





2025 Volunteer Cookie Manual





Welcome to the 2025 Girl Scout Cookie Program.

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 Cookie Volunteer, and this makes you an invaluable part of the Girl Scout Cookie Program[®]. Now that you've stepped up in support of your Troop and girls, it's time to help them embrace possibility as $Girl Scout Cookie^{TM}$ entrepreneurs.

We hope this guide and all of our other website resources will aid you in helping your girls to reach their goals.

We are thankful to have volunteers like YOU to inspire girls to Embrace Possibility!

—The Product Program Team



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76% of girls are interested in starting their own company.

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FIRST THINGS FIRST

- Be sure you, your other troop volunteers and girls are registered for the 2024 2025 Girl Scout year.
- Attend Cookie Conference in-person or virtually (January 14th 18th) or watch the recording by January 24th.

Before the Program Begins

Distribute paperwork and schedule a caregiver meeting to go over all the materials and questions they may have about the program. Log in to Smart Cookies starting January 14th and verify that all Girl Scouts are showing correctly. Encourage caregivers and other troop volunteers to assist you throughout the season. Use the Caregiver Cookie Involvement Form to have help during the Cookie Program. Attend a Service Unit Cookie Rally or host a Troop Rally as needed with your girls. Review Service Unit Bonus criteria to be aware how your troop can help the Service Unit receive the SU Bonus.

Remind and assist your girls to set up their Digital Cookie site starting January 29th.



When the Program Starts-Initial Order Phase

- Encourage girls to start taking orders on the first day; the program begins on January 31st. Girls can sell using their Order Card and Digital Cookie Site.

 Review Cookie orders, Initial Order Rewards, and submit your Paper Order Card (for at least 2 booths) by February 18th by 11:59 PM.

 Pickup your cookie order from your Service Unit March 10th 18th. Inspect, count, and recount then sign for product received. Replace any damaged or missing product prior to signing Troop Pickup Receipt.

 Coordinate caregiver pickup schedule & distribute Initial Order cookies—Complete receipts with signatures.

 Submit Automatic Clearing House (ACH) forms by March 6th for new bank accounts and those with any account changes.

 Council will not accept Outstanding Balance Forms without signed receipts. Product = Money! Anytime product or money exchanges hands, a signed receipt must be completed.
 - Orders over \$200 must be paid for by cash or credit card. GSMW will not reimburse NSF checks more than \$200 or checks that are deposited 30+ days from the check date.
- Plan for cookie booths—coordinate with volunteers and caregivers of the troop. Schedule your booths beginning February 10th.



AFTER INITIAL ORDER—BOOTHING AND GIRL DELIVERY

- Restock inventory as needed by placing a cupboard order.
- Continue to schedule cookie booths and sell online.
- Begin collecting money from girls/caregivers and log payments in Smart Cookies (including Clover Go payments). Deposit collected money into the Troop's account early and often to avoid lost or stolen funds.

WRAPPING UP THE PROGRAM

- Log financial deposits and money transactions in Smart Cookies. Create a receipt for you AND the caregiver—this includes Clover Go payments.
- Distribute final cookie sales to girls and submit the Troop Final Rewards order in Smart Cookies on April 16th by 11:59 PM.
- Submit Outstanding Balance Forms online with signed receipts by May 5th or prior to your troop being paid in full with your Cookie Balance.
- Pickup and distribute girl rewards in May/June.
- Celebrate the Troop's Success!

Cookie Program Calendar

| Activity | Date |
|---|---------------------------|
| New Troop Webinar | January 7th at 7:00 PM |
| Cookie Conferences | January 14th - 18th |
| Smart Cookie Access Email to Volunteers | January 14th |
| GSMW Offices Closed | January 20th |
| Digital Cookie Access Email to Volunteers | January 27th |
| Cookie Technology Training and Demo | January 28th at 7:00 PM |
| Caregiver/Girl access to Digital Cookie | January 29th |
| Caregiver Cookie Webinar | January 29th at 6:30 PM |
| Cookie Program Begins | January 31st |
| Cookie Booth Previews | February 3rd |
| Early Booth Signups from Fall Program | February 7th |
| Booths Signups #1 | February 10th |
| Booth Signups #2 | February 12th |
| Booth Signups Unlimited | February 13th |
| Pre-orders End | February 16th |
| Troop Orders Due | February 18th at 11:59 PM |
| Service Unit Orders Due | February 19th at 11:59 PM |
| Council Order Submitted | February 21st |



GIRL SCOUT Safety Practices

- Show You're a Girl Scout Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- Buddy Up Always use the buddy system. It's not just safe, its more fun.
- Plan Ahead
 Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect Privacy**Girl Scouts' last names and home and email addresses should never be given to customers.
 Protect customers' privacy by not sharing their information, except when necessary.

In Person Sales

Partner with Adults

Adults must accompany Girl Scout Daisies, Brownies and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.

- Sell in the Daytime
 Sell during daylight hours,
 unless accompanied by an adult.
- Do Not Enter Any Homes/Vehicles
 Never enter someone's home or vehicle.
 Only approach vehicles at designated drive-thru cookie booths.
- Be Streetwise

Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.

Be Safe on the Road

Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

DIGITAL Sales

Be Safe Online

Girl Scouts must have their caregiver's permission to participate in all online activities.

- Participate in Digital Cookie
 Read and abide by the Girl Scout Digital
 Cookie Pledge.
- Read and Agree
 Read and agree to the GSUSA Internet
 Safety Pledge.
- Caregivers' Agreement
 Read and abide by the Digital Cookie Terms
 and Conditions for Parents/Guardians.



Cookie Program Benefits



100% Of Proceeds Stay Within Our Local Council.

Individual Rewards For Girl Scouts To Set Their Own Goals.

Proceeds To Help Pay For Badges And Troop Activities.

Have Fun With Sister Girl Scouts!

Financial Literacy Opportunities.

Connect With The Community To Sell Iconic Girl Scout Cookies.

Earn Badges And Pins Each Year They Run Their Girl Scout Cookie business.

Earn \$150 Camp Credits At 800+ Pkgs And An Additional \$250 at 1,000+ Pkgs.

Additional Council Benefits



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, Membership AND up to \$400 in Camp Credits!

| 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

All participating girls may choose between the GSMW Rewards Card or reward items once they reach the 250+ level.

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.

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 should be paid in full by May 13th.
- 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 August.)
- Any unpaid packages from Troops will be deducted from the Service Unit Bonus amount.

How to Qualify for the Service Unit Bonus

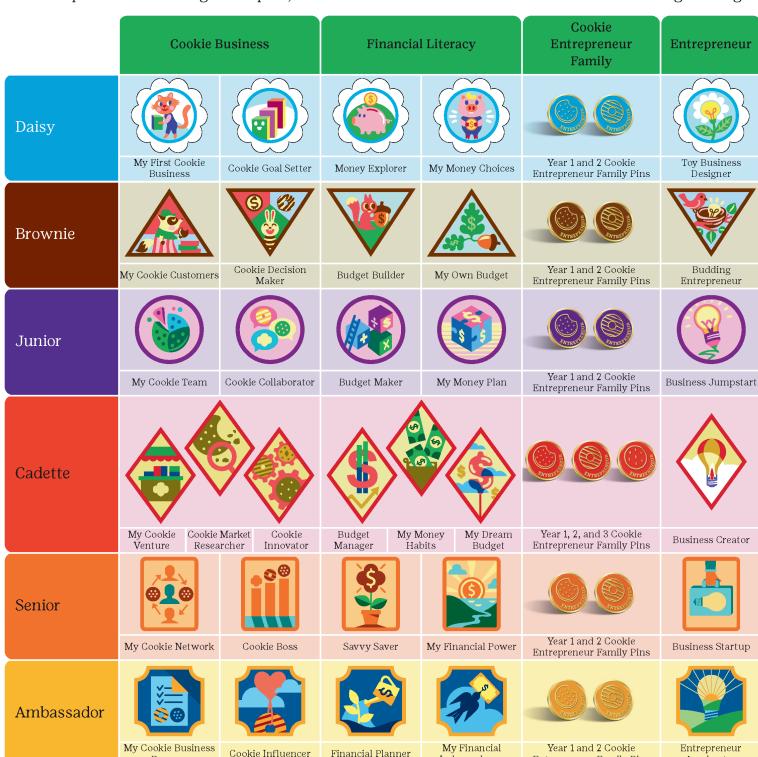
Earn 1¢ per package for each of the following:

- 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.

Entrepreneurship Badges and Pins

Girls can earn badges and pins each year they run their Girl Scout Cookie business. For more information and requirements on badges and pins, check out the Volunteer Toolkit on our website: www.gsmw.org



Independence

Entrepreneur Family Pins

Accelerator

Ways to Participate

Digital Cookie®

With Digital Cookie, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or sell cookies for an in-person delivery. Your Girl Scout can reach their sales goals no matter what their schedule is like!

Text or Call Friends and Family

Texting or calling friends and family is a great way to help feel comfortable connecting with cookie customers. It is also a very flexible option for those with a busy schedule.

Door-to-Door Marketing

A great way to perfect her cookie pitch! Girl Scouts go door-to-door, with a trusted adult, in their neighborhood. Door hangers or business cards can be left for customers who aren't home.

Cookie Booths

Girl Scouts marketing cookies outside pre-approved locations like grocery stores, malls, or banks, at set times. This method helps girls meet new customers, develop teamwork skills, and have fun!

Connect with Your Community

Girl Scouts team up with their caregivers to sell cookies to their coworkers, at places of worship, and at community gatherings. From preparing a corporate pitch to selling cookies to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.



Your Girl Scout Cookie favorites are back!

Cookies are \$6 per package for the 8 core varieties. Caramel Chocolate Chip, our specialty gluten an allergen free cookies is \$7 per package.



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



French Toast-inspired cookies dipped in delicious icing



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Iconic shortbread cookies inspired by the original Girl Scout recipe



Crispy chocolate wafers dipped in a mint chocolaty coating



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



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



Crisp and crunchy oatmeal cookies with creamy peanut butter filling



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





Toast-Yay!® is retiring...but we are still saying "yay!", because it means 2026 will bring a new Girl Scout Cookie! Use the 2025 season as a last-call push promotion opportunity.

Girl Scout Cookies® 2025 Food Allergens Guide

| | CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M) DOES NOT CONTAIN | | | AIN | CERTIFICATIONS | | | | | | | | |
|---------------------------|--|-----|---------|------|----------------|------|--------------------------------|-------------------------|------------------|--------------|--------------------------|--------------------------------|------------------------------------|
| | Wheat | Soy | Coconut | Milk | Peanuts | Eggs | NO High Fructose Corn Syrup | NO Artificial Colors | NO Preservatives | NO Trans Fat | Certified Gluten Free | Made with Vegan Ingredients | Certified Kosher OU-D and Halal |
| Adventurefuls* | Y | Y | M | M | M | | Y | Y | Y | Y | | | Y |
| Toast-Yay!® | Y | Y | M | M | M | | Y | Y | Y | Y | | Y | Y |
| Lemonades* | Y | Y | M | M | M | | Y | Y | | Y | | Y | Y |
| Trefoils* | Y | Y | M | Y | M | | Y | Y | Y | Y | | | Y |
| Thin Mints* | Y | Y | M | M | M | | Y | Y | Y | Y | | Y | Y |
| Peanut Butter Patties* | Y | Y | M | M | Y | M | Y | Y | Y | Y | | Y | Y |
| Caramel deLites* | Y | Y | Y | Y | M | | Y | Y | | Y | | | Y |
| Peanut Butter Sandwich | Y | Y | M | Y | Y | | Y | Y | Y | Y | | | Y |
| Caramel Chocolate Chip | | | | | | | Y | Y | Y | Y | Y | Y | Y |

For complete nutrition facts and ingredients, visit **girlscoutcookies.org** or **www.abcbakers.com** for more information.





Cookie Facts

What Varieties Should You Order?

Choosing your mix is not an exact science, but here is what we recommend based on average sales per cookie variety:

| Thin Mints® | 26% | Peanut Butter Sandwich® | 8% |
|------------------------|-----|-------------------------|----|
| Caramel deLites® | 24% | Lemonades® | 7% |
| Peanut Butter Patties® | 14% | Trefoils® | 6% |
| Adventurefuls® | 8% | Toast-Yay® | 5% |

How Many Cases Can You Carry?

| Compact Car | 23 cases | Station Wagon | 75 cases |
|---------------|----------|---------------|-----------|
| Hatchback Car | 30 cases | Minivan | 75 cases |
| Standard Car | 35 cases | Pickup Truck | 100 cases |
| SUV | 60 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.

There are 12 cookie packages per case of Girl Scout Cookies.

\$6 to \$7 per package of Girl Scout Cookies depending on the variety

The oven that bakes Trefoils® is as long as an american football field.

A cookie season of Caramel deLites® needs as much coconut as 6 blue whales weigh.

There is enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.









Train and Inform your Troop

Host a Cookie Program Caregiver meeting to go over all the materials and questions they may have about the program.

Encourage caregivers to attend a Troop Caregiver Cookie Kickoff or host a watch party of the virtual Caregiver Cookie Training provided by Council.

Remember, having clear and consistent communication throughout the program will be the key to the Troop's success!

Key Takeaway Topics:

- Benefits of participating
- How the program works
- Program dates
- Ways to participate
- Safety guidelines
- Goal setting (Troop and Girl)
- Money management with Clover Go App Payments and Digital Cookie Mobile App



GIRL SCOUT COOKIE PICKUPS

For a Smooth Pickup Day

- 1. Schedule pickup times for your troop with the Service Unit and be informed about the total cases and cars needed to pick up your order all at once.
- 2. Have all cars associated with your troop order pull up together.
- 3. Use the Pickup Sheet to count cases prior to loading in the vehicle(s).
- 4. Sign the Pickup Sheet and have the SU Leader sign. The troop should receive a copy of the pickup sheet.
- 5. Be aware that Troops are responsible for counting and verifying the total number of cases received.

For a Smooth Distribution Day

- 1. Schedule pickup times with caregivers to be prepared with their cookie order pulled.
- 2. Print necessary paperwork for receipts or write out Initial Cookie Order pickups in the paper receipt book.
- 3. Use the receipt to count cookies in full prior to loading in caregiver's vehicle(s).
- 4. Sign the Pickup Sheet and have the caregiver sign once product is handed off. The caregiver should receive a copy of the pickup sheet and the Troop should retain a copy for their records for one year.
- 5. If there is an Outstanding Balance Form that needs to be submitted, Troops should submit a copy of the signed receipt(s).



COOKIE BOOTHS

Service Unit Booths

Service Units may manage arranging Booths for busy locations in your area. Please check with your Service Unit if they are scheduling certain busy retail locations.

Troop Secured Booths

Troops can schedule cookie booths almost anywhere. Having someone visit businesses, compile, and enter booths in Smart Cookies makes it easy for your troops to hold booths.

Do not approach businesses included in the list above that are on the Council scheduled booth list for additional times or dates.

Also be mindful and do not approach businesses that the Service Unit has scheduled times with. Following GSUSA safety guidelines, booths slots must all be entered in Smart Cookies.

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.

Use the table below to view key dates and details to help you sign-up for council scheduled booths through Smart Cookies.





| Date/Time | Council Booth Sign-up Round | Limit | Туре |
|----------------------|------------------------------------|----------|-----------|
| Feb. 7th at 5:00 PM | Fall Product Early Booth Selection | 6 Total | 2 Premium |
| Feb. 10th at 5:00 PM | Booth Sign-up #1 | 6 Total | 2 Premium |
| Feb. 12th at 5:00 PM | Booth Sign-up #2 | 6 Total | 2 Premium |
| Feb. 13th at 5:00 PM | All Remaining Booths Open | No Limit | Any |

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

Cookie Booths

Things to Keep in Mind

All 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 customercare@gsmw.org.

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!

Virtual Booths

Customers now have the option to place pickup orders from your designated virtual 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 this as a virtual pickup option for







With Gift of Caring, customers have a chance to give back to our community while supporting Girl Scouts at the same time.

Girls can collect \$6 per package for cookies 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 21st to pick up from Cookie Cupboards, where available, by the beginning of May.

Troops do not pull donation packages from their cookie inventory. Girls will earn the Cookie Share Patch for selling 25+ packages of donated cookies. All GS Gift of Caring donations count toward Girl Rewards totals and Troop proceeds.

SMART COOKIES

Lookout for this Important Email From Smart Cookies!



From: noreply@abcsmartcookies.com < noreply@abcsmartcookies.com >

Sent: Friday, January 14, 2025 5:00 PM

To: <u>customercare@gsmw.org</u> < <u>customercare@gsmw.org</u>>

Subject: ABC Smart Cookies Registration



Dear Girl Scout Volunteer,

Girl Scout Cookie season is starting soon! To help you get ready for a great cookie season pleaseset up your account and register on the ABC Smart Cookies website, click the link below to get started:

https://app.abcsmartcookies.com/#/registration?token=878cf5a1-f60c-4bbc-aaaa-29

By registering on ABC Smart Cookies website, you will be able to complete your profile, start managing your cookie sale, and have access to all of the resources available on ABC Smart Cookies website!

Thank you,

The ABC Smart Cookies Team

If you'd like to unsubscribea and stop receiving these emails click here.



Welcome Email

Prior to the Cookie Program start date, you'll receive a welcome email with a registration link on January 14th.

Click the link and verify your user profile information. Your username will be your email address, then you can create your own password.



Verify Troop Information

- 1. Hover over the MY TROOP tab.
- 2. Click on Troop Information and ensure all information is correct.
- 3. Click on Girls and check that they are listed correctly. If you are missing Girl Scouts, please submit a Girl Edit Request Form or email customercare@gsmw.org.



Safety and Training

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



Cookies and Resources

Learn all about the cookies and access resources for a successful sale. Download printables, training materials, digital art and more!



Review Navigation Features

Review all of the navigation features to the right and see all Smart Cookies has to offer.



Navigation Features

My Troop

Troop information, along with info about Girls. Messages can be sent from here.

Dashboard

Troop'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.

Rewards

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

Finance

Track Girl and Troop transactions through Financial Transactions. Troops cannot edit, add or delete their own troop transactions.

Reports

Reports include Girl Cookie Order Details, Girl Balance Summary, Troop On-Hand Inventory, Troop Cookie Share, Troop Balance Summary, and more!





| | Resource | Description | Link |
|---|--------------------------------------|--|-------------|
| | ABC Bakers Flickr | Gallery of images, certificates, and more. | <u>Link</u> |
| | GSMW Cookie Resources | GSMW webpage with all of our Cookie Program volunteer resources. | <u>Link</u> |
| | ABC Help Videos | How-to videos about Cookies, volunteer support and history about the Girl Scout Cookie Program. | <u>Link</u> |
| | Digital Cookie Tip Sheet Index | Tip sheets and help video clips for volunteers about Digital Cookie. | <u>Link</u> |
| | Booth Request Form | Form to take to local buisness' to secure booths for your troop or service unit. | <u>Link</u> |
| | Booth Tracking Sheet | Use this handy booth tracker by variety to keep track of your booth sales for easy Smart Cookies input and distribution. | <u>Link</u> |
| | Weekly Bites | Weekly Bites provide important updates about the Cookie Program week to week. | <u>Link</u> |
| | Band Group Invite for New Volunteers | Join this group specifically made for our new volunteers to connect and learn more. | <u>Link</u> |
| 4 | Clover Go | A credit card processing app to accept payments from customers | <u>Link</u> |
| | Digital Cookie | Online platform that customers can use to purchase from Girl Scouts. | <u>Link</u> |
| | Smart Cookies | Online platform that troop volunteers use to order cookies, track sales and rewards throughout the program | <u>Link</u> |



Check out our website at www.gsmw.org/cookieresources for more information and tips.