their Digital Cookie website on walkabouts and for in-person sales! **After Girl Scouts have set up the Digital Cookie website, they can download the app and use the same log-in as their Digital Cookie website.**

Troop Cookie Chairs can also create an online storefront for the troop. These storefronts are called Troop Links. Troop Links will allow troops to take pre-orders for booths or take credit card payments at booths using the mobile app. Troop links are also visible to customers on the Girl Scout Cookie Finder webpage to order cookies for direct shipping. **Just like the Girl Scouts, Troop Cookie Chairs must set up the troop's Digital Cookie website before the troop can access the troop's website using the mobile app.** Girl Scouts will be able to see the troop link on their mobile app to help take payments at booths if they have created a Digital Cookie website.

Customer Digital Cookie Experience

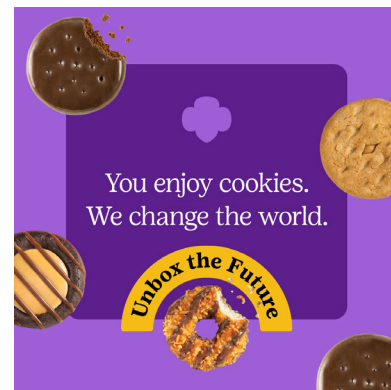
Customers may receive an email from a Girl Scout. Online storefronts will share cookie and service project goals and customers can see a picture or video of their favorite Girl Scout.

All digital cookie orders are paid for online with a credit card and can be delivered in two ways:

- ▶ Cookies are shipped directly to the customer. This is the perfect option for out-of-town friends and family who want to support their favorite Girl Scout! Delivery charges will apply.
- ▶ Girl Scouts can deliver cookies to local friends and family. This will save on delivery charges, but the primary caregiver must approve the transactions within 5 days, or the sale will be declined.

Social Media Guidelines

The Girl Scout Cookie Program offers unique opportunities to engage in online marketing and sales as Girl Scouts learn about e-commerce and how to think like entrepreneurs. Girl Scouts will have the ability to share their storefront link to different social media platforms. Social media is a great way to market a Girl Scout's cookie business, but Girl Scout safety is the top priority! Second to safety is Girl Scouts learning about marketing techniques and taking the lead with their online marketing efforts. The Girl Scout Cookie Program is the world's largest girl-led business and that includes Girl Scouts generating their marketing content from developing their messaging to thanking their supporters at the end of the program. Social media posts should always be led by a Girl Scout while being supervised by their parents or caregivers.



To ensure the safety of Girl Scouts and their caregivers and to maintain a fair cookie program, GSUSA and GSNMT have created the following guidelines when marketing cookies online:

- ▶ Girl Scouts and their supervising caregiver must read, agree to, and abide by the Girl Scout Internet Safety Pledge and the Digital Cookie Pledge before engaging in online marketing and sales efforts for the cookie program. Both pledges can be found on the Girl Scouts of the USA website.
- ▶ Caregivers may market on social media platforms on their Girl Scout's behalf, but they must follow all the guidelines and content must be created by the Girl Scout from what the messaging should be and what they would like to share about their cookie business.
- ▶ Girl Scouts who are 13 years or older may use social media platforms (such as Facebook and Instagram) to let friends and family know that their cookie business is up and running! They can share the link to their online storefront on their post.
- ▶ Girl Scouts may also advertise their cookie business on social media using a public post that can be shared by extended family and friends. Posts on behalf of a Girl Scout should be girl-led, in the Girl Scout's voice with the Girl Scout being the one to complete the sale. *Please know that if family and friends plan to share a Girl Scout's social media post, they are also required to follow the guidelines listed and if they do not follow the guidelines, the caregivers and troop volunteers will be contacted.*
- ▶ No order taking or payments should be made on social media posts. All online sales should be processed through the Girl Scouts Digital Cookie storefront.
- ▶ Full names, personal emails or addresses of Girl Scouts should never be used. Girl Scouts should only use their first name or troop number.
- ▶ When creating marketing content for materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!
- ▶ Use a vanity URL to add a creative component but remember that cookie names are trademarked and shouldn't be part of the vanity URL. Vanity URLs need to be age appropriate and do not have negative connotations.
- ▶ At no point should Digital Cookie storefront links or other cookie business information be shared

with any media outlets or posted to websites that are not owned by the Girl Scout.

- ▶ For safety reasons, a Girl Scout's Cookie business or Digital Cookie storefront link cannot be posted to any social media "for sale" sites open to the public (i.e. Craigslist, Amazon, eBay, swap/garage sale/Nextdoor/marketplace-type sites).
- ▶ For safety reasons, social media posts cannot be shared to Facebook groups or other social media groups where you do not know all the members of a group. For example, neighborhood groups or other interest groups. If you have not met all the members of a Facebook group in person, then you should not be posting Digital Cookie storefront links to the group.
- ▶ Troops may post booth information in Nextdoor or neighborhood groups, but no Digital Cookie links may be shared. If customers would like to purchase cookies but are unable to make booth sales, they should be directed to the Girl Scout Cookie Finder where they purchase cookies for direct ship from a troop's virtual cookie link.
- ▶ Social media ads cannot be purchased or donated to promote sales.

Should any online marketing activities be identified as a violation of guidance, GSUSA or the council reserves the right to intervene and request removal of the post. Repeated violations may result in a Girl Scout's Digital Cookie link being turned off.

Media Inquiries

During the Girl Scout Cookie Program, troops are occasionally approached by reporters from television, radio, newspaper, and online media for interviews and photo opportunities. Be sure you understand what they are interested in covering before agreeing. As a member of Girl Scouts, you are a representative of the organization. What you say and do impacts the whole organization.

The following guidelines are important to remember when speaking to media:

- ▶ You are never obligated to speak with members of the media. Please refer them to the council and we can help coordinate, whether or not you decide to be involved.
- ▶ Do not issue any statements to the media regarding any controversial topics, emergencies or accidents on behalf of GSNMT.
- ▶ Specific questions regarding cookie sales data, procedures or policies should be directed to the GSNMT Product Program Team.

We request you refrain from contacting media outlets to avoid overlapping with GSNMT efforts for larger media coverage for the troops in the council. If you would like to be part of Council's proactive media efforts, including early morning TV segments, please email customercare@nmgirlscouts.org.

If you are approached by the media in a crisis or uncertain situation (such as being solicited for your Girl Scout opinion on potentially controversial topics), please DO NOT make any statements to the media. Instead, contact the Council Communication Team immediately at customercare@nmgirlscouts.org or 505-343-1040.



Cookie Booths

Eighty-five percent of GSNMT troops participate in booth sales because booths are a great way to increase sales, engage with your local community and connect to the Girl Scout Movement.

If you are new to Girl Scouts, you may be asking yourself, what is a booth? A booth is a temporary “shop” that troops set up to sell Girl Scout Cookies to the general public. Booths are the most direct and visible interaction the public has with Girl Scouts. They are traditionally set up in front of local businesses; however, other possible locations include sporting events, churches, or community events.

Booth sales take place after the friends and family portion of the cookie program. This allows Girl Scouts to reach out to friends and family before cookies go on sale to the general public. Booth sales take place the last five (5) weeks of the cookie program. Please review the Annual Cookie Cookbook for current dates.

What Should I Expect from Girl Scouts at a Booth?

All Girl Scouts are different. However, the following information is a guideline of what you should expect from Girl Scouts at different levels and the appropriate amount of time Girl Scouts should be at a booth. Please consider your Girl Scout’s abilities, fatigue factors and goals to keep boothing fun, not a chore.

Daisies are generally able to greet customers, have product knowledge including package price and explain Hometown Heroes. Attention spans are short, and Girl Scouts need close supervision. *The recommended time for a Daisy to booth is an hour.*

Brownies are generally able to make change with adult assistance, greet customers, have product knowledge, share goals and explain Hometown Heroes. Attention spans are short. *The recommended time for a Brownie to booth is one to two hours.*

Juniors are generally able to confidently make change and speak with customers. Juniors should be able to share their goals in detail. Attention span is moderate. *The recommended time for a Junior to booth is two to three hours.*

Cadettes, Seniors & Ambassadors are generally able to complete the sale without adult assistance and use Digital Cookie to take credit card payments. Girl Scouts at this age are able to clearly express their goals and can be active in setting up their booths. *The recommended time for these Girl Scouts to booth is up to four hours.*

Boothing the Girl Scout Way!

Be a sister to every Girl Scout and make the cookie program a positive experience for all. Booth etiquette is the Girl Scout Way and by following these tips both you and your Girl Scouts will have a fun experience.

- ▶ We are guests at booth locations. Please act like a guest in a friend’s home.
- ▶ Don’t monopolize your favorite booth location.
- ▶ Always greet the store manager on arrival and departure; thank you notes add a great Girl Scout touch!
- ▶ Be respectful of our store supporters! Leave their competitors’ bags, shirts, or other material at home.
- ▶ Be considerate of the troop scheduled before and after you. Do not plan to set up more than five minutes before your scheduled time or stay after your scheduled time.
- ▶ Keep doorways and walkways clear.
- ▶ Divide Girl Scouts into shifts based on the number of Girl Scouts in your troop. No more than six girls and three volunteers at one time. No less than two volunteers and two Girl Scouts.

- All volunteers must be a registered Girl Scout Adult Member with approved background checks.
- Non-Girl Scout siblings and friends are not allowed at the booth.
- Avoid chewing gum or eating while at a booth.
- Greet customers with a hello when they enter the store and ask them if they would like to purchase cookies as they leave in a polite manner. Girl Scouts should never yell or scream at get customers attention.
- Girl Scouts should wear their uniform or other Girl Scout branded clothing
- Some properties may allow more than one Girl Scout booth in front of different stores in the same strip mall. This is okay. There should be enough traffic for all troops. Please be respectful and supportive of all Girl Scout booths.
- Leave the booth site cleaner than when you found it. Do not overfill the stores' trash cans. Take the empty boxes with you and recycle them.

Tips for a Successful Booth

- Bling your Booth! Customers will love your flair, and decorations help to draw customers' attention.
- Bring along a troop goal poster and pictures of activities in which your troop has participated. Don't forget to include your Service Projects!
- Girl Scouts should speak clearly at an appropriate volume. Shouting and loud boisterous selling techniques push customers away, decrease sales and can harm our reputation and partnerships with the business.
- Make signs to encourage bundling of cookies (i.e., get 4 packages for \$22).
- Bundle packages and attach recipes that use the cookies, or offer handmade cards, such as "Happy Birthday" or "Thank You."
- Promote the Hometown Heroes Cookie Donation Program. Customers love to see Girl Scouts supporting the community.
- If certain varieties are not selling, open a package (which the troop must purchase), break them into bite-size pieces, and let customers take a sample.
- Brainstorm with your Girl Scouts and create your own marketing strategy!

Girl Scout and Volunteer Safety

- Every troop cookie booth must have a minimum of two non-related Girl Scout volunteers and two Girls Scouts. A Girl Scout volunteer is an adult who has a Girl Scout adult membership and a current background check on file.
- Booths must be supervised by either the Troop Cookie Chair or a Booth Supervisor. A Booth Supervisor is an approved Girl Scout volunteer who has completed the Troop Cookie Volunteer Financial Responsibility Agreement Form. Booth Supervisors are not Troop Cookie Chairs but other volunteers of the troop who want to help with the cookie program.
- We recommend all volunteers helping with booths take the gsLearn Cookie Booth training that is available to all adult members in their gsLearn account.
- Booths must take place during daylight hours and cannot take place when Girl Scouts should be in school. Most booths are held Wednesday through Sunday. Weekday booths are from 4 to 6 pm and weekend booths are from 10 am to 6 pm. Once daylight savings time begins, booths can be extended to 8 pm.
- Booths may not be left unattended at any time.
- Booths must be pet-free and smoke-free environments. Service animals are allowed.
- Girl Scouts, including adults, should have their health history handy in cases of emergencies.
- Girl Scouts should always be at a safe distance from oncoming traffic.
- Appoint a volunteer to safeguard the cash box. Fanny packs or aprons may be used in place of a cash box and is the best practice.
- Never let the cash out of your sight.
- For the cash box: we recommend no more than \$100 in cash at one time! When you have more than \$100 in the box, move it to a safe location.
- Do not accept bills over \$20. Council will not replace counterfeits bills.
- If at any time, you or your Girl Scouts do not feel safe. We recommend that you pack up and leave and call the Product Program Team, when you can.

Booths and Girl Scout Values

Please keep in mind that because GSNMT has such a vibrant boothing culture, occasionally a situation may arise that can get the best of the kindest person. Please be graceful and kind if you find yourself in a difficult situation. The Girl Scout values and identity outlined in the Girl Scout Promise and Law are there to help us navigate through these types of situations. It's easy to help people at all times when people are being nice, it can be more challenging when they aren't. As Girl Scouts, we are required to follow our Law and Promise, especially when others are not – even other Girl Scouts.

- ▶ We ask volunteers to remember they are role models for our Girl Scouts. Please do not argue in front of Girl Scouts.
- ▶ If two troops arrive at a booth, the troop with the Smart Cookies confirmation always takes priority and the other troop must leave. Always bring your Smart Cookies confirmation.
- ▶ Never involve a store manager or store employee in any disagreement. If you can't resolve a problem, leave, even if you are right. Take the Girl Scouts on a walkabout and call the Product Program Team, when you can.
- ▶ Follow all store managers' instructions, even if they ask you to leave. Be courteous to their requests. Store Managers have the final say, NOT the Product Program Team. Take the Girl Scouts on a walkabout and call the Product Program Team, when you can.
- ▶ You may see some people behaving in a 'not-so-Girl Scout' manner. If you wish to lodge a complaint about another Girl Scout adult volunteer, please contact the Product Program Team or your local membership staff member and we will help resolve the conflict. Please do not use Facebook or other social media to vent.

Our Mission

Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

Girl Scout Promise

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

*Members may substitute for the word God in accordance with their own spiritual beliefs.

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



What to do in Case of a Major Emergency

- ▶ Care for the immediate needs of the victim.
- ▶ Secure help. Call 911, if necessary.
- ▶ In the event of a major emergency, please notify the council by calling a member of the Product Program Team on their business cell phones. Phone numbers can be found in the Annual Cookie Cookbook.
- ▶ Do not issue any statements to the media. If the media contacts you, please email customer care@nmgirlscouts.org or call a member of the GSNMT Product Program Team.
- ▶ Do not post statements on social networking sites.

Different Type of Booths

Council-Secured Booths

Council-secured booths are those secured by council staff and are listed in Smart Cookies. Most of the council-secured booths are entered before booth rounds begin. However, our partners determine both the times and dates when they will allow booths and when that information is released to the council. As such, additional council-secured booth opportunities may become available throughout the program. Notification that new council-secured booths that will be uploaded into Smart Cookies will be sent through Cookie Bites email.

Troops may not contact businesses that have made council-secured booth arrangements. These partners generally include (but are not limited to) large grocery store chains, like Smith's and Albertsons, Walmart and Sam's Club. We will email a list of council-secured locations in Cookie Bites and ask troop cookie volunteers and caregivers not to contact those businesses.

It is critical that we maintain a positive relationship with our partners for their continued support

of Girl Scouts and our cookie program. Understandably, our partners do not want to field calls from troops, if they have already agreed to a Girl Scout booth schedule.

Please respect our partners and check Smart Cookies and our business list to see which store locations are council-secured and then follow these guidelines:

- ▶ If most of a chain retailer's locations are listed in Smart Cookies, it means they have a state or national agreement. You may not call that business, even if your specific store location is not listed.
- ▶ If only a few of a chain retailer's locations are listed in Smart Cookies, then do not call any of the locations NOT LISTED. Do not call any locations already listed in Smart Cookies. If a business or organization has only one location listed in Smart Cookies, please do not call them.
- ▶ Council will help keep you up to date on booths at specific businesses and locations via our Cookie Bites newsletter.

What Are Booth Rounds?

Council-secured booths are extremely popular and competition for them can be fierce. Booth rounds were created to provide more equitable access to council-secured booths among troops and to prevent hoarding booth locations. Troops are limited to a specific number of council-secured booths they can select during booth selection rounds. Booth rounds take place the week after initial orders are submitted. The booth round dates are located in the Annual Cookie Cookbook and are sent in the Cookie Bites newsletter. Directions on how to select booths are found in the Smart Cookies Guide.

Troop-Secured Booths

Troop-secured booths are booths that troops secure themselves. These booths are entered into Smart Cookies by the troop and require Council approval, which takes 1-2 business days. If you need approval for a last-minute booth opportunity, please contact a member of the Product Program Team. We will do our best to accommodate your request.

- ▶ You may begin entering troop-secured booths as soon as you have access to Smart Cookies.
- ▶ Troop-secured booths take place only during the booth sale dates. See the Annual Cookie Cookbook for current dates.
- ▶ Select troop-secured booth locations wisely. They should be areas of high customer traffic.
- ▶ Make sure the business is child-friendly and appropriate for Girl Scouts. Locations catering to adults only, like bars/breweries, liquor stores, gun shops, casinos or marijuana dispensaries are inappropriate selling locations. If the Girl Scout can not enter the location on their own, then the business will not be approved by the council.
- ▶ Get permission and contact information for any troop-secured booth from the store manager.
- ▶ Make sure the property management company allows booths. Sometimes the store manager will approve a booth when the property management does not allow booth on their property. For example, some shopping malls may not allow a booth even if the store manager would allow it.
- ▶ Remember to ask the store manager if any other authorization is needed.
- ▶ Booths will not be allowed in public parks or any other city property, including but not limited to, libraries or city owned youth sports venues. Often, these locations have licensing rules and include large fees.
- ▶ Troop-secure booths must follow all booth rules and etiquette like a troop booth.
- ▶ Council reserves the right to deny any booth location request that is not appropriate and the Product Program Team will notify the Troop Cookie Chair with the reason.

Family Booths

Troops may allow families to participate in a council secured booth by themselves if no other Girl Scouts in the troop want to do a booth sale. This is considered a family booth. Family booths can also take place at locations the troop or family secure themselves.

The family and troop must follow these rules:

- ▶ Two adults are required for the booth.
- ▶ Booths will need at least one Girl Scout and no tagalongs allowed. No other Girl Scouts outside the family unit will be allowed.
- ▶ Troop Cookie Chairs must approve the booth and must select the booth from the booth options in Smart Cookies for the family.
- ▶ If the booth is a troop or family secured location, the Troop Cookie Chair must enter the booth in Smart Cookies for approval by council.
- ▶ Families must follow all booth rules and etiquette like a troop booth.

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 a Girl Scout will market cookies to customers in their neighborhood. This is a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

The following should be considered when planning a cookie stand:

- ▶ Leave door hangers with the Girl Scout's QR code throughout the neighborhood a few days before.
- ▶ Safety first! Girl Scouts must have an adult with them at all times.
- ▶ Cannot be done with multiple families. This is limited to a single family at their own home or private property.
- ▶ Stands must be done on a family's personal property and if the family rents, they must get approval from homeowner.
- ▶ Caregivers must seek approval from the Troop Cookie Chair. If the stand will be on private property that is a business and not a private home, this is not a cookie stand but rather a troop-secured booth. The Troop Cookie Chair will need to submit the booth on behalf of family in Smart Cookies for council approval so the location, date, and time will be available to the public. If a cookie stand is on a private home property, the stand does not need to be submitted for approval.
- ▶ Caregiver must connect with Troop Cookie Chair to obtain cookie inventory (and sign receipts) for Cookie Stand. As with any time cookies are signed out by a caregiver, the cookies and funds for those cookies are the responsibility of the caregiver signing for them.
- ▶ Households with Girl Scouts from more than one troop must work with each troop's cookie chair for inventory calculations and funds due if Girl Scouts are working a cookie stand together.
- ▶ All general cookie booth guidelines pertaining to etiquette and safety must be followed at cookie stands.

No Shows are a NO, NO!

No shows to a booth, any booth, even your troop-secured booths, hurt everyone – as does last minute cancellation. We understand that emergencies can happen unexpectedly, and while they are rare, we kindly ask that no-shows or last-minute cancellations remain just as uncommon.

Here's why no-shows or last-minute cancellations impact all of us:

Cookie Finder

Cookie Finder is a website that directs customers to the nearest cookie booth. However, this website is only a positive experience for customers when Girl Scouts are at the booth locations listed.

Understandably, customers are frustrated when they use the website to locate the nearest package of Thin Mints only to find that there are no Girl Scouts at the location! Every year, the Customer Care Team receives multiple calls from upset customers who have visited several sites listed in Cookie Finder but are unable to find any cookies. This damages the Girl Scout reputation and causes a loss in potential sales for Girl Scouts.

Damages Relationships

With so many troops participating in booths, this means that booths are critical to a troop's cookie program success. Troops that don't show for their booth deprive other troops from that booth opportunity. Many troops would happily take your spot, but they can only do so if they know it's available. If you must cancel, please cancel at least 24-48 hours prior to the booth so other troops have time to pick-up the booth.

Every year the council secures booths for troops across the council. Booth partners are excited to support Girl Scouts and expect troops will be at their location during the specified times. When a troop is a no show to a booth location, it damages the relationship with our booth partners.

Canceling Booths at the Last Minute

Emergencies come up, Girl Scouts get sick, life happens, and it is better to cancel at the last minute than to be a no-show. Late cancellations should only be used as a last resort.

How to prevent no-shows or last-minute cancellations:

- ▶ Don't overbook booths. Just because a booth is open doesn't mean your troop has the volunteers and Girl Scouts to man the booth.
- ▶ Cancel the booth in Smart Cookies as soon as you know your troop cannot be at the booth. If it is a council-secured booth, do not hold the spot in Smart Cookies. Canceling the booth in Smart Cookies opens the spot back up to other troops.
- ▶ Don't schedule family booths in premium booth locations. These sites should be used for troop booths to ensure troops will be able to man the booth.
- ▶ Talk to the caregivers about no-shows and last-minute cancellations. Discuss the reasons why it's important to let you know as soon as possible if their Girl Scout is unable to booth.

Troops who no show to a booth or frequently cancel at the last minute may lose council-secured booth privileges. If you encounter a troop who does not show up for a booth and would like to inform the Product Program Team, please email customercare@nmgirlscouts.org.

Dealing with Customer Complaints

Although ABC Bakers has very high standards of quality, occasional complaints are to be expected. Any and all complaints should be handled quickly and in a professional manner. Satisfying the customer is the primary focus. So, no matter which troop sold the package of cookies, please assist the customer.

- ▶ Replace damaged or unsatisfactory cookies for any customer (even if the cookies did not originate from your troop). Council will remove the damaged packages from your troop's inventory to reduce the amount due to council or replace the package of cookies.
- ▶ Notify the Council's Product Program Team at customercare@nmgirlscouts.org.
- ▶ Contact ABC Bakers by visiting their website at <https://www.abcbakers.com>.

Booth Inventory

Stocking a booth can be nerve-wracking. How many cookies should you take? What if you run out of cookies? What if you have too many cookies left over? Every booth is different, even at the same location. The time of day, the beginning or end of the program, the weather, Girl Scout participation, flavor variety and even a sporting event can affect your booth. Consequently, predicting sales can be difficult. The best source for advice is an experienced Cookie Volunteer in your area. Network with your Girl Scout sisters and ask for guidance, strategy and tips about the area. Remember it's better to run out, especially at the end of the program, than to overstock and not be able to sell the leftovers. Below are recommendations, not guarantees, of what is needed for a typical booth 2-hour booth in the Albuquerque metro area for the first weekend of booth sales:

- ▶ 5 Cases of Thin Mints
- ▶ 5 Cases of Caramel deLites
- ▶ 2 Cases of Peanut Butter Patties
- ▶ 2 Cases of Lemonades
- ▶ 18 Packages of Peanut Butter Sandwich
- ▶ 18 Packages of Exploremores
- ▶ 1 Case of Adventurefuls
- ▶ 6 Packages of Trefoils
- ▶ 4 Packages of Caramel Chocolate Chip (Gluten-Free)

Booth Tips! If you can, arrange to have an adult available to bring you additional cases from home, if you need more inventory while you are at a booth.

While at a booth, be sure to keep the chocolate flavors with you and in the shade! The backup cases of NON-chocolates can stay in the car until you need them. But even then, remember that cars can get hot even in the wintertime.

Booth Inventory Sheet

Cookie booths can become very busy so using a booth inventory sheet will help you keep track of your troop's sales. The sheet will also help you ensure all money is collected from the booth. Depending on your troop, you may have several booths in one day so using the sheet will help you manage the cookie inventory and money collected. This guide includes a Booth Inventory Worksheet and it is available for download from the Troop Resources section of the Cookie Central webpage.

Customer Payment for Cookies

Customers always pay for cookies when they receive them, and payment options are increasing as technology evolves. Cash is still the most common way customers will pay for cookies. The Digital Cookie mobile app will allow customers to pay for cookies using a credit or debit card, PayPal or Venmo. We do not recommend taking checks at booths. Be aware that all insufficient funds or bounced check fees are the responsibility of the troop.





Booth Inventory Worksheet



Date _____ Time _____ Location _____ Booth Supervisor _____

Girl Scouts Participating

	Total	Adventure	Exploremores	Lemonade	Trefoils	Thin Mints	Peanut Butter Patties	Caramel deLites	Peanut Butter Sandwich	Caramel Chocolate Chip
Starting # of packages										
Starting # of cases										
Ending # of packages	-	-	-	-	-	-	-	-	-	-
Total packages sold (subtract end pkg from start pkg)	=	=	=	=	=	=	=	=	=	=
Price per Package		\$5.50	\$5.50	\$5.50	\$5.50	\$5.50	\$5.50	\$5.50	\$5.50	\$6.00
Total Sales (multiple total packages by price per package)		=	=	=	=	=	=	=	=	=
Total Sales (purple box plus teal box)		=	\$5.50 x		Total Hometown Hero Packages	Hometown Hero Packages Tally Area				

Financials

Ending Cash \$ _____ The amount of cash at the end of the booth.

Starting Cash - \$ _____ The amount of cash at the start of the booth.

Digital Cookie Payments + \$ _____ The amount of Digital Cookie sales for the booth. Use Digital Cookie reports to determine amount.

Total Sales = \$ _____ Subtract starting cash from ending cash and add the the Digital Cookie payments. This amount should match the total sales amount in the green box.

Booth Supervisor Signature _____ Troop Cookie Chair Signature _____

Cookie Logistics – Running the Cookie Program

The most important tip, especially for new leaders, is don't expect this to go perfectly. Things are bound to happen, so expect the unexpected, focus on the big picture and allow yourself (and the Girl Scouts) to learn while doing – it's the Girl Scout way! Working with Girl Scouts can be a glorious mess and wonderfully rewarding all rolled into one. Girl Scouts is a safe environment where you have the freedom to have fun while learning plus you have a team ready to support you when needed. If at any time you need help, feel overwhelmed or want reassurance, please reach out to your Service Unit Cookie Chair or the council office.

Cookie Inventory

It is critical that cookie inventory is closely monitored. Remember the troop must sell more than six packages of cookies just to pay for one unsold package. A large surplus at the end of the program can wipe out troop proceeds and create many ill feelings. Troops cannot return cookies to council, just like the council cannot return cookies to the bakery. **Troops are financially responsible for the cookies they order.**

Troop Initial Orders

Making a responsible initial order to start off the cookie season will ensure your troop does not have excess inventory. The initial order should provide your troop with enough cookies to get through the first two weeks of the cookie program. Cookies go incredibly fast during the first few weeks of the program and the cookie cupboard is available to help your troop replenish cookie inventory. This means you do not need to, nor should you, order your troop's full cookie inventory at initial order time.

How to Make an Initial Order

All cookie orders are entered into Smart Cookies, the online system to order cookies for the troop. Directions on how to enter your troop's order is provided in the Smart Cookies training and the Smart Cookies Guide. Cookie Orders must be placed in increments of 12 packages by flavor as cookie orders are fulfilled by the case (12 packages per case). Orders will be entered by the case. If you need 22 packages of Thin Mints, you will need to round up the order to 24 packages equaling two full cases.

We recommend that each Girl Scout begin with a 115 packages. This is approximately \$630 in product. The initial amount ordered is specifically for the first two weeks of the program. On average, Girl Scouts in our council sell a total of 400 packages during the 6-week program. If you are a returning troop, you can determine whether or not to increase or decrease the recommended amount of packages based on Girl Scouts previous cookie seasons. You can order extra cases so that you can easily replenish a Girl Scout's inventory if needed. You should only provide families with additional cookies once they have turned in money or you see their balance reduced from Digital Cookie sales. We recommend that troops order an extra 25% of your Girl Scouts first pick-up to have extra cookies on hand. Do NOT include packages that are intended for booth sales in this order.



Here is recommended order per Girl Scout:

Thin Mints 30 packages 	Caramel deLites 24 packages 	Peanut Butter Patties 12 packages 
Lemonades 12 packages 	Peanut Butter Sandwich 9 packages 	Adventurefuls 9 packages 
Exploremores 9 packages 	Trefoils 6 packages 	Caramel Chocolate Chip (Gluten-Free) 4 packages 

Calculate Your Troop's Initial Order Here:

Cookie Flavor	Recommended # of Packages	# of Girl Scouts	Total # of Packages	Total Cases (Round Up to Full Case)
Thin Mints	30	X	=	
Caramel deLites	24	X	=	
Peanut Butter Patties	12	X	=	
Lemonades	12	X	=	
Peanut Butter Sandwich	9	X	=	
Adventurefuls	9	X	=	
Exploremores	9	X	=	
Trefoils	6	X	=	
Caramel Chocolate Chip	4	X	=	
Total Initial Troop Order				

There is a deadline to submit your troop's initial order. Please review the Annual Cookie Cookbook for the deadline. The council will review initial orders and will contact troop cookie chairs if there is a concern with the number of cookies ordered. If you need to edit your initial order once it is placed, please reach out to your Service Unit Cookie Chair or the council office.

Not Ready or Comfortable Placing an Initial Order?

When order taking begins, Girl Scouts can collect orders using a paper order card or Digital Cookie. You can then place an order based on customer commitments rather than estimating an order. Troops will need to place their order by Monday after initial delivery week and pick up their order from the cookie cupboard that week.

Additional Cookie Orders

Cookie Cupboards are available across the council to restock your troop's inventory. You can place orders to fill Girl Scouts' additional orders and to pick up cookies needed for a booth. Cupboard locations and hours are listed in Smart Cookies and for safety reasons, the locations of the cupboards are not listed on the website. Special instructions will be emailed to volunteers either by their Service Unit Cookie Chair or through the Cookie Bites newsletter.

Cupboard volunteers and delivery agents spend countless hours assisting volunteers to distribute cookies. Please treat them with the utmost respect and follow these guidelines for a smooth process to place additional cookie orders

- ▶ Orders must be entered into Smart Cookies by Monday in order to be picked that week. See the Smart Cookies training and guide for details on how to enter your cupboard order.
- ▶ The person picking up the order must be either a Troop Cookie Chair or an approved Girl Scout volunteer who has a current Troop Cookie Volunteer Financial Responsibility Agreement Form on file.
- ▶ Cupboards only distribute cookies by case (i.e., 12 packages/case). All orders need to be placed by the case.
- ▶ Cookies cannot be returned to the cupboard!
- ▶ If you need to adjust your cookie cupboard order, please reach out to the council office.
- ▶ Only order cookies that you will need for the week. Troops can pick up cookies weekly in all areas so do not over order cookies.
- ▶ Damaged packages can be replaced at the cupboard or removed from inventory. For more information on how to handle damages, please review the Annual Cookie Cookbook.
- ▶ If there is a council-wide cookie shortage, cupboards may limit the amount troops can pick up.

Directions on how to enter your troop's additional cookie orders is provided in the Smart Cookies training and the Smart Cookies Guide.

Cookie Pick Up

Over 600,000 packages of cookies are distributed throughout the council during the cookie program. The Product Program Team schedules a cupboard site, pick-up days and time with each location. Each cupboard is a little bit different, either your Service Unit Chair or the council will let you know about pick up logistics. Some locations may require you to select a time to pick up. You might be asked to help sort cookies at the cupboard. All troops should be prepared to load up vehicles. Cookie pick up times may also be determined when the delivery truck arrives so we ask that volunteers have patience when it comes to picking up cookies.

To have a smooth cookie pick up, please keep the following in mind:

- ▶ Arrive at the date, on-time and location as instructed. Please follow all the instructions provided.
- ▶ The chart outlines how many cases should fit in your car. These amounts assume the car will be empty, except for the driver.
- ▶ Make sure you bring enough vehicles to pick up your entire order. You will NOT be allowed to leave the cupboard to unload then return for a second load.
- ▶ Small children should be left at home due to safety concerns.
- ▶ Print a copy of your order and bring it with you.
- ▶ Count and re-count cases of cookies before you sign the delivery ticket. Address any concerns before you leave the cupboard.
- ▶ Do not load your vehicle until you have counted the cases.
- ▶ If you are unsure about your order, speak with the volunteer or council staff member overseeing the cupboard. Adjustments to



Car Type	Number of Cases
Compact Car	30
Hatchback Car	30
Mid-size Sedan	35
Standard Car	45
Station Wagon	45
Sport Utility Vehicle	60-80
Mini-Van (seats in)	100
Pick-up Truck (full bed)	100
Cargo Van (seats in)	150-200

reduce your order are possible.

- ▶ Once you have signed for the cookies, they are you and your troop's financial responsibility.
- ▶ Keep your delivery ticket!
- ▶ Once you have arrived at your troop's cookie storage location, recount your order to ensure all the cookies arrived, especially if you have multiple vehicles.
- ▶ Store the cookies in a cool, dry, pet-free and smoke-free area in your home. Keep cookies away from sunlight, especially chocolate cookies. You don't want them to melt.

Girl Scout Inventory

Communication with Girl Scouts and caregivers is key! Before you begin to distribute cookies to families, create a plan and schedule for how and when you want families to pick up cookies. Provide families plenty of time to pick up cookies so they and you can count, double-count, and triple check the number of cookies they pick up.

Families should only take the number of cookies they can sell. Troops should limit the amount of packages a family can sign out, at one time, to a maximum of 115 unpaid packages – unless the Girl Scout has a history of high-volume sales and timely payment. A family must turn in money to reduce their balance before they can pick up any additional cookies. Remind caregivers that Girl Scouts can always come back for more! **All products signed out must be accompanied by a council receipt.** The council will provide receipt books to each troop. The troop should retain the original receipt and caregivers will receive the carbon copy receipt.

Troops **cannot** automatically assign a number of cookies that each Girl Scout MUST sell or require that each Girl Scout sell the same amount. Troops can make goals, encourage and mentor, but cannot force a family to take cookies nor be required to participate in booth sales. **Nor can troops require payment or prepayment when families pick up cookies. Payment cannot be collected from caregivers until the cookies are sold.**

How Many Boxes of Cookies Should You Give to Each Family? Things to Consider:

- ▶ How many boxes does the Girl Scout want to sell (goal)? If a Girl Scout has a high goal, families should never pick-up their Girl Scouts whole goal. Break up those large goals into smaller goals.
- ▶ How much caregiver support does the Girl Scout have?
- ▶ Is the family using Digital Cookie? *Girl Scouts who use Digital Cookie on average sell more cookies than those who do not use Digital Cookie.*
- ▶ How many Girl Scouts are in the family? *Families with multiple Girl Scouts have a small per Girl Scout average of selling cookies. You may consider a family one Girl Scout when ordering cookies.*

Girl Scout Inventory Affects Troop Inventory

It is critical that troops have a clear picture of how many packages of cookies remain unsold in their troop. Families should be reporting their inventory status AND turning money in weekly. Check Girl Scout inventory before going to a cupboard. It is better to use unsold Girl Scout inventory at a booth than to stock up troop inventory and leave families unable to sell (or pay for) the cookies they have remaining.

It is up to the troop if they will allow families to return cookies to the troop. We recommend that troops set deadlines for families to return cookies to troop inventory. You do not want families returning cookies the last weekend of booths or after you have placed a cupboard order. If families return cookies to the troop inventory you can request that they are in good condition or unopened cases. If you, at any time, are unsure about the condition of the cookies, you do not need to accept the cookies. However, make sure you let your families know on what conditions the troop will accept cookie returns – this should be a topic at your family meeting. All returns must have a receipt with the troop retaining the original receipt and caregivers keeping the copy. Be sure to indicate that the receipt is for a cookie return and provide families with a new balance due.

Too Much Inventory? Don't Panic! Be Proactive!

Troops are financially responsible for the cookies they order. Most troops easily sell the inventory they check-out. However, occasionally troops will order more than they are able to sell. This can be caused by a sudden illness or an unexpected situation. If you find your troop has over ordered cookies, don't panic, but be proactive and immediately follow these steps.

- ▶ Time is critical! Post excess cookies inventory in your local Service Unit Facebook Group or the GSNMT Product Program Facebook Group. Remove the post immediately after they have been transferred out. Or reach out to your Service Unit on their method of communication this could be BAND or a google group or text message group.
- ▶ Pick up additional booths in Smart Cookies or request a troop secured booth. Consider going to a booth outside your normal area to reach out to new customers.
- ▶ Talk to caregivers. They may be able to work with their Girl Scout to sell additional cookies or have a plan to sell those cookies.
- ▶ Contact your Service Unit Cookie Chair. They may be able to help you network with troops looking for cookies.
- ▶ Promote the Hometown Heroes Cookie Donation program. You can use troop inventory for those sales.
- ▶ Consider making a Cookie Boss Pitch.
- ▶ Load up the wagons. A walkabout will help reduce your inventory and gets Girl Scouts out into the community to meet their neighbors. Often we hear customers say, "I would have bought cookies but no one asked". This way Girl Scouts are taking the cookies to them.
- ▶ Think outside the box. Have your Girl Scouts brainstorm new ways to sell cookies or think of locations that might not have had a booth yet. You never know what they might come up with.
- ▶ Contact your local membership staff member and the Product Program Team.

And remember when you need more cookies, help your sister troops! Before you pick up cookies from a cupboard, if there is a troop who has excess inventory they can transfer cookies into your troop. They may even deliver! Plus if you only need a few packages and not a full case, picking up cookies from other troop is the best option.

Troop to Troop Transfers

Accepting cookies from another troop is an acceptable way to restock your troop's inventory. Some troops may be willing to trade flavors instead of transferring cookies which is helpful if you are overstocked in one particular flavor.

The troop transferring cookies to another troop is responsible for entering the transfer into Smart Cookies. This needs to be completed as soon as the exchange happens so the receiving troop can transfer cookies to Girl Scouts and the financial responsibility of the troop releasing cookies is reduced. Directions on how to enter troop to troop transfers is provided in the Smart Cookies training and the Smart Cookies Guide.

All troop to troop transfers must have a receipt.

Troops can use the same council receipts that are used for Girl Scouts. Troops giving cookies must retain the original receipt and troops receiving cookies keep the carbon copy receipt.



Cookie Financials

Collecting Money from Families

Properly handling cookie money is critical for a successful troop cookie program.

Please follow these simple, but effective steps:

- ▶ Collect money from families on a weekly basis. Money should be counted by both the troop volunteer and caregiver when turning in money.
- ▶ **Provide caregivers with a signed receipt when collecting money** (and checking out cookies). Troops need to use the council receipts that are provided. Troops retain the original receipt, and caregivers receive the carbon copy.
- ▶ Post payments into Smart Cookies as soon as possible. Directions are provided in the Smart Cookies training and the Smart Cookies Guide.
- ▶ Provide caregivers with updated balances on a regular basis. We recommend sending out balances weekly since many sales take place on Digital Cookie and can affect balances.
- ▶ If families are not turning in cash payments and balance is not being reduced by Digital Cookie payments, please contact your local membership staff member and the Product Program team. We have built safety nets to ensure your troop can keep their troop proceeds.
- ▶ Deposit cookie money into your troop account within three business days.
- ▶ If turning over money to another volunteer to deposit, there needs to be a receipt between volunteers so there is accountability for the amount.
- ▶ Only deposit money into the troop bank account. Don't 'mingle' Girl Scout money with personal money.

Troop Bank Deposits and ACH Process

Any cash collected from troop booth sales should be deposited into your troop account within three business days. When deposits are made, troop cookie chairs and troop treasurers should regularly verify account balance and keep all bank receipts for troop financial records.

The council will collect funds from troops using an ACH transaction. ACH is short for "Automatic Clearing House." We will transfer funds owed by your troop for the cookie program from your troop's bank account into the council's bank account.

There are two ACH withdrawals. The first after the first weekend of booths and the second a few weeks after the program. Please see the Annual Cookie Cookbook for the dates. The first ACH is \$2.50 per package of the initial order. The second ACH will transfer the final amount owed to Council. Your troop must have enough funds in the troop account for every ACH debit.

The council should be able to collect the full amount due from your troop during the scheduled ACH. If Council is unable to collect the full amount because of insufficient funds, the bank will continue to attempt ACHs from your account (you will not be notified) and the bank may charge an overdraft fee until the balance is paid. It is the Troop Cookie Chairs and Troop Bank Account Signers responsibility to check the troop's bank account and the amounts due to council to ensure enough funds are available for the ACH. To ensure a successful transfer of funds and to prevent your troop account from being overdrawn (troops are responsible for all overdraft fees), you need to understand the ACH Process.

IMPORTANT! Please review the process so you know how it works and what to expect. It takes the council a few days to prepare the ACH.

If the troop is unable to make their ACH amounts, they must contact the council office immediately by emailing customercare@nmgirlscouts.org.

First ACH

Digital Cookie payments are checked at the end of the day, the Monday after the first weekend of booth sales. By doing this, we will know how much your troop has already collected via electronic payments and will reduce the amount your troop owes to the council.

Follow the following formula to determine your initial order balance:

Initial Order Total Packages	Multiply \$2.50 Per Package	Amount Due to Council	Subtract Total Digital Cookie Payments	Final Amount Due to Council
	X \$2.50	= \$	- \$	= \$

If your troop's balance is a negative that means your troop owes nothing to the council and no ACH will take place. All credits or refunds will be process with the second ACH.

Banking Tip! Ensure all money is deposited the Monday before the ACH. Money deposited after Monday may not be available for the ACH depending on your bank's policies. However, you should be making regular deposits throughout the program. Please be aware of holidays because if the bank is closed on Monday, the money must be deposited the next business day.

Second ACH

We allow all Digital Cookie payments to clear before preparing the ACH. Troops will be able to see the balance due to council on the Troop Balance Summary Report in Smart Cookies. Directions on how to view the report is provided in the Smart Cookies training and the Smart Cookies Guide.

If you wish to confirm the amount due use the formula below:

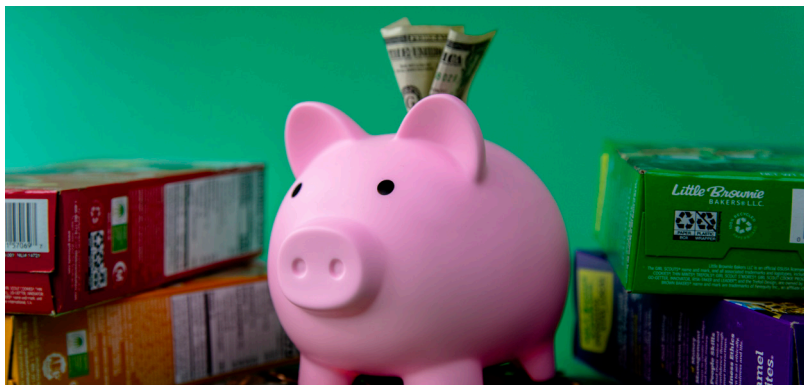
Step 1: Determine Troop Proceeds

Total Packages Sold	Multiply \$0.75 Per Package to Determine Troop Proceeds	Total Troop Proceeds
	X \$0.75	= \$

Step 2: Determine Amount Due to Council

Total Sales Amount	Minus Total Troop Proceeds	Amount Due to Council	Subtract Total Digital Cookie Payments	Final Amount Due to Council
\$	- \$	= \$	- \$	= \$

If your troop's balance is a negative that means your troop owes nothing to the council and will be refunded the remaining amount for your troop's proceeds. All refunds will be processed at the same time as the second ACH withdrawals.



End of Program Logistics

Follow these simple steps and closing out the cookie program will be a breeze!

Still Have Cookie Inventory?

We recommend that troops only have a few cases on hand in the final weeks of the program as most individual and booth sales slowdown.

If you have remaining inventory, follow these steps:

- ▶ Continue to post about excess inventory to connect with other troops to transfer cookies out of your troop inventory. You may find a troop who needs their troop cookies for their Hometown Hero Cookie Donations.
- ▶ Contact your Service Unit Cookie Manager. They may be able to help you network with troops who need additional cookies.
- ▶ Continue to sell the cookies. The end date of the cookie program means Digital Cookie will not be available for credit card payments. Smart Cookies will remain open for an additional week for data entry. All cookies, whether sold or unsold, should be virtually distributed to Girl Scouts for the purpose of rewards tracking. The troop must pay for these unsold cookies, but it is highly recommended that you do continue to sell. You will not be able to return them to Council.
- ▶ Time is of the essence. Girl Scout Cookies contain no preservatives and expire September 1st.
- ▶ Contact your local membership staff member and the Product Program Team.

Week After the Last Day of the Program

Use the week after the last day of the program to close out your troop's cookie program and follow these steps:

- ▶ **Troop Cookie Chairs will be provided a Troop Closeout Checklist in Cookie Bites and available on the Cookie Central webpage. Follow all the steps on the checklist to ensure your troop has a successful cookie close out.**
- ▶ Verify Smart Cookie reports against receipts and booth worksheets. If you find something is incorrect, make corrections and email others who need to make corrections.
- ▶ Transfer all cookies to Girl Scouts – even if packages are unsold. Unsold packages may be used to bump Girl Scouts up to the next reward level.
- ▶ Make sure all Girl Reward selections have been made and submit your troop's reward order in Smart Cookies. Directions on how to submit rewards is provided in the Smart Cookies training and the Smart Cookies Guide.
- ▶ Girl Scouts can let you know what rewards they want using the Digital Cookie system, but you still need to enter the information into Smart Cookies. Information on this option is provided in the Digital Cookie training.
- ▶ Verify all funds have been deposited into your troop's bank account.
- ▶ Make sure you know the final ACH date and understand the ACH process.

Nonpaying Families and Outstanding Balance Reports

We know the Girl Scouts in your troop worked so hard for what they earned. With this in mind, we have built safety nets to ensure troops can keep their proceeds if some families do not follow the rules. If a family does not provide payment for all the cookies they signed for, do not have the troop take on the debt of that family.

The Outstanding Balance Report form will give the troop a credit from the council for the amount the family owes. This will reduce the amount due to council by the troop. The troop will keep all the troop proceeds, and the debt will be taken on by council.

The council will begin the process of working with the family to pay back that debt. We will make every attempt within reason to work with the family if they communicate with us. If a family does not clear the debt or provide a plan for payment, their Girl Scout will not receive their rewards, and the family may be turned over to a collection agency depending on the amount. **Until the debt is paid in full, the family may not participate in another Product Program.**

Here are the steps to completing the Outstanding Balance Report form:

- ▶ Submit the Outstanding Balance Report form online by the due date. The form can be found on Cookie Central webpage.
- ▶ LATE forms are not accepted. If the troop fails to submit the form by the deadline, the troop will assume all financial responsibility for any unpaid balances.
- ▶ For the date the form is due, please check the Annual Cookie Cookbook and the date will be listed on the form.
- ▶ Email all transaction receipts, including both cookies picked up and money turned in, to customercare@nmgirlscouts.org.
- ▶ Reports are not considered complete until both the form is submitted and receipts are emailed.
- ▶ If the balance is paid by the parent after the form has been submitted, contact the Product Program Team at customercare@nmgirlscouts.org and the collection process will stop. The Product Program Team will follow up with next steps.

Girl Scout Rewards and Celebrate Troop's Success!

Girl Scouts should plan a party or pick a place they want to visit to celebrate their successes and reward their hard work! Once the program is over, start working on planning the activities and trips your Girl Scouts selected for their troop budget.

Rewards will arrive within 2 months after the program. In order to receive rewards in a timely manner, we request troops close out their troop's cookie program by the deadlines. If your troop does not submit their rewards, it will hold up the rewards for the whole council.

Girl Scout Families Combining Rewards

We understand that some families with multiple Girl Scouts may wish to combine their Girl Scouts' sales for higher rewards. We do not recommend this as a general practice, but troop cookie chairs can make the decision if they choose to allow this for their troop.

Here are the considerations to make before allowing this:

- ▶ **This is only eligible for Girl Scouts in the same household.**
- ▶ All Girl Scouts must have a Girl Scout Product Program Permission and Caregiver Responsibility form to be eligible for rewards.
- ▶ Depending on how families set up their Digital Cookie websites, you may need to monitor multiple Girl Scouts Digital Cookie payments to ensure that the family pays for all packages received.
- ▶ Troop Cookie Chairs may also need to transfer cookies between Girl Scouts to ensure all packages are accounted for.
- ▶ Girl Scouts will only be allowed one set of physical rewards including patches.
- ▶ Only one Girl Scout will be allowed to attend a Cookie Reward Experience. No exceptions.
- ▶ If the family does reach a Cookie Reward Experience level, they will need to email the council at customercare@nmgirlscouts.org to inform the Product Program Team of the Girl Scout's name in Smart Cookies who earned the reward and provide the name of their sibling who will be attending the Cookie Reward Experience. The deadline to email the council is the same day as reward selections are due by the Troop Cookie Chair.
- ▶ Once the names have been emailed and registration for the experiences is completed, there is no switching of Girl Scouts for events. If the Girl Scout is unable to attend, no program credit will be offered.
- ▶ All of this information must be shared with families before rewards are combined.

Program Credits

Program Credit can be used by a Girl Scout to help pay for council-sponsored programs and events. The credit can also be used to pay for a Service Unit program, event or camp. If a troop is planning an extended troop trip, they can use their program credits to help pay for that trip. For more information on last two options, please speak with your local membership staff person. Program credits cannot be used to pay for membership fees.

Program Credits are valid between May 1st following the cookie program to April 30th of the following year - so one calendar year.

Families will receive an email with the total amount of credits earned and directions on how to use them the final week of April.

Cookie Reward Experiences

Some rewards are considered Cookie Reward Experiences. This means a Girl Scout can attend an event that is only for those cookie reward level earners. The events are limited to Girl Scouts only unless otherwise specified.

If a Girl Scout registers for the event and does not show, they are unable to get the program credit listed as some events were paid for in advance.

Girl Scouts must register for the experience using gsEvents. Registration links will be emailed to the primary caregiver of the reward earners the weeks following the end of the cookie program.

As you wrap up your troop's Girl Scout Cookie season, we want to take a moment to express our gratitude for your hard work, dedication, and enthusiasm.

Your efforts made all the difference—from setting up booths, managing orders, and keeping everything organized, to encouraging your Girl Scouts as they gained invaluable skills like goal setting, people skills, teamwork, and confidence. Your commitment ensures that every package of cookies represents an opportunity for Girl Scouts to learn, grow, and succeed. You are the heart of our program, and we couldn't do this without you.

Thank you for your time, energy, and passion for making the Girl Scout Cookie Program a success. We are so lucky to have volunteers like you who truly embody the spirit of Girl Scouting!

Thank you to Girl Scouts Arizona Cactus-Pine Council for your inspiration and information to design this Troop Cookie Program Guide.