



# Cookies 101

A guide to the  
2021 Girl Scout Cookie Program  
for leaders and volunteers.

**Girl Scouts of Southwest Indiana**

5000 E. Virginia St, Ste 2

Evansville, IN 47715

(812)421-4970

[girlscouts-gssi.org](http://girlscouts-gssi.org)

# Welcome to the 2021 Girl Scout Cookie Program!

To our volunteers:

THANK YOU!

As a cookie volunteer, we know you work hard and give so much during Girl Scout Cookie season to ensure girls' success, so thank you! We truly appreciate your lead taking, logistics crushing, mountain moving, make-it-happen-no-matter-what spirit and we know we can't do this without you.



When you support girls as they run their very own cookie businesses (through the largest entrepreneurial program for girls in the world!), you're playing a key role in powering unique experiences for them and their troops all year long. You're also making it possible for them to learn essential life skills that will set them up for a lifetime of leadership, success, and adventure. Because success is the Girl Scout way, and the cookie program would not be as effective as it is without your undying passion, dedication, and hard work. That's a fact!

So when you feel tired, a little overwhelmed, or even ready to quit, please know that we see you and we appreciate you; what you're doing for the girls in our community is meaningful and long-lasting. It is mentors like you who make sure your girls' G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>TM</sup> spirit continues to shine bright—not just during cookie season but all year!

**Please be aware that based on any updated COVID-19 restrictions, GSSI may need to alter this guide for safety. Council will communicate necessary changes to all participants and volunteers throughout the program.**

## IMPORTANT CONTACT INFORMATION

### My Council Office

Girl Scouts of Southwest Indiana (GSSI)  
5000 E. Virginia Street, Suite 2  
Evansville, IN 47715  
(812) 421-4970  
www.girlscouts-gssi.org

### Cookie Email

cookies@girlscouts-gssi.org

### Smart Cookies

(Support available 24/7)  
www.abcsmartcookies.com  
1-800-853-3730  
ABCtech@westonfoods.com

### Service Unit Cookie Chair

Name:

Phone:

Email:

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# WHAT'S NEW! AT-A-GLANCE

## NEW Cookie – Toast-Yay!

A new Girl Scout cookie joins the lineup for the 2021 season. Toast-Yay!™ is a French toast-inspired cookie dipped in delicious icing and full of flavor in every bite. Reminder: The Toast-Yay! replaces the Girl Scout Thanks-A-Lot cookie for the 2021 season.



## NEW Package Pricing

To maintain and expand our high-quality programming and services for girls and adults, the price for cookies has been increased by \$1.00; core cookies (Thin Mints, Peanut Butter Patties, Peanut Butter Sandwich, Caramel deLites, Lemonades, Shortbread, S'mores, and Toast-Yay!) are \$5.00/package, and Gluten-free Caramel Chocolate Chip are \$6.00/package. This price increase is based on increased production costs from the bakery, feedback for increased troop profits, subsidized shipping expenses, credit card processing fees, and increased expenses to provide outstanding girl programming. Gluten-free Caramel Chocolate Chip price reflects the added costs of production of the cookie being certified by the Gluten-free Certification Organization and baked in an audited gluten, nut, and soy-free bakery.

## What does this mean for troops?

With the price increase, girls and their troops will be able to earn more funds to power their Girl Scout experience via the tiered proceed plan with an average increase of 18%. The Troop Status Bonus tiered structure is also available as additional funds for the troops. For more information, see the [2021 Girl Scout Cookie Price Increase Frequently Asked Questions](#) document.

## *Why is my support of the cookie price increase important?*

The price increase is a good thing, and it should be shared in a positive manner. Statistics show that the price of cookies is not a negative factor in terms of revenue generated through the program; however, how the price increase is communicated will affect sales. **Plus, there are so many positives like the fact that the girls will see an increase in the funds they receive that will further aid them in their Girl Scout journey.** Our goals are to continue elevating the many positive benefits of the Girl Scout Cookie Program and increasing girl participation in 2021. With your support, we are confident that we can positively address the cookie price increase and achieve these goals!

## NEW Credit Card Payments

New for 2021, GSSI is now accepting credit/debit card payments for girl delivery, direct sale, and booth sales via the Smart Cookies website or Smart Cookies Mobile. (App available for Android & iOS.) GSSI will pay for all credit card fees accrued through Smart Cookies. Girls must have access to a computer or mobile device with an internet connection in order to accept card payments.

## NEW Direct Ship Online Order Recognitions

Girls who have online direct ship sales of 12+ packages will earn the Online Patch, for 75+ packages girls will earn the Amazing Socks, and girls who sell 175+ packages will earn a Be Amazing Cross Body Bag. A top prize will be awarded to the girl with the most online, direct ship sales. All direct ship online cookies purchases count toward the girl's total orders and online orders placed by January 10 will count toward the pre-sale totals and early recognitions. Note: Girls must register for a Smart Cookies account in order to sell online.

## 50% Off Shipping for Orders of 6 or More Packages

Shipping is charged on all online direct ship orders, but GSSI will pay 50% of the shipping cost for direct ship orders starting at 6+ packages.

# COOKIE RESOURCES

## Information Documents & Forms

Each of the documents listed below are available on our website at [girlscouts-gssi.org](http://girlscouts-gssi.org) under [Cookies->For Cookie Volunteers](#).

- [Cookie Permission & Responsibility Agreement](#) Form must be signed by legal guardian of each girl member participating. Forms are due to GSSI by December 1. Forms may be scanned and emailed to [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org). Please keep original copy for your files.
- [Cookie Order Card](#) Hard copies are included in troop packet and additional forms are available with your SUCC and the council office
- [\(T1\) Troop Worksheet](#) Optional, may use to prep for Smart Cookies entry
- [\(T5\) Troop Rewards Worksheet](#) Optional, but may be required by your SUCC. Allows you to gather individual girl recognition information.
- [\(C1\) Council Owes Troop Form](#) Final Troop Report, if applicable, for end of program
- [\(D1\) Delinquent Girl Cookie Account Form](#) Final Troop Report, if applicable, for end of program
- [\(D2\) Delinquent Troop Account Form](#) Used by SUCC for troops missing funds or missing troop final report form
- [\(D3\) Troop Owes Council Form](#)
- [2021 Cookie Program At-a-Glance for Girls and Families](#)
- [Opt Out Form](#) (for Junior, Cadette, Senior, and Ambassador Troops ONLY)
- [Safety Activity Checkpoints](#) (Product Sale)
- [2021 Girl Scout Cookie Price Increase Frequently Asked Questions](#)

## Training Information & Links

### GSSI Cookie Training

All Troop Cookie Volunteers must complete GSSI's cookie training every year. GSSI offers specific training for new and returning cookie volunteers. All cookie training documents and videos are also available on GSSI's website at [girlscouts-gssi.org](http://girlscouts-gssi.org) under [Cookies->For Cookie Volunteers](#).

### GSSI Smart Cookies Training

ABC Smart Cookies software training is required for ALL cookie volunteers. Trainings are held in December to ensure a smooth initial order process.

### NEW! Smart Cookies Credit Card Training Videos

Training for credit card acceptance in Smart Cookies is available on our website [girlscouts-gssi.org](http://girlscouts-gssi.org) under [Cookies->For Cookie Volunteers](#).

## ABC Smart Cookie Training Resources

ABC Bakers offers Smart Cookie a variety of training videos for girls/families and volunteers under the Safety & Training tab on the Smart Cookies homepage. A list of training videos is also available on the GSSI website at [girlscouts-gssi.org](http://girlscouts-gssi.org) under [Cookies->For Cookie Volunteers-> Training Resources](#).



# TROOP COOKIE VOLUNTEER ROLES & RESPONSIBILITIES

## TROOP COOKIE VOLUNTEER JOB DESCRIPTION

The Troop Cookie Volunteer organizes and carries out the troop's product sales. The Troop Cookie Volunteer will assist with individual and troop goal setting, product ordering, pick-up and delivery, and the gathering of monies to submit to Council for payment.

**Reports to:** Service Unit Cookie Chair (SUCC)

### Qualifications:

- Registered and approved volunteer
- No outstanding debt and approved to handle money
- Prior to receiving program materials, complete paperwork and training for the position
- Functioning email address, checked frequently
- Computer access to Smart Cookies
- Organized and attentive to deadlines



### What you'll do:

- Attend training, review printed guide (Cookies 101), and use Smart Cookies to stay up to date on program requirements and deadlines
- Present the opportunity to participate in the 2021 Girl Scout Cookie Program to all eligible girls
- Train families and girls on the cookie program and provide support to them as needed
- Collect completed and signed permission slips from all participating girls before distributing program materials
- Use Smart Cookies to manage girl orders and rewards, schedule booth sites and track girl payments and troop sales
- Submit troop initial cookie order, reward order, and choose delivery location and time in Smart Cookies
- Manage the pick-up, storage, and distribution of troop's cookie delivery
- Distribute cookies and rewards to girls promptly
- Allocate cookies and submit annual reward order in Smart Cookies
- Keep and maintain accurate program records for the troop

### Financial Responsibility:

As the Troop Cookie Volunteer, you agree that all product and girl rewards received during the Cookie Program are your responsibility. You accept that you are personally liable for all monies, products and girl rewards received by you or on your behalf, whether or not said monies, products and girl rewards are lost or stolen. You understand that if you are unable to meet the above requirements, you will not be asked to return in this volunteer capacity.

## Cookie Program Preparation Checklist

- Attend GSSI Cookie Training (online or in-person)
- Attend GSSI Smart Cookies Platform Training (online or in-person)
- Meet with Service Unit Cookie Chair (SUCC) to receive troop cookie materials and sample cookies. Supplies are typically distributed at a monthly Service Unit Meeting.
- Set the dates you want initial orders and money turned into you and add those to each girls' paperwork (Initial orders are due to troop no later than January 12 and money is due no later than January 9)
- Make sure all girls are registered members and have a Cookie Permission Form on file at the council
- Designate a spot for troop cookies to be delivered, sorted, and distributed from, plus, store any cookie booth product
- Set a troop cookie goal and decide what activities you will do with the proceeds
- Have each girl set an individual sales goal and remind the girls about early recognitions, online direct sales recognitions, and Goal Getter patches
- Hold a Family Cookie Meeting

# FAMILY COOKIE MEETING INFORMATION

## What is a Family Cookie Meeting?

New and returning troops are encouraged to have a parent meeting specifically about the Girl Scout Cookie Program before the program begins on December 11. Families who understand the importance of the Cookie Program give it their full support and help their girls succeed. As the Troop Cookie Volunteer, you play a key role in communicating the importance of the program and in getting family buy-in. As a girl-led organization, we recommend the girls attend the meeting, and their input should be considered.

## Why hold a Family Cookie Meeting?

At your family meeting it is important to share the benefits of their girl participating in the cookie program.

The Girl Scout Cookie Program supports all girls in Girl Scout of Southwest Indiana's council and makes it possible to provide girl programs, low-cost council events, training, resources, and support for volunteers.

The Cookie Program powers new and valuable experiences for girls and teaches them these five essential leadership skills:

1. **Goal Setting:** Girls set sales goals and make a plan to reach them.
2. **Decision Making:** Girls decide how their troop will spend program proceeds.
3. **Money Management:** Girls learn how to run their own cookie business by taking orders, handling money, and creating budgets.
4. **People Skills:** Every new customer a girl meets is an opportunity to gain experience working with all kinds of people.
5. **Business Ethics:** Girls are encouraged to be responsible and honest at every step of their cookie-selling journey.

## Target Outcomes of a Family Meeting

- Girls and families understand the importance of the Cookie Program
- They understand all the program procedures
- You secure needed assistance
- You have your troop and individual goals set
- You have completed paperwork from all families and they have their cookie program packet

## Family Cookie Meeting Outline

The following is a guide for topics to cover during your meeting.

### INTRODUCTION

Introduce yourself and any other volunteers helping with the cookie program. Share contact information and hours of availability.

### PAPERWORK

Pass out paperwork to each family, each packet should include:

- 2021 Cookie Program At-a-Glance for Girls and Families
- Order Card
- Guide to Recognitions Sheet
- Money Envelope



# **FAMILY COOKIE MEETING INFORMATION** *continued*

## *FAMILY MEETING OUTLINE CONTINUED*

### **COOKIE PROGRAM BASICS**

- Cookie program start and end dates (December 11 – March 7)
- Initial Orders are DUE no later than January 12 and money is DUE no later than March 9
- Cost of cookies and where the proceeds go ([Reference NEW 2021 Girl Scout Cookie Price Increase – Frequently Asked Questions](#))
- Point out the Five Essential Leadership Skills achieved through the Cookie Program
- Smart Cookies website ([www.abcsmartcookies.com](http://www.abcsmartcookies.com))
- Opt Out Option: Junior, Cadette, Senior, and Ambassador level troops may OPT OUT of receiving recognitions and cookie dough to receive additional per package profits. Note: The entire troop (every girl) must choose to Opt Out. Troops that opt out will receive earned patches only. Opt Out forms must be submitted to GSSI by January 10.

### **GOAL SETTING**

- Discuss the troop goals and individual girl goals

### **COOKIE SELLING** (Reference 2021 Cookie Program At-a-Glance for Girls and Families)

- How to use the order card, initial order dates (December 11 – January 10), and early recognitions
- Remind families girls should continue selling even after their initial order is turned in to reach higher goals (January 10 – March 7)
- Booth sales – when, where, and how families can help
- Online selling through Smart Cookies
  - How to sign up
  - How to send eCards
  - How to create your own marketing video
  - Remind parents/guardians to include any online girl delivery orders on the order card!

### **MONEY AND PRODUCT MANAGEMENT INFORMATION**

Discuss the following up front so there are no surprises later!

- Be clear when the money is due to the troop
- What payment will be accepted (credit/debit cards through Smart Cookies, checks written out to Girl Scouts, cash)
- Discuss how you will distribute the cookies to each family and if you need help picking up the order and/or sorting the orders
- Remind the group that money earned is troop money, not an individual girl's money
- When picking up or paying for cookies, the Troop Cookie Volunteer must give a receipt
- Families are responsible for counting their inventory before receiving it
- Cookies cannot be returned once they are signed for
- Any girls with outstanding funds as of March 18 will be turned into the council for collections. Girl recognitions and/or troop proceeds will be withheld until payment is received in full.
- Store your cookies in a safe spot – you are still responsible for them even if they become unsaleable

# SMART COOKIES



Smart Cookies is a platform that allows girls, councils, and volunteers to seamlessly manage every aspect of the cookie business from a smartphone, tablet, or computer. Sign in daily to monitor progress, connect with the community, and find helpful resources to support success.

In mid-November, GSSI will upload all girl members in the Smart Cookie system. Please check Smart Cookies to ensure all your troop girls are uploaded before the program begins on December 11. \*NOTE: If a registered girl joins your troop after the upload or after December 11, contact your SUCC. She/he will add the girl to your Smart Cookies Roster. Remember – only girls who are registered Girl Scout members and have a Cookie Permission on file can be uploaded into Smart Cookies

## How to Get Started

To get started in Smart Cookies, look for an email invitation from [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) and complete your registration for the troop account. Your Username will be your email address and you may pick a password of your choice. (NOTE: Girl Smart Cookies accounts CANNOT use an email for their username.)

## Entering Initial Orders

Date Reminders: Initial orders are DUE to the troop no later than **January 12** and ALL initial orders, early recognitions, and Goal Getter Patches should be uploaded into Smart Cookies no later than **January 15**. \*NOTE: One of the recognitions is a t-shirt – be sure to get girl t-shirt sizes before you begin your initial order entry into Smart Cookies! Note: Smart Cookies will calculate early recognitions for you; however, you will need to enter Goal Getter patches, if applicable. See next section for instructions.

### To enter initial orders:

1. Log into your Smart Cookie account at [www.abcsmartcookies.com](http://www.abcsmartcookies.com).
2. Once on the main dashboard, hover your mouse over the ORDERS tab, click TROOP INITIAL ORDER.
3. Click on the GIRL icon on the far left next to each girl's name or click the down arrow on the far right – each girl's individual variety grid should appear.
4. Enter the total number of packages by variety ordered for each girl. Repeat this step for each girl until all girl orders have been entered.
5. NOTE: Initial orders will be rounded up to full case quantities. (The additional packages represented at the bottom of the order grid are the packages in every variety that have been automatically added to round up to the nearest case.)
6. Booth Orders during Initial Order: You can enter your cookie booth cookies on your initial order to ensure varieties and totals. This is optional; however, helpful if you have a cookie booth the first week cookies are delivered.
7. After the last girl's order, you may enter your additional cookie booth order.
8. The total of the troop's initial order is shown in dollar amount, in total packages, and total case quantity at the bottom of the initial order page.
9. Click the SAVE box to save your order.
10. Select the delivery station and click SAVE to complete the initial order process.
11. IMPORTANT NOTE: You have the option to edit any part of the order up until the troop order due date (January 15), which is listed in red at the top of the initial order screen.)
12. If your order is complete, you can slide the "Ready for Review" button to the right. This will alert your SUCC that your order is complete and ready for processing. IMPORTANT: Once you place your order in "review status" you cannot edit your order.



# SMART COOKIES

*Entering Initial Orders, continued*

**ONLINE TRAINING OPTION:** Go to the ABC Bakers YouTube page for a step-by-step guide to initial orders at <https://www.youtube.com/watch?v=Bqe-m5uJ5Mo>

## Entering Early Recognitions and Goal Getter Patches

Any girl who sells 180+ packages by January 10 will earn the small plush honeybee. Any girl who sets a goal will receive the Goal Getter Patch. Both items are delivered with cookies in February.

### To order Goal Getter Patches

Smart Cookies will calculate and order the honeybee for any girl with 180+ packages, but you will need to order the Goal Getter Patch for any girl that set a goal.

1. After you enter your initial orders, go the main Dashboard. Click on the REWARDS tab and then click Recognition Order.
2. Click Select Recognition Order and then click EARLY.
3. Click on the > next to UNREAD to proceed.
4. Click on EXTRAS to order the Goal Getter Patch. A picture of the Goal Getter Patch will display. Click on the box to order the patch. You do not need to place a number, just click the box so a check mark appears.
5. Click SAVE to order the patch. You will need to repeat this process for each girl that set a goal.

**ONLINE TRAINING OPTION:** Go to ABC Bakers' YouTube page for a step-by-step guide to entering recognitions at <https://www.youtube.com/watch?v=iaFQyj-2wsc>.

\*Once you have entered your initial order and created your early recognition order, its good practice to contact your SUCC so she/he can begin checking your work and completing your order.

## Allocating Booth Cookie to Girls through Smart Booth Divider

Troop Cookie Volunteers have the option of going into Smart Cookies and utilizing the "Smart Booth Divider." This tool allows you to automatically distribute/allocate cookie sales to each girl who participated during a booth sale. It can even allocate cookies based on hour(s) worked.

**ONLINE TRAINING OPTION:** Go to the ABC Bakers YouTube page to see step-by-step directions at <https://www.youtube.com/watch?v=ybllXRJII0>.

## FINANCIAL TRANSACTIONS

The Financial Transactions Page will show all financial transactions associated with a troop. All deposits need to be entered into Smart Cookies.

1. Go to the main dashboard and click the Finances tab, then Financial Transactions.
2. There are two ledger tabs listed at the top that the volunteer can use to document the finances received, one for Troop Transactions and one for Girl Transactions.
3. The troop transactions are documented on the Troop Dashboard. The Financial Summary section has the total troop deposits listed.
4. The girl transactions are documented on the Troop Dashboard. The Sold by Cookies section has the girls listed. The volunteer will locate the girl's name, click the 3 dots on the far right. Click View Girl, the individual girl's information will appear showing the amount paid from her.

**ONLINE TRAINING OPTION:** Go to ABC Bakers' YouTube page to see step-by-step directions at <https://www.youtube.com/watch?v=qPFYcbrkVmc&t=100s>

# COOKIE DELIVERY INFORMATION

## COOKIE DELIVERY TO TROOP

Cookies are delivered to the designated locations the week of February 8-11.

This delivery will include the following:

- Cookies from your initial order through Smart Cookies (if you included booth cookies in your initial order, these will be included in the delivery as well)
- Bank Deposit Slips
- Receipt Books
- Goal Getter patches
- Early Recognitions

Your SUCC will alert you of your cookie delivery location and times available for pick-up. Before pick-up, make sure you have a dry, safe, and sanitary location to drop and sort your troop's cookie orders. Consider what kind of vehicle(s) you may need to pick up your order; the ENTIRE ORDER must be picked up during your designed time slot.

Please note: Children are not permitted on/at the cookie loading dock, for safety purposes. If you have children present, please keep them in the car while loading. If bringing a trailer, it must be covered to ensure product is kept safe and dry.

## Here is an estimate of how many cookies different vehicles may hold:

Sedan = 35 cases

Minivan = 60 cases

SUV = 60 cases

Full-Size Van w/ no seats = 200 cases



## COOKIE DELIVERY TO GIRLS

Once you've picked up your troop's initial cookie order you will need to take them to a dry, safe, and sanitary location to drop and sort the cookie orders. Sort each girl's order according to her original order card. (If you kept the order cards make sure you return them to the girl during pick up.) Once sorted, you will need to schedule convenient pick up times for your troop families.

### During Cookie Pick Up:

- Ask the adult picking up to count the cookie order with you and verify it is correct.
- Complete a receipt that details the varieties and quantity of cookies.
- Each designated adult must sign the receipt when picking up the girl's order. (You keep the white copy and hand them the yellow.) Retain the white copy for your file.
- Reminder: Once the designated adult signs for the cookies and takes the order he/she becomes liable for the product. Cookies cannot be returned once signed for.
- Be sure to give each family a money envelope (Include money DUE DATE on the envelope) and their original order card (if you have it) at the time of pick up.
- You may give the girl her Goal Getter Patches and Early Recognitions, if applicable, at this time; however, some cookie volunteers prefer to wait until all money has been turned in.
- Remind the family of any upcoming date expectations and any upcoming booth sale opportunities. (GSSI recommend creating a hard copy flyer with troop-specific dates and times.)

# ORDERING ADDITIONAL COOKIES (for booth/direct sales)

## FRIDAY COOKIES

Friday Cookies is a program through GSSI that allows troops to check out additional cookies for booth sales with the benefit of returning them, if unsold. Friday Cookie Orders may be returned if they are full, unopened cases.

**FRIDAY COOKIES DATES FOR 2021 ARE FEBRUARY 12 AND FEBRUARY 19.**

### How to Order Friday Cookies:

- You may order [online](#) or call the council office at (812) 421-4970. Orders must be in by 4:00 pm CST on the Wednesday before the Friday date of choice.
- Friday Cookie orders are limited to a total of 40 cases. If you need more than 40 cases, contact the Product Sales department at [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or (812) 421-4970.
- When ordering, you must provide a pick up time between 8:00 am – 4:00 pm CST. Pick up times are every 15 minutes. (Note: Only two pickups per time slot. GSSI Staff will let you know if your preferred time is full.)

### How to Pick Up Friday Cookies:

- Friday Cookie orders may only be picked up on the designated Friday at your appointed time.
- Pick-up location is Belmont Moving and Storage, 2825 Maxx Road, Evansville, IN 47711.

### How to Return Unsold Friday Cookies:

- Cookies must be in unopened, full cases and must be in the same condition and variety that you checked out originally. (Cookies from initial troop order cannot be returned.)
- Friday, February 12 Cookies must be returned to the GSSI Office on Monday, February 15 by 5:30 pm CST.
- Friday, February 19 Cookies must be returned to the GSSI on Monday, February 22 by 5:30 pm CST.

## COOKIE CUPBOARDS

GSSI provides cookie cupboards in Vanderburgh, Daviess, Dubois, Knox, and Perry counties from February 8–March 7. Cookie cupboards provide additional cookies to troops for booth sales and/or additional customer orders. It is best practice to call and place your cookie order before you come to the cupboards. This will ensure your requested varieties and availability.

### COOKIE CUPBOARD INFORMATION:

- Most varieties will be available at the cookie cupboards for about two weeks after the initial delivery. After that, certain varieties may be limited.
- Contact the cupboard prior to pick up to confirm varieties and reserve your cookies.
- Orders placed with the cookie cupboard must be picked up within 24 hours of the call.
- Once cookies leave the cupboard, they are not returnable or exchangeable without prior approval from the Product Sales Director.



### Council Cookie Cupboard:

GSSI Council Office  
5000 E. Virginia Street, Suite 2  
Evansville, IN 47715  
(812) 421-4970

### Hours of Operation: (all times CST)

- Mondays, Wednesdays, and Thursdays: 9:00 AM–5:30 PM
- Tuesdays: 9:00 AM–6:00 PM
- Fridays: 9:00 AM–5:00 PM
- Saturday, February 13, 20, and 27: 8:00 AM–12:00 PM
- Saturday, March 6: 8:00 AM–2:00 PM

*Note: The Daviess, Dubois, Knox, and Perry County cupboard days and times of operation will vary and will be communicated by your SUCC.*

# COOKIE BOOTH INFORMATION

## COOKIE BOOTH SALES

A cookie booth sale is a direct sale where you partner with a local business and set a day and time to sell cookies to their customers coming in and out of their shop/business. Booth sales are conducted by troops or groups. Individual girls and families do not conduct booth sales.

### HOW TO PLAN FOR A COOKIE BOOTH SALE:

- Be sure to set your troop sales goal and what you'd like to do with the proceeds. A cookie booth can help you, as a group, reach to your goals.
- How do you get booth cookies? During the initial order process you may order extra cookies for your cookie booth (specific instructions for adding extra booth cookies is located in the "Smart Cookies" section), you may call a cookie cupboard to reserve and pick up booth cookies, or you may utilize GSSI's Friday Cookies option.
- Determine dates, times, and locations that work best for your troop and schedule your booth sales. (More information follows on the types of booths and how to schedule each kind.)

## Council-Sponsored Cookie Booth Lottery

Some cookie booth locations are obtained, organized, and scheduled by the council (Walmart, Sam's Club, Joann Fabrics, etc.). These booths are scheduled through GSSI's booth lottery. All council-sponsored cookie booth sale times and locations will be awarded to troops via a cookie booth lottery on Smart Cookies. There will be an allotted time frame to sign up for GSSI's Booth Lotteries; time frame will depend on your stores of choice. There will be a cap on number of booths that may be reserved for each troop during the lottery process.

### How to sign up for GSSI's Cookie Booth Lottery in Smart Cookies

1. Login to Smart Cookies
2. The Council has pre-populated the time frame for when Lottery Booths can be requested. When the time for the lottery begins, select the location. Purple locations are the ones available for the lottery.
3. Once location is selected, click on the desired month and date. Repeat the same steps for all desired locations. There is a maximum number of lottery selections that will be saved.
4. My Reservations will show all lottery requests and email notifications will be sent from Smart Cookies to the troop's contact email address confirming the booth assignment after the lottery has been completed. If a troop did not receive a booth assignment, the lottery request will fall off of My Reservations.
5. Smart Cookies will automatically show your lottery booth reservation on "My Reservations."
6. If the lottery is not completely booked during the open time frame the open slots become first-come-first serve for all troops that may be interested. There will be a cap on number of booths that may be reserved.
7. Smart Cookies will automatically show your first-come-first serve booth reservation on "My Reservations." You do not need to enter lottery booths in Smart Cookies manually.

ONLINE TRAINING OPTION: Go to ABC Bakers' YouTube page to see step-by-step directions for using the GSSI Booth Lottery at [https://www.youtube.com/watch?v=aaaClqLs\\_8o](https://www.youtube.com/watch?v=aaaClqLs_8o) or go to <https://www.youtube.com/watch?v=v4yqIzfx0ZA> for directions for scheduling a First-Come-First Serve Booth.



# COOKIE BOOTH INFORMATION

## TROOP-SECURED COOKIE BOOTHS

Small, local businesses can be contacted by troops directly. Troop will need to get permission from the business, as well as, the date and time of the booth in writing from the venue. Locations to consider: grocery stores, beauty shops, banks, fitness clubs, retail stores, gas stations, churches, sporting events, specialty stores, etc. **IMPORTANT: Cookie booths may not be set up in front of locations/business where girls cannot legally enter/patronize (examples: Liquor stores, bars, etc.).**

All troop secured booth information must be entered into Smart Cookies for council approval. Entering into Smart Cookies also adds your booth to the online Girl Scout Cookie Finder, a website and app that enables customers to search for cookie sales near a specified location. (And helps increase your sales!)

### How to enter troop secured booth into Smart Cookies:

1. Click on Booth tab and select Troop Secured Booths
2. Complete the booth information (Required fields are marked with red asterisk) and click save
3. Select Request Appointment Time and choose the date and start/end times for your booth and click save (For multiple times, repeat these steps.) This completes your request.
4. To check the status of a your request: Click Booths – My Reservations. Booth will show pending status until council approves. You will receive an email from Smart Cookies once your booth is approved or denied. (If not approved, the Product Sales Director will contact you.)

### MORE INFORMATION ABOUT TROOP SECURED BOOTHS

- Some businesses require proof of insurance. Contact [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or (812) 421-4970 to request this information; please allow two (2) weeks for request processing.
- NOTE: Do not call radio/TV stations or newspapers regarding your booths. GSSI's media team submits press releases and schedules media appearances on multiple news outlets across the council area throughout the entire cookie program.

**ONLINE TRAINING OPTION:** Go to ABC Baker's You Tube page for a step-by-step guide to sharing your cookie booth on social media at [https://www.youtube.com/watch?v=h6x5O\\_yJ1Uo](https://www.youtube.com/watch?v=h6x5O_yJ1Uo).

## CONDUCTING A COOKIE BOOTH SALE

### Cookie Booth Safety Guidelines & Procedures

Ensure that all booth volunteers have reviewed the following safety guidelines before your booth sale!

- Make sure you have an updated troop roster on-site and off-site with emergency contacts.
- There should be 2-4 girls and at least 2 adults present at a booth sale at all times. All girls and at least one adult present must be registered for the 2020-2021 Girl Scout year to participate in Girl Scout booth sales. Tip: For larger troops, schedule girls to participate for shorter periods of time so that every girl has the opportunity to participate.
- Never leave girls alone and unsupervised at a booth sale - there should ALWAYS be two adults present and engaged.
- Locate and show the girls where the approved restrooms are in the facility. Some locations do not have or do not allow public use of the restroom. Do not ask for exceptions.
- Girls should always use the buddy system when leaving the booth during the sale
- Only registered Girl Scouts and volunteers may be at the booth. (No family, friends, or pets, please.)
- Only sell Girl Scout Cookies at cookie booths, do not bring any other items for sale.
- Smoking is not permitted anywhere near a cookie booth.

# COOKIE BOOTH INFORMATION

## COOKIE BOOTH SAFETY GUIDELINES & PROCEDURES CONTINUED

- If someone takes money or cookies, DO NOT attempt to physically retrieve the stolen items and DO NOT allow the girls to do so. Instead, get a good description of the offender(s), call 911 and alert store security (if available). Make sure the girls know what to do in the case of theft. Keep the girls in a safe location until parents/guardians pick them up.
- In the case of an incident where you or your girls feel threatened, or money/ product is stolen, call 911 immediately and then call the council emergency number (812) 484-6806. An Incident Report will also need to be completed and submitted to the council office. Incident Reports are found under Resources tab at [www.girlscouts-gssi.org](http://www.girlscouts-gssi.org).
- If approached by an individual challenging the Cookie Program or Girl Scouting in general, adults are asked to not engage in debate. Refer the individual to *GSSI's Answering Difficult Questions Sheet* or ask them to contact the council office to discuss the matter further at (812) 421-4970 or [support@girlscouts.gssi.org](mailto:support@girlscouts.gssi.org).
- Remember! Girl Scouts should always behave in a manner appropriate to a public place. Adults are responsible for the actions of themselves and the actions of the girls. Failure to do so may jeopardize the troop's ability to participate in future booth sales. Location managers have the right to ask anyone participating in a booth sale to leave. Troops are to leave without comment if asked to do so. Adults should immediately report the incident to their SUCC, who will in-turn contact GSSI's Product Sales department.



## COOKIE BOOTH SALE BEST PRACTICES

- Before the date of the booth, be sure to assign shifts and duties to girls and volunteers
- If accepting credit cards, ensure that girls and volunteers have completed the Smart Cookies Credit Card training and a computer or mobile device with an internet connection is available
- Arrive no more than 10 minutes before your shift. If there is a troop scheduled before you, they are allowed to sell until the end of their time slot. Please do not begin selling before your time slot.
- Bring cookies of all varieties.
- Count your cookie inventory before the sale begins.
- Girls should wear Girl Scout clothing, uniform, etc. to identify them as Girl Scouts.
- Bring a cash box with one, five, and ten dollar bills. (Be mindful of the money box. Whereas girls should be encouraged to accept payment and make change, an adult should be carefully watching all financial transactions.)
- Be polite when asking customers to buy cookies – remember you represent the Girl Scout movement.
- GSSI recommends periodic cash pick-ups by an off-site registered adult/troop leader if the booth is functioning for long periods of time and/or sees a high-volume of sales to detour theft.
- Thank the business before you leave; girls can even send a card to the business.
- Be sure to clean up the area when you are finished; do not leave cardboard cases.
- NOTE: If two troops show up to the same location, please work it out as Girl Scout sisters. Do not involve store management.

## COOKIE BOOTH INFORMATION

### TIPS FOR A FUN & SUCCESSFUL COOKIE BOOTH SALE!

- Check out cookie costumes for girls to wear during the sale! Reserve costumes with the council office by calling at (812) 421-4970.
- Work with girls to write and practice their cookie pitch so they are comfortable with approaching customers and speaking to them about cookies
- Participate in the Bling Your Booth contest!

### BLING YOUR BOOTH CONTEST

- Attract more customers by creating a fun and eye-catching cookie display! We encourage girls to use their imagination and creativity to make their booths unique with our Bling Your Booth Contest.
- Troops enter by submitting pictures of their booth creation, and the winners are selected by vote on the GSSI Facebook page. Dates & details for submissions will be shared in January on Facebook and in the *On My Honor* e-newsletter

## SOCIALLY DISTANCED COOKIE SALES

### VIRTUAL BOOTHS

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

#### Here's how Virtual Booths work:

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

- Remember: Girls should review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families at [girlscoutcookies.org/digitalmarketingtips](http://girlscoutcookies.org/digitalmarketingtips).
- Invite girls (with proper supervision) to go live on Facebook or Instagram to reach large numbers of potential customers.
- Set up a Facebook event! Setting up a Facebook event is easy and gives girls a chance to practice some tech-savvy business skills. How to create a Facebook event:
  - On the left menu of your Facebook feed, click + Create Event and choose Private or Public. If you create a Private event, only invited guests will see your event.
  - Fill in the event name, location, date, time and description. You can choose a specific date and time to host a "live" virtual booth, or a date range when you'll be responding to requests.
  - Customize your event page with a fun cover photo
  - Click Create. You'll be taken to your event where you can invite guests, share posts and edit event details.
- Encourage your girls to get creative and have fun! This might mean creating flyers, writing sidewalk chalk messages, or by uploading a video.

# SOCIALLY DISTANCED COOKIE SALES

## NO-CONTACT DELIVERY OPTIONS

- Communicate customers to determine where they would like their cookies dropped off.
- Knock on the door and leave the cookies. Then back up 10 feet, have the customer take their cookies and leave payment. Collect payment no less than 6 feet away from customers.
- Consider scheduling trunk pick-ups at a central location and scheduling customer pick-up times to minimize the number of people there at once.

## SET UP A COOKIE DRIVE THRU

- Give customers a convenient way to get their cookies by setting up in parking lots and offering a “drive thru” service.
- Work with local businesses to secure a safe location and collaborate on advertising your drive thru, including on social media.
- Share your drive thru location with your community and invite individuals to visit your drive up location while keeping a safe distance.
- NOTE: Your Cookie Drive Thru should follow the same rules and expectations of a traditional cookie booth.



# BANKING PROCEDURES

## BANKING PROCEDURES & BEST PRACTICES

- Ask customers to make checks payable to “Girl Scouts.”
  - NOTE: There will be a fee to the check writer for any returned checks.
  - GSSI will assume all NSF fees for checks deposited into the GSSI cookie bank account.
- IMPORTANT: Encourage participating families to turn in cash and checks to you at least weekly. As the Cookie Volunteer, you will want to make deposits often to help eliminate potential loss, theft, and bounced checks due to length of hold.
- Always give a receipt to the girl/family when cookie money is collected.
- You may deposit into GSSI cookie accounts at German American Bank, Fifth Third Bank or First Federal Savings Bank. The SUCC will provide GSSI Cookie Account Deposit slips to you; more are available at the council office.
- Utilize the Troop Balance Summary Report in Smart Cookies for a running total of money due to council.
- Keep all bank deposit receipts; these receipts will be turned in to the council office at the end of the sale with your final paperwork. Be sure to write your troop number on all GSSI cookie account bank deposit tickets and receipts.
- NOTE: You must record all GSSI Cookie Bank Account deposits into Smart Cookies. See the Smart Cookies section of this document for more details.
- All money collected **except** Troop Proceeds should be deposited into the GSSI Cookie Bank Account. Deposit troop earned proceeds into your troop bank account.
- **DATE REMINDER: All money is due to the troop no later than March 9. Money is due to your SUCC with final paperwork by March 13.**



# END OF PROGRAM INFORMATION

## TROOP PROCEEDS

NOTE: Due to a \$1.00 price increase on cookies there is a per-package troop proceeds increase for 2021!

### Opt Out Option:

Junior, Cadette, Senior, and Ambassador level troops may OPT OUT of receiving recognitions and cookie dough to receive additional per package profits. Note: The entire troop (every girl) must choose to Opt Out. Troops that opt out will receive earned patches only. Opt Out forms must be submitted to GSSI by January 10.

### Individual Girl Scouts:

Individual sellers do not qualify for troop profits or bonuses due to IRS regulations. Girls who plan to sell as individuals are encouraged to team up with a troop – if the girl cannot find a troop to join for the cookie program the SUCC will help assign a troop.

### How to determine your troop average?

Divide the total number of packages sold by the number of girls selling. Determine your troop's per package proceeds using the chart below:

Troop Packages Sold Average	2021 Per Package Proceeds	Opt out per package proceeds increase	Opt out proceeds
Less than 100 packages	\$0.35	\$0.02	\$0.37
100-124 package	\$0.37	\$0.02	\$0.39
125-149 packages	\$0.43	\$0.02	\$0.45
150-174 packages	\$0.45	\$0.03	\$0.48
175-199 packages	\$0.46	\$0.05	\$0.51
200-249 packages	\$0.48	\$0.07	\$0.55
250 packages	\$0.49	\$0.09	\$0.58

## TROOP STATUS BONUS

Troops may be eligible for a Troop Status Bonus. Do not withhold this bonus from what is owned to the council to pay for cookies. A check will be mailed to the troop after final paperwork is verified. Please make sure troop leader home address is current with the council office. NOTE: Individual sellers cannot earn troop status bonus due to IRS regulations. Determine your troop's per package bonus using the chart below:

Troop Status	Average Packages Per Girl	Bonus Amount Per Girl
Champion Troop	250 packages/per girl average	\$20.00 per girl
Trailblazer Troop	200 packages/per girl average	\$16.00 per girl
Pacer Troop	175 packages/per girl average	\$14.00 per girl
Pioneer Troop	150 packages/per girl average	\$12.00 per girl
Super Troop	125 packages/per girl average	\$10.00 per girl
Banner Troop	100 packages/per girl average	\$4.00 per girl

# END OF PROGRAM INFORMATION

## DELINQUENT ACCOUNTS

It is the procedure of GSSI to work with all Troops and Service Areas to collect outstanding debt to the troop and/or council.

### If cookie money is not turned into the troop by the deadline:

- First, make every effort to contact the family and remind them the money is due.
- Before you close out your program in Smart Cookies, contact GSSI's Product Sales department at (812) 421-4970 or [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) to give notice of a delinquent girl.
- GSSI staff will adjust Smart Cookies with the missing uncollected cookie funds; however, you will need to make the adjustment on your final paperwork before you turn it into your SUCC.
- You and/or the troop do not need to take responsibility for the delinquent girl's cookies.
- GSSI will subtract the delinquent packages from your total sold and your troop will not be financially responsible for the delinquency.
- IMPORTANT: Fill out GSSI's D1 form (see page) You will need to include a copy of the girl's signed Cookie Permission Form and submit documents with troop final paperwork to the SUCC.

## TROOP FINAL REPORTS

You will receive a Troop Final Report Envelope from your SUCC with your cookie delivery. All final reports are due to your SUCC no later than March 13. **If your Troop Final Paperwork is submitted after March 13, receipt of recognitions and patches is not guaranteed.**

### Final Reports Directions:

Complete all information requested on the front of the envelope and enclose the following:

1. Troop Balance Summary Report from Smart Cookies. Go to REPORTS, click on CURRENT, in the Categories box click FINANCES, and click TROOP BALANCE SUMMARY. Click GO TO REPORTS and complete the information needed.

ONLINE TRAINING OPTION: Go to ABC Baker's You Tube page for a step-by-step guide to Smart Cookies Reports at <https://www.youtube.com/watch?v=Of2fp-Nj5ZQ>

2. (D1) Form and copy of Cookie Permission Form, if applicable (D1 Form is for delinquent girls)  
NOTE: If there is a delinquent girl in your troop, the Balance Summary Report must be re-run after the delinquent cookies are removed from your troop. GSSI Product Sales department must be notified to remove the delinquent cookies.
3. All bank deposit receipts – this is the receipt that the bank gives you after you make a deposit in the GSSI Cookie Bank Account. NOTE: Write your troop # on all bank deposit tickets and bank receipts.

If you accidentally overpay GSSI, the council will refund you once the overpayment is verified. Fill out the C1 Form located on the For Cookie Volunteers page on the GSSI website. You should also alert your SUCC that you overpaid. Refunds are processed and mailed no later than mid-June.

## END OF PROGRAM NOTES

- No cookies may be sold after March 8 without permission from GSSI. Contact the Director of Product Sales at [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or (812) 421-4970 prior to the March 8 deadline.
- A 2021 Cookie Program Survey will be emailed to all Troop Cookie Volunteers at the end of the program. This is great opportunity to share your experience and offer feedback to the GSSI Team. We appreciate your time and service to Girl Scouting!

# END OF PROGRAM INFORMATION

## RECOGNITION DISTRIBUTION

### Recognitions & Cookie Dough:

- Recognitions are shipped directly to the SUCC, who will distribute troop recognitions in mid-May to the Troop Cookie Volunteer.
- Please check your order received against your records in Smart Cookies.
- If you have any discrepancies, please notify the Product Sales department at [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or call (812) 421-4970 by June 15. Due to ABC Bakers' limited supplies, no adjustments may be made after June 15.
- Distribute recognitions to girls within one week of receipt unless you plan to give them out at a special ceremony. Be sure to alert families of recognition receipt date.
- Any undeliverable recognitions should be returned to the council office by June 5.
- Cookie Dough will be delivered to SUCC and will be distributed to troops with girl recognitions.



### Troop Status Bonus Check:

- All earned troop status bonus checks will be sent to troop leaders from the council office no later than mid-June. NOTE: Troops must be in good standing to receive bonus check.

## REFLECT & CELEBRATE!

Don't forget to take some time to reflect on the program with your girls while it's still fresh in everyone's minds. What went well? What could be improved on? Discuss what they each want to do differently next year.

Then work with your girls to plan a fun celebration to mark the end of the cookie program (and thank the people who supported them along the way). Perhaps a comfy PJ party where girls can relax and write special thank you cards to merchants who gave them booth sale space, loyal customers, troop volunteers, and family members who helped them reach their goals is the perfect way to wrap up the cookie season!

Finally, remember, the GSSI's Product Sales team is always here to help! We want to do whatever we can to make your next cookie program even bigger and better! We read every comment and suggestion, so please share any feedback or ideas with us here. (Include 2021 Survey Link)

Remember to contact us if you need anything or have any questions. Just email [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or call (812) 421-4970 – we are here to support you.



## DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Permission Forms Due 1	2	3	4	5
6	7	8	9	10	<b>SALES BEGIN!</b> 11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
Initial Orders End 10	11	Orders Due to Troop 12	13	14	Orders Due in Smart Cookies 15	16
17	18	SU Orders Due to Council 19	20	21	22	23
24	25	26	27	28	29	30
<b>GIRLS CONTINUE TAKING ORDERS TO REACH HIGHER GOALS! JANUARY 10-MARCH 7</b>						
31						

## FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	Cookie booths begin 8	9	10	11	Friday Cookies 12	13
<b>COOKIES ARRIVE</b> ----->						
14	Friday Cookies Due by 5:30 PM 15	16	17	18	Friday Cookies 19	20
21	Friday Cookies Due by 5:30 PM 22	23	24	25	26	27
28	<b>GIRLS DELIVER COOKIES FEBRUARY 8-MARCH 7</b>					

## MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
Program Ends 7	8	All Money Due to Troop 9	10	11	12	All Troop Money & Final Reports to SU AND Main recognitions due in SC 13
14	15	16	17	All Final Reports Due to Council 18	19	20
21	22	23	24	25	26	27
28	29	30	31			