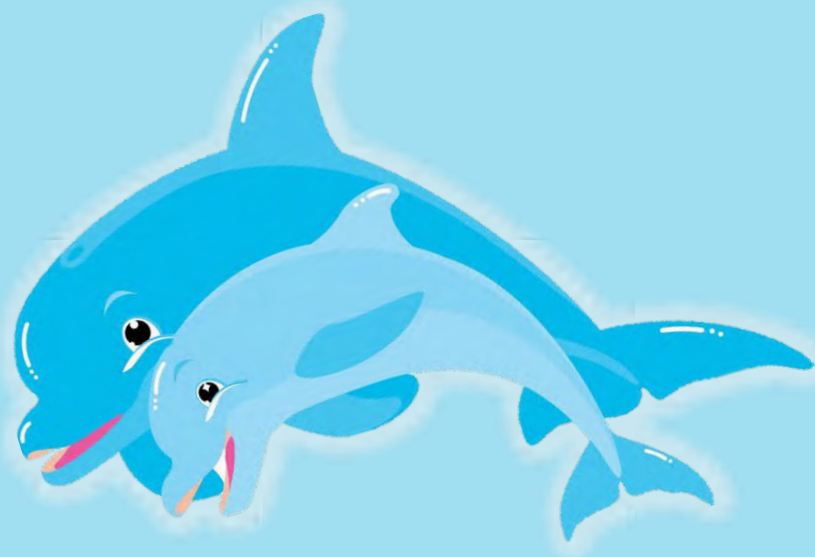


# SERVICE UNIT COOKIE MANAGER MANUAL

2023



GO BRIGHT  
Ahead

girlscouts  
of montana  
and wyoming

# It's Time... To Go Bright Ahead!

*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 a splash 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 to 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



## Table of Contents

Service Unit Responsibilities.....	2
Cookie Line-up.....	3
2023 At-A-Glance.....	4
Benefits—SU Bonus & Proceeds.....	5
Getting Ready.....	6
Cookie Pickups.....	7
Gift of Caring.....	8
Cookie Booths.....	8
Smart Cookies Quick Tips & Resources.....	9
Calendar.....	10

Check out the NEW Cookie Package Badges and Theme Patch for this coming year with ABC Bakers!



## 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.

## SPECIAL NOTE:

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

## Your Primary Responsibilities:

- Attend Service Unit training webinar on January 5<sup>th</sup> at 7 PM or watch recording by January 14<sup>th</sup>.
- Ensure Troops attend a Cookie Conference.
- Work with Troops to secure booths for the Service Unit and get them loaded in Smart Cookies.
- Distribute materials and support Troops.
- Submit Service Unit initial order by February 22<sup>nd</sup> at 11:59 PM.
- Receive Service Unit cookie delivery (March 13<sup>th</sup>—21<sup>st</sup>).
- Distribute cookies to Troops (Any time product exchanges hands, complete a receipt!)
- Send Service Unit Receipts to Council following the conclusion of Troop pickups or no later than April 27<sup>th</sup>.
- Wrap-up the program and distribute rewards by June 1<sup>st</sup>.

Through volunteering with Girl Scouts, Troop leaders experience the following benefits:

90%

feel they make a difference in the lives of girls.

83%

say they gain a sense of purpose volunteering with Girl Scouts.

76%

make friends through their service as a Troop leader.

74%

become more involved in their communities.

62%

feel energized all or most of the time they volunteer as a Troop leader.

20%

gain career or job opportunities through their Girl Scout volunteering.

*"The Benefits of Being a Girl Scout Volunteer" Girl Scout Research Institute, 2020*

## 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 members and preparing them for a lifetime of success.



17%

goes toward Troop proceeds and girl rewards.

55%

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

28%

goes toward the Girl Scout Cookie Program and baker costs.





# 2023 Girl Scout Cookie Line-Up



**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*



**Raspberry  
Rally™**

*Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating\**

*\*Online sales only, while supplies last!*

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# 2023 COOKIE SEASON AT-A-GLANCE

## JANUARY

- Be sure YOU, your Troop Leaders and girls are registered for the 2022-2023 membership year.
- Attend SU training on January 5<sup>th</sup> or watch recording by January 14<sup>th</sup>.
- Ensure Troops attend a Cookie Conference.
- 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 cookies booths, holding a Cookie Rally, receiving and distributing product, and sorting and distributing rewards.
- Request Cookie Rally patches.
- 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 Smart Cookies site starting February 1<sup>st</sup>.
- Encourage girls to start taking orders the first day— the program begins on February 3<sup>rd</sup>. Girls can begin selling using their Order Card and Smart Cookies.
- Review Troop orders, Early (initial) rewards, and submit your Service Unit Cookie Order including cookies for a Service Unit Cupboard\*, by 11:59 PM on February 22<sup>nd</sup>. (\*If you are not near a Council Cupboard, consider ordering Service Unit cookies for your Troops. Service Unit cookies must be sold and cannot be returned to Council.)

## MARCH

- Receive cookie delivery: inspect, count, and sign for product received. Note any damaged product on delivery receipt.
- Coordinate Troop pickup schedule & distribute initial order cookies and rewards to Troops— issue receipts AND obtain signatures!
- Remind Troops of the importance of receipts. Council will not accept Outstanding Balance Forms without signed receipts.
- **REMEMBER:** Orders over \$200 must be paid for by cash or credit card. Council 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 25<sup>th</sup>.



## 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 by 11:59 PM on April 20<sup>th</sup>.
- Send Service Unit Pickup receipts to council no later than April 27<sup>th</sup>.
- Distribute final rewards to Troops by June 1<sup>st</sup> or immediately after they're received.
- Celebrate your Service Unit's hard work!

# BENEFITS

## GS GIFT CARDS

Girls may choose between the Council Card (formerly G.I.R.L. Card) OR a GSUSA Online Store Card which is emailed and can be used for online store purchases only. 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

**ONLY** Girls Scout Cadette, Senior, and Ambassador Troops can opt out of receiving individual girl rewards as a Troop... and still receive patches, initial rewards, Smart Cookie online rewards AND 1 free camp session when reaching the 1000+ level!

PGA	\$ per pkg (with rewards)	\$ per pkg (opted-out)
1-375	\$ 0.60	\$ 0.70
375+	\$ 0.65	\$ 0.75

## SERVICE UNIT BONUS

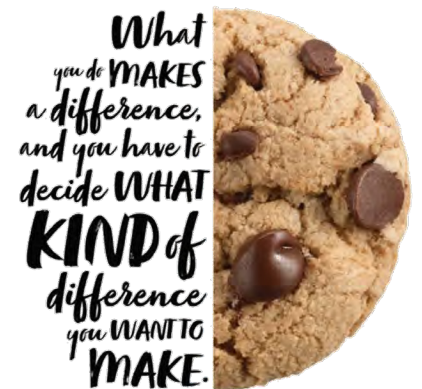
Criteria	
Earn 1 cent per pkg for each of the following criteria independently:*	90% of girls participate as of January 15 <sup>th</sup> , 2023
	5% increase in girls participating over the 2022 Cookie Program
	5% increase in the number of packages sold over the 2022 Cookie Program with a 250+ PGA

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

Bonuses are given to Service Units (with 3 or more Troops) that go above and beyond by reaching certain criteria during the 2023 Cookie Program.

Service units should be paid in full by May 16<sup>th</sup>. Bonuses will be sent in July. Service Units must have a bank account and end of year financials turned in by June 30<sup>th</sup> to be eligible for a bonus.

The packages from a Troop with an outstanding balance will not be included in the Service Unit Bonus amount.



JANE GOODALL

# GET READY TO GO BRIGHT AHEAD!



On average, Girl Scouts were **2X** as likely to have done entrepreneurial activities as other girls!

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

## 1. COOKIE PROGRAM MATERIALS

To prepare for 2023 Cookies, each Troop Product Manager (TPM) should attend the training and receive and distribute the following cookie materials to girls:

### Troops:

- Troop Quick Guide
- Troop Envelope
- Receipt Books
- Sample Cookies (if distributing to Troops)

### Girl Scouts (1 per girl):

- Cookie Program Paper Order Card
- Recognition Card
- Caregiver Guide
- Money Envelope

## 2. COOKIE MANAGEMENT SYSTEM

Smart Cookies is your one-stop shop AND is mobile-optimized to help busy volunteers stay on top of cookie sales— anytime, anywhere! Scan this QR codes to get started.



SCAN ME!



## 3. TRAIN THE TROOPS

A pre-cookie program Service Unit meeting and good communication throughout the program is key to your Service Unit's success. Help leaders 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 2023 Council Cookie Conference live or virtual option
- ⇒ Host a watch party of a Cookie Conference Webinar



# GIRL SCOUT COOKIE PICKUPS



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

## Action steps for a smooth pickup day:

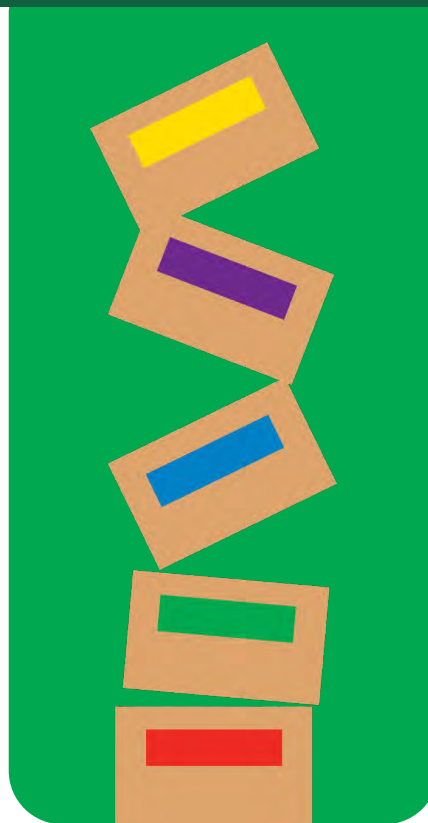
- Schedule pick up times with Troops and inform Troops of total cases and cars needed (see chart).
- Have Troop pickup sheets printed— 2 sets printed from Smart Cookies will allow you to use these papers as receipts.
- Have all cars associated with the Troop pull up together. Give the pick-up ticket to the Troop Leader.
- Count cases with the Troop prior to loading in the vehicle(s). When in doubt— RECOUNT!
- Sign the pickup sheet paper and have the Troop Leader sign— one copy to the Troop and one for the Service Unit to send to council.
- Hand out any initial order rewards.

## CAN COOKIES BE RETURNED?

**Cookies cannot be returned once they are picked up.**

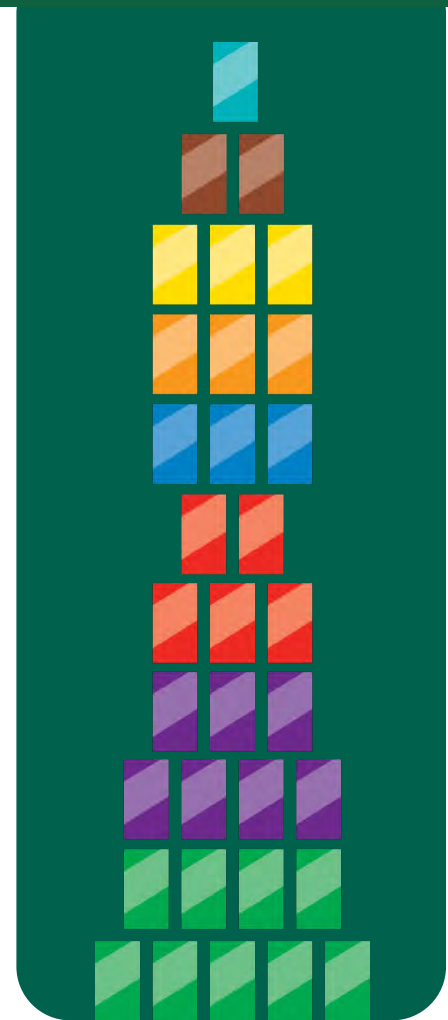
**Troops are responsible for counting and verifying the total number of cases.**

Troops accept financial responsibility by signing the receipt. Once the receipts are signed, case counts are final. The cookies become the property of that Troop.



## HOW MANY CASES CAN YOUR CAR CARRY?

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



## 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:

Adventurefuls® .....	9%
Thin Mints® .....	27%
Caramel DeLights® .....	24%
Peanut Butter Patties® .....	12%
Trefoils® .....	6%
Peanut Butter Sandwiches® .....	7%
Lemonades® .....	7%
Toast-Yay® .....	5%
Caramel Chocolate Chip® .....	3%

**When in doubt, reach out to council for advice!**



# GIFT OF CARING

With GS 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 for cookies that will benefit the Hometown Heroes, enter them into Smart Cookies and receive Troop proceeds and 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 22<sup>nd</sup> to pick up the beginning of May from Cookie Cupboards, where available.

Troops should not pull donation boxes from their cookie inventory.

Girls will earn the Gift of Caring patch for selling 23+ packages of cookies.

All GS Gift of Caring donations count toward girl rewards totals and Troop proceeds.



## COOKIE BOOTHS

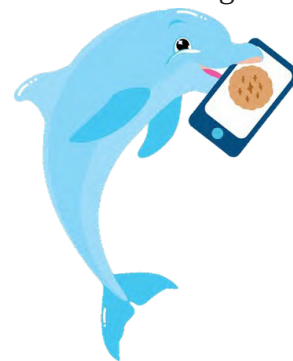
Cookie Booths are a great way for Girl Scouts to shine in their communities!

There are 2 types of Cookie Booths:

### COUNCIL SCHEDULED BOOTHS

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

- February 13th at 5:00 PM: Booth Sign-up #1- 6 total booths, 2 premium.
- February 15th at 5:00 PM: Booth Sign-up #2- 12 total booths, 4 premium.
- February 17th at 5:00 PM: All Remaining Booths Open - No limit, please be fair.



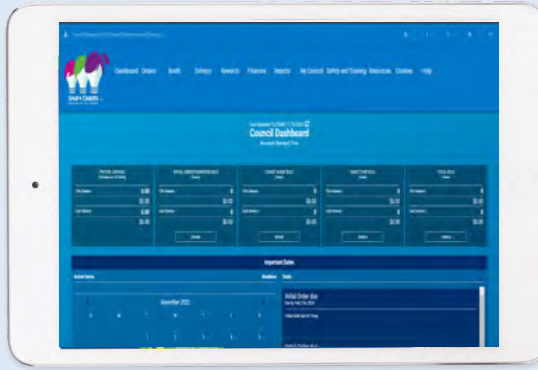
### SERVICE UNIT/TROOP SCHEDULED BOOTHS

Troops can schedule cookie booths most anywhere. However, it works best when Service Units manage this process for busy locations. Having someone visit businesses, compile, and import booths in the Smart Cookies system makes it easy for Troops to sign up. Do not approach businesses included in the list above that are on the council arranged booth list for additional times or dates. Following GSUSA safety guidelines, booths slots must all be loaded/entered in Smart Cookies.

- All Service Unit/Troop-secured booths must be submitted into Smart Cookies at least 48 hours in advance for Council approval.
- Locations deemed inappropriate or unsafe for girls will not be approved. If a girl cannot be a patron of the business, then they are not permitted to sell there.
- Once approved, the booth will show up for customers to see!



# SMART COOKIES QUICK GUIDE



## GETTING STARTED

### 1 WELCOME EMAIL

- After Council completes the Troop upload to Smart Cookies, prior to the Cookie Program start date, you'll receive a welcome email with a registration link.
- Click the link and verify your user profile information. Your username will be your email address. You can create your own password.

### 2 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 [customercare@gsmw.org](mailto:customercare@gsmw.org).

## 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 cookie share 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 [customercare@gsmw.org](mailto:customercare@gsmw.org).

**Rewards:** Create recognition 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:** Reports include: Girl Cookie Total Summary, Girl Balance Summary, Troop On-Hand Inventory, Troop Cookie Share and Troop Balance Summary.

**My Service Unit:** Service Unit information, along with info on Troops and girls. Emails and messages can be sent from here.

**Safety and Training:** View general trainings for Smart Cookies and safety information for girls, caregivers, and volunteers to ensure familiarity with the Girl Scout Program Safety resources for cookie sellers.

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

**Help:** Find additional information, including help using Smart Cookies or Cookie FAQs. Call (800) 853-3730 or email [abcsmartcookietech@hearthsidefoods.com](mailto:abcsmartcookietech@hearthsidefoods.com).

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5 SU Webinar 7 PM	6	7
8	9	10 New Troop Webinar 7 PM	11	12	13	14
15	16 GSMW Offices Closed	17	18	19	20	21
2023 Cookie Conferences						
22	23 Smart Cookies Email to Volunteers	24	25	26 Virtual Cookie Conference 7 PM	27	28
29	30	31 Smart Cookies Training & Demo 7 PM			<h1>JANUARY</h1>	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Smart Cookies Girl Setup Begins	2	3 COOKIE PROGRAM BEGINS!	4
5	6 Cookie Booth Previews	7	8	9	10	11
12	13	14	15	16	17	18
Booth Signups #1		Booth Signups #2			Signups Unlimited	
19	20	21 Troop Order Due - 11:59 PM	22 SU Order Due - 11:59 PM	23	24  Council Order Submitted	25
GS Initial Orders Due to Troop						
26	27	28	<h1>FEBRUARY</h1>			



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>MARCH</b>		1	2	3	4	National GS Cookie Weekend
		5	6	7	8	
					New Troops: Acct Opened	
12	13	14	15	16	17	18
Girl Scout Week						
GS Birthday	SU Cookie Deliveries					
19	20	21	22	23	24	25
SU Cookie Deliveries				Cookie Cupboards Open	COOKIE BOOTHS BEGIN!	ACH Forms Due
26	27	28	29	30	31	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>APRIL</b>		HAPPY VOLUNTEER APPRECIATION!				1
		2	3	4		5
9	10	11	12	13	14	15
16	17	18	19	20	21	22
COOKIE PROGRAM ENDS!	Camp Earner Email Sent		Camp Earner Reg. Begins	ACH Email 1		
	Troop Entry & Reward Orders Due at 11:59 PM			SU Order Due 11:59 PM	Council Order Submitted	
23/30	24	25	26	27	28	29
		ACH Sweep 1	Early Camp Reg. Begins			

**Final ACH- Remaining Balance Due**  
**Outstanding Balance Forms Due: May 8th**  
**Final ACH Email: May 11th**  
**Final ACH: May 16th**