Welcome to the Girl Scout Cookie Program - the largest girl-led entrepreneurial program in the world!

Did you know? The Girl Scout Cookie program helps girls:

- Fund troop activities and events
- Pay for camp and outdoor adventures
- Earn rewards—from patches and gadgets to awesome events
- Learn valuable life skills

Watch girls grow in confidence before your eyes as they learn how to pitch to customers, plan sales strategies, and achieve their goals!

**2020 COOKIE PROGRAM AT-A-GLANCE**

**FEBRUARY 1:** Cookie Program Starts

**FEBRUARY 7:** Booth Sales Start

**MARCH 8:** Last day to place a guaranteed Planned Order (see p. 10)

**MARCH 12 - 13:** Pick up for risk-free Cookie Check Out (see p. 10)

**MARCH 23:** Returns from risk-free Cookie Check Out accepted (see p. 10)

**MARCH 29:** Cookie Program ends / Last day for girls to earn credit for cookie sales

**MARCH 30:** Reward Orders are due

**WHAT’S CHANGED FROM PREVIOUS YEARS?** We’ve extended the risk-free check out period, allowed girls and troops more time to complete the sale of cookies on hand, and shortened the time from the end of the sale to the Reward Order due date. As always, Troop Product Managers (TPMs) can communicate specific deadlines to your troops.

**MEET THE WOODLAND BRIGADE**

Meet this year’s instant rewards lineup – The Woodland Brigade! ALL girls can earn up to six squishy keychains as part of the Cookie Reward Program this year. Instant rewards start at 50+ packages sold, see page 23 for more information!

If you’re working with a Juliette (individual) Girl Scout, you’ll want to follow along with the steps and information listed for troops, but also refer to the 2020 Cookie Program Juliette Letter. We’ll highlight any areas where you’ll want to pay special attention to the steps for Juliettes in Girl Scout green!
Thank you for stepping up to manage your troop’s participation in the Cookie Program! We want to give you the tools you need to succeed.

Start by filling out your **Troop Product Manager (TPM) Agreement** to let us know who is managing your troop’s participation. This also ensures you’ll get your registration email for Smart Cookies (the online tool to help you run your troop’s Cookie Program!) TPMs who have filled out an agreement by Friday, December 6 will receive your registration email on December 10. If your **TPM Agreement** is submitted after December 6, it may take up to five business days to receive your registration email.

**WHAT DOES A TPM DO? HERE’S A QUICK RUN DOWN:**

- You’ll receive your troop’s Cookie Program materials shipped directly to your home. Materials start arriving in December! The package includes Instant Rewards, all print material, and a sample package of cookies for your troop.

- Check out your training resources—we offer live and recorded webinar trainings, plus additional guides covering all aspects of the program, including a step by step *Smart Cookies Manual for Volunteers*. Find all materials at gsgibridge.com/cookieprogram.

- Use Smart Cookies, the online platform for the Cookie Program, to manage your troop. In Smart Cookies, you’ll order cookies for the troop, track sales, manage booth sales, and select rewards items.

- **PRO TIP!** Make sure your troop’s bank account information is entered in Smart Cookies. (Need help setting up a troop bank account? Check out our guide on The Bridge!)

- Host a troop kickoff event, including sections for girl information and parent/guardian information. Some troops split this into two separate meetings!

- For girls, help them get excited about setting goals, earning rewards, and interacting with their customers! See page 24 for help planning your troop’s cookie kickoff!

- For parents/guardians, review the program information, family roles and responsibilities, and deadlines/rules for participating. Be sure to collect *Product Program Permission Forms* and distribute materials to families.

- Set up booth sale locations for your troop. (See page 15 for more on booth sales.)

- Submit your Troop Initial Order for cookies that your troop will have on hand early in the program. Don’t worry—we’ll help you estimate how many cookies your troop will need. (See page 7 for more on Troop Initial Orders.)

- Pick up your Troop Initial Order and hand out cookies to families. Recruit a buddy to help!

- Track additional cookie orders from families in your troop! No reason to overload on cookies at the beginning. If a girl needs more cookies, she’ll let YOU know, and then you’ll place a new Planned Order to pick up and distribute. You can do this weekly throughout the program to assist with inventory management. (See page 7 for more on Planned Orders.)

- Communicate with your Service Unit Product Chair (SUPC), your local volunteer point person, as well as Girl Scouts of Greater Iowa staff, with any questions or issues that come up.

- Collect money throughout the program—as girls pick up additional cookies, they should be turning in money for cookies they’ve already sold. Always use receipts whenever cookies or money are changing hands!

If you’re managing a Juliette, check out the overview in the 2020 Cookie Program Juliette Letter!
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# COOKIE PROGRAM RESOURCES

<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>HOW TO FIND IT</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bridge: Trainings, Forms, and Program Kits</td>
<td>gsgibridge.com/cookieprogram</td>
</tr>
<tr>
<td>Shout Out! Weekly Newsletter</td>
<td>Sent to your inbox every Thursday!</td>
</tr>
<tr>
<td>Smart Cookies</td>
<td>abcsmartcookies.com</td>
</tr>
<tr>
<td>Smart Cookies Technical Support</td>
<td>Phone: 800-853-3730</td>
</tr>
<tr>
<td>Official Girl Scouts of Greater Iowa Facebook Leaders Group</td>
<td>tinyurl.com/GSGILeaders</td>
</tr>
<tr>
<td>Girl Scouts of Greater Iowa (GSGI) Staff</td>
<td>Phone: 800-342-8389</td>
</tr>
<tr>
<td>Service Unit Product Chair (SUPC)</td>
<td>These volunteers help the troops in their area with the Cookie Program!</td>
</tr>
<tr>
<td>Your local contact for the program</td>
<td></td>
</tr>
</tbody>
</table>
IMPORTANT DATES

DECEMBER - GET READY!
Materials start arriving to troops and Juliettes.
- December 10: Smart Cookies registration emails sent to volunteers.
- December 12: Live training for troops and Juliette parents/guardians. Register on The Bridge (gsgibridge.com/cookieprogram).

JANUARY - GET SET!
Host your troop kickoff meeting with girls AND their parents/guardians. Resources can be found on The Bridge (gsgibridge.com/cookieprogram).
Attend a Cookie Kickoff Event with your troop! Register for an event near you at girlscoutsiowa.org/events.
- January 1: Start setting up local booth sales for your troop. (p. 15)
- January 7: Live Smart Cookies training webinar. Register on The Bridge (gsgibridge.com/cookieprogram).
- By January 7: Enter your troop into the booth lottery in Smart Cookies by 11:59 p.m. (p. 15) Lottery spots are not guaranteed!
- January 8: Smart Cookies runs the booth lottery. Notifications sent out later that day.
- January 9: Remaining council-secured booths are available to sign up with First Come, First Serve process in Smart Cookies. (p. 15)

Your first cookie order (Troop Initial Order) is due! (p. 6) Troop Initial Order training (live) with Q&A. Register on The Bridge (gsgibridge.com/cookieprogram).

Girl Scouts of Greater Iowa (GSGI) staff available 8:00 a.m. – 9:00 p.m. at 800-342-8389 for questions.
- January 14: Smart Cookies registration emails sent to families.
- January 23: Smart Cookies training for girls and families on how to use their Cookie Program resources! Register on The Bridge (gsgibridge.com/cookieprogram).

FEBRUARY - GO!
- February 1: The Cookie Program begins! Online sales and Order-Taking begin.
- February 1-7: Cookies Delivered! Check with your Service Unit Product Chair (SUPC) for pick up location and time. (p. 7)

New this year! Any troop can choose to pick up your Troop Initial Order at the Des Moines or Sioux City Mega Drops, instead of at your service unit delivery location. Just select your preferred location when you place your Troop Initial Order.
- February 7: Booth sales begin! (p. 15)
- PLANNED ORDERS: Due weekly (see p. 8 for full details on Cookie Cupboards and how to get more cookies).
- February 21: Email notifications sent for your first payment due.
- February 28: First cookie payment auto-withdrawn from your troop bank account. (p. 20)
- February 28 - March 1: National Girl Scout Cookie Weekend! Patches available in GSGI shops.

MARCH
- PLANNED ORDERS: Due weekly, (see p. 8 for full details on Cookie Cupboards and how to get more cookies).
- March 8: Last guaranteed day to enter a cookie order! Depending on cookie availability, there may be additional order and pick up dates added.
- March 23: Returns from Risk-Free Cookie Checkout orders accepted at select cupboard locations. (p. 10)
- March 29: The Cookie Program ends. All sales end.
- March 30: Reward Orders due in Smart Cookies.

Rewards Order training (live) with Q&A. Register on The Bridge (gsgibridge.com/cookieprogram).
GSGI staff available 8:00 a.m. - 9:00 p.m. at 800-342-8389 for questions.
- March 31: Email notifications sent for your final payment due.

APRIL
- April 3: Payment Adjustment Forms and Girl Shortage Forms due, if applicable. Any Girl Shortage Forms submitted must also include the girl’s signed Product Program Permission Form.
- April 7: Final payment auto-withdrawn from troop bank account. Troop proceeds will stay in account. (p. 20)

MAY
Cookie Dough emailed directly to families.
Rewards items arrive - shipped directly to girls!
HOW THE COOKIE CRUMBLES

Through this program, girls not only learn goal setting, decision making, money management, people skills and business ethics - they learn skills essential to leadership, success, and life.

Girl Scout Cookies provide support for troops and girls in your local communities. In fact, after covering the cost of goods, 100% of the proceeds stays within Girl Scouts of Greater Iowa (GSGI). We do not provide any portion of our cookie revenue to Girl Scouts of the USA. Here is what’s funded from each $4 package:

$1.99
Member support and programs, including:
Events and activities for girls
Camp programs
Financial assistance
Resources for volunteers

$1.16
Program expenses
Cost of goods
Distribution
Warehouse space

$.85
Proceeds to troops and girls
Troop Proceeds
Girl Rewards
Cookie Dough

COOKIE KICKOFF EVENTS

Troops and girls are invited to kickoff the 2020 Cookie Program with special themed activities, along with super sporting events! Visit girlscoutsiowa.org/events for registration and details!

Sunday, January 19, 2020
Des Moines, Iowa
Drake University
Women’s Basketball

Saturday, January 11, 2020
Omaha, Nebraska
Omaha Lancers

Saturday, January 25, 2020
Sioux City, Iowa
Women’s Basketball

Tuesday, January 14, 2020
Mason City, Iowa
Pizza Party

Service units may also host local Cookie Rallies. Check with your Service Unit Product Chair to see what’s available in your community!
MEET THE BAKER
We have partnered with ABC Bakers for 10+ years to provide delicious cookies to our customers. The cookies available this year are: Thanks-A-Lots®, Lemonades™, Shortbreads, Thin Mints®, Caramel deLites®, Peanut Butter Patties®, Peanut Butter Sandwiches, Girl Scout S’mores™, and gluten free Caramel Chocolate Chips! This year’s line up with pictures and nutritional information can be found on the Order Card.

MEET SMART COOKIES
The Smart Cookies online platform helps girls, families, volunteers, and staff manage the program from the beginning to end—including ordering cookies, tracking payments, monitoring sales, and selecting rewards. Girls and families have their own portal to set goals, contact customers, and sell cookies online through Smart Cookies Direct Ship.

Working with multiple troops? No problem! If you have multiple roles, such as Troop Product Manager (TPM), SUPC, and even Cupboard Manager, you can log into Smart Cookies with your email address, and you’ll be able to switch between roles. Parent/guardian access to Smart Cookies works a little differently – each girl account is linked to a unique username and password, so you’ll need to log in separately from your volunteer roles to manage each girl.

NEW THIS YEAR! All credit card payments for cookies can be made directly in Smart Cookies! Girls can take credit card payments for their individual sales, a returning feature in Smart Cookies. Now, troops will also be able to use Smart Cookies to take credit cards at booth sales! GSGI also provides troops with the option of using the Clover Go app for booth sales, once you have set up an account. Check out the Clover Go User Guide on the Bridge for full details.

SMART COOKIES HELP DESK: (AVAILABLE 24/7) 800-853-3730  |  ABCTECH@WESTONFOODS.COM

PRO TIP! Make sure you can receive Smart Cookies information! We’ve found that several email services, including outlook.com; live.com; hotmail.com; and msn.com, block emails coming from a “noreply” email address. Please add noreply@abcsmartcookies.com to your safe sender list so that we can send you your Smart Cookies registration email and other system emails throughout the program.

Check out your Smart Cookies Manual for Volunteers for additional information on how to navigate Smart Cookies! You can also find additional Smart Cookies guides and videos on The Bridge (gsgibridge.com/cookieprogram).

DON’T FORGET! COOKIES ARE $4 PER PACKAGE, CARAMEL CHOCOLATE CHIP ARE $5 PER POUCH.

CARAMEL CHOCOLATE CHIP COOKIES ARE BACK!
These cookies are produced in a dedicated gluten-free facility, which means GSGI has limited quantities available. Caramel Chocolate Chip (CCC) quantities ordered during the Troop Initial Order are not guaranteed. Prior to any order adjustments, the TPM will be contacted by GSGI. Customers loved this new cookie last year, and we hope to see another year of tremendous sales of the CCC!

This means that:

- CCCs are not eligible for returns or exchanges during any part of the Cookie Program.
- CCCs will not be listed on printed Order Cards this year.
- CCCs may be available for Planned Orders from Cookie Cupboards throughout the program, but are not guaranteed.
HOW TO GET YOUR TROOP’S COOKIES

YOUR FIRST COOKIE ORDER – TROOP INITIAL ORDER
Troops have the option of placing a Troop Initial Order, which allows girls to have cookies on hand the first week of the sale, and also ensures your troop is prepared for booth sales, which begin on February 7. If your troop would like to have cookies on hand as soon as possible, you’ll need to place a Troop Initial Order in Smart Cookies.

Determining your Troop Initial Order: Check out the Troop Initial Order Estimator Tool on The Bridge. This interactive worksheet is designed to help new and returning troops project an order amount, depending on the troop’s goals and plans. You can also talk to families about how many packages they’ll plan to sell - please make it clear that girls cannot start taking orders before February 1!

Troop Initial Orders are due in Smart Cookies on January 9. Find resources on The Bridge including the Troop Initial Order Estimator Tool.

NEW THIS YEAR! We’ve added a live Troop Initial Order training with Q&A on January 9 from 6-7 p.m. Girl Scouts of Greater Iowa (GSGI) staff will also be available until 9:00 p.m. on January 9 at 800-342-8389.

Troop initial Orders are delivered to each service unit February 1 - 7. The Service Unit Product Chair (SUPC) hosts the delivery location and will notify troops once they have a firm date and time for pick up. You will arrange a time and location for families to pick up cookies from you!

TROOP INITIAL ORDER DELIVERY DAY
Here are some tips to help make the day go as smoothly as possible.

◌ Check the weather in advance and be prepared!
◌ Bring a copy of Troop Initial Order report from Smart Cookies.
◌ Ask parents/guardians to help. Your Troop Initial Order may not fit in one vehicle, so be sure to ask additional adult helpers to come in separate cars!
◌ Once you have the cookies, separate each girl’s order and make arrangements for families to pick up their cases.
◌ Be sure to store cookies in an area that is easy to access, clean, dry, smoke-free, and animal-free.

HEADS UP! For any troop or Juliette participating in the Des Moines or Sioux City Mega Drop (you must select this delivery station when placing your Troop Initial Order) you will receive specific instructions on when and how you can pick up your cookies.

Juliettes follow the same processes as troops for ordering and picking up cookies during the program!

COOKIE CUPBOARDS - PLANNED ORDERS
After Troop Initial Orders, as girls sell more cookies, troops can order and pick up more cookies by placing a Planned Order in Smart Cookies. You can order cookies from nearly 30 Cookie Cupboard locations across Girl Scouts of Greater Iowa!

To get more cookies, submit a Planned Order in Smart Cookies at the desired cupboard, pick up cookies, and then hand out to your troop members. For step by step information on ordering cookies, check out the Ordering Cookies - Smart Cookies Manual or video.

REMINDER: Check out our Cookie Cupboard Guide on The Bridge for tips on getting the most from your Cookie Cupboard experience!
SUPER CUPBOARD INFORMATION

Super Cupboards are metro-area cupboard with regular open hours and Express Ordering Options for the first few weeks of the program. This section only applies to Ames, Council Bluffs, Des Moines, Fort Dodge, Mason City, Sioux City.

EXPRESS ORDERING

At the beginning of the Cookie Program, troops can place Planned Orders in Smart Cookies until noon the day before the pick up date. This allows greater flexibility for volunteers and more opportunities for girls to have cookies on hand. Express Ordering is available at Super Cupboards only, for pick up February 7, February 11-13, and February 18-20. After reviewing cupboard traffic, coverage needs, and volunteer feedback, we’ve adjusted some Cookie Cupboard hours this year. Super Cupboards will close at 5 p.m. We will do our best to accommodate special requests – email us at info@gsiowa.org or give us a call at 800-342-8389 and we’ll work to meet your needs.

NEW THIS YEAR! The Des Moines Super Cupboard will be opening at 7:30 a.m. this year to accommodate the heavy early morning traffic.

**Super Cupboard Express Ordering - Through Thursday, February 20**

<table>
<thead>
<tr>
<th>DEADLINE TO ORDER</th>
<th>PICK UP HOURS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon on Thursday, February 6</td>
<td>8:00 a.m. – 5:00 p.m. on Friday, February 7</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td>Noon on Monday, February 10</td>
<td>8:00 a.m. – 5:00 p.m. on Tuesday, February 11</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td>Noon on Tuesday, February 11</td>
<td>8:00 a.m. – 5:00 p.m. on Wednesday, February 12</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td>Noon on Wednesday, February 12</td>
<td>8:00 a.m. – 5:00 p.m. on Thursday, February 13</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td>Noon on Monday, February 17</td>
<td>8:00 a.m. – 5:00 p.m. on Tuesday, February 18</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td>Noon on Tuesday, February 18</td>
<td>8:00 a.m. – 5:00 p.m. on Wednesday, February 19</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td>Noon on Wednesday, February 19</td>
<td>8:00 a.m. – 5:00 p.m. on Thursday, February 20</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
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</tbody>
</table>

**HEADS UP!**

February 7 is by far the busiest day at the Cookie Cupboards, with long lines for pick up. One way to avoid the lines would be to increase your Troop Initial Order to include any cookies you’d like to have on hand for the first weekend of booth sales!

**Super Cupboard Weekly Ordering - begins Sunday, February 23**

<table>
<thead>
<tr>
<th>DEADLINE TO ORDER</th>
<th>PICK UP HOURS:</th>
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<tbody>
<tr>
<td>Sunday, February 23 at 11:59 p.m.</td>
<td>8:00 a.m. – 5:00 p.m. on Thursday, February 27</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 5:00 p.m. on Friday, February 28</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td>Sunday, March 1 at 11:59 p.m.</td>
<td>8:00 a.m. – 5:00 p.m. on Thursday, March 5</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 5:00 p.m. on Friday, March 6</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td>Sunday, March 8 at 11:59 p.m.</td>
<td>8:00 a.m. – 5:00 p.m. on Thursday, March 12</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 5:00 p.m. on Friday, March 13</td>
</tr>
<tr>
<td></td>
<td>7:30 a.m. – 5:00 p.m. in Des Moines only</td>
</tr>
</tbody>
</table>
How many will fit?

Not sure how many cases you can fit in your vehicle? We’ve gotten pretty good at figuring it out. The numbers below represent the approximate number of cases you can fit in that size vehicle. Keep in mind, that number could change depending on which cookie variety you are taking, and how many passengers or car seats you have in your car.

<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compact Car</td>
<td>25</td>
</tr>
<tr>
<td>Standard Car</td>
<td>40</td>
</tr>
<tr>
<td>Sport Utility Vehicle</td>
<td>60</td>
</tr>
<tr>
<td>Minivan</td>
<td>75</td>
</tr>
<tr>
<td>Standard Pick-Up Truck</td>
<td>100</td>
</tr>
<tr>
<td>Standard Van</td>
<td>200</td>
</tr>
</tbody>
</table>

Volunteer and Rolling Cupboard Weekly Ordering - February 9 - March 8

**DEADLINE TO ORDER**

- Sunday, February 9 at 11:59 p.m.
- Sunday, February 16 at 11:59 p.m.
- Sunday, February 23 at 11:59 p.m.
- Sunday, March 1 at 11:59 p.m.

**PICK UP HOURS:**

Varies by location, contact your local cupboard. Hours and contact information can be found in Smart Cookies and on The Bridge (gsgibridge.com/cookieprogram).
EXCHANGING & RETURNING COOKIES

TROOP TO TROOP EXCHANGES
Troops are encouraged to exchange or transfer cookies to each other when needed. Any such exchange should be tracked in Smart Cookies as a Transfer Order, even when equal amounts are traded. Connect with troops through the Official Girl Scouts of Greater Iowa Leaders Group on Facebook! For step by step instructions see the Smart Cookies Manual for Volunteers or video.

Juliettes can also transfer cookies between Juliettes, or with troops! For a Juliette to Troop Transfer, you'll follow the same steps as a Troop would!

TROOP TO CUPBOARD EXCHANGES
You can also exchange cookies for an equal quantity of a different variety at Cookie Cupboards through March 6. To ensure the Cookie Cupboard has what you are looking for, the best way to exchange is to place a new Planned Order in Smart Cookies and bring your exchange cookies at the time of pick up. Please help out our Cupboard Managers by letting us know you're exchanging cookies in your Order Notes. Walk-in exchanges are not guaranteed.

You cannot bring back more cookies than you are picking up, and the cookies must be in excellent condition (have not been exposed to pets, smoke, or other damage). If cookies are not in excellent condition, your exchange will be denied. The Cupboard Manager will take care of all transfers in Smart Cookies.

RISK-FREE COOKIE CHECKOUT
MARCH 13-23
During the Cookie Checkout, troops and Juliettes can pick up all varieties of cookies that are still in stock at Cookie Cupboards. That means you can place a Planned Order based on anticipated sales (including cookie booths) and then return remaining cookies that don't sell (up to the quantity checked out).

Here's how it works:
1. Place a Planned Order by Sunday, March 8. Orders may be subject to change, depending on remaining GSGI inventory.
2. Pick up your Planned Order that week (by March 13).
3. Return any cookies left from that order on March 23. You cannot return more cookies than were picked up during the week of March 8, but you can return different varieties than what you picked up in that last order. You cannot exchange cookies when picking up your order and then also do a return on March 23; only one or the other is allowed.

Please note: Cookie Checkout is designed to help troops minimize risk, and allow girls to reach their goals by continuing to sell at the end of the program, without having leftover cookies at the end. Troops who participate in Cookie Checkout are eligible to return their troop's remaining inventory only. Please do not accept transfers from a nonparticipating troop to return cookies on their behalf.

If your troop needs a cookie variety that is not in stock this last week, you can connect with other troops to trade, or direct customers to order online! Why would some cookies be out of stock? Just as troops are responsible for ordering and managing your inventory, GSGI orders cookies from ABC Bakers throughout the program. GSGI is responsible for all the cookies ordered, so we also need to manage down the inventory and minimize leftovers!

Select Cookie Cupboards will be open for Cookie Check Out returns on Monday, March 23. Specific hours will be posted on The Bridge and in Shout Outs!
GETTING COOKIES TO GIRLS

As the Troop Product Manager (TPM), you will place your Troop Initial Order and Planned Orders for your troop. You will want to communicate your troop-specific ordering deadlines in your kickoff meetings. Ongoing Planned Orders during the program are meant to give you the flexibility to order what girls need without ending up with too many cookies.

Experienced TPMs have come up with some great systems for managing troop inventory, including tracking sheets, emails, and even simple online forms. Check out some helpful resources on The Bridge! **PRO TIP:** Families will be picking up cookie orders throughout the program. We suggest keeping all your paperwork together, including each girl’s signed *Product Program Permission Form*, and receipts for cookies and money that have been exchanged.

YOUR TROOP COOKIE INVENTORY INCLUDES:
*Cookies ordered for girls in the troop:* Whether the girl has taken orders, or they’re planning on selling cookies on hand—once cookies are signed for by a parent/guardian, they become the family’s responsibility. Be sure to keep a signed receipt each time you exchange cookies or money with families. To give girls credit for the cookies they take, you will also need to do a Troop to Girl Transfer Order in Smart Cookies.

*Booth Cookies:* The troop must order and bring cookies to booth sales. Any leftover cookies from the booth sale remain in your troop’s inventory, and can be used to fill orders from girls, or saved for the next booth. To give girls credit for cookies they help sell during a booth, you’ll transfer them in Smart Cookies using the *Smart Booth Divider* or through Troop to Girl (T2G) transfers. See the *Smart Cookies Manual for Volunteers* for step by step directions on how to do all transfers in Smart Cookies!

MANAGING YOUR TROOP INVENTORY

Tracking cookies and money is an important part of managing the Cookie Program. TPMs should track and document all the cookies they pick up, hand out, and receive money for. Ultimately, the troop is responsible to pay for all cookies in their possession, with financial responsibility on each family for any cookies they have signed for and received. Families should turn in money throughout the program for cookies sold, not all at the very end. Ideally, money is turned in for all the cookies a family has picked up before they are given more.

It is up to the TPM to decide if they will allow families to return the cookies they take. Girl Scouts of Greater Iowa recommends that troops do not take returns from families, as that limits your ability to manage your troop inventory down to zero.

HELPING FAMILIES MANAGE COOKIES

It’s extremely important to train and communicate clearly with your families so that neither the troop nor the individual family gets ‘stuck’ with cookies. Your first step is to make sure you have a signed *Product Program Permission Form* from every Girl Scout participating. If an individual family is having trouble with cookies or money:

- Stay empathetic – be direct and kind. Explain to the parent/guardian that they are financially responsible for the cookies they have signed for. Offer solutions, such as accepting a partial payment, helping them transfer cookies to someone else, or suggesting more ways to sell the cookies on hand. You can also exchange cookies that are in good condition for other varieties – you can exchange them from the troop inventory, and the troop can exchange with a cupboard or another troop. See page 10 for more on exchanges.

- Stay calm - It’s natural to feel a bit panicked, but this is why there are policies and procedures in place to ensure the leader and troop are safeguarded when financial issues happen. As a TPM, you should document your collection attempts, and ensure you have signed receipts for all cookies transferred to families, as well as signed *Product Program Permission Forms*. If the family is not able to pay the full amount due to the troop, fill out the *Girl Shortage Form*. At that point, GSGI will follow up with the family to arrange payment, and the amount due by the troop will be adjusted. (See page 20 for more on Paying for Cookies).

UNDERSTANDING FINANCIAL RESTRICTIONS

Sometimes families have a shortage in paying for product from a previous program, or other debt owed to Girl Scouts of Iowa (GSGI). In these cases, girls are able to sell cookies at booths or online only. The family is not allowed to take responsibility for money or cookies directly.

TPMs will be notified of girls with restrictions in December. If a girl has a financial restriction you will also see a “FR” after her last name in Smart Cookies. The family should be aware of the restriction from prior communication with the GSGI Finance Department. As the TPM, you may need to clarify to them how they can participate.
HOW GIRLS SELL COOKIES

The Cookie Program is the largest girl-led business in the world, and it's your job (and the girls' parents/guardians) to keep it that way. Girls should be involved in all transactions, whether that be in person, at the office, or on social media.

Here are some great ways for adults to keep the girl involved:

- **Use Smart Cookies!** The Girl Dashboard provides girls online tools to reach out to customers through email, text, or social media. Girls can customize their email messages, build their contact lists, and even record videos of themselves!

- **Take your Girl Scout to work!** Give her the chance to see what your day is like and let her customers see the future leader their purchase is supporting.

- **Videos, pictures, and handwritten letters.** Have her record a video making her ask or talking about her goal. She can also write handwritten notes or emails to her customers telling them all the great reasons to purchase cookies this season.

- **Online marketing!** Help her use social media and other tools to market cookies to her own network of friends and family!

COOKIE MARKETING & BUSINESS ETHICS

One of the important aspects girls learn in the Cookie Program is Business Ethics - being honest and responsible at every step. Participating girls and adults are expected to follow the Cookie Program's safety, social media/marketing and business ethics guidelines.

Social Media

Girl Scouts of Greater Iowa (GSGI) allows parents/guardians to make decisions with their girls about using social media to achieve their Cookie Program goals.

Social media can be a great tool, but the time-tested methods of booth sales, door-to-door, and online sales through Smart Cookies to friends and family have proven to be the highest-performing sales channels!

Social Media Best Practices:

- Social media or online posts should be signed with a girl's first name only, troop number (optional), and council name (Girl Scouts of Greater Iowa). You may also include the community, as customers often prefer to support local troops!

- Personal emails or street addresses of girls should never be used.

- Girls should be involved in the process—for instance, she can share her goals, photos, or artwork, and messages of thanks. Remember, customers are getting more than delicious cookies—they are supporting the development of female leaders!

- Be age-appropriate—most sites state that children should not have their own accounts until age 13.

- GSGI urges caution when families choose to utilize swap sites (Facebook Marketplace, Craigslist, Community Pages, etc.), after the February 1 start date.

- Ultimately, families will make different choices about how their Girl Scouts can use social media to promote the Cookie Program. If you see something you disagree with, please be respectful and move along. Neither GSGI nor other parents/volunteers have the authority to remove posts or reprimand others.

Creating Early Cookie Buzz:

The official start date of the Cookie Program is February 1 - this means that no “pre-orders” should be taken before this date. Individuals may post to their personal pages prior to February 1 letting friends and family know that “cookies are coming,” provided no orders are taken before the program starts.

If you see a post on social media where a family in Girl Scouts of Greater Iowa is gathering orders for Girl Scout Cookies before the official February 1 start date, we have posted a sample message on The Bridge that you can send them, to let them know about the official February 1 start date.
Advertising
Occasionally, parents or families will ask about using targeted advertisements, including paid ads, through newspapers or other publications/media, to promote their Girl Scout’s cookie sale. GSGI does not allow advertisements to be placed promoting one girl’s sale, as the use of paid advertisements to direct customers to one girl is an unfair advantage in the marketplace.

Business Promotion of Booth Sales
Local businesses can be great partners during the Cookie Program, especially with hosting booth sales!

However, there are specific trademark regulations around the name, brand, and logo of the Girl Scouts and Girl Scout Cookies. This means that businesses may not promote a Girl Scout cookie booth in order to drive revenue for their own business. Businesses cannot give away something free if a customer buys Girl Scouts cookies. If a business would like to discuss an official event partnership or sponsorship, please direct them to contact info@gsiowa.org.

No Unattended Cookies!
Cookies should be sold when Girl Scouts are present. This means that cookies sitting out at a retail location when only adults are present is unacceptable. Additionally, businesses may not purchase cookies from a Girl Scout and then resell them in any format.

COOKIE PROGRAM SAFETY GUIDELINES

We have many Cookie Program guidelines, designed for girl safety and fairness, which you’ll find throughout this program kit and other resources. We want girls to be safe, have fun, and reach their goals, and we ask adults to use your best judgment and common sense to support participating girls!

- **PARTNER WITH ADULTS**
  Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girls who are Cadettes and older must be supervised by an adult and should never sell alone. Adults should be present at a booth sale in any public place at all times.

- **SELL IN THE DAYTIME**
  Use the phone and email to sell when it’s dark outside. Save door-to-door sales for daylight hours.

- **DO NOT ENTER**
  Never enter the home or vehicle of a person when you are selling or making deliveries.

- **SHOW YOU’RE A GIRL SCOUT**
  Wear the Girl Scout membership pin, your Girl Scout uniform, or Girl Scout clothing to identify yourself as a Girl Scout.

- **PROTECT PRIVACY**
  Girls’ names, addresses, and email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments.

- **PLAN AHEAD**
  Always have a plan for safeguarding money. Avoid walking around with large amounts of it, and don’t keep it at home or school.

- **BE STREET-WISE**
  Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies.

- **BE SAFE ON THE ROAD**
  Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
WAYS TO SELL COOKIES

ONLINE SALES
FEBRUARY 1 - MARCH 29
Smart Cookies allows girls to email customers, share on Social Media, and invite them to purchase cookies. Customers have the option to place an order and have a girl deliver it to their door OR they can pay online and have cookies shipped directly to them!

Direct Ship
Customers can pay with a credit/debit card: Cookies are shipped directly to customers from ABC Bakers.

Sales and payments are tracked in Smart Cookies. The troop will be credited any proceeds at the end of the program. You can access totals anytime through reports.

Girls will automatically get credited for these sales and payment amount in Smart Cookies.

If any of your customers have questions about their direct ship order, please have them contact abcsmartcookiesdirect@westonfoods.com.

RETURNING! For Direct Ship orders of 5-12 packages, Girl Scouts of Greater Iowa will pick up half the shipping fee, making the customer’s shipping cost $6.00! (Applicable in continental US; additional fees for AK/HI and APO/FPO military addresses.)

IN-PERSON SALES
WHEN COOKIES ARRIVE - MARCH 29
Girls can have cookies on hand as they interact with customers. Money and cookies are exchanged at the same time.

Order-Taking
BEGINS FEBRUARY 1
Girls can also sell cookies by taking orders and delivering the cookies later. You can use the paper Order Card or Smart Cookies to track these orders. We recommend having the customer pay once the cookies are delivered.

If your troop is planning on order taking only with one final order at the end of the program, please communicate your order taking deadline to your troop, knowing that all varieties are not guaranteed after the March 8 order deadline.

Girl Delivery from online orders
BEGINS FEBRUARY 1
Girls can email customers and offer girl delivery for online orders. Girls will be able to view their orders on their Dashboard in Smart Cookies. The order must be marked delivered in Smart Cookies before payment can be processed.

For all In-Person Transactions
Cookies are provided by the girl—see Getting Cookies to Girls section. (p. 11) To give girls credit for the cookies they sold, you will need to do a Troop to Girl Transfer Order in Smart Cookies. For step by step instructions see the Smart Cookies Manual for Volunteers.

• If customer pays with cash or check: girl turns in money collected to the troop.

• If the customer pays by credit card: she’ll automatically be credited for that payment amount in Smart Cookies. However, you will still need to transfer cookies to her so that she gets credit for the sale.

NEW THIS YEAR! Customers can purchase cookies at any GSGI Leadership Center and give credit to their favorite Girl Scout. (Customers will need to be able to provide the girl’s name and troop number and pay for cookies at the time of purchase).
Booth sales are a way for girls to bring their sales to the people! Customers love to buy cookies when they can eat them right away. That’s why booth sales—set up in front of grocery stores, at sporting events, or in other high-traffic areas—are so successful. Girls will have lots of fun setting up their store-front and talking to customers.

Customers pay with cash, check or credit card (see page 20 for more on troop credit card payments); Adult chaperones should collect all money to turn into the Troop Product Manager (TPM), or deposit directly into the troop bank account.

Use the Booth Sale Worksheet to keep track of cookies sold at all booth sales.

Give girls credit for the sales by using Troop to Girl Transfer Orders or the Smart Booth Divider in Smart Cookies. We’ve provided step by step instructions in the Smart Cookies Manual for Volunteers.

NEW THIS YEAR! All girls participating in a booth sale March 13-29 will earn a free Last Blast Cookie Booth patch! Booths must be entered and approved in Smart Cookies to qualify for the patch. Free by request in Smart Cookies.

Setting up Booth Sale Locations

Council-Secured Booths: Girl Scouts of Greater Iowa (GSGI) books several large-scale venues for booth sales, and pays any fees associated with the space. These booths are open for any troop to sign up for in Smart Cookies in one of the following ways:

- Booth Lottery: Available through January 7. Troops sign up for 5 potential time slots, and then Smart Cookies randomly selects a troop for each slot. Troops who use the lottery are not guaranteed a spot but may be awarded up to three, only one of which can be a Premium location.

- First Come, First Serve: Available January 9 - March 29. Time slots that are left over from the lottery - or locations that are added after the lottery runs - are open to all groups on a first-come, first-served basis through Smart Cookies. In an effort to give all troops an equal chance to have a time slot at council-secured booths that are highly requested, we have made some locations Premium. These booths will be indicated with a ‘P’ to the right. Premium locations have additional restrictions on the number of time slots a troop can win in the lottery or pick up in First Come, First Serve (FCFS).

- Troop-Secured Booths: Troop volunteers or parents/guardians can start arranging troop-secured booths January 1 by contacting local businesses or organizations to get permission to set up a booth sale.

We suggest that TPMs enter troop-secured booths into Smart Cookies, which will then allow your booth information to be shared through the Cookie Finder app for customers to find you! Booths entered in Smart Cookies will also be reviewed by GSGI staff, to help check that a location has not double booked two troops. Adding booth locations into Smart Cookies also allows you to use the Smart Booth Divider to easily credit girls!

RETURNING! Booths entered in Smart Cookies will also be eligible for a $4 credit per booth (applied at the end of the Cookie Program) to be used as samples during your booth sale! Use whatever cookies you have on hand that will promote your sale. If a troop has a booth running longer than a two hour period, they can break up their booth into two hour increments when entering it into Smart Cookies and receive a $4 credit for each two hour time slot.
Booth Guidelines
A troop booth must consist of at least 2 girls. An individual girl’s booth is called a “Lemonade Stand” (see page 17).

For all troop activities, Girl Scout safety guidelines call for at least 2 unrelated registered adult volunteers, one of whom must be female. This is designed to minimize risk and ensure girl safety.

Enter your location into Smart Cookies and customers can find it using the Cookie Finder app!

While we do our best to help check and prevent double bookings at booths, it does happen from time to time. Please remember to set the best example you can in how you resolve this with the business and the other troop or Juliettes who were booked at the same time.

The Day of Your Booth
- Troops must bring their own cookies to all booths. Booths are not pre-stocked.
- While girls should practice calculating totals and counting back change for customers, be sure to have an adult watching the money at all times.
- Girls and adults are highly encouraged to wear uniforms, clothing, or pins that identify them as Girl Scouts. And be sure to dress for the weather!
- Be respectful to the customers of your location. Always say “Thank You,” whether the customer purchases cookies or not.
- Be careful not to leave the booth unattended.
- Stay within the area designated for your booth. Don’t wander around the store.
- Girl Scouts leave areas cleaner than they found them. Clean up any garbage before leaving at the end of the day.
- After the booth, adults should count the money and inventory. Any remaining cookies should be returned to the troop inventory, and money should be deposited into the troop bank account as soon as possible.
- Don’t forget to include donations in your total! Every $4 donation adds up to one package for Cookie Share, which can be added to your total sold and credited to participating girls.
- Have fun!

How Girls Get Credit for Booth Sales
Packages sold at troop booth sales, including Cookie Share donations, should be credited to the girls that sold them, as these will add to their totals for individual rewards. There are typically two ways to give credit to the girls. You’ll want to discuss your plan with girls and their families before your first booth. Here are some suggestions:

- Take the total number of packages sold at the booth and divide by the number of girls participating.
- Some troops may do longer booth sales, divided into multiple time slots, where girls are credited based on the number of hours they worked.

If you entered your booth in Smart Cookies, don’t forget about your free sample package! You can include that in your total to transfer to participating girls—just know you won’t see the credit in Smart Cookies until the end of the Cookie Program. By entering your booth in Smart Cookies, you’ll also be able to use the Smart Booth Divider to easily give credit to each girl!

WHERE CAN WE HOLD A BOOTH SALE?
There is no prescribed list of locations for troop-secured booths, so get creative about places to sell! The primary guideline is that booth sales should be in girl-appropriate areas - if girls cannot patronize the location, they shouldn’t hold a booth there.

Every year, we get requests to determine boundaries, such as “girls from XYZ community can only do booths in XYZ community.” However, it’s nearly impossible to create that kind of rule for 70 counties that include metro areas, suburbs, and rural towns! Girls may live in one community, go to school in another, and have parents that work in a third – not to mention where families go for shopping and recreation!

When it comes to setting up booths, a good starting point is to look at your local community and businesses you visit, recognizing that “local” is a relative term, depending on where you live, work, and play.
Suggested Booth Materials Checklist

- Card table or another small table
- Tablecloth (Girl Scout tablecloths available for purchase through Girl Scouts of Greater Iowa shops)
- Girl-made posters, banners, signs, and masking tape
- Plate for package of sample cookies (kitchen knife or scissors may be helpful to create smaller portions)
- Donation jar
- Money bag or box with change (at least $20 in $1 and $5 bills)
- Notepaper, pens, calculator
- Plastic bags for purchases (optional; some stores may donate them)
- First-aid kit
- Booth Sale Reconciliation Worksheet to track cookies sold, attendance, and credit per girl
- Phone or device for processing credit cards (if applicable)

When a girl runs her cookie business, she’s doing more than selling cookies. She’s learning how to build relationships, make decisions, and achieve goals!

Here are some key tips to share with girls as they become ultimate cookie bosses!

1. Have a plan – make a customer list, schedule time for door-to-door and booth sales, and fine-tune your marketing pitch.

2. Identify potential obstacles and adjust the plan – if another Girl Scout beats you to a sale or books the booth spot you were eyeing, think about other options. She who hustles, reaches her goals!

3. Adapt and problem-solve. When bad weather arises, there’s a mix-up with a booth location, or if a customer order falls through, regroup and go with the flow. You’ll be set up for success in the Cookie Program and beyond!

RETURNING! “Lemonade Stands”

Booths are a great way for girls to build teamwork and have fun together, but some girls may opt to host individual stands, based on their location, schedule, or goals! An individual Girl Scout may host a “Lemonade Stand”-style booth, provided she is supervised by her own parent/guardian, OR another registered adult female volunteer. Sisters or girls in the same household may participate in this kind of booth together.

Follow the booth sales guidelines for setting up a Lemonade Stand—parents/guardians must get permission from the business in advance, and Lemonade Stands cannot be booked before January 1.

Differences between a Lemonade Stand and a Booth Sale:

- At a Lemonade Stand, if a girl is accompanied by her own parent/guardian, that adult is not required to be a registered Girl Scout volunteer.

- When a troop hosts a booth sale, the cookies come from the troop’s inventory. Any cookies not sold still “belong” to the troop. When a girl hosts a Lemonade Stand, she must use cookies that have been transferred from the troop to the girl. Any leftover cookies “belong” to the girl and cannot be returned to the troop.

- Lemonade Stands may not be entered in Smart Cookies and are not eligible for the free sample package, as these are managed by individual girls and families, not by the Troop Product Manager.

- Lemonade Stands cannot be held in the same location as a council- or troop-secured booth. For example, Girl Scouts of Greater Iowa secures a booth at Jordan Creek Mall in West Des Moines; therefore, a girl cannot hold a Lemonade Stand at another storefront in the same mall.

The purpose of Lemonade Stands is to give girls more opportunities to achieve their goals, not to replace the team effort of Booth Sales!
COOKIE SHARE

What is Cookie Share? Girls may encounter customers who don’t want to take cookies home with them, but still want to support the Cookie Program! Customers can choose to donate to Cookie Share.

Through Virtual Cookie Share, Troop Product Managers (TPMs) will collect monies, and track the sale in Smart Cookies. At the end of the program, we’ll take care of delivering cookies to our partner organizations, from the remaining Girl Scouts of Greater Iowa (GSGI) cookie inventory. Cookies donated through Virtual Cookie Share will be donated to organizations like Soldier’s Angels, Convoy of Hope, and food pantries across Iowa.

HOW TO DONATE COOKIES THROUGH VIRTUAL COOKIE SHARE:
Girls can collect and record Cookie Share donations at any point during the Cookie Program.

During booth sales, customers might choose to donate their change. At the end of the booth, just divide the total donated by $4 to come up with the number of Virtual Cookie Shares. Count those packages in your booth total!

Total each girl’s Cookie Share packages and enter it under Virtual Cookie Share in Smart Cookies. The girl gets credit, but we’ll deliver the donated cookies. See the Smart Cookies Manual for Volunteers for step by step directions.

Girls who have collected 6 Virtual Cookie Share donations ($24 worth) will earn the Cookie Share Patch! (Must be tracked under Virtual Cookie Share in Smart Cookies.)

Online customers will also have the option to donate. The donation option will be called “Cookie Share” for online customers, and the donations will automatically be credited to the girl under Virtual Cookie Share—nothing else required of you!

MANAGING TROOP COOKIE DONATIONS
Instead of tracking Virtual Cookies Shares and contributing to Cookie Share, troops may choose to apply monetary donations received to cover the cost of cookies remaining in the troop inventory at the end of the season. Then, the troop will choose local charities or organizations to receive the donated cookies, and the girls can make the deliveries!

Troop Cookie Donations are separate from Virtual Cookie Share, in which GSGI delivers the donated cookies. For troop donations, you will need to transfer the donated cookies to girls in the troop, as Troop to Girl Transfer Order in Smart Cookies, just like any other cookies she sold.

COOKIE SHARE – GIRL E-CARDS
When girls send e-cards in Smart Cookies, they have the option to customize their message. One option is to let customers know where online donations go. Donations made through online orders and paid by credit card will be applied as Virtual Cookie Shares, so the suggested wording for girls to enter is: “to local shelters, food banks, and military organizations.” Girls can also bypass that field, as it is not required to generate the e-card.
TRACKING DONATED COOKIES

To make sure you account for your cookie inventory correctly, for all donations, follow these guidelines:

CUSTOMER SAYS, “I’D LIKE TO MAKE A DONATION”

HOW DID THE CUSTOMER MAKE THE PURCHASE?

ONLINE
Direct Ship

ONLINE OR SMART COOKIES APP
Girl Delivery

IN PERSON
At a cookie booth or as a direct sale

HOW WAS PAYMENT MADE?

CREDIT CARD

OPTION 1: I want to let GSGI take care of donating these cookies.
The TPM will mark these as a Virtual Cookie Share in Smart Cookies to give her credit.

CASH OR CHECK

OPTION 2: I want my troop to pick the charity.
The TPM will need to complete a troop to girl transfer for each $4 donation.
DO NOT use the Virtual Cookie Share option.

YOU CHOOSE!

Donation is automatically credited to the girl as a Virtual Cookie Share. Nothing else required of the TPM!

GSGI will distribute cookies to partner organizations. With six or more Virtual Cookie Shares, girls earn the FREE Joy Project Patch!
She’ll receive it with the rest of her cookie program rewards in the spring.

Take the cookies from the troop’s inventory. Donate these boxes to a charity the girls’ choose.
The patch below will be available for purchase in GSGI shops at the end of the Cookie Program for $1/patch!
PAYING FOR COOKIES

ACCEPTING CREDIT CARDS

Smart Cookies – Girl Sales

RETURNING! All girls can accept credit card payments directly through Smart Cookies.

Girls can accept credit card payments directly through Smart Cookies using a mobile device or computer. This option is available for online orders for Girl Delivery, as well as for any in-person orders. For both methods, girls can process the credit card once the order is marked as Delivered.

See the Smart Cookies Manual for Girls for step by step directions.

Smart Cookies – Booth Sales

NEW THIS YEAR: Credit card payments at booth sales can also be taken directly through Smart Cookies!

There is a new feature in Smart Cookies this year which allows girls and troops to accept credit card payments at booth sales using a mobile device or computer. Only booths that have been approved in Smart Cookies will be eligible for this payment option. Please note: For the troop to accept credit cards through Smart Cookies at least one adult at the booth must have access to the troop in Smart Cookies.

See the Smart Cookies Manual for Volunteers for step by step directions accept credit cards through Smart Cookies at booth sales.

Smart Cookies – The Fine Print

GSGI covers all credit card fees associated with Smart Cookies credit card transactions.

Credit card payments through Smart Cookies are not deposited directly into your troop bank account. Your troop will be credited in Smart Cookies for the payment amount.

Clover Go

The GSGI Clover Go option also allows troops to accept credit cards at booth sales with no cost to troops.

To get started: Set up your account by submitting the Clover Go Login Request at girlscoutsiowa.org under Forms. Once your request has been processed (up to 2 business days), you’ll receive an email from Clover Verification. Download the free Clover Go app on your smart phone or tablet.

The Clover Go app accepts credit card payments by scanning cards using the camera on your phone.

See the Clover Go User Guide on The Bridge for more info.

Clover Go – The Fine Print

GSGI covers all credit card fees associated with Clover Go credit card transactions through your GSGI login.

Credit card payments through Clover Go are not deposited directly into your troop bank account. Your troop will be credited in Smart Cookies for the payment amount.

NEW THIS YEAR! Troops can have more than one Clover Go login to help manage multiple booths on the same day! Just follow the instructions above to request your additional Clover Go login.

Remember to use receipts for every cookie and money exchange you have during the cookie program!
**HANDLING MONEY**

Troop payments for cookies you’ve received are auto-withdrawn from your troop bank account twice throughout the program. Each troop will receive an email with the amount due at least 5 business days before the scheduled withdrawal. Troop proceeds are calculated in the second withdrawal and left in your account.

**February 28:** $1 per package ($1.25 per package of CCCs) received through February 15 is withdrawn, excluding packages paid by credit card through Smart Cookies. Direct ship sales are also excluded, as those cookies are never received into the troop inventory; the troop and the girl are credited at the end of the sale.

**April 7:** 100% of remaining balance due is withdrawn. This includes: credit for any online sales, credit for sample packages based on booths in Smart Cookies, and credit card payments taken through Smart Cookies.

Customers can pay for cookies using cash, checks, and credit cards. It’s important to remember that all money collected is the property of the Girl Scouts and should never be deposited into personal accounts of parents/guardians or volunteers.

Cookie payments work a little differently for Juliette Girl Scouts. Be sure to check out the process in the 2020 Juliette Cookie Program Letter!

**WHAT TO DO IF...**

All the resources mentioned below are available on The Bridge (gsgbridge.com/cookieprogram).

- **If you receive a bad check or have insufficient funds from a customer,** submit the Bad Check Form within 90 days of the date on the check. The troop will be reimbursed for the amount of the check and fees.

- **If funds are not available to withdraw from your troop bank account,** fill out a Payment Adjustment Form, which can be found on The Bridge. This form must be submitted by February 25 for the first withdrawal and April 3 for the final withdrawal to be adjusted in time. You cannot skip an auto withdrawal altogether.

  If no form is submitted, and there are insufficient funds in the troop account, your access to Smart Cookies will be frozen. The troop will not have access to more cookies until the balance is paid. If there is still troop debt at the end of the program, collection efforts will be made until the debt is paid.

- **If a parent/guardian turns in less money than the amount due for the number of cookies they signed for:**
  
  ➤ Submit all of the following by the February 25 or April 3 deadline:
  
  - The signed Product Program Permission Form
  - Documentation (emails, text, phone records) of at least two collection attempts
  - A Girl Shortage Form

  GSGI will contact the family directly to make arrangements for payment, and the troop’s auto-withdrawal amount will be adjusted.

  **Troops will be credited for the amount of the shortage only if all requested materials are provided by the deadline.** If the deadline is not met and/or no signed Product Program Permission Form is provided, the troop will be credited only after GSGI is successful in collecting shortage amount.

- **If you experience theft,** file a police report within 24 hours and notify Girl Scouts of Greater Iowa (GSGI) as soon as possible at info@gsiowa.org, so that we can help determine a resolution.
WHAT TROOPS EARN

Cookie Rewards work a little differently for Juliette Girl Scouts. Be sure to check out the details in the 2020 Cookie Program Juliette Letter!

TROOP PROCEEDS
Troops earn proceeds starting at $0.45 per package of Girl Scout Cookies sold, with options to increase based on reaching certain per-girl-average (PGA) levels and/or increasing sales from last year. Troop proceeds stay in the troop bank account. See the Smart Cookies Manual for Volunteers for more information.

Cadette, Senior, and Ambassador troops may opt-out of all rewards as a group to receive $0.10 more per package. They will still receive patches, instant reward items, Adventureland 700 Club, CEO Party, and troop experiences earned.

Start at $0.45/pkg
Troop reaches 185 PGA $0.50/pkg
Troop reaches 250 PGA $0.52/pkg
Troop reaches 3% more than last year $0.53/pkg
Troop sells 2% more than last year $0.54/pkg
Troop sells 1% more than last year $0.55/pkg
Troop sells 3% more than last year $0.55/pkg

WHAT TROOPS EARN

SPECIAL EXPERIENCES FOR TROOPS AND JULIETTES
See the Order Card for full details!

- The special experience rewards cannot be transferred for your troop or girl to use on a different date. These events are organized especially for groups, allowing girls to come together with their Girl Scout sisters from across Girl Scouts of Greater Iowa! We hope to see you there.

- PGA is based on the number of girls selling. Free girl spots will be based on the number of girls selling. If your troop or Juliette earns these rewards, you’ll receive an email with details in April.

- Chaperones are required. Free chaperone spots will be awarded based on adult-to-girl safety ratios. Transportation and gas reimbursement will not be provided for events.

**Gimme S’more Mud Run Admission at Camp Sacajawea** (250+ PGA)
September 26, 2020

**Trampoline Party, Water Park, or Art Adventure** (400+ PGA)
July 18, 2020

**Troop Camp Overnight Experience!** (5,000+ pkgs total)

*Camp Tanglefoot* Check in for overnights are available on the following dates:
June 21, August 9, August 10, or August 11.

*Camp Sacajawea* Check in for overnights are available on the following dates:
June 27, June 28, June 29, June 30 and August 7.

- Overnight experiences are for one night per troop only.

- Overnights are possible at our other camps and outside of the dates listed above; however, staff-led programming is not guaranteed.
WHAT GIRLS EARN

Girls can earn special items, patches, and Cookie Dough for reaching certain sales levels. Most rewards are cumulative, meaning they get all the items up to the highest level they reach! The full reward lineup is shown on the Order Card. This year, none of the items from the Reward Panel will be available for purchase in the shop, though there will be plenty of themed items with Fiona the Fox, as well as fun cookie items available!

RETURNING THIS YEAR: After the end of the program, girls will receive their reward items shipped directly to their homes.

BACK THIS YEAR! Girls can select either Cookie Dough or items at each reward level, mixing and matching Cookie Dough with reward items. We heard your feedback after making a program change last year, and we’re excited to bring this option back!

PATCHES
Girl Scouts can commemorate their Cookie Program participation and success with a combination of custom patches! Patches are earned even if a girl or troop chooses to opt-out of cumulative rewards.

700 CLUB DAY AT ADVENTURELAND
June 6, 2020 – For all girls who sell 700+ packages (two tickets provided per girl).

Girls will earn this reward even if they opt-out for a free tech item or experience. Additional tickets can be purchased the day of the event at a discounted rate. No rain checks available.

TECH AND EXPERIENCES
Starting at 1,000+ packages, girls can choose to opt-out of cumulative reward items and Cookie Dough to receive select tech items and experiences, such as an iPad, a free camp session, or even a spot on the 2022 Savannah Trip.

NEW THIS YEAR! Girls will begin to earn Cookie Dough starting at 1050 packages sold if they choose to opt-out of cumulative rewards. They will earn $25 in Cookie Dough when they sell 1050 packages, with an additional $15 earned for every additional 50 packages sold! See the Order Card for full details.

INSTANT REWARDS
Instant Rewards are returning this 2020 Cookie Season with the Woodland Brigade. Troop leaders are pre-loaded with lanyards and squishy keychains for the girls in the troop. The items are given to girls at each troop meeting in February and March as they reach the designated sales levels.

How Instant Rewards Work
All troops will receive instant rewards items ahead of the Cookie Program this year. Troops will receive enough of the first four items (lanyard, bear, owl & raccoon) for all registered girls in the troop.

For the other animals, each troop will receive a percentage based on how many girls are likely to reach those levels. For instance, about 30% of girls typically sell 280+ packages, and we sent each troop enough for more than 30% of your troop. If you need more of any item, you can ask other troops in your area if they have extras, or you can contact us for more at info@gsiowa.org.

HEADS UP! There is no need to opt-in for Instant Rewards! All girls are able to earn Instant Rewards this Cookie Season.

NEW REWARD ALERT! CEO PARTY
June 5, 2020 – For all girls who sell 2020+ packages.

Girl Scouts have some serious talent and we want to showcase it at its finest! Girls will experience the rock star treatment as they enjoy time with GSGI CEO, Beth Shelton. They will come together to plan the ultimate video production whether it’s karaoke-ing their way through one of their favorite hits or singing a classic camp song! No musical background required.

COOKIE DOUGH
Girls can earn program credits called Cookie Dough, which is awarded at the end of the program on a digital account number that is emailed to each family. Girls can spend their Cookie Dough on Girl Scouts of Greater Iowa programs, camps, shop items, and even next year’s Girl Scout membership. Girls can choose to receive additional Cookie Dough instead of all rewards items. Refer to the Order Card for all Cookie Dough details on the amount of Cookie Dough girls can earn.

Girl Scouts have until September 15, 2020 to use the Cookie Dough earned during the 2020 Cookie Program. For more information about Cookie Dough, please see the Program Credits Policy.
PLANNING YOUR TROOP KICKOFF

Share the excitement of the Cookie Program with every family in your troop! Understanding the benefits for their Girl Scouts and the troop is important, even if it’s just selling one package. Plus, we’re giving you the tools you need to prepare them. Simply fill in the custom information for your troop in the 2020 Cookie Program Family Welcome Letter (found on The Bridge) and then use that as a script for your kickoff meeting with your parents/guardians.

For girls, don’t worry so much about dates and deadlines, but focus on what they’ll do, why they’re doing it, and the rewards for them and the whole troop. We’ve put together the following resources to help you!

**SET UP**

**Materials**

Items in **ITALICS** are available on The Bridge to print additional copies on-demand.

1 PER TROOP

- 2020 Cookie Program Kick Off Video (Access to internet and YouTube needed)
- Full and partial sets of the Woodland Brigade items
  - See page 23 for full details on the Instant Rewards Program!

1 PER GIRL

- Product Program Permission Form
- 2020 Cookie Program Family Welcome Letter (download, customize, and print from The Bridge)
- Order Card
- Reward Panel
- Money Envelope
- Lanyard with name tag holder – the lanyard is the first instant reward item girls can earn, when they fill out their Product Program Permission Form!
- Name tag

Create girl packets of each item listed above. Make sure the Product Program Permission Forms are on top so they can fill those out and return them right away. If you have a signed form from the Fall Product Program, you do not need to collect another one.

**DON’T include the lanyards, or Woodland Brigade Squishy Keychains.**

Those are handed out later once girls have returned their Product Program Permission Forms and have reached the required sales levels (shown on the Reward Panel).
KICKOFF MEETING AGENDA

Girls and their parents/guardians arrive

- Start your meeting by introducing the Cookie Program to the girls with the 2020 Cookie Program Kick Off Video.
- Once the video is over, pass out the packets you put together with the Product Program Permission Forms on top to each parent/guardian.
  - Girls receive their first Instant Reward, the lanyard and name tag, just for filling out the Product Program Permission Form, which is a great way to get all of these filled out and collected during your meeting while getting them excited to sell cookies!
  - Refer to the video and share that as they take cookies and sell them, they will earn the Woodland Brigade Squishy Keychains to add to their lanyard!
- When you are finished kicking things off with the girls be sure to have an activity ready for them to do while you’re talking to their parents/guardians (you may need some extra help for this meeting!).

Introduce the Cookie Program to the adults

- Be sure they know the guidelines for girls to participate:
  - Each girl must be registered for the 2020-2020 Girl Scout membership year.
  - They must turn in the Product Program Permission Form (they may have already done this in the Fall Program season).
  - Participation is limited for families with any unpaid funds to Girl Scouts of Greater Iowa (GSGI). In these cases, girls can participate in booths or sell online through Smart Cookies only. If this applies to a girl in your troop, we will notify you before the program begins.
- Outline your troop ordering deadlines for the program, and other expectations for the troop. Let them know how you’d like people to communicate with you, and when you’ll be available for additional orders!
- Utilize the customizable 2020 Cookie Program Family Welcome Letter on The Bridge! Download the Word document, insert custom troop information, and print on your own.
  - While girls cannot begin selling cookies until February 1, you may ask parents to estimate how many cookies they’d like to commit to for the Troop Initial Order. This will help you better estimate your Troop Initial Order and set up the troop for success!
- Introduce them to Smart Cookies! They can use their smartphones to open the site and see how to set up their Girl Dashboard.

SNOW MUCH FUN ACTIVITY KIT

You can have fun coming up with your own activity or check out the activities planned for you in the Snow Much Fun Activity Kit (also posted to The Bridge). Your girls can earn their Snow Much Fun fun patch, or simply enjoy the activities you planned for the meeting!
DEFINITIONS

**Booth Sales:** Girls sell cookies at a prearranged date, time, and location.

**Booth Lottery:** Troops submit requests for time slots for council-secured booths. The lottery runs January 8 and randomly selects troops to fill each slot.

**Clover Go:** An app available for troops to take credit card payments at booth sales, with transaction fees paid by Girl Scouts of Greater Iowa (GSGI).

**Cookie Dough:** Program credits girls receive by selling 24 or more packages of cookies.

**Cookie Share:** GSGI’s official cookie donation program; all monetary donations received by the troop during the Cookie Program must go towards Virtual Cookie Share or Troop Cookie Donations to local charities/organizations.

**Council-Secured Booths:** Booth sale locations secured by GSGI for the benefit of all girls. GSGI secures these booths and opens the opportunities up to all girls and troops equally through the Booth Lottery.

**Delivery Agent:** Our logistics partners who help deliver cookies.

**Express Ordering:** 24-hour turn-around at Super Cupboards for Planned Orders placed in Smart Cookies during the first few weeks of the program. Ends February 20!

**First Come, First Serve Booths:** After the initial lottery has run for council-secured booths, all remaining slots are opened to all troops on a first-come, first-served basis.

**Girl Delivery:** Through Smart Cookies, girls can send emails that allow her customers to choose local delivery. Customers may pay with cash, check, or credit card (available through Smart Cookies), at the time of delivery.

**Juliettes:** Individually-registered Girl Scouts who are not in a troop, but still participate in Girl Scout activities and leadership experiences.

**Lemonade Stand:** An individual girl’s booth sale, supervised by her own parent/guardian, or another registered adult female volunteer.

**Planned Orders:** Orders that are placed in Smart Cookies, so cupboards know what cookies you want and when you are coming to pick them up.

**Premium council-secured booth:** A booth with additional restrictions on the number of time slots a troop can win in the lottery or pick up in First Come, First Serve (FCFS). Notated with a “P” in Smart Cookies.

**Rewards:** Items or experiences troops and girls earn for meeting certain sales milestones.

**Rolling Cupboards:** A truck runs a route at pre-determined locations, stopping at each spot for volunteers to pick up cookies from their Planned Orders.

**Smart Cookies:** The online management system for the Cookie Program. This is also the site that girls use to set up their online account.

**Super Cupboard:** Metro-area, GSGI-run cupboards that allow for Express Ordering. They are open throughout the program.

**Troop Initial Order:** The order that Troops and Juliettes place by January 9, so girls have cookies on hand before the start of the Cookie Program.

**Troop Initial Order Estimator Tool:** A tool that troops can use to help you determine how many cookies to order for your Troop Initial Order.

**Troop Proceeds:** The funds that troops earn in the form of cash in the troop bank account based on their sales, per girl average, and grade level.

**Troop-Secured Booths:** Booths scheduled by a troop volunteer or parent/guardian.

**Volunteer Cupboard:** Cupboards run solely by volunteers throughout GSGI and are open throughout the program.