



Service Unit Cookie Manager Manual



OWN YOUR **magic**

Decorative floral elements in pink, orange, and teal colors are scattered around the text at the bottom of the page.

It's Time to Own Your Magic!

Every Girl Scout has it in her to do amazing things. With your support, she'll rise to the challenge!

You've volunteered to serve as a Service Unit Cookie Manager, and this makes you an invaluable part of the Girl Scout Cookie Program®. Now that you've stepped up in support of your Troops and girls, it's time to help them make magic as Girl Scout Cookie™ entrepreneurs.

We hope this guide and other resources, tools and tips will aid you in helping your girls to reach their goals. We are thankful to have volunteers like YOU who inspire girls to...



78%

of girls are interested in becoming an entrepreneur in the future.



*"Today's Girls, Tomorrow's Entrepreneurs"
Girl Scout Research Institute, 2019*

Unbox the Future



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Your Invaluable Role:

As a Service Unit Product Manager (SUPM) you have the privilege of instilling passion and drive in girls so they can achieve their goals. You will help them develop an entrepreneurial mindset by giving them the materials and support they need to succeed.

Your Primary Responsibilities:

- Attend the Service Unit training webinar on Thursday, January 4th at 7 PM or watch recording by January 14th.
- Ensure Troops attend a Cookie Conference either in-person or virtually.
- Oversee the securing and inputting of Service Unit booths into Smart Cookies. Assist Troops with inputting booths or have them send signed booth agreements to Council.
- Distribute materials and support Troops.
- Troop Initial Order due February 20th at 11:59 PM.
- Service Unit Initial Order Due February 21st at 11:59 PM.
- Receive Service Unit cookie delivery (March 11th – 19th).
- Distribute cookies to Troops (**PRODUCT = MONEY! Anytime product or money exchanges hands, complete a receipt!**).
- Send Service Unit Receipts to Council following the conclusion of Troop pickups or no later than March 30th.
- Wrap-up the program and distribute rewards by June 1st.



Special Note:

Many helpful hands make for a smoother program. Ask for help from Troops when you need it most!



Where Does Cookie Money Go?

Girl Scout Cookie™ fans are especially eager to support Girl Scouts when they have a clear picture of where the money goes. Help them see how proceeds stay local, powering amazing year-round experiences for local Girl Scouts and preparing them for a lifetime of success.

17%

toward Troop proceeds and girl rewards.

23%

toward the Girl Scout Cookie Program and baker costs.

60%

invested in girls through programs, properties, volunteer support & training, financial assistance and Council services.



Your Girl Scout Cookie favorites are back!



Adventurefuls®



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



Toast-Yay!®



French Toast-inspired cookies dipped in delicious icing



Lemonades®



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®



Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®



Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip



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

*Limited availability





Cookie Season at a Glance



January

- Be sure YOU, your Troop Leaders and girls are registered for the 2024 membership year.
- Attend SU Training on Thursday, January 4th or watch recording by January 14th.
- Ensure Troops attend a Cookie Conference either in-person or virtually.
- Distribute paperwork to Troops.
- Log in to Smart Cookies and verify that all Troops are visible.
- Recruit help! Encourage Troops to assist you throughout the season. The Service Unit will need help with securing cookie booths, holding a Cookie Rally, receiving and distributing products, and sorting and distributing rewards.
- Request Cookie Rally patches by January 25th.
- Host a Service Unit Cookie Rally with your girls.
- Review Service Unit Bonus criteria to help Troops work toward the SU Bonus together.



February

- Encourage girls to set up their Digital Cookie Site starting January 30th.
 - Encourage girls to start taking orders the first day; the program begins on February 2nd. Girls can begin selling using their Order Card and Digital Cookie.
 - Review Troop orders, Initial Order Rewards, and submit your Service Unit Cookie Order including cookies for a Service Unit Cupboard*, on February 21st by 11:59 PM.
*If you are not near a Council Cupboard, consider ordering Service Unit cookies for your Troops. Coordinate with Council about cookies for a Service Unit Cupboard.
- Service Unit cookies must be sold and cannot be returned to Council.**

March

- Receive cookie delivery: inspect, count, and **recount**—then sign for product received. Note any damaged or missing product on delivery receipt.
- Coordinate Troop pickup schedule & distribute Initial Order cookies to Troops—**issue receipts AND obtain signatures!**
- Remind Troops of the importance of receipts. Council will not accept Outstanding Balance Forms without signed receipts. **PRODUCT = MONEY!**
- REMEMBER: Orders over \$200 must be paid for by cash or credit card. GSMW will not reimburse NSF checks in excess of \$200 or checks that are deposited 30+ days from the check date.
- Remind Troops to submit ACH forms by March 8th.



April

- Encourage Troops to deposit collected money into the Troop's account **early and often** to avoid lost or stolen funds.
- Submit the Service Unit Final Rewards order in Smart Cookies on April 18th by 11:59 PM.
- Send Service Unit Pickup receipts to Council no later than March 30th.
- Distribute Final Rewards to Troops by June 1st or immediately after they're received.
- Celebrate your Service Unit's hard work!



Benefits



CSA Opportunity

Only Girl Scout Cadette, Senior, and Ambassador Troops can opt-out of receiving individual Girl rewards as a Troop.

Girls who opt-out will still receive patches, Initial Order Rewards, Digital Cookie Online Rewards AND one \$350 Camp Credit when reaching the 1200+ level!



GS Gift Cards

Girls may choose between the Council Card OR reward items. The Council Card may be used to pay for Council Programs and Camps, GSMW Shop Purchases, Girl Scout Memberships, Girl Scout Destinations, International Travel, and Council-Approved Troop Trips.

Troop Proceeds	PGA	\$ Per Package (With Rewards)	\$ Per Package (Opted-Out)
	1-374	\$0.60	\$0.70
	375+	\$0.65	\$0.75

Service Unit Bonus

Bonuses are given to Service Units (with 3 or more Troops) that go above and beyond by reaching certain criteria during the 2024 Cookie Program.

- Service Units should be paid in full by May 14th.
- Service Units must have a bank account and end of year financials turned in by June 30th to be eligible for a bonus. (Bonuses will be sent in July.)
- Any unpaid packages from Troops will be deducted from the Service Unit Bonus amount.



Service Unit Bonus Criteria

Earn 1¢ per package for each of the following:*	90% of girls participate as of January 15th, 2024
	5% increase in girls participating over the 2023 Cookie Program
	5% increase in the number of packages sold over the 2023 Cookie Program with a 250+ PGA

*Criteria are standalone for a potential cumulative 3 cents per package total.



Get Ready to Own Your Magic!

Step One

Cookie Program Materials

To prepare for 2024 Cookies, each Troop Product Manager (TPM) should attend the Cookie Conference Training prior to receiving and distributing the following cookie materials to girls before the start of the program on February 2nd:

Girl Scouts (1 per girl):

- Paper Order Card
- Caregiver Guide
- Money Envelope

**Girls selling online only should only receive a Caregiver Guide.*

Troops:

- Troop Quick Guide
- Troop Envelope
- Receipt Books
- Sample Cookies*

**(if distributing to Troops)*



Cookie Technology

Smart Cookies and Digital Cookie can help busy volunteers stay on top of cookie sales – anytime, anywhere!

Scan these codes to get started:



Step Two

Step Three

Train the Troops

A pre-Cookie Program Service Unit meeting and good communication throughout the program are key to your Service Unit's success. Help Troops understand:

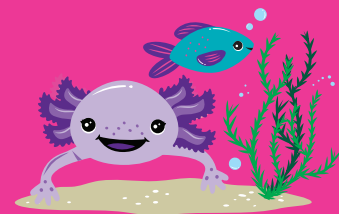
- Why they participate
- How the program works
- Program dates
- Ways to participate
- Safety guidelines
- Goal setting (Troop and Girl)
- Money management- CLOVER GO Card Payments



You Can Train your Troops in One of the Following Ways:

- » Encourage Troops to attend a 2024 Council Cookie Conference in-person or virtually
- » Host a watch party of the virtual Cookie Conference Webinar

Girl Scout Cookie Pickups



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

How Many Cases Can You Carry?

Steps for a Smooth Pickup Day:

- Schedule pickup times with Troops and inform them of the total cases and cars needed (see chart).
- Have Troop Pickup Sheets printed — 2 sets printed from Smart Cookies will allow you to use these as receipts.
- Have all cars associated with the Troop pull up together. Give the Pickup Sheet to the Troop Leader.
- Count cases with the Troop prior to loading in the vehicle(s).
When in doubt— **RECOUNT!**
- Sign the Pickup Sheet and have the Troop Leader sign— one copy to the Troop and one for the Service Unit to send to Council. Turn in signed copies to Council by March 30th.



Be aware that Troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!

Take Stock and Restock

Deciding how many packages to order for booth sales isn't an exact science, but here are average sales per cookie variety to give you an idea of how many to order:

- Thin Mints®26%
- Caramel deLites®24%
- Peanut Butter Patties®14%
- Adventurefuls®8%
- Peanut Butter Sandwiches®8%
- Lemonades®7%
- Trefoils®6%
- Toast-Yay®5%
- Caramel Chocolate Chip®2%



**Need help?
Reach out
to Council
for advice!**

Can Cookies Be Returned?

Cookies cannot be returned once they are picked up. Troops are responsible for counting and verifying the total number of cases.

Troops accept financial responsibility by signing the receipts. Once the receipts are signed, case counts are final. The cookies then become the property of the Troop. The people who sign for cookies are liable for them until they are signed for by Caregivers.



Cookie Booths

Council Scheduled Booths

Council Scheduled Cookie Booths have been pre-arranged at high-traffic premium locations including **Walmart, Sam's Club, Albertsons/Safeway** and **Smith's** stores. Troops sign up for Council Scheduled Cookie Booths through Smart Cookies during the below times:

- February 12th at 5:00 PM: Booth Sign-up #1 - 6 total booths, 2 premium*
- February 14th at 5:00 PM: Booth Sign-up #2- 6 more, 2 more premium booths *
- February 16th at 5:00 PM: All Remaining Booths Open - No limit, please be fair

*If a Troop does not sign up for all of the available booths during the specific round they do not carry over to be selected later until unlimited selections begin.

Service Unit/Troop Secured Booths

Troops can schedule cookie booths almost anywhere. However, it works best when Service Units manage this process for busy locations. Having someone visit businesses, compile, and enter booths in Smart Cookies makes it easy for Troops to sign up.

Do not approach businesses included in the list above that are on the Council scheduled booth list for additional times or dates. Following GSUSA safety guidelines, booths slots must all be entered in Smart Cookies.

- All Service Unit/Troop secured booths must be entered into Smart Cookies at least 48 hours in advance for Council approval.
- If you would like assistance adding booths to Smart Cookies, please submit the signed booth agreement to customer-care@gsmw.org.
- Locations deemed inappropriate or unsafe for girls will not be approved. If a girl cannot be a patron of the business, they are not permitted to sell there.
- Once approved, the booth will show up for customers to see!

Customers now have the option to place pickup orders from your scheduled booths. When customers go online to find cookies, they can choose to place an order online, and pick them up at your scheduled booth. If you have not enabled this feature, your booth will not show as a virtual pickup option for customers.

Check out the www.gsmw.org/cookie-resources for more information and tips.

Gift of Caring

With Gift of Caring, customers have a chance to give back to our community heroes while supporting Girl Scouts at the same time. Troops can collect \$5 per package that will benefit Hometown Heroes, enter them into Smart Cookies, and receive Troop proceeds/Girl Reward credit without having to touch a package! GSMW facilitates some regional deliveries of cookies donated through this program. Troops may request cookies by April 22nd to pick up from Cookie Cupboards, where available, at the beginning of May. **Troops do not pull donation packages from their cookie inventory.** Girls will earn the Cookie Share Patch for selling 24+ packages of donated cookies. All GS Gift of Caring donations count toward Girl Rewards totals and Troop proceeds.

Smart Cookies Quick Guide



Getting Started

Welcome Email

- Prior to the Cookie Program start date, you'll receive a welcome email with a registration link on Jan 22nd.
- Click the link and verify your user profile information. Your username will be your email address. You can create your own password.

Step One

Check Your Service Unit

- Hover over the **MY SERVICE UNIT** tab.
- Click on **Service Unit Info** and ensure all information is correct.
- Click on **Troops** and check that all Troops are listed correctly. If you are missing Troops, please email customer care@gsmw.org.

Step Two

On average, Girl Scouts were



as likely to have done entrepreneurial activities as other girls!



"Today's Girls, Tomorrow's Entrepreneurs"
Girl Scout Research Institute, 2019

Navigating Features

Dashboard: Service Unit's landing page. This is where you'll find a complete overview of dates and financials.

Orders: Manage orders, input Troop Initial Orders, Transfer Orders, Planned Orders, and donations.

Booth: Schedule booths, view Troop reservations and Troop secured booths.

Delivery: View and verify delivery station details. If changes need to be made, email customer care@gsmw.org.

Rewards: Create reward orders and manage reward and size selections for girls.

Finance: Track Girl and Troop transactions through Financial Transactions. Troops cannot edit or delete their own Troop-to-Troop transactions.



Reports: Girl Cookie Total Summary, Girl Balance Summary, Troop On-Hand Inventory, Troop Cookie Share and Troop Balance Summary, and more!

My Service Unit: Service Unit information, along with info on Troops and Girls. Messages can be sent from here.

Safety and Training: View general trainings for Smart Cookies, safety information for Girls, Caregivers, and Volunteers to ensure familiarity with the Girl Scout Program Safety resources for cookie entrepreneurs.

Resources: Download printables, training materials, and digital art to boost your cookie sales.

Help: Find additional information, including help using Smart Cookies or Cookie FAQ's. Call (800) 853-3730 or email ABC directly at abcsmartcookietech@hearthsidefoods.com.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 Service Unit Webinar 7 PM	5	6
7	8	9 New Troop Webinar 7 PM	10	11	12	13
14	15 GSMW Offices Closed	16	17	18	19	20
Cookie Conferences						
21	22 Smart Cookie Access Email to Volunteers	23 Virtual Cookie Conference 6:30 PM	24	25	26	27 
28	29	30 Cookie Technology Demo 7 PM Caregiver/Girl access to Digital Cookie	31	<h1>January</h1>		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<h1>February</h1>				1	2 Cookie Program Begins	3
4	5 Cookie Booth Previews	6	7	8 	9	10
11	12 Cookie Booths Signups #1	13	14 Cookie Booths Signups #2	15	16 Cookie Booths Signups Unlimited	17 Caregiver Orders Due to Troop
					National Girl Scout Cookie Weekend	
18 National Girl Scout Cookie Weekend	19	20 Troop Orders Due 11:59 PM	21 SU Orders Due 11:59 PM	22	23	24
25 	26	27	28	29		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March					1	2
3	4	5	6	7	8 New Troops: Accounts Opened and ACH Form Due	9
10	11 	12 Girl Scout Birthday	13	14	15	16
Service Unit Deliveries						
Girl Scout Week						
17	18	19	20	21	22 	23
Service Unit Deliveries				21 Cookie Cupboards Open	22 Cookie Booths Begin	
24 31	25 	26	27	28	29	30 Receipts Due to Council

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April			3	4	5	6
7	8	9	10	11	12 	13
14 Cookie Program Ends	15 Camp Credit Email	16	17 Camp Credit Registration Opens Troop Entry/Rewards Due 11:59 PM	18 SU Edits Due 11:59 PM ACH Email	19 Council Rewards Order Submitted	20
21	22	23 ACH Sweep - 70% Amount Due	24	25	26	27
28	29	30		Additional Dates May 6: Outstanding Balance Form Due May 9: ACH Email May 14: ACH Sweep - Remaining Balance Due		