

Cookie Program Service Unit Guide



Service Unit Checklist

- ☐ Attend the Service Unit (SU) training webinar January 2nd at 7 PM or watch the recording by January 16th.
- ☐ Ensure Troops attend or view a Cookie Conference by January 23rd.
- ☐ Oversee securing and inputting SU booths into Smart Cookies.
- ☐ Assist Troops with inputting booths or have them send signed booth agreements to Council.
- ☐ Distribute Cookie Program materials.
- ☐ Finalize the SU Initial Order by February 19th at 11:59 PM.
- ☐ Receive the SU cookie delivery around March 10th to 18th.
- ☐ Distribute cookies to Troops no later than March 20th.
- ☐ Remember, Product = Money! Anytime product or money exchanges hands, **SIGN RECEIPTS**—Don't forget Troop receipts!
- ☐ Send SU Receipts to Council following the conclusion of Troop pickups or no later than March 31st.
- ☐ Wrap-up the program and distribute rewards by June 1st.

Embrace Possibility

It's Time to Embrace Possibility

You've volunteered to serve as a Service Unit Product Manager, and this makes you an invaluable part of the Girl Scout Cookie Program®. Our cookies are on a mission—to help girls learn five skills that are essential to leadership, to success, and to life.

Your interaction with girls this season is one way we can ensure we are building girls who are ready to take on the world!

New Troop Resources

Encourage Troops to view our Website for new Troop resources including a Volunteer Cookie Manual, Cookie Kickoff Agenda, Caregiver Involvement Form, Caregiver Training and more!

Rewards and Proceeds

Exciting New Rewards

When Girl Scouts reach the 450+ rewards level, including opt-out girls, they receive a FREE 2026 Girl Scout Membership! To top this exciting addition off, at the 800+ rewards level, caregivers will receive a FREE 2026 Caregiver Membership.

Cadette, Senior, and Ambassadors Can Opt-Out of Rewards for More Proceeds

Girl Scout Cadette, Senior, and Ambassador Troops can opt-out of receiving individual Girl rewards as a Troop in exchange for more proceeds per package of cookies. (Refer to the chart below.)




Girls who opt-out will still receive patches, Initial Order Rewards, a 2026 Girl Membership, and up to \$400 in Camp Credits when reaching the 1000+ level.

Remember: Opt-out Troops must submit an initial and final recognitions order.

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

GSMW Rewards Card

Girls may choose between the reward items or GSMW Rewards Card. The GSMW Rewards Card may be used to pay for Council Programs, Camps, GSMW Shop Purchases, Girl Scout Memberships, Girl Scout Destinations, International Travel, and Council-Approved Troop Trips. Cards expire on September 30th the following year after they are issued.

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February						1
2	3 Cookie Booth Previews	4	5	6	7 Fall Program Early Booth Signups 5 PM	8
9	10 Cookie Booth Signups #1 at 5 PM	11	12 Cookie Booth Signups #2 at 5 PM	13 Cookie Booth Signups Unlimited 5 PM	14 	15
16 Pre-Orders End 11:59 PM	17 	18 Troop Orders and Initial Rewards Due 11:59 PM	19 SU Edits Due 11:59 PM	20	21 Council Order Submitted	22 National Girl Scout Cookie Weekend
23 National Girl Scout Cookie Weekend	24	25	26	27	28	

Service Unit Bonus

Bonuses are given to qualifying Service Units (with 3 or more Troops) that go above and beyond by reaching certain criteria during the 2025 Cookie Program.

- Service Units paid in full by May 13th.
- Service Units must have a bank account and end of year financials turned in by June 30th (Bonuses sent in Aug.)
- Any unpaid packages from Troops will be deducted from the Service Unit Bonus amount.

How to Qualify for the Service Unit Bonus

Earn 1¢ per package for each of the following:

1. 90% of girls participate as of January 23rd, 2025.
2. 5% increase in girls participating over the 2024 Cookie Program.
3. 5% increase in the number of packages sold over the 2024 Cookie Program with a 250+ PGA.

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

Cookie Technology

Smart Cookies and Digital Cookie

Smart Cookies and Digital Cookie can help busy volunteers stay on top of cookie sales – anytime, anywhere. Navigate to digitalcookie.girlscouts.org and www.abcsmartcookies.com to get started!

Clover Go

Clover Go is a credit card processing app that can be used by Troops and caregivers/girls to collect credit card payments from customers.

Troop Leaders visit www.gsmw.org/clover to sign up. Then add the caregiver emails to create a user profile for them to use the app. Payments accepted through Clover Go are deposited straight into the Troop bank account.

Cookie Booths

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 a designated person from your Service Unit to visit businesses, compile, and enter booths makes it easier for Troops to sign up.

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

All SU/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, submit the signed booth agreement (found at www.gsmw.org/cookieresources) to customercare@gsmw.org.

Locations deemed 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.

Cookie Pickup and Transportation

Steps for a Smooth Pickup Day

- Schedule pickup times with Troops and inform them of the total cases and cars needed. (Refer to chart below.)
- Have Troop Pickup Sheets printed. Two 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. Email or mail signed copies to Council by March 31st.

How Many Cases Can You 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



Product = Money

Anytime product or money exchanges hands, a receipt must be completed. Troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!

Can Cookies Be Returned?

Cookies cannot be returned once they are picked up. Troops accept financial responsibility by signing the receipts. The individual signing for cookies is liable for them until they are signed for by Caregivers.