

2025 Troop Product Coordinator Guide



Welcome to Your Role as Troop Product Coordinator!

Are you a new Troop Product Coordinator for your GS troop?

Thank you for stepping up to support your troop and help alleviate some of the responsibilities from your Troop Leader! Your involvement makes a big difference for the Girl Scouts in your troop.

If you're feeling unsure about where to begin:

Start by registering as the Troop Product Coordinator and reviewing all available cookie resources.

Don't hesitate to reach out to your Regional Entrepreneurial Program Team for any additional support or guidance you may need.



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Tips for a Smooth Cookie Season!

- Know Your MEGA Drop Vehicle Capacity: Make sure your car can handle all those delicious cookies!
- Track, Track, Track! Keep an eye on your inventory from the start to avoid surprises later.
- Plan Ahead! Give yourself plenty of wiggle room before those due dates hit.
- Get Permission First! Make sure caregivers/parents sign those permission forms before anything leaves your hands.
- Payment Planning: Have caregivers/parents make payments regularly, especially before checking out additional cookies.
- Keep it Fair! No favoritism—treat all your troop members the same. Everyone deserves a chance to shine!

Entrepreneurial Program Team



Regional Entrepreneurial Program Managers

Central: Samantha Riggs ecentralteam@gmail.com

Central West: Jiranda Strebel cwfallcookie@gmail.com

High Desert: Anne Rice hdfallcookies@gmail.com

Low Desert: Chantal Francisco lowdesertproductsales@gmail.com

Southwest: Amber Szydlo swproductsales@gmail.com

Check your Region's Who's Who for a list of additional Regional Entrepreneurial Program (REP) Team Members and contact information for your specific region.

Council Entrepreneurial Program Team

Director of Entrepreneurial Program: Devon Spira dspira@gssgc.org

Entrepreneurial Program Manager: Caryn Martin-Patino cmartinpatino@gssgc.org

Entrepreneurial Program Specialist: Lisa Reynolds lisa@gssgc.org

Entrepreneurial Program Coordinator: Alexis Herrera aherrera@gssgc.org

Entrepreneurial Program Assistant: Viki Jagers vjagers@gssgc.org

Please reach out to these Entrepreneurial Team Members for support and assistance first before you reach out to Customer Care.

Digital Marketing & Social Media

Tips for Troop Product Coordinators

Help girls build online marketing skills and learn about e-commerce with the support of online tools like the Digital Cookie platform & ABC Smart Cookies resources.

Tips for Cookie Entrepreneurs & Families

Girls of all ages should partner with their caregivers to develop a plan to safely market their cookie business online. Get started by reviewing these tools plus more resource available on our website www.gssgc.org

- [Digital Marketing Tips](#)
- [Supplemental Safety Tips](#)

Social Media Etiquette

Promoting Booths:

Troops can promote their upcoming booths on private accounts only including personal Facebook Pages, private Community Groups & Instagram.

Responding to “where can I get cookies”:

Troops can post the cookie finder encouraging customers to locate a booth.

Troops can post the location of their upcoming troops booth.

Troops can post the troop link if it is set to ship only.

A Girl Scout can post the cookie finder link.

San Gorgonio & Friends on Social Media

Facebook: [facebook.com/gssgc](https://www.facebook.com/gssgc)

- Like us on Facebook to receive marketing ideas, up-to-date cookie information, and more!
- Tag us and use the hashtags in your pictures of cookie booths to help promote the Girl Scout Cookie Program

[ABC Bakers on Facebook](https://www.facebook.com/abcbakers)

<https://www.facebook.com/abcbakers>

[Lemonades on Facebook](https://www.facebook.com/LemonadesCookie)

<https://www.facebook.com/LemonadesCookie>

Instagram:

[@girlscoutssgc](https://www.instagram.com/girlscoutssgc)

- Tag us and use hashtags to promote the Girl Scout Cookie Program.

Follow [@Lemonades](https://www.instagram.com/lemonadescookie/) on Instagram

<https://www.instagram.com/lemonadescookie/>

Hashtags

- Girl Scouts San Gorgonio Council: #gssgc
- Girl Scouts of the USA: #GirlScouts
- Additional Hashtags: #CookieBoss
#GirlScoutCookies #GirlScoutCookieSeason

Council will not be monitoring social media—Girl Scouts and caregivers are on their Girl Scout honor. Social media violations are also subject to the three strikes rule.



Cookie Program Tools

ABC Smart Cookies

<https://www.abcsmartcookies.com/>



Need help using the Smart Cookies platform?

Call us at 855-444-6682 (9 am to 12 am EST) or email us at ABCSmartCookieTechSupport@hearthsidefoods.com

Remember to include your council (San Gorgonio) troop and contact information for ABC's Tech Team to assist.

Digital Cookie

<https://digitalcookie.girlscouts.org/login>



[Digital Cookie How to Tip Sheet/Videos for Caregivers](#)

Digital Cookie App Downloads

Update your MOBILE APP before use in the 2025 Cookie Season

- [iPhone](#)
- [Android](#)



Additional Cookie Program Resources

GSSGC Cookie Resources	Access all the Cookie materials needed for a successful cookie season!	www.gssgc.org
GSSGC Link Tree	Stay in the know with everything San G!	linktr.ee/girlscoutsofsangorgonio
Cookie FAQs	Access Girl Scouts USA's Cookie Program FAQs	girlscout.org Cookie FAQs
ABC Cookie Resources	Access ABC's Cookie Resources including digital art, allergen flyers & cookie line-up sheets	www.abcsmartcookies.com/resources
Cookie Theme	Gallery of images, clip art, certificates, and more!	www.flickr.com/photos/abcbakersvolunteergallery
Baker Varieties	Product descriptions recipes and FAQs	www.abcbakers.com
Rally Guide	Fun ideas for troop rallies	www.abcsmartcookies.com/resources
Cookie Printable	Goal Charts, Door Hangers and Product Posters available for print!	www.flickr.com/photos/abcbakersvolunteergallery
Volunteer and Girl How-To Videos	How-to videos on a variety of topics	www.youtube.com/user/ABCCouncils



January 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 	2	3	4
5	6	7	8	9	10	11
12 	13	14	15	16	17	18
EARLY ONLINE MARKETING						
19	20 MLK Day!	21	22	23	24	25 COOKIE MEGA DROP!
EARLY ONLINE MARKETING						
26 	27	28	29	30	31 	
WALKABOUT						

Dates to Remember

Jan 7: GS first access to ABC

Smart Cookies

Jan 9: Troop Material P/U

Jan 12-25: Early Online
Marketing Period

BOOKING BOOTHS IN ABC:

Jan 13-18: Regional First Picks

Jan 20-22: Council-Wide Booth
Lottery - *selections*

Jan 23 - Council-Wide Booth
Lottery - *assignments*

MEGA DROP:

Jan 25: Regional IO
Distribution

COOKIE PROGRAM BEGINS:

Jan 26: First day of Cookie Sale

This includes the start of our
official **Walkabout Period** a
great time for Individual GS
Lemonade Stands!

Dates to Remember

Feb 4: Walkabout Period Ends

Feb 7: Cookie Booths Begin

Feb 10: Inventory Report Due

Feb 11: Troop ACH #1

Feb 28: Deadline to Return
Cookies to the Troop

BLING YOUR BOOTH:

Feb 7-13: BYB Theme #1

GIRL SCOUT PRIDE WEEK *feat.*
Super Bowl Sunday

Feb 14-20: BYB Theme #2

I CARE TO SHARE WEEK *feat.*
Valentines Day & Presidents Day

Feb 21-27: BYB Theme #3

SAVOR THE FLAVOR WEEK *feat.*
National GS Cookie Weekend (21-23)



Feb 28-Mar 6: BYB Theme #4

ADVENTURE AWAITS WEEK

February 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7 	8
WALKABOUT						BYB #1
9	10	11	12	13	14 	15
BYB #1: GIRL SCOUT PRIDE WEEK						BYB #2
16 	17 President's Day!	18	19	20	21	22 
BYB #2: I CARE TO SHARE WEEK						National GS Cookie Weekend!
23	24	25	26	27	28	
BYB #3: SAVOR THE FLAVOR WEEK					BYB #4	

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
BYB #4: ADVENTURE AWAITS WEEK				BYB THEME #5		
9 	10	11	12 	13	14 	15
BYB #5: BLAST FROM THE PAST				BYB THEME #6		
16 LAST DAY!	17 	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Dates to Remember

Mar 3: Inventory Report Due

Mar 4: Troop ACH #2

BLING YOUR BOOTH:

Feb 28-Mar 6: BYB Theme #4
ADVENTURE AWAITS WEEK
with GSSGC Camp inspired theme

Mar 7-13: BYB Theme #5
BLAST FROM THE PAST WEEK
feat. Daylight Saving Weekend

Mar 12: Girl Scout Birthday

Mar 14-16: BYB Theme # 6
LUCK OF THE COOKIE
Final Weekend feat. St. Patrick's Day

Troop Close Out Deadlines:

Mar 19: Troop Reward
Recognition Order due in ABC
and **Troop Close-Out**.

*Coordinators will not have access
to ABC after 11:59 pm on March 19.*

Mar 25: Troop ACH #3 /
Final Balance Due



Save the Date! Reward Event & Trips

April 12, 2025

April 26, 2025

May 31 & June 1, 2025

May 31 & June 1, 2025

May 4, 2025

June 26-27, 2025

July 21 – August 3, 2025

COORDINATOR REWARD: Silk Scarf Workshop

875/1250+ Cookie Boss

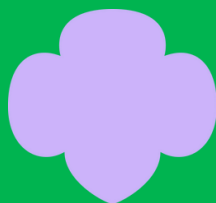
1000+ Mosaic Lamp Workshop

1000+ Build a Bear Workshop

2000+ Custom Shoe Lab - LA

3500+ Disney Overnight

5500+ Trip to Greece



Include the 5 Skills

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



Decision Making

Girl Scouts learn to make decisions on their own and as a team.



Money Management

Girl Scouts learn to create a budget and handle money.



People Skills

Girl Scouts find their voice and build confidence through customer interactions.



Business Ethics

Girl Scouts learn to act ethically—both in business and life!



Promising Practices



Do's

- Use Receipt Books provided – ANY cookie transfer or money collection to or from girls/parents (including checks, cash and via apps) - best to organize by Girl Scout!
- Be respectful to the volunteer team, staff and each other.
- Train and prepare your Troop girls/parents on the rules, deadlines and expectations.
- Confirm receipt of Parent Permission Form for ALL Troop girls.
- Contact your Regional Entrepreneurial Program Team FIRST using your Who's Who list before going to social media or council.
- Read the booth stipulation for each of the locations the Troop schedules in Smart Cookies.
- Keep a copy of booth essential documents like the Stater Bros Contract & Prop 65.
- Review Product Program Rules and other helpful resources on gssgc.org Cookies +
- Read all your emails!
- Encourage your Girl Scouts throughout the entire program.
- Create troop rewards to continue the stride toward success.
- Share Troop Goals and future plans for your Troop at your Booths.
- Always have a first-aid kit and caregiver contact information available at the booth.
- Girl Scouts must be present at cookie booths; follow your council's guidance for minimum/maximum attendees.

Don'ts

- Do NOT give samples of cookies to potential customers.
- Never let Girl Scouts Walkabout after sunset.
- No Daisies at booth after sunset.
- Never leave trash at booths.
- No pets allowed on Walkabouts and at booths (unless service animals).
- Not allowed to booth anywhere – booths must be Council-approved and scheduled in Smart Cookies.
- Do not leave siblings (or other tagalongs) in vehicles or bring them along to scheduled booths.
- Girl Scouts never go into someone's house or car during Walkabout.
- Do not link troop bank accounts to 3rd party payment services (Zelle, Venmo or PayPal).
- Never sell cookies for more or less than prices set by council (\$6 & \$7 GF as of 2025).
- Do not create "specials" like buy one get one free.
- Never sell another Council's cookie, or any other products.
- Girl Scouts should not sell in or in front of locations that they themselves cannot legally patronize.



Caregiver Meeting CHECKLIST



Run through this checklist with families at your first parent/caregiver cookie meeting to ensure everyone is prepared for the cookie season.

- ☐ Review all necessary documents and ensure parents have reviewed and complete the [2025 Cookie Program: Parent Permission Form](#)
- ☐ Run through this checklist with families at your first parent/caregiver cookie meeting to ensure they are prepared for the cookie season.
- ☐ Explain the purpose (i.e. 5 Key Skills), [Why the Cookie Program Matters](#) and hand out materials.
- ☐ Help Girl Scout members decide on their individual goals for rewards and troop goals for spending proceeds.
- ☐ Share the best method for parents and caregivers to communicate with you.
- ☐ Explain that no orders may be taken in-person until the first day of the program, January 26. Early Online Marketing is not a door-to-door experience but is online and email only.
- ☐ Review all cookie due dates, including those imposed by GSSGC and those within the troop.
- ☐ Explain Troop Initial Order (IO), that the troop submitted in December and discuss how, when, and where it will be distributed.
- ☐ Discuss the process for Mega Drop and review materials including Paper Order Cards, Receipt Books, etc for recording cookie and money transactions.
- ☐ Explain how often and the process for families to use to get more cookies from you.
- ☐ Discuss under what circumstances and time frames Girl Scouts can return and/or exchange cookies within the troop. Deadline to return cookies to the Troop is February 28, 2025.
 - ☐ **Remember, taking Cookie Inventory is key to success!**
Check with families to ensure you are aware of when girls need a new mix of inventory.
- ☐ Review money handling policy; this should include:
 - ☐ How often cookie money must be turned in to the troop
 - ☐ How much inventory is allowed to each family prior to turning in money
 - ☐ The troop's policy regarding accepting checks and larger bills
 - ☐ What steps the troop is required to take when money is NOT turned in – remember, council will NOT accept more than \$300 in uncollected debt for the entire troop, not per family.
- ☐ Explain the different booths and cookie stand options
- ☐ Explain booth rules – parents/caregivers need to understand what is expected of them; modeling a perfect booth at the caregiver meeting can help!
- ☐ Remind caregivers of the rules regarding setting up a booth without permission.
- ☐ Discuss rewards and how they are earned; record Girl Scout members' sizes and other reward choices now so, when the time comes, you are prepared with each girl's selections and the deadline to make any changes before the end of the season.
- ☐ Begin talking about how the troop will celebrate a successful cookie season.

For Troops considering Opt-Out:

- ☐ Have a troop discussion about option out of rewards. If they choose to opt-out:
 - ☐ Complete an [Opt-Out Form](#) to be updated in ABC Smart Cookies

Troop Product Coordinator CHECKLIST pt. 1



Pre-Sale Checklist

- Complete the [2025 Cookie Program: Coordinator Registration](#).
- Check the troop roster, make sure all girl scouts are registered.
- Prepare a list of parent/caregivers phone numbers & email addresses for participating girl scouts.
- Remind adult volunteers and parents/caregivers who are interested in helping that they should be registered to take a more active role with the troop, like participating at booths.
- Update Troop Roster by early January. If you have any questions about your Troop Roster, contact our Customer Care Teams at 800-400-GIRL or customercare@gssgc.org
- Remind Caregivers to verify their email and mailing address in their My GS account. Girls are uploaded into ABC Smart Cookies & Digital Cookie with her assigned caregivers email address. To ensure easy access once the program begins, make sure this is accurate.
- Plan and conduct a Parent/Caregiver Cookie Meeting. Discuss family tips & responsibilities for a successful sale.
 - Work with Girls to set troop and individual goals.
 - Review Cookie Program Family Guide and Product Program Guidance with your troop.
 - Verify all parents/caregivers have completed the [2025 Cookie Program: Parent Permission Form](#).
- Complete the assigned course in gsLEARN *2025 Cookie Program: Troop Product Coordinator Training*. Review and download all additional resources in [Cookies+](#) through gssgc.org
- Create a designated space to store product and designated areas for the troop's booth cookies vs cookies available to restock girl's inventory.
 - Cookies must be stored six inches off the ground and in a cool location at all times.
- Review all [Volunteer Cookie Resources](#) available through girlscouts.org
- Reach out to your Regional Entrepreneurial Program Team to answer questions and to assist with Cookie Initial and Planned/Restock Orders.
- Sign into [ABC Smart Cookies](#) once you receive your email link from noreply@abcsmartcookies.com
 - Review 'My Troop' tab in Smart Cookies to review the Troop Roster.
 - Report missing girls to Regional Team
- Enter your Troop Bank Account information in ABC Smart Cookies. No bank = no cookies.
- Review all information uploaded into Smart Cookies and make any corrections before the season begins.
- Log into the [Digital Cookie](#) system to ensure that all girls are shown in the roster (after 1/12/2025).
- Assist girls/parents with logging into the Digital Cookie system, as needed.



Troop Product Coordinator

CHECKLIST pt. 2



During the Sale Checklist

- ☐ Continually communicate with the girls and their parents/caregivers.
- ☐ Remind parents/caregivers to check Girls Delivery Orders and approve in a timely manner. Orders must be approved in Digital Cookie within 5 days.
- ☐ Submit Planned Orders to restock troop and girl inventory as needed.
- ☐ Collect cookie restock orders from cupboard and pre-stage the girls' orders and prepare itemized receipts.
- ☐ Verify that all transactions for participating girl scouts are complete – all cookies have been transferred for individual sales.
- ☐ Review Dashboard regularly. Transactions should match receipts.
- ☐ Check that all the Girl Delivery Orders have been distributed to girls/families for delivery and have been transferred to girls in ABC Smart Cookies.
- ☐ Verify with parents that all girl delivery orders have been delivered to customers and marked delivered in Digital Cookie.
- ☐ Review booth guidelines with the girls and their parents/caregivers. Rules and guidance like these are designed to ensure girl scout safety, excellent customer service, and promote a successful, fair, fun and safe cookie season.
- ☐ Collect payments from girl scouts and deposit funds (recommended weekly) into the troop's bank account.
- ☐ Ensure parents/caregivers sign and/ or are provided receipts for all cookies picked up and payments made.
- ☐ Verify with all girls their reward choices to create the Troops Recognition Order.

Post-Sale Checklist

- ☐ Deposit all cookie funds into the troop's bank account before the final ACH.
- ☐ Give girls credit for all booth sales using the Smart Divider in Smart Cookies.
- ☐ Enter girls reward choices in Smart Cookies and submit them by the deadline.
- ☐ Print the troop's reward report from Smart Cookies.
- ☐ Remember, all communications regarding Cookie Dough, Adventure Credits and Reward Events are sent (emailed) directly to the girls.
- ☐ Remind parent/caregivers to keep their emails and mailing addresses up to date in their My GS account.
- ☐ Physical rewards will be distributed to troop via Regional Reward Distribution (June/July 2025)
- ☐ Contact girls' caregivers to distribute rewards in a timely manner.
- ☐ To ensure accuracy, parent/caregivers should sign for rewards when picking them up.



Why are Toast-Yay!® retiring?

GSUSA regularly evaluates the performance of our cookie portfolio and makes adjustments to the lineup as needed in order to best serve councils, support cookie entrepreneurs, and delight customers.

Will there be a new cookie in the 2026 season to replace Toast-Yay!®?

We don't have any information to share about potential new cookies at this time, but customers can stay up to date on the latest news about Girl Scout Cookies by signing up for emails here or texting "COOKIES" to 59618.

How are new cookies developed?

GSUSA starts by doing a market assessment and looking into flavors that could be popular or trending with consumers, in partnership with our licensed bakers. GSUSA then collaborates with our licensed



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

AN ENHANCED DIGITAL COOKIE EXPERIENCE

The Digital Cookie team has been hard at work smoothing out the Girl Scout and Troop Experience for this season. We're excited to let you know that the issues some of you faced last year have been addressed, and we've made some great improvements to the system.

Last Year

Some users had trouble getting in to Digital Cookie or troops and Girl Scouts unable to set up sites

ACCESS



The number of cookies sold was not updating or didn't match what the leader had entered in the baker system

DATA



Customer lists not accessible for some returning users. Trouble sending emails to customers

CUSTOMERS



Some users encountered difficulties placing orders

CHECKOUT



This Year

Our database that manages the data for Girl Scouts, volunteers and troops has been updated to better handle changes. That update will resolve those access issues

The progress bar on user dashboards has been simplified and features a fresh design that now reflects updates in minutes. We've also revamped the data transfer between Digital Cookie and the baker system for faster updates

Returning users will see their existing customer lists. Sending emails has been optimized and tested to get those to customers

Revised prompts and some behind the scenes changes will let customers breeze through checkout.

BONUS! Venmo and Paypal added to the mobile app and required fields reduced. More new features coming in 2025.

Looking forward to seeing you in Digital Cookie this season. We're confident you'll enjoy the improved experience.



Cookie Communications

Communication is key – especially during the Cookie Program!

Here's how to stay in the know!

- **Weekly Cookie Email from your Regional Managers.** Regional Managers send out weekly emails to our Troop Product Coordinators, which include pertinent information for each week of the cookie program including reminders, deadline and contest details!
- **Contests will run on Facebook.** Follow our page for Contests details including winner announcements and to participate in photo contests throughout the program.
- **Check your Who's Who for Regional Support.** This document is designed to provide you with a list of volunteers who are available and happy to help.

PLEASE REMEMBER... while your Regional Team may be available to text, texting after hours should only occur in case of a true emergency.

Texting to ask questions about a booth, or picking up cookies, etc., is not an emergency and should not occur outside of 8 am – 8 pm.

Three Strike Rules

Three Strike Rules:

Unacceptable behavior during booth or other cookie-related activities, including but not limited to: arriving more than 20 minutes late for a Cookie Booth - without proper communication, improper cookie storage (e.g., cookies on the ground), disregarding instructions from entrepreneurial team members, or even inappropriate use of social media, may result in a strike.

Strikes and Penalties:

Strike 1: Verbal warning

Strike 2: Your troop will be unable to book any additional booths for a week

Strike 3: All your troop's remaining booths will be canceled, and the troop will not be able to booth for the rest of the program.

MEGA DROP

Mega Drop attendance is *REQUIRED*
for all Troops with Initial Orders!!

January 25, 2025



Vehicle must be clear of all items, including car seats, existing trunk items, etc. Troops must bring their own ropes and tie-downs and/or netting to ensure cookies are secure.

How much space does your Troop need to pick up cookies?

This is a council-wide event where the **Troop Product Coordinators**, or their **Substitutes**, pick-up the first cookies of the season. This regionally run event is for troops to collect their Initial Order – attendance is required!

- Prior to Mega Drop, Troop's will receive more information including an assigned pick-up time and site-specific requirements – please stick to your assigned time slot!
- Coordinators/Substitutes (18+) are required to show government issues photo ID to collect the Troops Initial Order.
- The driver(s) must remain in the vehicle with the engine running.
- The entire Initial Order for each Troop must be picked up, in-full, at one time.
- Troops with larger Initial Orders may require several vehicles and should consider renting a U-Haul.
- **3 VEHICLE MAX – Troops with multiple vehicles enter the line together.** This means, if one or more of the vehicles is running behind, you must wait until all vehicles arrive to enter the line.

BANK ACCOUNT REMINDER:

If the Troop Bank Account is not entered into Smart Cookies by January 25, we will not release the product to you.

Compact Car	20 cases
Mid-Size Car	30 cases
Small SUV	50 cases
Large SUV	75 cases
Small Pick-up Truck Mini Van w/ Seats	75-100 cases
Full-Size Pick-up Truck	100-150 cases
Mini Van w/o Seats	150 cases
10ft. Uhaul	400 cases
14ft. Uhaul	650 cases
15ft. Uhaul	800 cases
17ft. Uhaul	1000 cases

FINANCIAL RESPONSIBILITY

Troops are financially liable for all cookies they receive. Troops can help one another by working with their Regional Team to transfer cookies from troop(s) having difficulty moving their inventory.

There are no returns of unsold inventory to council, instead council will make an effort to convert unsold cookies to cover virtual I Care to Share when possible.

Do not wait to communicate a need for help moving product.



Cupboards

Select Cookie Cupboards are available January 27 – March 15.

Check your region's Cupboard Schedule for specific cookie locations days/hours and procedures. Planned Orders are highly recommended and must be submitted 48 hours in advance in Smart Cookies. Walk-in Orders may be unavailable in the first 2 weeks of the sale, so plan ahead!

Planned Orders:

These orders let the Cupboard Managers know what you are picking up. Planned Orders will be available for scheduling in Smart Cookies early January. If you didn't submit an Initial Order, consider Girl Delivery sales collected during the Early Online Marketing Period plus additional product for girls to use during Walkabout and other individual girl sales opportunities for your first Planned Order. Also, take into consideration orders collected using Troop Cookie Link and additional inventory for future Booths scheduled through Smart Cookies.

Trades:

Trading different flavors are allowed from troop to troop anytime and with the Cupboard during the trading period. You cannot trade Gluten-Free cookies. You should reach out to troops via your Regional "Trading Post" on Facebook before collecting additional cookies from the cupboards.

- Starting February 28, Troops can trade one full case of one flavor for a full case of another flavor at select cupboard locations (limits or restrictions depend on inventory).
- Starting March 7, Troops can exchange mixed cases, twelve cookies per case, at select cupboard locations (limits or restrictions depend on inventory).

Transferring Cookies to another Troop:

Cases of cookies may be transferred from one troop to another if BOTH troops agree to do so. A Troop-to-Troop transfer must be completed in Smart Cookies. Use a receipt book to clearly note the number of packages, both troops' numbers and both signatures, then complete the transfer in the system once available.

Families Returning Cookies to the Troop:

Girls can return cookies to the troop until February 28, 2025. Troops should be prepared for this possibility and take this into consideration before picking up more product from cupboards. Remind families that returned product must be in saleable condition and that returning cookies does not relieve them of their responsibility to help the troop as a whole to sell them.

Damages:

Cookies that have been left in the sun, rain, dropped, or appear opened or damaged in any way, are not sellable. If you have received damaged cookies from Council (Mega Drop or Cupboard), Troops have 48 hours to report damages to exchange for saleable cookies through Cupboard.

Note: If a customer claims that they received a damaged box of cookies, replace them; no questions asked, regardless of who/ where they purchase them. Take the damaged box to any of our Council Cupboard locations for replacement.



Product Tracking & Required Reports

Tracking Inventory is vital to a successful cookie program. Smart Cookies allow you to access reports to help keep up to date on your troops' progress and inventory.

PRO TIP: Do your best to keep track of all troop and girl scout cookie inventory including transfers.

- Keep track of any and all Troop Transactions, including Cupboard to Troop Transfers (Initial and Restock Orders) and use ABC to help stay on track with individual GS Troop to Girl (T2G) Transfers.
- Check-in with Girls/Families often make sure girl scouts have a good mix of flavors, but only as much product as they feel comfortable accepting.

Inventory Reports:

- **Inventory Report Due** - February 10, 2025 before 11:59 p.m.

This **Inventory Report** submitted mid-sale, is designed to help troops understand how many boxes of unsold cookies their Troop, as a whole, has left to sell. Inventory to be reported includes: all unsold cookies in each girl scouts' inventory and the unsold cookies in the troops' inventory (restock and booth cookies), before submitting a Planned Order to pick-up additional product. This is a great time to ensure girls/families are not sitting on too much unsold inventory and to schedule Cookie Booths needed to help girls and the troop as a whole reach their goals.

- **Inventory Report Due** - March 3, 2025 before 11:59 p.m.

This **Inventory Report** is designed to be a final reminder to help troops before the end of the sale, to again understand how many boxes of unsold cookies their troop has left to sell. (All unsold cookies in each girl scout and the troops inventory).

Tracking Rewards for each girl scout is important, not only for helping girls set and reach goals, but to create their **Recognition Order** and make the appropriate reward selection for each participating girl scout.

Walkabout Reward: (qualifying orders placed 1/12/2025-2/4/2025)

To be eligible, Girl Scouts must have sold and paid for 250+ boxes by February 4, 2025.

Troop Product Coordinators must:

- Complete all required T2G Transfers in Smart Cookies for each qualifying Girl Scout.
- Ensure payment is collected and credited to each Girl Scout in Smart Cookies.
- Confirm eligible girl scouts with parent/caregivers using the Balance Summary Report in Smart Cookies.

Girls must maintain 250+ boxes through the remainder of the program to earn the Walkabout Reward.

Scheduling Cookie Booths

Cookie Booths are a huge part of the program and reinforce the 5 key skills. Encourage every participating Girl Scout to work at least one booth to support your troop goals!



Schedule Troop Booths throughout the Cookie Program:

- Participate in Regional First Picks and Council Wide Booth Lottery opportunities.
- After Lottery Assignments, schedule First Come First Serve (FCFS) booths opportunities, which include council wide booth selections, available throughout the remainder of the sale.
- Troop may have up to 30 active booths scheduled at any given time. After a Booth is completed, they are no longer considered active and more may be scheduled.

Contact your Regional Booth Coordinator, list on you Who's Who to answer booth questions, after troop booth training has been completed.

COOKIE BOOTH LOTTERY: Booth Lottery and FCFS Booth Selections

Regional First Picks begin January 13 - 18, 2025

Over the period of six days, Coordinators will be able to schedule booths located in their region via Smart Cookies. If you choose not to participate and pick these 15 booths, you will still be able to secure up to 15 booths during the Council-Wide Booth Lottery.

DAY 1: January 13 - select 1 booth

DAY 2: January 14 - select 2 booths

DAY 3: January 15 - select 2 booths

DAY 4: January 16 - select 3 booths

DAY 5: January 17 - select 3 booths

DAY 6: January 18 - select 4 booths

NOTE: Coordinators may not select more than two consecutive booths at the same location during the Regional First Picks. They will be removed.

Council-Wide Booth Lottery Selection Period begin January 20-22, 2025

During these three days, Coordinators can view all remaining booths council wide, available in Smart Cookies and enter up to fifty requests for booths for their troop. The systems booth scheduler will randomly assign a maximum of fifteen booths per troop during the Booth Lottery Assignment.

Council-Wide Booth Lottery Assignment is January 23, 2025!



We typically keep the details of our **Bling Your Booth Themes** under wraps, but this season, we want to ensure every troop has the chance to fully Embrace Possibility and give their best at this year's Cookie Booths!

2/7 - 2/13: GIRL SCOUT PRIDE

From February 7th to 13th, we're celebrating Girl Scout Pride Week, starting with an exciting kickoff during the Super Bowl weekend and marking the beginning of Cookie Booth season! During this week, we'll be celebrating with Girl Scout Pride.



Girl Scouts who work booths while wearing their GS uniform will have the chance to be among the first to earn the 2025 GS Pride Patch. And a reminder to Booth Adults: wear your uniform to earn the Empowering Entrepreneurs Patch too! *Both Pride Patch opportunity applies to all booths (2/7-3/16) Patches provided by GSSG Volunteers and Staff based on Troop's Booked Booths in ABC Smart Cookies.*



2/14 - 2/20: I CARE TO SHARE

This week share the love with I Care to Share Cookie Donations, highlighting kindness, gratitude, and support for those who serve our communities and country. As we celebrate Presidents' Day, we honor leaders like Washington and Lincoln, known for their integrity. Just like them, Girl Scouts value honesty and service—making this the perfect time to spread love and care to our local community.

2/21 - 2/27: SAVOR THE FLAVOR

This week, highlight the variety of flavors celebrating America's Best Cookie (ABC) all week long! Use this week's theme, inspired by your favorite cookie flavor to showcase the best weekend of the year - National Cookie Weekend (2/21-2/23)!

2/28 - 3/6: ADVENTURE AWAITS

This week, tie the theme to the Girl Scout experience by highlighting the various adventures girls can embark on with the proceeds from their cookie sales. Whether it's attending GSSGC Camp Session this summer or taking an international adventure, the possibilities are endless.

3/7 - 3/13: BLAST FROM THE PAST

Use this week to highlight how much the Girl Scout Cookie Program has evolved over the years, from its humble beginnings to the diverse flavors and missions it supports today.

3/14 - 3/16: LUCK OF THE COOKIE - FINAL WEEKEND

Celebrate the last weekend of the 2025 Cookie Season with a little luck! Encouraging customers to make their final cookie purchases. Have fun with the green theme and incorporate St. Patrick's Day into the booth with lucky decorations to celebrate the theme and this final weekend of the sale!





Booth Basics

COOKIE BOOTHS BEGIN February 7, 2025 DON'T SLEEP ON IT!



As we gear up for another exciting Girl Scout Cookie season, safety remains the top priority. To ensure the success of our program and the well-being of all our members, please review and follow these essential safety guidelines when participating in Cookie Booths.

- Girls should maintain appropriate behavior in public settings.
- GS Uniform is highly encouraged and rewarded with GS Pride patches.
- Adults are responsible for their actions and those for the Girl Scouts.
- Please behave professionally and refrain from eating and drinking (other than water) while selling Girl Scout Cookies.
- Resolve conflicts with other troops peacefully, be sisters to every girl scout. Do not involve store management.

Booth Standards & Requirements:

- Must have a minimum of two adults and two girls scouts per booth, unless 1:1 for Senior and Ambassadors Girl Scouts only.
- Troop # must be prominently displayed on tablecloth or other form of table display/sign.
- All Girl Scouts should wear identifiable Girl Scout apparel. "GS Uniform" includes membership pin, and a uniform component – sash, vest or smock is mandatory. See your Girl Scout retail shop for help!
- Dress for our wacky weather, ensuring that the uniform components are visible.
- Review and abide by all stipulations for the scheduled booth location(s): Each location has its own guidelines per its contract, such as: where you may or may not set-up, if you can or cannot use an EZ-UP or umbrellas, etc. Be sure to review these details for each location.
- Daisies cannot booth after sunset and are not permitted to work 6pm-8pm Cookie Booths.
- Troops are never allowed to booth without being scheduled in Smart Cookies.

Safety and Security:

- Never leave girls alone and unsupervised at a Booth; always have an adult if not 2 present.
- Use the buddy system for restroom breaks.
- Encourage Girl Scouts to handle payments and make change, but closely monitor these transactions.
- Keep a close eye on the money box; if stolen, do not chase the thief. Call 911, then your Regional/Council Team Members.
- Do not set up in unapproved locations except your own home; public booth settings must be council-approved.
- Do not use your Girl Scouts' last names on any signage, handouts, receipts, etc.
- In case of a threatening incident, call 911 immediately, and then call your Regional/Council Team.

PROMOTIONS

OPPORTUNITIES FOR EVERYONE



I CARE to SHARE

Girl Scout Cookies purchased through “Cookie Share” are donated to a charitable organization chosen by the Girl Scouts’ troop or council. The Girl Scout will receive credit for your cookie donation purchase, as will the troop.



SUBSIDIZED SHIPPING

Digital Cookie’s minimum order for shipping is 4 packages.

The base shipping price is 4-8 packages at \$12.99 and 9-12 packages at \$14.99.

There is a \$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands.

**Shipping Fees with a \$5 off Shipping Promo available:
2/1/2025-3/16/2025**

Packages		Shipping Cost	\$5 off Shipping Promotion
6	8	12.99	7.99
9	12	14.99	9.99
13	20	27.98	22.98
21	24	29.98	24.98
25	32	42.97	37.97
33	36	44.97	39.97
37	44	57.96	52.96
45	48	59.96	54.96
49	52	72.95	67.95

When do I need to enter a Virtual Cookie Share Order?

EVERY TIME!

ALL I Care to Share, unless part of a Direct Ship order, **MUST** be entered as Virtual CShare Order in Smart Cookies. This includes Booth Sale donations that need to be entered into the Smart Divider.

The troop must enter all cookie share orders received by the girl including:

- Cookies In Hand with Donation
- In Person Delivery with Donation
- Donation Only

If a girl reports a cash sale (not through Digital Cookie), the cookie share order should be entered once the payment is received by the troop.

Reports to use:

Digital Cookie – All Sales Report

Smart Cookies – Girl Cookie Order Details

Any Physical Troop Inventory to be applied should stay in ON HAND and will be moved as part of Paper Push into our Council Donation Cupboard.

Virtual Cookie Share Order Entry Summary of Steps

1

**Log onto
abcsmartcookies.com**

- Hover over the Orders tab
- Select Virtual Cookie Share

2

**Enter Package
Quantities for each Girl.
Save the Order**

- Unit of Measure (UOM) is package quantities. Enter each Girl totals in packages
- You may enter one order or multiple orders until the end of the sale
- Enter any “Order Notes” if needed
- Once order quantities are entered, click Save at the bottom of the screen

3

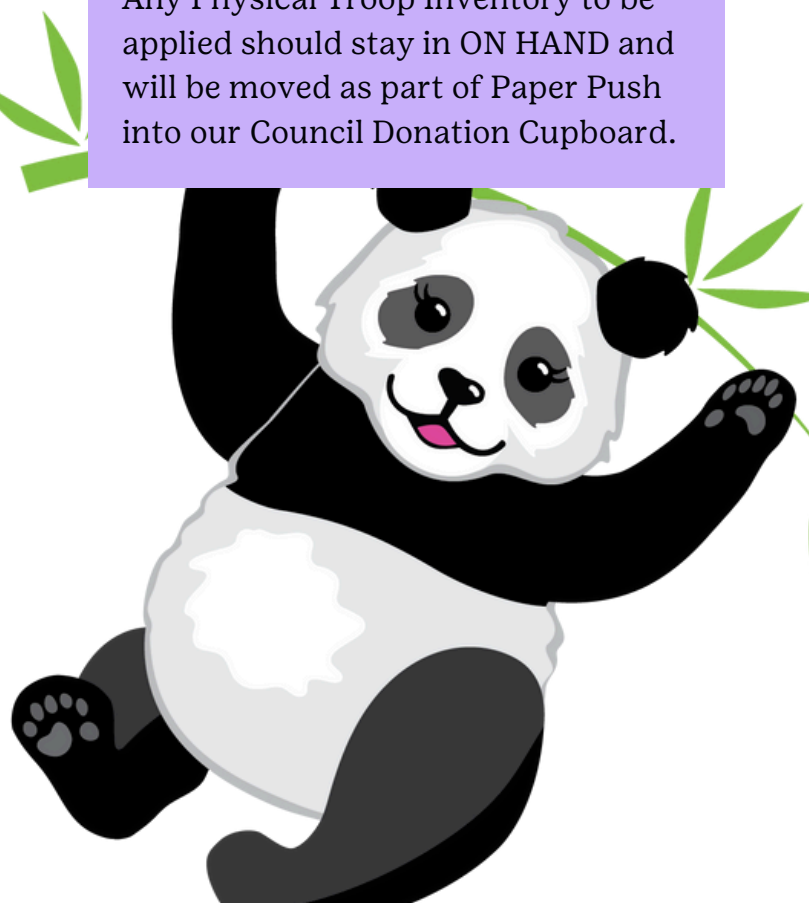
**View Order
Confirmation
Details**

- Once the Virtual Cookie Share order is saved, a successful confirmation message will appear at the bottom of the screen
- The order number will be documented at the top
- To view all completed Virtual Cookie Share orders, hover over the Orders tab, then select Manage Orders.

4

**Navigate to Manage Orders
to filter by and View Virtual
for Cookie Share Orders**

- Select Cookie Share filter, then Apply Search Parameters
- To Edit or Delete the order, click on the ellipsis menu, represented by the 3 dots at the far right of the order row
- Any orders that are deleted will be removed from Smart Cookies. Orders will need to be recreated if necessary





Mandatory ACH Schedule

As the Troop Product Coordinator you are responsible for ensuring deposits/payments have been made before each ACH (Automated Clearing House) withdrawal. ACH is transferring from your troop bank account to Council. Responsibilities include collecting payments from booth sales and the girls/families through the Cookie Program, logging girl cash payments in Smart Cookies, and depositing funds into the Troop bank account (weekly is recommended).

Troop Product Coordinators can request an adjustment to the default amount for any reason by completing the online form provided via email (due 2 days before the ACH date provided below). If no adjustment request is received, the default amount will be submitted. Any NSF fees are the responsibility of the troop.

February 11, 2025 - ACH #1 **(25% of Balance is Due)**

If for any reason 25% has not been collected or deposited into the Troop Bank Account, an adjustment can be made by completing the online form provided via email and is due by February 9, 2025.

March 4, 2025 - ACH #2 **(50% of Balance is Due)**

If for any reason 50% has not been collected or deposited into the Troop Bank Account, an adjustment can be made by completing the online form provided via email and is due by March 2, 2025.

March 25, 2025- ACH #3 **(100% of Balance is Due)**

If for any reason the full balance has not been collected and deposited into the Troop Bank account, contact your Regional Team immediately.

NOTE: Using Smart Cookies to collect payments will automatically credit the girl and troop and reduce the Troop's Remaining Balance Due.



Finance & More

Collecting Payments from Girls/Families:

Parents/Caregivers should make payments in Digital Cookies, but may also use services like PayPal, Zelle, and Venmo to make payments to the Troop and must be documented with a receipt. The Parent/Caregiver is responsible for making payments to the troop, via cash, check or preferably the Digital Cookies app.

NOTE: Troops should never link 3rd party payment apps/services to the Troop bank account. Doing so will result in Troop audit and suspended proceeds until the audit is complete.

If you have trouble collecting payments from families:

1. Contact your Regional Team as soon as possible. DO NOT WAIT!
2. Send email notifications to families with their balance due, provide ways they can make payments (please offer multiple dates/times).
3. Document all communications regarding payments (emails, texts, and phone conversations).

NOTE: As soon as you notice a family not making payments, contact your Regional Team. Incomplete reports will not be accepted at Paper Push – dates dependent on Region. Check with your Regional Team for Paper Push details.

As Troop Product Coordinator you may become aware of financial matters that will need support by your Regional Team. These include Financial Delinquencies, Outstanding Debt, Counterfeit issues, and Stolen Product or Money.



➤ GIRL SCOUT COOKIES = PANDAMONIA! ⚡



Finance & More

Counterfeit Procedures:

If money collected is deemed counterfeit by the bank or police, you can apply to have the "debt" waived by Council by providing documentation by a police report or bank seizure receipt.

Council will only accept counterfeit bills of a \$20 denomination or less.

Stolen Product or Money:

If cookies or money have been stolen, it must be included on the homeowners or car insurance claim. The troop is financially responsible for the debt pending Council's review of the situation.

Financial Delinquencies:

Volunteers handling funds are legally accountable for proceeds from the sale of cookies. Girl Scouts of San Geronimo Council reserved the right to take any legal action if it deems necessary. If there is outstanding debt by the Troop, the Coordinators position may be in jeopardy.

If a Troop is not found to be in good standing, they will not be allowed to participate in the Cookie Program until the situation is resolved. If a Parent/Caregiver is delinquent, the girl's participation is limited to Direct Ship online sale ONLY, or Troop Booths where product and money is not the responsibility of the parent or caregiver.

NOTE: Troops with delinquencies may have their proceeds withheld until an audit is performed. This is determined on a case-by-case basis at the discretion of GSSGC council.

Outstanding Debt:

If you know there is Outstanding Debt within your troop (Troop Leaders, Troop Product Coordinator, or Parent/Caregiver) let your Regional Team know as soon as possible. Troop Product Coordinators will need to submit an [Outstanding Debt Form](#).

The following will need to be included in your submission:

- Completed Parent Permission Slip for the corresponding GS (virtually submitted by the parent/caregiver).
- Receipts of ALL product transfers (must be signed by parent/caregiver)
- Receipts of ALL money exchanges (must be signed by parent/caregiver).
- Girl Balance Summary Report from Smart Cookies showing the amount owed.

NOTE: All attempts to collect need to be very specific, as these will be documented. Be sure to include dates, conversations, meetings and any other related notes.



Smart Booth Divider

Distributing All Booths

Troops **MUST** have a completed Booth Sale Report for each Booth worked (including 1:1 or 50/50 Booths).

All Troop Inventory Booth Sales must be entered into the SMART DIVIDER from the Booth Reports, including I CARE Donations. The Final SMART DIVIDER distribution to girls can be adjusted to match their external Booth Calculator.

1:1 or 50/50 Booth sales that utilized individual Girl Inventory (rather than Troop Inventory) and is not part of the Booth Calculator should **NOT** be entered in the SMART DIVIDER for distributions. In this case a completed Booth Report is still required.

Watch this video: [Smart Booth Divider - YouTube Video](#) or follow the steps below. Log into Smart Cookies and navigate to Booths > My Reservations. Locate a booth reservation and click the three dots to open the menu. Click Smart Booth Divider.

DATE	TIME	PREMIUM	TYPE	STATUS	QTY SOLD	TOTAL \$
Saturday, Feb 04	03:00 PM - 06:00 PM	<input checked="" type="checkbox"/>	FCFS	Booth Details	Smart Booth Divider	Remove Reservation
Sunday, Feb 26	03:00 PM - 06:00 PM	<input type="checkbox"/>	FCFS		0	0

Enter the number of packages sold by variety and click Save and Go Back. Repeat for each booth reservation.

Booth Summary (Packages)

Booth Location: 1114 W 3 N, Germantown, MD, 21054
Booth Dates: February 04, 03:00 PM - 06:00 PM

Total Left to Distribute: 0
Total Distributed: 0
Total Sold: 0
\$0.00

You MUST distribute all the packages sold to the girls in your troop.

Clear All

CDone	ADV	TY	LEM	TRE	TM	PBP	CD	PBS	GFC
0	16	6	12	8	45	36	12	1	2

Save and Go Back Save and Distribute Sales

Once all booth location totals have been entered scroll to the bottom of the page and click Distribute Total Booth Sales.

TOTAL BOOTH SALES: \$692.00

TOTAL PACKAGES SOLD: 138

Distribute Total Booth Sales

Smart Booth Divider

Continued

Select the girls who will receive booth credit and click Continue. The packages are evenly divided by variety for each girl. Distribute any leftovers between girls and click save. You can also edit allocation to each girl as desired as long as all varieties are distributed.

Select Troop Girls

Select girls from your Troop to distribute the cookies sold.

Search:

☒ Allison Thomas
☒ Autumn Cook
☒ Caitlin Blackwelder
☒ Maryssa Backstrom
☐ Moira Healy
☐ Natalie Shepard

Cancel Continue

4 Girls

Girl Name	CS	AD	TV	LSM	TS	TM	PP	CS	PS	SP	PACKAGES SOLD
Allison Thomas	0	4	1	3	2	11	9	3	0	0	33
Autumn Cook	0	4	1	3	2	11	9	3	0	0	33
Caitlin Blackwelder	0	4	1	3	2	11	9	3	0	0	33
Maryssa Backstrom	0	4	1	3	2	11	9	3	0	0	33
Packages left to distribute	0	0	0	0	0	1	0	0	1	0	4
Troop Total	0	16	4	12	8	44	36	12	0	0	132

Cookies allocated to girls using Smart Booth Divider will display on the girl dashboard under Booth and will not add financial responsibility for the girl. Cookie Share packages reported on the Smart Booth Divider are credited to girls as Cookie Share sales and a Virtual Cookie Share order is created for the Troop. No additional steps are required.

GS Box Shuffle, Sisters & Gifting

Transferring Troop Inventory to Girls: Initial Orders and Cupboard Orders should be transferred to girls in Smart Cookies once they have picked-up additional cookies from the Troop.

Shuffling/gifting boxes: You may move boxes between girls in the same troop (only) using the Shuffle/gifting Form to help get a girl to the next reward (**one level max, up to 875 box level only**).

Shuffling/gifting boxes do not count towards top seller qualifications for the recipient, and the giver may forfeit their top seller status if their total after gifting drops below the qualifying threshold. You must provide girl sales reports before and after the shuffle/gifting, along with the signed form to be turned in at Paper Push.

Sisters in the same troop may combine their sales and share/gift rewards, but all participating sisters must retain at least the participation level (total of 24 boxes). Sisters combining their sale do not qualify for top seller awards. Sisters combining their sale must indicate their intention in the Parent Permission Form.





End of Season Close Out

Paper Push: Is the time to close out the 2025 Cookie Program. The Troop Product Coordinator MUST meet with the Regional Entrepreneurial Team to close out their Cookie Program. This is also the deadline to submit any changes or Outstanding Debt reports. Failure to attend will result in the close out of the Troop's program as Smart Cookie stands and may result in incorrect reward choices, miscalculations of proceeds, etc.

Contact participating families to close out each girl's sale, including completing booth transfers, reward selections, etc. **Collect and deposit all outstanding monies.** Once everything has been verified in Smart Cookies, print the **Recognition Order Summary by Girl Report** and the **Troop Balance Summary Report**. Complete the Online Paper Push Form by 11:59 pm on March 19, 2025.

Important Deadlines to for Cookie Closs-out:

- **Cookie Program Ends:** 3/16/2025
- **Smart Cookies Transfer and Payment Deadline:** 3/19/2025
- **Troop Paper Push Wufoo Due:** 3/20/2025 (link will be provided via Cookie Communications)
- **Paper Push:** 3/21/2025 - 3/23/2025

Provide Regional Entrepreneurial Program Team with any requested documentation (i.e. Bank Statements, Booth Calculators, Outstanding Debt paperwork. Regions may require a Paper Push appointment -- check with your Regional Team with any questions regarding these deadlines.


Top Sellers

NEW THIS YEAR!

Council Top 21 Sellers for BOTH the 2024 Fall Program and the 2025 Cookie Program will be invited to a separate Recognition Event scheduled for 6/21/2025!

Using Troop Proceeds:

All of the proceeds from the Girl Scout Cookie Program are used to benefit Troops and it's girl scouts within our local council. This revenue is used to fund major council initiatives like supporting and building membership, creating and sustaining innovative girl programming, maintaining and improving camp properties, providing volunteer training and offering a platform that allows troops' funding for trips, activities and community service projects.



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

girl scouts 
of san gorgonio

