

Cookie Program Glossary

ABC Bakers — One of two bakeries licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program. Our council partnered with ABC in the Summer of 2022.

Automated Clearing House (ACH) — ACH is the banking system used for electronic fund transfers during the Cookie Program. There are 2 ACH sweeps for the GSMW Cookie Program.

Caregiver Permission Form — An online/paper form that a caregiver signs allowing their Girl Scout to participate in the Cookie Program and accepting financial responsibility for all cookies ordered and received by their Girl Scout.

Case of Cookies — 12 packages of a cookie variety in a cardboard box.

Cookie Booth — A stationary sale of Girl Scout cookies at a public location and customers come to you.

Cookie Finder — This database of booth sale sites is a terrific way to connect customers to cookies. You'll find it at [girlscouts.org](https://www.girlscouts.org) and [gsmw.org](https://www.gsmw.org). Potential customers can type in their zip code, and the finder displays all current and future active booth site locations within that zip code.

Cookie Share— (Formerly GS Gift of Caring) Donation program where customers purchase packages of cookies and cookies are donated to local hometown heroes. Service Units/Troops can request cookies from a cupboard for donation locally (where available) at the end of the Cookie Program.

Council Cards — GS Card option that can be chosen instead of a recognition item. Council cards can be used to purchase items through the GSMW Shops, Council Programs and Camps, GS Memberships, International Travel and Destinations and Council-approved Troop Trips. Girls who choose a Council Card will receive a physical card.

Cupboard — A location used by Troops to pick up additional cookie inventory or exchange damaged product.

Girl Early Recognitions — (Formerly Girl Initial Order Rewards) Items earned by a girl that is only offered for specific goals met by the initial order.

Girl Main Recognitions — (Formerly Girl Final Rewards) Items or GS Cards earned by a girl for meeting a specific package goal by the end of the Cookie Program.

GSUSA Online Store Card — GS Card option that can be chosen instead of a recognition item. GSUSA Online Store Cards are for use on the [girlscoutshop.com](https://www.girlscoutshop.com) website and for purchase to have items shipped direct to the Girl Scout. An email is sent to the Girl Scout caregiver's email and a code can be used at checkout to redeem the funds.

Initial Order (IO) — Cookie orders submitted to GSMW (Girl Scouts of Montana & Wyoming Council) for service unit delivery. These are the very first cookies that are delivered to customers by girls.

Internet Safety Pledge — An agreement made by girls and supported by caregivers stating that they will use online resources in a safe manner. Form must be completed and submitted before using Smart Cookies or other online sales platforms.

Outstanding Balance Form— Online form that is completed by the Troop regarding a Troop or caregiver balance that is unpaid. This form is submitted to council with permission forms, receipts and information about collection attempts.

Per Girl Average (PGA) — A calculation of the average number of packages sold per girl participating. This is the total number of packages sold by the Troop and divided by the number of Girl Scouts who are participating (have sold at least 1 package). This average does not include girls who registered members but are not participating in the program.

Planned Order — (Formerly cupboard order/ pending order) Troops can place planned orders from a local cupboard to get additional cookies for upcoming Cookie Booths or deliveries in Smart Cookies by Sunday at 11:30 PM. These orders are placed by full cases or 12 packages. Orders are considered pending until they are picked up.

Premium Booths— Booths that are designated as high traffic locations such as Walmart, Sam's Club and Albertsons/Safeway and other designated stores. Booths are available for selection through Smart Cookies.

Service Unit (SU) — A community of volunteers and girls in a specific geographic area. The Service Unit is an essential support system that organizes training, mentorship, and membership support for volunteers, girls, and families.

Service Unit Product Manager (SUPM) — Volunteer who coordinates the Cookie Program for the Service Unit or Troops in a community.

Smart Cookies — (Formerly eBudde and Digital Cookie) A digital platform providing girls with a fun, safe, and interactive space for selling cookies online. This platform also manages orders, sales reports, and booth selections for volunteers.

Troop Early Recognitions — Items that are received by girls and Troop Leaders when the Troop meets a certain level per girl average (PGA) by initial order.

Troop Proceeds — Money earned by a Troop based on their total cookie sales.