

2024 COOKIE PROGRAM KIT

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

FIRST AND FOREMOST...THANK YOU

Thank you from all of us at Girl Scouts of Greater Iowa (GSGI)! Without dedicated volunteers like you, our Girl Scouts would not have the opportunity to take the skills learned during the Girl Scout Cookie Program and turn them into a lifetime of leadership! Our Girl Scout Cookie Program is much more than a fundraiser. It's a fun way for Girl Scouts of all ages to earn money that fuels their dreams and it's a powerful hands-on leadership and entrepreneurial program. In support of you and all you do, we have provided you with this Program Kit to guide you through the 2024 Girl Scout Cookie Program.

DID YOU KNOW? THE GIRL SCOUT COOKIE PROGRAM HELPS GIRL SCOUTS:

- ~ Fund troop activities and events.
- ~ Pay for camp and outdoor adventures.
- ~ Earn rewards—from patches and gadgets to awesome experiences.
- ~ Learn valuable life skills.
- ~ And much, much more!

The countless exciting possibilities—from new business opportunities, to a healthier planet, to a more beautiful world—begin with the skills they learn and the action they take today. Girl Scouts will learn firsthand the ins and outs of running their own cookie business, even “branding” their enterprise for maximum impact.



All Girl Scout programming is designed to help participants become leaders in their daily lives and prepare for their bright futures. Watch them grow in confidence before your eyes as they learn how to pitch to customers, plan sales strategies, and achieve their goals!

2024 COOKIE KICKOFF

Mark your calendar for our 2024 Virtual Cookie Kickoff! Join GSGI and Lottie the Axolotl on January 20 from 11:00 a.m. – 12:00 p.m. to help jumpstart your cookie business! All participating Girl Scouts will receive an exclusive kickoff kit and a 2024 Cookie Kickoff patch in the mail. Registration opens December 1 for this virtual event. Be sure to join us for “alot!” fun! *Note: Late registrants are not guaranteed to get their kit and patch before the event.*

Service units may also host local Cookie Rallies. Check with your Service Unit Product Chair to see what's available in your community!

2024 COOKIE PROGRAM AT-A-GLANCE

JANUARY 8-10 In-person trainings for volunteers. Registration can be found on The Bridge*.

FEBRUARY 1 Girl Scout Cookie Program starts.

FEBRUARY 9 Booth and lemonade stand sales start.

MARCH 3 Last day to place a guaranteed Planned Order (page 7).

MARCH 10 Risk-Free Cookie Checkout begins (page 10).

MARCH 24 Girl Scout Cookie Program ends and last day for Girl Scouts to earn credit for cookie sales.

MARCH 25 Returns from Risk-Free Cookie Checkout accepted (page 10) and Reward Orders are due.

JULIETTES

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 2024 Cookie Program Juliette Guide. **Look at the sections in Girl Scout green for special information for our Juliettes.**

**See page 3 for a list of valuable cookie program resources!*



This guide is current as of October 2023. The most up-to-date information, policies, and procedures are published in the weekly Shout Out! email newsletter. Subscribe by visiting girlscoutsiowa.org/shoutout or scanning the QR code:



TROOP PRODUCT MANAGER ROLE

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 that will help you run your troop's cookie program! After December 8, volunteers are added on a weekly basis.

WHAT DOES A TPM DO? HERE'S A QUICK RUNDOWN

- ☞ You'll receive your troop's cookie program materials shipped directly to your home. Materials start arriving in December! The package includes Instant Rewards, print materials, and a sample package of Lemonades® cookies for your troop.
- ☞ Use Smart Cookies to manage your troop. That's where you'll order cookies for the troop, track sales, manage booth sales, and select rewards items.
- ☞ **NEW THIS YEAR:** Use Digital Cookie to set up and manage virtual sales for a troop-specific online sales site. This will support Girl Scouts and families with visibility to the troop's online activities.
- ☞ **PRO TIP!** Make sure your troop bank account information is entered in Smart Cookies. Need help setting up a troop bank account? Check out our guide on The Bridge (gsgibridge.com/bank-accounts)!
- ☞ Host a troop kickoff event, including sections for participant information and parent/guardian information. Some troops split this into two separate meetings.
 - ▲ For your troop kickoff, help them get excited about setting goals, earning rewards, and interacting with their customers! See page 28 for help planning your troop's cookie kickoff.
 - ▲ For the parents/guardians' kickoff, 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. Girl Scouts who have turned in their signed permission form get their first instant reward—the scrunchie wristlet.
- ☞ Set up booth sale locations for your troop beginning January 1. (See page 15 for more on booth sales.) Booth guidance is updated as we get closer to the start of the cookie season, so watch The Bridge and our weekly Shout Out! email newsletters for the most up-to-date information!
- ☞ Submit your Troop Initial Order in Smart Cookies by January 11. Don't worry—we'll help you estimate how many cookies your troop needs. (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! If a Girl Scout needs more cookies, they'll let YOU know, and then you'll place a new Planned Order in Smart Cookies 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 GSGI staff, with any questions or issues that come up.
- ☞ Collect money throughout the program. As Girl Scouts pick up additional cookies, they should be turning in money for cookies they've already sold. Always use receipts whenever cookies and/or money are changing hands!
- ☞ **If you're managing a Juliette, check out the overview in the 2024 Cookie Program Juliette Guide.**



Be sure to check out live and recorded trainings, in-person training, plus additional guides covering all aspects of the program, including step-by-step Online Cookie Systems Manual for Volunteers . Find all the materials on The Bridge (gsgibridge.com/cookieprogram).

TABLE OF CONTENTS

Important Dates	4
Open for Business: Digital Cookie	5
About Girl Scout Cookies	6
How to Get Your Troop's Cookies	7
Super Cupboard Information.....	8
Volunteer and Rolling Cupboard Information.....	9
Exchanging and Returning Cookies	10
Getting Cookies to Girl Scouts.....	11
Important Tips for Cookie Sellers.....	12
Cookie Program Safety Guidelines	13
How Customers Buy Cookies.....	14
Booth Sales	15
Lemonade Stands.....	18
Tracking Donated Cookies	20
Paying for Cookies	22
How the Cookie Crumbles.....	24
What Troops Earn.....	25
What Girl Scouts Earn	26
Instant Rewards Guidelines	27
Planning Your Troop Kickoff	28
Definitions	30

COOKIE PROGRAM RESOURCES

The Bridge

Your one-stop-shop for all things GSGI including trainings, forms, and program kits
gsgibridge.com/cookieprogram

Shout Out! Email Newsletter

Your source for the most up-to-date information throughout the Girl Scout Cookie Program. Sent to your inbox every Thursday!
Sign up at girlscoutsiowa.org/shoutout

Smart Cookies

Online platform that helps volunteers manage the Girl Scout Cookie Program from beginning to end.
abcsmartcookies.com

Digital Cookie

Online selling platform that allows Girl Scouts to sell through their personalized storefront or by using a mobile app—TPMs will also use Digital Cookie for digital payment transactions digitalcookie.girlscouts.org

Online Cookie Systems Manual for Volunteers

Step-by-step manual on how to navigate each section of Smart Cookies and Digital Cookie. Available on The Bridge!

Official Girl Scouts of Greater Iowa Facebook Leaders Group

Meet and chat with other GSGI leaders! A great source for tips, tricks, and advice throughout the cookie program. We'll also post timely updates here.
girlscoutsiowa.org/GSGILeaders

Girl Scouts of Greater Iowa (GSGI) Staff

We're here to help!
Phone: 800-342-8389 | Email: info@gsiowa.org

Service Unit Product Chair (SUPC)

These volunteers help troops in their area and are your local contact during the cookie program!

My SUPC's Contact Info:

Name _____

Phone _____

Email _____

IMPORTANT DATES

DECEMBER Take the GSGI cookie trainings at your own pace, located on The Bridge, to familiarize yourself with the program (gsgibridge.com/cookieprogram)!

DECEMBER 6 Smart Cookies registration emails sent to TPMs who submitted their agreement.

DECEMBER 14 Live virtual training for new TPMs. Register on The Bridge.

JANUARY Host your troop cookie kickoff meeting with your Girl Scouts AND their parents/guardians. Resources can be found on The Bridge.

JANUARY 1 Start setting up local booth sales for your troop (page 15).

BY JANUARY 3 Enter your troop into the booth lottery in Smart Cookies by 11:59 p.m. (page 16). Lottery spots are not guaranteed.

JANUARY 4 Smart Cookies runs the booth lottery. Notifications sent out later that day.

JANUARY 5 Remaining Council-Secured Booths are available to sign up with First Come, First Serve process in Smart Cookies at 10:00 a.m. Troops will be limited on number of booth slots they can sign up for until February 14 (page 16).

JANUARY 8-10 In-person trainings; registration can be found on The Bridge. Can't attend in person? We have pre-recorded trainings available to you on The Bridge!

JANUARY 11 Your first cookie order (Troop Initial Order) is due (page 7)! GSGI staff available 8:00 a.m. – 9:00 p.m. at 800-342-8389 for questions.

JANUARY 17 Digital Cookie registration emails sent to TPMs and families.

JANUARY 20 Virtual Cookie Kickoff Event! Attend the GSGI Virtual Cookie Kickoff with your troop or Girl Scout! Register on our website beginning December 1. (girlscoutsiowa.org/events)

FEBRUARY PLANNED ORDERS Due weekly. (See pages 8-9 for full details on Cookie Cupboards and how to get more cookies.)

FEBRUARY 1 The Girl Scout Cookie Program begins! Online sales and Order-Taking begin.

FEBRUARY 1-8 Cookies delivered! Check with your SUPC for pick up location and time (page 7).

FEBRUARY 3 Mega Drop in Des Moines and Sioux City. Des Moines Retail Shop open from 9:00 – 1:00 p.m.

Any troop can choose to pick up their 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 9 Booth and lemonade stand sales begin (page 15-18)!

FEBRUARY 14 All remaining Council-Secured Booths are available to sign up with First Come, First Serve process in Smart Cookies at 10:00 a.m. with no limitations on how many booths each troop can select.

FEBRUARY 16-18 National Girl Scout Cookie Weekend! Patches available in GSGI Retail Shops.

FEBRUARY 21 Express Ordering ends at all Super Cupboards. All cookie orders are due weekly by Sunday at 11:59 p.m. starting Sunday, February 25.

FEBRUARY 22 Email notifications sent for first payment due.

FEBRUARY 27 Payment Adjustment Forms due, if applicable.

FEBRUARY 29 First cookie payment auto withdrawn from your troop bank account (page 23).

MARCH PLANNED ORDERS Due weekly. (See pages 8-9 for full details on Cookie Cupboards and how to get more cookies.)

MARCH 3 Last day to enter a Planned Order in which GSGI guarantees the cookies you order will be received! Any order placed after this day will be filled depending on the cookies we have in stock, as we are also trying to plan to zero at the council level.

MARCH 10 Last guaranteed day to enter a Planned Order! Risk-Free Ordering begins. Depending on cookie availability, there may be additional order and pick up dates added.

MARCH 24 The cookie program ends. All sales end.

MARCH 25 Returns from Risk-Free Cookie Checkout orders accepted at select cupboard locations (page 10).

MARCH 25 Reward Order due! Reward Order live Q&A. Register on The Bridge. GSGI staff available 8:00 a.m. – 9:00 p.m. at 800-342-8389 for questions.

MARCH 28 Email notifications sent for your final payment due.

APRIL 2 Payment Adjustment Forms and Girl Shortage Forms due, if applicable. Any Girl Shortage Forms submitted must also include the Girl Scout's signed Product Program Permission Form.

APRIL 4 Final payment auto withdrawn from troop bank account. Troop Proceeds will stay in account (page 23).

MAY - JUNE Cookie Dough emailed directly to families. Rewards items arrive—shipped directly to each Girl Scout!

OPEN FOR BUSINESS: DIGITAL COOKIE

HELP GIRL SCOUTS SUCCEED AS COOKIE ENTREPRENEURS

NEW THIS YEAR: Digital Cookie is a new platform that allows Girl Scouts to sell cookies through their personalized storefront online or by using a mobile app, helping them reach their customers and superpower their program with smoother online order and payment taking. Girl Scouts can maintain an ongoing list of customers year-over-year and track purchases and deliveries.



With Digital Cookie, it is easy for Girl Scouts and their parents/guardians to participate at their convenience and to reach friends and family near and far. And, importantly, it increases quality time together for Girl Scouts and their families!

It's really simple, with just four easy steps! They'll register, set up their sites, invite customers, and track their goals. That's it! Digital Cookie makes it super simple for customers to order their faves online from a Girl Scout's customer URL and get the cookies right from you (parent/guardian approval is required) or have them shipped—neat!



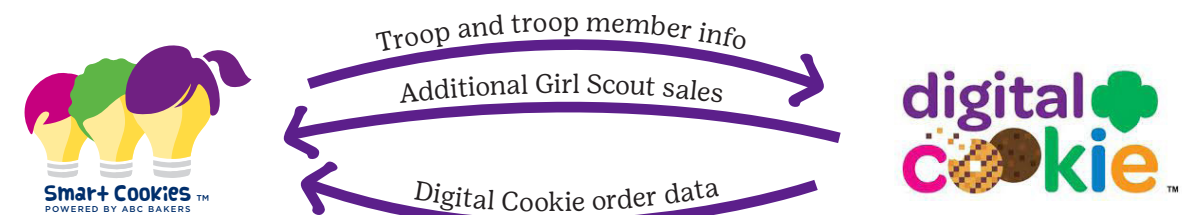
Girl Scouts create their own sites showing their goal for the cookie program and what they hope to learn. For Girl Scouts 13 and older, the site can be set up and run by the participating Girl Scout, with an appropriate level of oversight. For Girl Scouts 12 or younger, the site is actively managed and run by the Girl Scout's parent/guardian on their behalf in partnership with the Girl Scout. Participants and their families can manage their online sales, inventory, and financials all through Digital Cookie.

Look for your registration email or contact us for more information.

- ☞ Volunteer Digital Cookie Registration email will be sent on January 17.
- ☞ Parent/Guardian Digital Cookie Registration email will be sent on January 17.

DIGITAL COOKIE HELPS YOUR TROOP, TOO! TPMs use Digital Cookie to set up and manage sales for a troop-specific online sales site. This supports Girl Scouts and families with visibility to the troop's online activities. TPMs will help parents monitor and track payments, as well as take card payments at cookie booths and virtual booths.

Digital Cookie takes information in Smart Cookies to populate user records for troops and individual Girl Scouts. Information on Digital Cookie orders is sent back to Smart Cookies and additional Girl Scout sales are sent from Smart Cookies to Digital Cookie, for a seamless experience for Girl Scouts and volunteers!



DON'T FORGET! Walk your parents/guardians through the Digital Cookie platform early on so they are familiar with their Girl Scout's online platform and have their link to send out to family and friends. Encourage your parents to attend the virtual live training for Digital Cookie we are hosting in January; registration will be available on The Bridge. We will also have the Online Cookie Systems Manual for Volunteers and a Digital Cookie Manual for Parents/Guardians available on The Bridge so you can work with your families on learning the new system!

ABOUT GIRL SCOUT COOKIES

MEET THE BAKER

We have partnered with ABC Bakers for 14+ years to provide delicious cookies to our customers. The cookies available this year are: Adventurefuls™, Toast-Yays!™, Lemonades™, Trefoils®, Thin Mints®, Caramel deLites®, Peanut Butter Patties®, Peanut Butter Sandwiches, and gluten-free Caramel Chocolate Chips! This year's lineup with pictures and nutritional information can be found on the Order Card.



MEET SMART COOKIES

The Smart Cookies online platform helps volunteers and staff manage the program from beginning to end—including ordering cookies, monitoring sales, and selecting rewards.



Working with multiple troops? No problem! If you have multiple roles, such as 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.

Check out the Online Cookie Systems Manual for Volunteers (available on The Bridge) for additional information on how to navigate Smart Cookies.

Troops will once again have a virtual troop booth option, allowing Girl Scouts to work together and promote a troop booth on social media. Booth sale totals will be easily split between participating Girl Scouts after the cookies are delivered to customers! Your customers can purchase booth cookies online and pick them up at a booth. TPMs can accept these orders, so you know which varieties to hold for pick up! This will save you or a Girl Scout a delivery trip later!

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.

GLUTEN-FREE (AND EGG-FREE!) CARAMEL CHOCOLATE CHIP COOKIES

These cookies are produced in a dedicated gluten-free facility, so GSGI has limited quantities available. This means:

- ⤴ Caramel Chocolate Chip (CCC) quantities ordered during the Troop Initial Order are not guaranteed. GSGI will contact TPMs before making any order adjustments.
- ⤴ CCCs are NOT eligible for returns or exchanges during any part of the cookie program.
- ⤴ CCCs will NOT be listed on printed Order Cards.
- ⤴ CCCs may be available for Planned Orders from Cookie Cupboards throughout the program but are NOT guaranteed.



GIRL SCOUT COOKIES 101: MEET THE COOKIES



ALL COOKIES ARE \$6 PER PACKAGE

HOW TO GET YOUR TROOP'S COOKIES

YOUR FIRST COOKIE ORDER – TROOP INITIAL ORDER

Troops can place a Troop Initial Order in Smart Cookies, which allows Girl Scouts to have cookies on hand the first week of the sale and ensures your troop is prepared for booth sales, which begin on February 9. 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 by January 11.

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 plan to sell—please make it clear that Girl Scouts cannot start taking orders before February 1!

Troop Initial Orders are due by the TPM in Smart Cookies on January 11. Find resources on The Bridge including the Troop Initial Order Estimator Tool.

GSGI staff will be available from 8:00 a.m. - 9:00 p.m. on January 11 at 800-342-8389 to assist with any last-minute initial order questions.

Troop Initial Orders are delivered to each service unit February 1-8. The SUPC hosts the delivery location and will notify troops once they have a firm date and time for pickup. You will arrange a time and location for families to pick up cookies from you!

PRO TIP! If you're looking to limit your trips to the Cookie Cupboard this year, consider ordering enough cookies for your first few cookie booths in your Initial Order. The first few weeks at the cupboards are typically the busiest. Double check your unit of measure when placing Planned Orders in Smart Cookies! (See page 8 for more info on case vs. package ordering.)

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 Scout'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! 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) 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 Girl Scouts 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 20 Cookie Cupboard locations across GSGI!

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

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 cupboards 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, and 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 pickup date. This allows greater flexibility for volunteers and more opportunities for Girl Scouts to have cookies on hand. Express Ordering is available at Super Cupboards only, for pick up February 9, February 13-15, and February 20-22. **These orders will be in CASES ONLY again this year.**

Super Cupboards close at 5:00 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. **The Des Moines Super Cupboard opens at 7:30 a.m. to accommodate the heavy early morning traffic.**

SUPER CUPBOARD EXPRESS ORDERING: THROUGH WEDNESDAY, FEBRUARY 21

Returning this year, orders during express ordering will be in **CASES ONLY**.

DEADLINE TO ORDER	PICK UP HOURS*
Thursday, February 8 at noon	Friday, February 9: 8:00 a.m. – 5:00 p.m.
Monday, February 12 at noon	Tuesday, February 13: 8:00 a.m. – 5:00 p.m.
Tuesday, February 13 at noon	Wednesday, February 14: 8:00 a.m. – 5:00 p.m.
Wednesday, February 14 at noon	Thursday, February 15: 8:00 a.m. – 5:00 p.m.
Monday, February 19 at noon	Tuesday, February 20: 8:00 a.m. – 5:00 p.m.
Tuesday, February 20 at noon	Wednesday, February 21: 8:00 a.m. – 5:00 p.m.
Wednesday, February 21 at noon	Thursday, February 22: 8:00 a.m. – 5:00 p.m.

***Pick up hours in DES MOINES ONLY: 7:30 a.m. - 5:00 p.m.**

SUPER CUPBOARD WEEKLY ORDERING: BEGINS SUNDAY, FEBRUARY 25

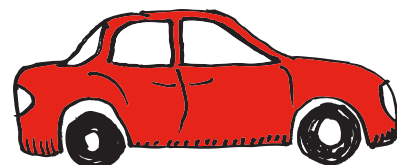
Orders in Smart Cookies will revert to **PACKAGES** instead of cases!

DEADLINE TO ORDER	PICK UP HOURS*
Sunday, February 25 at 11:59 p.m.	Thursday, February 29: 8:00 a.m. – 5:00 p.m. Friday, March 1: 8:00 a.m. – 5:00 p.m.
Sunday, March 3 at 11:59 p.m.	Thursday, March 7: 8:00 a.m. – 5:00 p.m. Friday, March 8: 8:00 a.m. – 5:00 p.m.
Sunday, March 10 at 11:59 p.m.	Thursday, March 14: 8:00 a.m. – 5:00 p.m. Friday, March 15: 8:00 a.m. – 5:00 p.m.

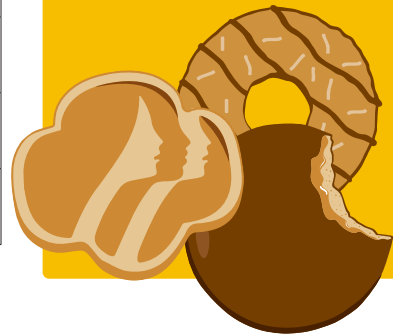
***Pick up hours in DES MOINES ONLY: 7:30 a.m. - 5:00 p.m.**

Not sure how many cases you can fit in your vehicle? The numbers below represent the approximate number of cases you can arrange in an average automobile. However, it can vary based on cookie variety and the number of passengers or car seats in your vehicle.

- ~ Compact Car: 25 cases
- ~ Standard Car: 40 cases
- ~ Sport Utility Vehicle: 60 cases
- ~ Minivan: 75 cases
- ~ Standard Pick-up Truck: 100 cases
- ~ Standard Van: 200 cases



PRO TIP! February 9 is by far the busiest day at the Cookie Cupboards, with long lines for pick up. One way to avoid lines is to increase your Troop Initial Order to include any cookies you'd like to have on hand for the first weekend of booth sales!



VOLUNTEER AND ROLLING CUPBOARD INFORMATION

Volunteer Cupboards are run by our local volunteers—you'll find their specific hours, locations, and contact information on The Bridge (gsgibridge.com/cookieprogram). Rolling Cupboards are mobile cupboards with a set delivery time at a location such as a grocery store parking lot.

VOLUNTEER CUPBOARD LOCATIONS*

Ankeny, Chariton, Grinnell, Lake Mills, Milford, Oskaloosa, and Sioux Rapids.

ROLLING CUPBOARD LOCATIONS*

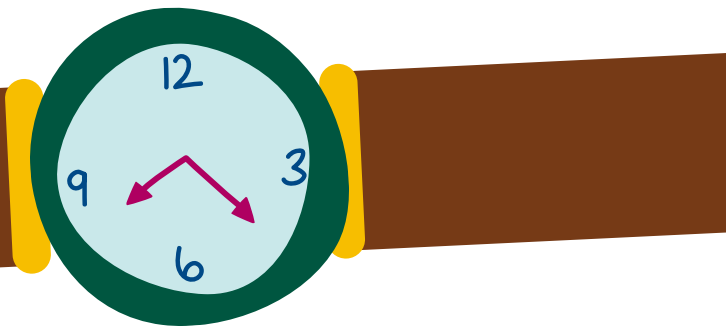
Algona (NEW this year!), Carroll, Creston, Iowa Falls, Marshalltown, and Ottumwa.

*These locations and times are the plan for 2024 Cookie Cupboards, but keep in mind plans can change. Keep an eye on the weekly Shout Out! email newsletter where we'll announce Cookie Cupboard changes and The Bridge where we'll publish a link to the frequently updated Cookie Cupboard schedule.

VOLUNTEER AND ROLLING CUPBOARD WEEKLY PICK UP: FEBRUARY 13 - MARCH 16

DEADLINE TO ORDER	PICK UP HOURS
Sunday, February 11 at 11:59 p.m.	Varies by location, contact your local cupboard. Hours and contact information can be found in Smart Cookies and on The Bridge (gsgibridge.com/cookieprogram).
Sunday, February 18 at 11:59 p.m.	
Sunday, February 25 at 11:59 p.m.	
Sunday, March 3 at 11:59 p.m.	
Sunday, March 10 at 11:59 p.m.	
Sunday, March 17 at 11:59 p.m.	

HEADS UP! We try our best to hold to these cupboard hours, but weather and shipment delays may change things up from time-to-time. We will reach out to you as soon as we know there are any changes.



GIRL SCOUT COOKIES 101: CASE VS. PACKAGE



This is a **CASE** of Girl Scout Cookies. It contains 12 packages of Girl Scout Cookies.



This is a **PACKAGE** of Girl Scout Cookies. Each package costs \$6 and is full of delicious Girl Scout Cookies.

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. For step-by-step instructions see the Online Cookie Systems Manual for Volunteers. Psst...Connect with other troops through the Official Girl Scouts of Greater Iowa Leaders Group on Facebook.

Juliettes can also transfer cookies between troops or other Juliettes! For a Juliette to Troop Transfer, follow the same steps as a troop!

TROOP TO CUPBOARD EXCHANGES

You can also exchange cookies for an equal quantity of a different variety at Cookie Cupboards through March 15. To help ensure the Cookie Cupboard has what you are looking for, place a new Planned Order in Smart Cookies and bring your exchange cookies at the time of pickup. Please help 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.

During Express Ordering, even though you must order in full cases for each variety, you may exchange mixed cases. For example, if you would like to exchange six packages of Trefoils and six packages of Lemonades for a full case of Thin Mints, you may do so. The exchanges must total a full case, or 12 total packages of a mixed variety.

RISK-FREE COOKIE CHECKOUT

During Risk-Free Cookie Checkout beginning the week of March 10, 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 on March 10 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 in Smart Cookies by Sunday, March 10. Orders may be subject to change, depending on the remaining GSGI inventory.
2. Pick up your Planned Order that week (no later than March 15).
3. Return any cookies left from that order on March 25. You cannot return more cookies than were picked up during the week of March 11, 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 25, only one or the other is allowed.

Please note: Risk-Free Cookie Checkout is designed to help troops minimize risk and allow Girl Scouts 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 Risk-Free 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!

Select Cookie Cupboards will be open for Risk-Free Cookie Checkout returns on Monday, March 25.

Specific hours will be posted on The Bridge and in Shout Outs!

**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!*

GETTING COOKIES TO GIRL SCOUTS

As the TPM, you will place your troop's Initial Order and Planned Orders. 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 Girl Scouts need without having too many cookies at the end of the sale. 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 Scout's signed Product Program Permission Form, and receipts for cookies and money that have been exchanged.

YOUR TROOP COOKIE INVENTORY INCLUDES

Cookies ordered for Girl Scouts in the troop: Whether the Girl Scout 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 Girl Scouts 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 families or saved for the next booth. To give Girl Scouts credit for cookies they help sell at a booth, you'll transfer them in Smart Cookies using the Smart Booth Divider or through Troop to Girl Transfers. See the Online Cookie Systems 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. GSGI 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 participating Girl Scout. 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 22-23 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 GSGI. In these cases, Girl Scouts can ONLY sell cookies at booths or online. The family is not allowed to take responsibility for money or cookies directly.

TPMs will be notified of Girl Scouts with restrictions in December. If a Girl Scout has a financial restriction, you will also see a "FR" after their 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.



IMPORTANT TIPS FOR COOKIE SELLERS

The Girl Scout Cookie Program is the largest girl-led business in the world, and it's your job (and the Girl Scouts' parents/guardians) to keep it that way. Girl Scouts 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 SCOUTS INVOLVED

- Use Digital Cookie! Girl Scouts will be able to customize their digital storefront for the 2024 Girl Scout Cookie Season by editing the My Cookie Site in Digital Cookie—they will be able to specify their goal, show off badges they are working on, and show off their individual and troop progress! They will also get to add custom messaging in “My Cookie Story” so their customers better understand their goal and what they’ve learned from the cookie program. Girl Scouts can edit this message at any time throughout the cookie program.
- Like previous years, customers will have the option to select In-Person Delivery for online cookie purchases. Caregivers can turn off In-Person Delivery on the “My Cookies” tab if they would prefer not to offer In-Person Delivery during the cookie program. Girl Scouts will be able to share their link or a QR code for their customers to be directed right to their online storefront.
- Take your Girl Scout to work! Give them the chance to see what your day is like and let their customers see the future leader their purchase is supporting.
- Videos, pictures, emails, and handwritten letters. Have them record a video asking for support and/or discussing their goal. They can also write handwritten notes or emails to their customers telling them all the great reasons to purchase cookies this season.
- Online marketing! Help them use social media and other tools to market cookies to their own network of friends and family. This will be incredibly useful as they promote all the delicious cookies in the lineup to friends and family.

COOKIE MARKETING & BUSINESS ETHICS

One of the important lessons participants learn in the cookie program is business ethics—being honest and responsible at every step. Participating Girl Scouts and adults are expected to follow the cookie program's safety, social media/marketing, and business ethics guidelines.

Social Media

GSGI allows parents/guardians to make decisions with their Girl Scouts 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 Digital Cookie 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 Scout's first name only, troop number (optional), and council name (Girl Scouts of Greater Iowa). You may also include her community, as customers often prefer to support local troops!
- NEVER use Girl Scouts' personal emails or street addresses.
- Girl Scouts should be involved in the process—for instance, they can share their goals, photos or artwork, and messages of thanks. Remember, customers are getting more than delicious cookies—they are supporting the development of leaders!
- Be age-appropriate—most sites state that children should NOT have their own accounts until age 13.
- GSGI urges caution should families choose to utilize swap sites (Facebook Marketplace, Craigslist, Community Pages, etc.).
- Ultimately, families will make decisions about how their Girl Scouts 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 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 explaining the official February 1 start date. GSGI has no authority to investigate, reprimand, or conduct outreach regarding any questions, issues, or concerns on matters outside the 70 counties covered by our council.

Advertising

Occasionally parents or families will ask about using targeted advertisements—including paid ads—through newspapers or other publications/media or mass distribution of flyers, to promote their Girl Scout's cookie business. GSGI does NOT allow mass distribution or advertisements to be placed promoting one participant's sale, as the use of paid advertisements to direct customers to one Girl Scout is an unfair advantage in the marketplace. Similarly, GSGI prohibits the purchasing of mailing or emailing lists to use for marketing purposes.

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 businesses may not promote a Girl Scout Cookie booth to drive revenue for their own business. Businesses cannot give away something free if a customer buys Girl Scout Cookies or use cookies as a giveaway if someone buys their product or service without written permission from GSGI. If a business would like to discuss an official event partnership or sponsorship, please direct them to contact us at info@gsiowa.org.

No Unattended Cookies!

Cookies should ONLY be sold when Girl Scouts are present. 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, regardless of if the business is making money off the sale of the cookies.

COOKIE PROGRAM SAFETY GUIDELINES

We have many cookie program guidelines, designed for participant safety and fairness, which you'll find throughout this program kit and other resources posted on The Bridge. We want Girl Scouts to be safe, have fun, and reach their goals. We ask adults to use their best judgment and common sense to support participating Girl Scouts!

SELL IN THE DAYTIME

Use a phone and email to sell when it's dark outside. Save door-to-door sales for daylight hours.

PARTNER WITH ADULTS

Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Adults should always be present at a booth sale in any public place.

PRACTICE HEALTHY HABITS

Follow public health guidelines to prevent the spread of illness.

PLAN AHEAD

Always have a plan for safeguarding money and getting it to the TPM as soon as possible. Never leave money in a car, at school, or anywhere unaccompanied and accessible to others.

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.

DO NOT ENTER

Girl Scouts should never enter the home or vehicle of a person when they are selling or making deliveries.

BE STREET-WISE

Become familiar with the areas and neighborhoods where your Girl Scout will be selling Girl Scout Cookies.

SHOW THEY'RE A GIRL SCOUT

Girl Scouts should wear their Girl Scout membership pin, their Girl Scout uniform, or Girl Scout clothing to identify themselves as a Girl Scout.

PROTECT PRIVACY

Girl Scouts' 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.

HOW CUSTOMERS BUY COOKIES

IN-PERSON SALES

In-person sales begin after February 1—typically when the troop’s initial order delivery drops, or a troop picks up their order from a cookie cupboard. All in-person sales end March 24.

- ↪ **On Hand Sales:** Girl Scouts have cookies on hand as they interact with customers individually (not at a cookie booth or group/troop sale). They may be going door-to-door or selling to friends and family. Money and cookies are exchanged at the same time. Customers can pay via cash or use the Digital Cookie app to take payment. Check out The Bridge to find the Online Cookie Systems Manual for Volunteers section on Credit Card Payments for further details.
- ↪ **Order Taking Sales:** In this situation, Girl Scouts may go door-to-door and take paper orders OR use the Digital Cookie app to take and track these orders. Girl Scouts then deliver cookies and collect payment from the customer upon that delivery. If a customer places an online, In-Person Delivered order, it’s the same process as if they placed an in-person order! The only difference is they can pay ahead of time. Families still need to make sure they order those cookies from you (the TPM) to deliver to their customers. This includes tracking sales for any donations they may receive. You still need to transfer those packages down to the Girl Scout through a Troop to Girl Transfer and will need to donate the number of packages purchased as a donation with your other troop cookie donations. View the Tracking Donated Cookies section (page 20-21) for more information on your troop’s options of donations. NOTE: 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 3 Planned Order deadline.
- ↪ **Booth Sales:** Booth sales are a way for troops to work together as a team to reach their goals—they are outlined on page 15.

For all in-person transactions

Cookies are provided by the Girl Scout—see Getting Cookies to Girl Scouts section (page 11). For all in-person transactions, Girl Scouts can have cookies on hand as they interact with customers. Money and cookies are exchanged at the same time. To give Girl Scouts 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 Online Cookie Systems Manual for Volunteers.

- ↪ **If the customer pays with cash or check:** Girl Scout turns in money collected to the troop.
- ↪ **If the customer pays by credit card:** Girl Scout is automatically credited for that payment amount in Digital Cookie. However, you will still need to transfer cookies to them in Smart Cookies so that they get credit for the sale. This includes physical cookies purchased and donated packages from customers.

TPMs will have the ability to cancel In-Person Delivery orders in Digital Cookie that cannot be filled by their troop.

ONLINE SALES SHIPPED DIRECTLY TO THE CUSTOMER

Customers can pay and have cookies shipped directly to them via the link sent by a Girl Scout. Paid online, these transactions are managed by GSUSA. If customers have questions about a Direct Ship order, have them contact ABC Bakery directly via email at ABCSmartCookieBakers@hearthside.com.

Sales and payments are tracked in Digital Cookie. The troop will be credited any proceeds at the end of the program. You can access totals anytime through reports. Girl Scouts will automatically get credited for these sales and payment amount in both systems.

For direct ship orders of 6-12 packages, GSGI will pick up half the shipping fee, making the customer’s shipping cost \$7.49! (Applicable in continental US; additional fees for AK/HI and APO/FPO military addresses.)

NEW THIS YEAR: There is a four package minimum for direct ship orders. Cookie Share donations do not count toward the four package minimum.

IN STORE SHOPPING

Beginning the week of February 12, customers can purchase cookies at any GSGI Retail Shop during our regular business hours and give credit to their favorite Girl Scout. (Customers must provide the participant’s name and troop number at the time of purchase.)

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 Scout-appropriate areas—if Girl Scouts cannot patronize the location, they shouldn’t hold a booth there.

Every year, we get requests to determine boundaries, such as “Girl Scouts 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! They 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.



BOOTH SALES

FEBRUARY 9 - MARCH 24

Booth sales are a great way for Girl Scouts to bring their product 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. Girl Scouts will have lots of fun setting up their storefront and talking to customers.

Customers pay with cash, check or digital transactions through Digital Cookie, or they can pay with card through Clover Go (see page 22 for more on troop credit card payments). Adult chaperones* should collect all

money and turn it into the TPM or deposit it directly into the troop bank account. Use the Booth Sale Worksheet located on The Bridge to keep track of cookies sold at all booth sales.

Give Girl Scouts 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 Online Cookie Systems Manual for Volunteers.

SETTING UP BOOTH SALE LOCATIONS

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. Be sure to ask about capacity limits or any special requirements in place at the business or organization. Not sure if the location is already a Council-Secured Booth? Check out the Do Not Contact list on The Bridge for a full list of Council-Secured Booth locations for the 2024 Girl Scout Cookie Program.

We ask that TPMs enter Troop-Secured Booths into Smart Cookies, which will then allow your booth information to be shared through the Cookie Finder site for customers to find you! GSGI staff will be monitoring booth requests in Smart Cookies regularly to help check that a location has not been double booked. **Please verify location addresses, as this is how locations are compared to ensure there are no double bookings.**

Adding booth locations into Smart Cookies also allows you to use the Smart Booth Divider to easily credit Girl Scouts! Refer to the Online Cookie Systems Manual for Volunteers on The Bridge for step-by-step instructions on using the Booth Scheduler or setting up booths in Smart Cookies.

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

COOKIE FINDER



Did you know that troops can get credit for sales through the Cookie Finder site as well? Customers can use it to find booth locations OR to place orders for direct ship from troops in their geographical area! Don’t forget to distribute these orders to Girl Scouts for credit as well. Just follow the directions in the Online Cookie Systems Manual for Volunteers if you need help!

Council-Secured Booths: GSGI books several large-scale venues for booth sales and pays any fees associated with the space. Any troop can sign up for these booths in Smart Cookies in one of the following ways:

- ☞ **Booth Lottery:** Registration available through 11:59 p.m. on January 3. Troops sign up for five potential time slots, and Smart Cookies randomly selects a troop for each slot. The lottery will be held on January 4.
 - 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. (See below for more on Premium Council-Secured Booths.)
- ☞ **First Come, First Serve:** Available January 5 - March 24. Time slots that are left over from the lottery—or locations that are added after the lottery runs—are open to all troops (**and Juliettes who partner with another troop or Juliette**) on a first come, first served basis through Smart Cookies.
 - Through February 7, troops can sign up for a limit of five time slots, two of which can be Premium.
 - Beginning February 8 at 10 a.m. troops can sign up for another five booths, two of which can be Premium.
 - Starting at 10 a.m. on February 14 all limitations are removed and troops can sign up for as many additional booths as they'd like. All First Come, First Serve opportunities open at 10 a.m. for each date listed. At this time, all open booths will also become available for individual Girl Scouts to utilize as lemonade stands.
 - To give all troops an equal chance to sell at highly requested Council-Secured Booths, we have designated some locations as "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.

Virtual Booths in Digital Cookie: Troops will have a virtual troop booth option again, allowing troops to work together and promote a booth on social media, with the booth sales totals being easily split between participating Girl Scouts—after the cookies are delivered to customers. Customers will be given the option to pick up their virtual booth purchase at one of your physical booths, saving your troop the delivery!

Booths entered into Smart Cookies will also be eligible for a \$6 credit for each two hours at a 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. Don't forget that package counts a package sold and you need to transfer it to a participating Girl Scout at the booth! Remember, this is for booths only—lemonade stands will not receive this credit.

DIGITAL COOKIE APP!

Streamline your program with the Digital Cookie App! Digital Cookie allows Girl Scouts to send emails and share on social media to invite customers to purchase cookies. Customers have the option to place an order and have a Girl Scout deliver it to their door OR they can pay online and have cookies shipped directly to them!

Girl Scouts will be able to view their orders on Digital Cookie. Previously, In-Person Delivery orders had to be approved via email. **NEW this year:** In-Person Deliveries are managed in Digital Cookie. Parents/guardians have five days from the order date to approve In-Person Deliveries in the Digital Cookie platform.

The order must be marked delivered before payments are processed.



BOOTH GUIDELINES

A troop booth must consist of at least two Girl Scouts. An individual Girl Scout's booth is called a "lemonade stand" (see page 18). For all troop activities, Girl Scout safety guidelines require at least two unrelated registered adult volunteers to be present. This is designed to minimize risk and ensure Girl Scout safety.

While we do our best to help check and prevent double bookings at booths based on entries in Smart Cookies, 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 Girl Scouts should practice calculating totals and counting back change for customers, be sure to have an adult always watching the money. Never leave money unattended.
- ☞ Participants 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 location's customers. Always say "Thank You," whether that person 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/host location.
- ☞ 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 \$6 donation adds up to one package for Cookie Share, which can be added to your total sold and credited to participating Girl Scouts.

Tips for Safeguarding Cookie Money

- ☞ After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- ☞ Keep the cash box in a safe place or behind a barrier of cookie packages.
- ☞ Don't walk around with large amounts of money.
- ☞ Bank cookie money often and do not keep money at home or at school. Always keep money in a safe and secure location until you can get it to the bank.
- ☞ Reduce cash transactions by offering credit card payment options whenever possible.
- ☞ **PRO TIP!** Check out The Bridge for cookie booth resources, like signs, a materials checklist, and worksheets to help track your sales!

How Girl Scouts Get Credit for Booth Sales

Packages sold at troop booth sales, including Cookie Share donations, should be credited to the Girl Scouts that sold them in Smart Cookies as these will add to their totals for individual rewards. There are typically two ways to give credit to the participants present. You'll want to discuss your plan with the Girl Scouts and their families before your first booth. Here are ways that they can get credit:

- ☞ Take the total number of packages sold at the booth and divide it by the number of Girl Scouts at the booth.
- ☞ Some troops may do longer booth sales, divided into multiple time slots, where Girl Scouts are credited based on the number of hours they worked.
- ☞ **PRO TIP!** By entering your booth in Smart Cookies, you'll also be able to use the Smart Booth Divider to easily give credit to each participant!

TRACKING DONATED COOKIES

Girl Scouts may encounter customers who don't want to take cookies home with them, but still want to support the cookie program (and their favorite Girl Scout)! Any customer can choose to make a purchase to donate cookies!

Any purchases made by using the "Donate Cookies" option in Digital Cookie or those marked as "Virtual Cookie Shares" in Smart Cookies are taken from GSGI inventory and donated by the Council to partner organizations.

To maximize donated cookies coming from your troop's inventory, you should treat all donations as a regular sale and set those cookies aside from your troop inventory.

DONATIONS ARE TRACKED BASED ON HOW THE CUSTOMER MAKES THE PURCHASE.

For purchases via a Girl Scout or Troop's Digital Cookie Link (where a customer selects "Donate Cookies"):



- ☞ If a customer orders their own cookies for in-person delivery and adds on Cookie Donations, OR orders only Cookie Donations, the Troop Product Manager (TPM) must create the Virtual Cookie Share transaction in Smart Cookies for the Girl Scout to receive credit for the sales. The cookies will be donated out of GSGI's inventory. There is not an option to make these cookies come out of the troop's inventory. Cookie Donations are not available for in person delivery when only Cookie Donations are being purchased.

To check for these transactions, TPMs can check the All Order Data Report on their troop dashboard in Digital Cookie to view any Virtual Cookie Share orders that need to be entered for a Girl Scout. Virtual Cookie Share cookies can be found under order type In-Person Delivery with Donation or Donation. For cash orders, be sure to collect the payment and post the financial transaction in Smart Cookies.

- ☞ If a customer orders Cookie Donations with shipped cookies for themselves, there is no action needed from the TPM.
- ☞ With six or more Virtual Cookie Shares, a Girl Scout earns the free Cookie Share Patch (delivered with the rest of their rewards.)

For purchases at a cookie booth:

- ☞ TPMs should provide guidance to booth volunteers whether donations should be marked in Digital Cookie as "donate cookies" or pulled from troop inventory.
 - ▲ If the TPM wants the cookies to come from troop inventory, then all purchases should be entered as regular cookie sales. The TPM will need to complete a Troop to Girl Transfer in Smart Cookies for each \$6 donation. The TPM should use the Booth column in Smart Cookies to allocate these packages to the Girl Scout in the Troop to Girl transfer field, as they have been paid for already and the Girl Scout just needs the credit for them. Do not mark these as Virtual Cookie Share in Smart Cookies. TPMs should take these cookie packages out of their regular inventory and set aside to donate at the end of the season.
 - ▲ If the TPM wants the cookies to come from GSGI inventory, then the purchase should be run through as "Donate Cookies" in Digital Cookie. TPMs can then use the Smart Booth Divider function in Smart Cookies to give a Girl Scout credit as a Virtual Cookie Share, earning her the Virtual Cookie Share Patch once she has 6+ Virtual Cookie Shares.

For purchases as a direct sale:

- ☞ If the Girl Scout wants the cookies to come from their individual inventory, then all purchases should be entered as regular cookie sales and processed as usual. The Girl Scout would then give all "donated" packages back to their TPM to go with the rest of the troop's donations.
- ☞ If the Girl Scout doesn't have inventory on hand, then the purchase should be run through as "Donate Cookies" in Digital Cookie. These cookies will be taken from GSGI's inventory and shared with our partners. Using this link also counts as a Virtual Cookie Share, earning her the Virtual Cookie Share Patch, once she has 6+ Virtual Cookie Shares. The TPM must create the Virtual Cookie Share transaction in Smart Cookies for the Girl Scout to receive credit for the sales.
- ☞ If the Girl Scout doesn't have inventory on hand and doesn't want to use the "Donate Cookies" option in Digital Cookie (wants the donation to come from the troop's inventory) then the purchases should be entered as regular cookie sales and processed as usual. The TPM will not give the girl the physical inventory but will still transfer the number of packages donated to the Girl Scout as a Troop to Girl Transfer in Smart Cookies using the Booth column for the transfer, since the cookies have been paid for, so the Girl Scout can get credit for the packages sold.

BEST PRACTICES FOR COOKIE DONATIONS

During the cookie program, customers might choose to donate their change. Troops should apply these monetary donations to cover the cost of cookies remaining in the troop inventory at the end of the season, which helps the troop manage their inventory to zero. Then, the troop will choose local charities or organizations to receive the donated cookies, and troop members can make the deliveries.

If there is money remaining at the end of a cookie booth, just divide the total donated by \$6 to come up with the number of donated packages to account for. If your troop has leftover inventory, you can use the money to cover those packages. If your troop does not have leftover inventory, instead mark those packages as Virtual Cookie Shares in Smart Cookies and those will come out of GSGI's inventory.

PRO TIP! Does your troop want to allocate your donations to a specific organization, but you managed your inventory down to zero? No problem! You do not need to order more cookies for your donations—you can track your donations as Virtual Cookie Shares. Then, contact us at info@gsiowa.org, and we'll make sure to include your troop's selection on the Virtual Cookie Share list. We can even coordinate with your troop to make the delivery!

Don't Forget!
This Cookie Donation patch is available for purchase in GSGI Retail Shops.



PAYING FOR COOKIES



Digital Cookie – Girl Sales

All Girl Scouts can accept credit card payments directly through Digital Cookie using a mobile device or computer.

This option is available for online orders for In-Person Delivery as well as for any in-person orders. For both methods, Girl Scouts can process the credit card once the order is marked as delivered.

See the Digital Cookie Manual for Parents/Guardians for step-by-step directions.

Digital Cookie – Booth Sales

Credit card payments at booth sales can also be taken directly through Digital Cookie!

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 Digital Cookie at least one adult at the booth must have access to the troop in Digital Cookie.

See the Online Cookie Systems Manual for Volunteers for step-by-step directions on how to accept credit cards through Digital Cookie at booth sales.

Digital Cookie – The Fine Print

- ↪ GSGI covers all fees associated with Digital Cookie payment transactions.
- ↪ Payments through Digital Cookie are not deposited directly into your troop bank account.
- ↪ Your troop will be credited in Digital Cookie 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 (find the link on The Bridge). Once your request has been processed (up to two 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.
- ↪ 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.

FORMS OF PAYMENT

For the 2024 Girl Scout Cookie Program, standard policies are in place, which means that troops should be using cash, check, or transactions through Digital Cookie or Clover Go as payment means.

Troop bank accounts are governed by strict standards in accordance with our non-profit status—thank you for helping maintain those standards!

Remember to use receipts for every cookie and money exchange between your troop and your Girl Scouts during the cookie program!

HANDLING MONEY

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

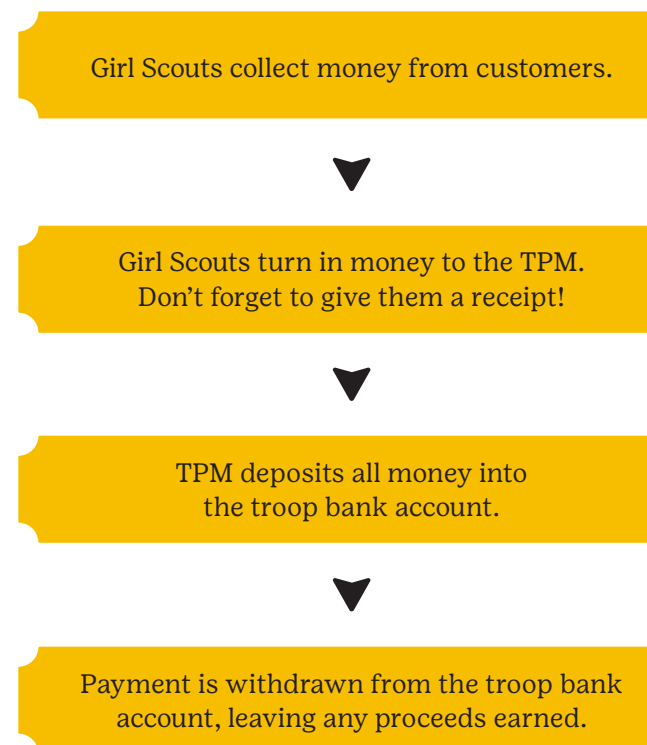
FEBRUARY 29 \$1.50 per package received through February 16, minus the amount paid for by credit card, is withdrawn. Direct ship sales are also excluded, as those cookies are never received into the troop inventory; the troop and the Girl Scout are credited automatically.

APRIL 4 100% of remaining balance due is withdrawn. This includes credit for any online sales payments taken through Digital Cookie.

Customers can pay for cookies using cash, checks, and credit or debit accounts. 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 2024 Cookie Program Juliette Guide!

How payments work:



WHAT TO DO IF..

All the resources mentioned below are available on The Bridge (gsgibridge.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 27 for the first withdrawal and April 2 for the final withdrawal to be adjusted in time. You cannot skip an auto withdrawal.

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 27 or April 2 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 GSGI as soon as possible at info@gsiowa.org, so that we can help determine a resolution.



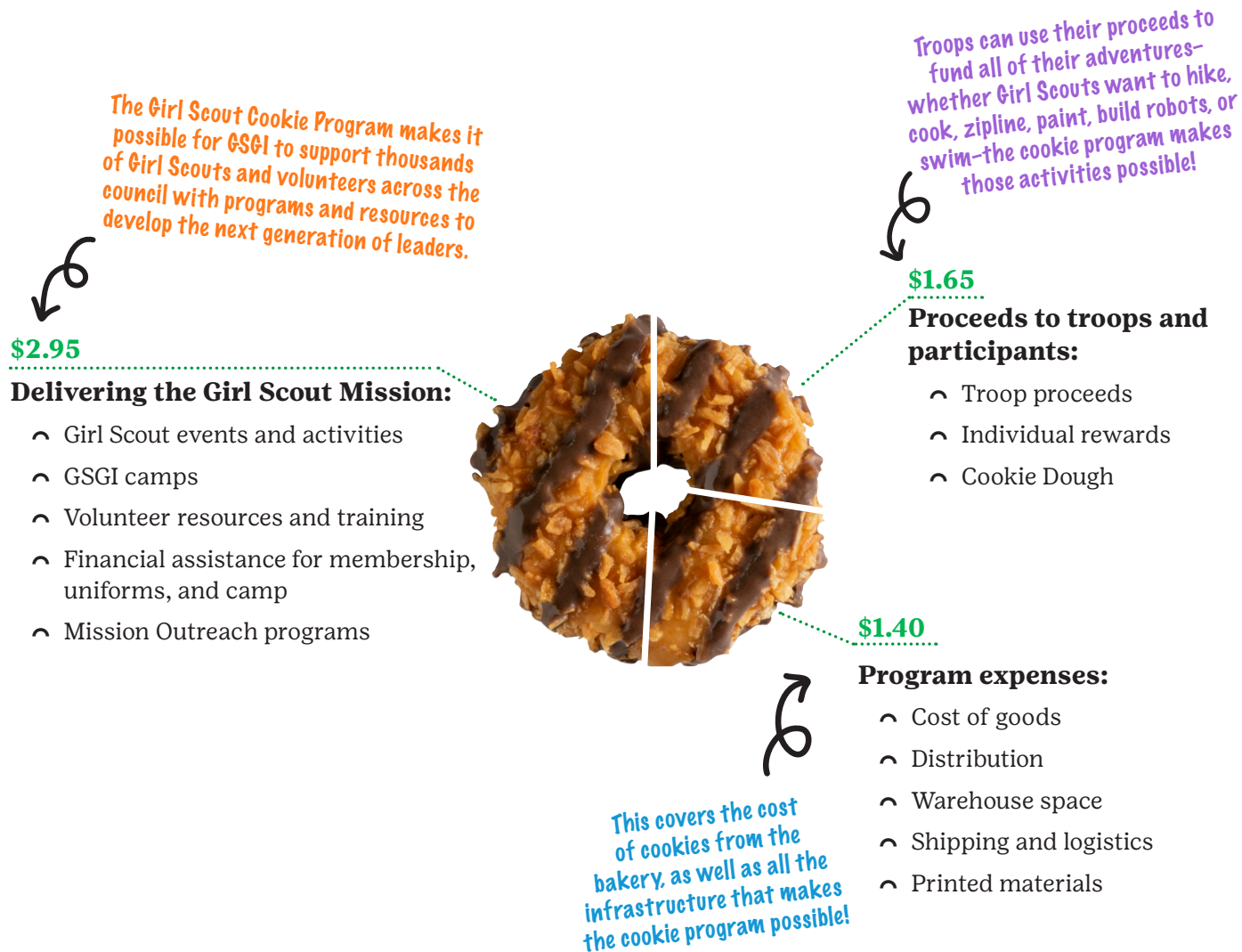
NEW THIS YEAR! Customers will be allowed to purchase cookies via Venmo and PayPal through a Girl Scout or troop's virtual link! This payment option is not available through the Digital Cookie mobile app or Clover Go—only on the web browser accessed through the virtual link.

HOW THE COOKIE CRUMBLES

The Girl Scout Cookie Program gives Girl Scouts the opportunity to set goals, make decisions, manage money, learn people skills, and practice business ethics. They are learning the skills essential to leadership, success, and life!

Girl Scout Cookies provide support for troops and Girl Scouts in your local communities. In fact, after covering the cost of goods, 100% of the proceeds stay within GSGI. We do not provide any portion of our cookie revenue to Girl Scouts of the USA. No cookie money goes to any other causes or organizations.

HERE'S WHAT'S FUNDED FROM EACH \$6 PACKAGE:



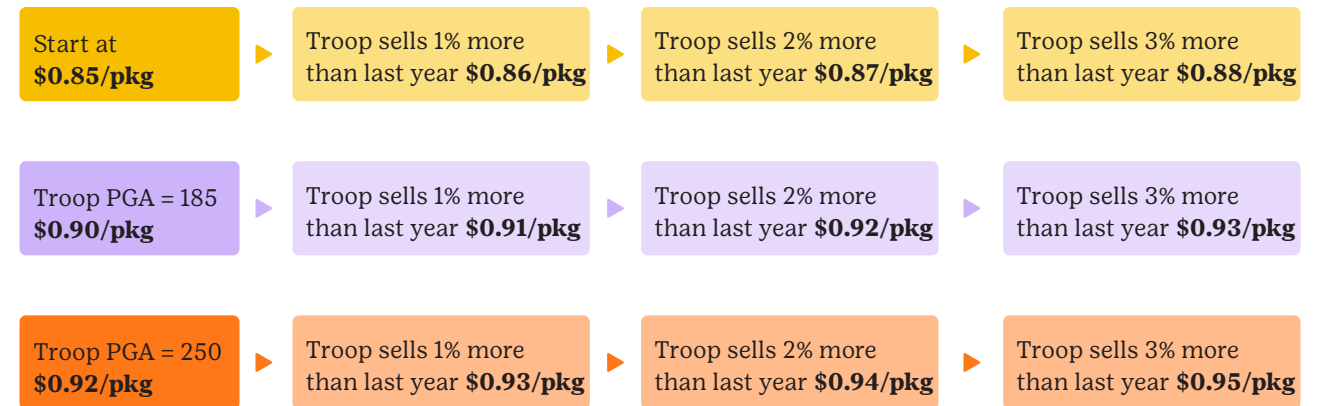
WHAT TROOPS EARN

Cookie Rewards work a little differently for Juliette Girl Scouts. Be sure to check out the details in the 2024 Cookie Program Juliette Guide!

TROOP PROCEEDS

Troops earn proceeds starting at \$0.85 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 Online Cookie Systems Manual for Volunteers for more information.

Cadette, Senior, Ambassador, and Multi-Level troops may opt-out of all rewards as a group to receive \$0.12 more per package. Girl Scouts in troops who opt-out for higher proceeds will still receive base Cookie Dough for their individual packages sold, patches, Instant Reward items, Adventureland 700 Club, CEO Party, Hobby Kit, and troop experiences earned.



SPECIAL EXPERIENCES FOR TROOPS AND JULIETTES

See the Reward Panel for full details!

- The special experience rewards cannot be transferred for your troop or Juliette to use on a different date. These events are organized especially for groups, allowing participants to come together with their Girl Scout peers from across GSGI. We hope to see you there!
- PGA is based on the number of Girl Scouts selling. Free spots will be based on the number of Girl Scouts selling. If your troop or Juliette earns these rewards, you'll receive an email with details in April.
- Families who have opted to combine sales between sisters or multiple Girl Scouts in one household will earn one spot per account regardless of the PGA within the account. For full details on Sisters Selling Together, please see the Sisters Selling Together document on The Bridge.
- Chaperones are required. Free chaperone spots will be awarded based on adult-to-Girl Scout safety ratios. Transportation and gas reimbursement will not be provided for events.

Gimme S'more Mud Run at Camp Sacajawea (235+ PGA)
September 28, 2024

NEW Level Threshold: Trampoline or Water Park Experience (385+ PGA)
July 13, 2024

NEW: GSGI's Build-A-Bear Experience (385+ PGA)

If your troop can't make the in-person experience, you can choose GSGI's Build-A-Bear experience instead. The entire troop must pick one experience—the in-person trampoline or water park events or GSGI's Build-A-Bear experience.

NEW: Free Camp Rental + Camping Kit (500+ PGA)

Troops will be able to choose an overnight rental at any of GSGI's camp properties for their troops and earn a camping kit to use that weekend and beyond as their troop continues to explore outside!

Juliettes can also earn the Gimme S'more Mud Run, Trampoline or Water Park Experience, GSGI's Build-A-Bear Experience, and Camp Rental + Camping Kit!

WHAT GIRL SCOUTS EARN

Girl Scouts can earn special items, patches, and Cookie Dough for reaching certain sales levels. Most recognitions are cumulative, meaning they get all the items up to the highest level they reach! The full reward lineup is shown on the Reward Panel. None of the items from the Reward Panel are available for purchase in the GSGI Retail Shops. After the end of the program, participants will receive their reward items shipped directly to their homes.

PATCHES

Girl Scouts can commemorate their cookie program participation and success with a combination of custom patches! Patches are earned even if a Girl Scout or troop chooses to opt-out of cumulative rewards. Check out this year's patches on the back side of the Reward Panel!

700 CLUB DAY AT ADVENTURELAND

June 1, 2024 – For all Girl Scouts who sell 700+ packages. Girls Scouts will receive admission for two on June 1 only to Adventureland OR a custom IGLOO® Cooler. Girl Scouts will earn this reward even if they opt-out for a higher reward item or experience. Additional tickets can be purchased the day of the event at a discounted rate. No rain checks available.

CEO PARTY

May 31, 2024 – For all Girl Scouts who sell 2,024+ packages. Girl Scouts get the ultimate VIP experience at this event hosted by GSGI CEO Beth Shelton.

HIGHER REWARDS AND EXPERIENCES

Starting at 1,000+ packages, Girl Scouts 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 week of camp, or even a spot on the 2025 Savannah Trip.

Girl Scouts will begin to earn Cookie Dough starting at 1,050 packages sold if they choose to opt-out of cumulative rewards. They will earn \$25 in Cookie Dough when they sell 1,050 packages, with an additional \$15 earned for every additional 50 packages sold!

NEW LEVEL THIS YEAR! OWN YOUR MAGIC AT

UNIVERSAL! Girl Scouts who sell 3,750+ packages will earn a trip for themselves and a chaperone to Universal Studios. After Owning their Magic during cookies, they will get to visit the Wizarding World of Harry Potter™, Jurassic Park, and so much more.

INSTANT REWARDS

Instant Rewards are returning this 2024 cookie season with the Tropical Treats collection! Check out page 27 for full details on how Girl Scouts can earn the full set!

COOKIE DOUGH

Girl Scouts earn Program Credits called Cookie Dough, which are awarded at the end of the program on a digital account number emailed to each family. Earners can spend their Cookie Dough on GSGI programs, camps*, shop items, and even next year's Girl Scout membership. Girl Scouts can select either Cookie Dough or items at most reward levels, mixing and matching Cookie Dough with reward items!

All participants start earning Cookie Dough at 24 packages sold. Check out the Cookie Dough amounts on the back side of the Reward Panel. Then, at each reward level, Girl Scouts can choose to receive additional Cookie Dough instead of rewards items. Remember, Girl Scouts earn this base level Cookie Dough, even if their troop is opting-out of rewards for a higher troop proceed.

If a Girl Scout is opting-out of Cookie Dough and cumulative rewards for a higher opt-out individual reward (in purple at the bottom of the reward panel) they will begin earning Cookie Dough at 1,050+ packages.

Girl Scouts have until September 15, 2024, to use the Cookie Dough earned during the 2024 cookie program. For more information about Cookie Dough, please see the 2023-2024 Program Credit Policy.

**Camp sessions are known to fill up QUICKLY! If one of your Girl Scouts is trying to earn Cookie Dough for a camp session, talk with their parents about registering early! For \$35, you can put a deposit down for the camp session your Girl Scout is interested in!*

SISTERS SELLING TOGETHER PATCHES

All sisters selling together can receive a custom 2024 Sisters Selling patch! These special patches are designed to recognize any sisters or Girl Scouts in the same family who are selling together. These patches are available by request in Smart Cookies.

To maintain equity for troops and participants, GSGI will be calculating all patches and rewards based on the number of packages sold under each account in Digital Cookie. If a family opts-in to have their Girl Scouts sell together under one account, they will only earn one set of patches, rewards, Cookie Dough, and PGA experiences.

INSTANT REWARDS

Get Girl Scouts excited about the cookie program with these awesome members of the Tropical Treats!

HOW IT WORKS

1. Introduce the Instant Rewards at your Troop Kickoff. See pages 28–29 for an overview of how to hold a Troop Kickoff Meeting.
2. Meet with your troop at least every other week during the cookie program. At each meeting, hand out the reward each girl earned.

Instant Rewards are awarded when a Girl Scout sells enough packages to reach a level. The council recommendation is to define “selling” as when a family orders or takes those cookies from the troop. **Juliettes will receive their items as they earn them, shipped directly from GSGI.**

LEVEL	REWARD
36+ Packages	Avocado
105+ Packages	Papaya
160+ Packages	Guava
210+ Packages	Dragon Fruit
275+ Packages	Prickly Pear

WHY IT WORKS

The magic formula for this program combines instant gratification, peer recognition at troop meetings, and fun items for participants! Girl Scouts who participate in Instant Rewards are proven to be more successful in the cookie program! The program is also designed to be simple for leaders to execute—it just takes a few minutes at each meeting to celebrate the Girl Scouts' success!

FAQS

I don't have enough of the items for all the participants in my troop.

Shipments will include all print materials as well as the Instant Rewards Tropical Treats. There will be one avocado, papaya, and wristlet for each registered Girl Scout in the troop. For all other plushies, each troop will receive a percentage based on how many Girl Scouts are likely to reach those levels. For instance, about 30% of all Girl Scouts typically sell 275+ packages, so we will send each troop enough prickly pear plushies for more than 30% of your troop.

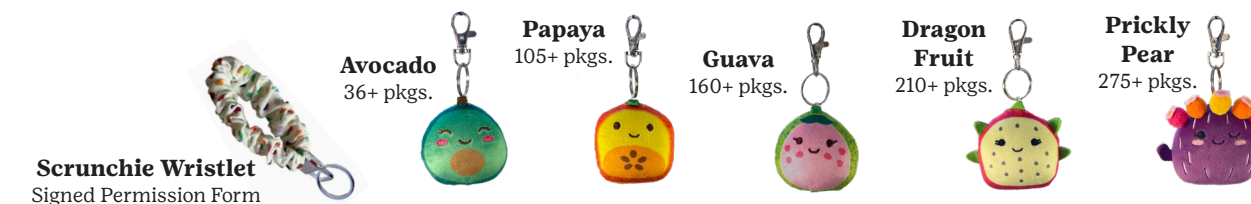
We know troops accept new members all the time. If you get a shipment that seems a little light on supplies for the number of current Girl Scouts, no worries! If you need more of any item, you can ask other troops in your area if they have extras, or you can contact us for more at info@gsiowa.org. Our Super Cupboards will also have a small stock of each, so you can ask for them as you pick up orders.

What do I do with leftover rewards?

If you have extra items at any level, feel free to distribute to other leaders in your area who need them. Please return any remaining items to one of our GSGI Leadership Centers or Super Cupboards at the end of the program. (Leadership Centers are located in Des Moines, Mason City, and Sioux City.)

How do we celebrate Girl Scouts earning the prizes when not everyone will earn every level?

We know every Girl Scout selling will not earn every plush, just as every participant won't earn each item on the Reward Panel. There are different factors that impact every Girl Scout selling—from how involved their family gets in the program, to their level of time and interest in the cookie program, to their personal goals and hustle. Instant Rewards are not designed to make anyone feel bad! The program is designed—and proven—to motivate Girl Scouts and increase excitement. As a leader, you can celebrate every Girl Scout's unique achievements, small or large, and also encourage the troop to celebrate their peers! Not every Girl Scout is going to be MVP or valedictorian, but everyone can rally around one another!



PLANNING YOUR TROOP KICKOFF

Share the excitement of the Girl Scout Cookie Program with every family in your troop! Understanding the benefits of selling—to both individual Girl Scouts and their troops—is important for driving engagement. (Did you know? Girl Scouts can earn their first patch by selling just 12 packages of cookies!) We encourage all troops to host kickoff events to celebrate the 2024 cookie program. Don't know where to start? That's okay! We'll give you all the tools you need to prepare for a successful cookie program.

First, download the 2024 Cookie Program Family Welcome Letter (found on The Bridge). This is a customizable document where you can insert troop-specific information. Print copies for your troop families and use this letter as a script to introduce the cookie program to parents/guardians.

For Girl Scouts, don't worry so much about dates and deadlines, but focus on what they'll do, why they're doing it, and the rewards they can earn for themselves and the whole troop. We've put together the following resources to help you:

PRE-EVENT SET UP

Create participant packets of each item listed below. Make sure the Product Program Permission Forms are on top so parents/guardians can fill those out and return them right away. If you have a signed form from this year's Fall Product Program, you do not need to collect another one.

Materials

1 PER TROOP

- ↪ 2024 Cookie Kickoff Video (Access to internet and YouTube needed)
- ↪ Full and partial sets of Instant Reward items

1 PER GIRL SCOUT

- ↪ Product Program Permission Form
- ↪ 2024 Cookie Program Family Welcome Letter (Download, customize, and print from The Bridge)
- ↪ Order Card
- ↪ Reward Panel
- ↪ Money Envelope
- ↪ Scrunchie wristlet Girl Scouts will earn by filling out their Product Program Permission Form

NOTE: Showcase, but don't hand out Tropical Treat plushies yet. Those are handed out later once Girl Scouts have reached the required sales levels. Check out page 27 for more details.

KICKOFF MEETING AGENDA

GIRLS AND THEIR PARENTS/GUARDIANS ARRIVE

SAY: Welcome to our Girl Scout Cookie Program Kickoff meeting! I'm so excited to get started. I know you're all excited to get your hands on some delicious cookies but did you know this is more than just "selling cookies"? When Girl Scouts run their cookie business they're not only earning awesome rewards and funds to help our troop go on adventures—they're learning how to build relationships, make decisions, and achieve goals!

Activity 1: Introduce the Girl Scout Cookie Program to Girl Scouts and their parents/guardians!

- ↪ Start your meeting by introducing the cookie program to the Girl Scouts with the 2024 Cookie Kickoff Video.
- ↪ Hand out materials. Once the video is over, pass out the packets you put together with the Product Program Permission Forms on top to each parent/guardian. Handout a wristlet to each Girl Scout when they turn their Product Program Permission Form into you!
 - Refer to the video and share that as they take cookies and sell them, they will earn the Tropical Treat plushies!
- ↪ Encourage Girl Scouts to invite a friend to join Girl Scouts! If your troop is full, no worries! The GSGI team will work with new members who are looking for a troop!

When you are finished kicking things off with the troop members, 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!)**

Activity 2: Get the parents/guardians up to speed.

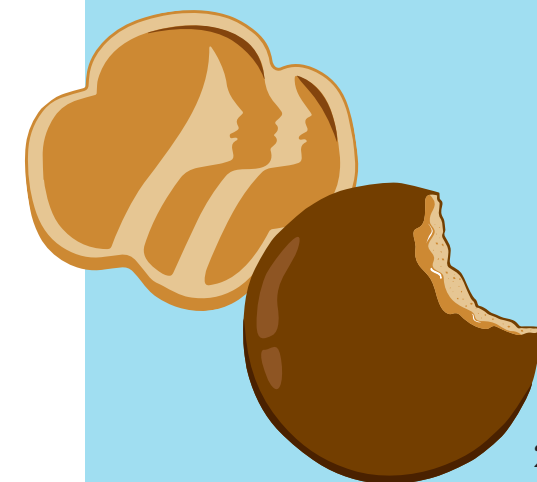
- ↪ Be sure they know the guidelines for their Girl Scout to participate:
 - Each participant must be registered for the 2023-2024 Girl Scout membership year.
 - They must turn in the Product Program Permission Form. (They may have already done this in the Fall Product Program.)
 - Participation is limited for families with any unpaid funds to GSGI. In these cases, Girl Scouts can participate in booths or sell online through Smart Cookies only. If this applies to a participant in your troop, we will notify you before the program begins. (See page 11 for more info.)
- ↪ 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!
 - While Girl Scouts 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 Digital Cookie! They can use their smartphones to open the platform and see how to set up their site!

Here are some key tips to share with Girl Scouts as they become ultimate cookie bosses. Encourage the Girl Scouts in your troop to come up with more!

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

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. Those who hustle reach their goals!

Adapt and problem-solve. If bad weather arises, there's a mix-up with a booth location, or a customer order falls through, regroup, and go with the flow. You'll be set up for success in the cookie program and beyond!



DEFINITIONS

Booth Sales: Multiple Girl Scouts 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 4 and Smart Cookies 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 GSGI.

Cookie Dough: Program Credits participants 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 Girl Scouts. GSGI secures these booths and opens the opportunities up to all Girl Scouts and troops equally through the Booth Lottery.

Delivery Agent: Our logistics partners who help deliver cookies.

Digital Cookie: The online selling platform that allows Girl Scouts to sell cookies through their personalized storefront or by using a mobile app.

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 21. These orders will be in CASE ONLY for this time period.

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. Until February 14, there will be a limited number of time slots that can be claimed by each troop.

Girl Scouts of Greater Iowa (GSGI): Girl Scouts of Greater Iowa is our council service region made up of 70 counties in Central/Western Iowa, NE Nebraska, and SE South Dakota. You are a member of this council!

In-Person Delivery: Through Digital Cookie, Girl Scouts can send emails, or share social links, that allow customers to choose local delivery. Customers may pay with cash, check, or credit card (available through Digital Cookie), 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 Scout's booth sale, supervised by their own parent/guardian, or another registered adult volunteer. Parents/guardians can begin securing lemonade stands at the same time as other volunteers are setting up cookie booths – January 1.

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. Notated with a "P" in Smart Cookies.

Rewards: Items or experiences troops and Girl Scouts 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 volunteer online management system for the cookie program.

Super Cupboards: 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 11, so Girl Scouts 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 Product Manager (TPM): Volunteers that help Girl Scouts in their troop manage their cookies throughout the season. These volunteers are responsible for Initial Orders, Reward Orders, cookie booths, and managing the troop's money!

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

Service Unit Product Chairs (SUPC): Volunteers that set up the Initial Order delivery station for their Service Unit and assist troops and Juliette members throughout the cookie season.

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

