

2024 COOKIE PROGRAM SUPC GUIDE

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

This guide contains important details just for Service Unit Product Chairs (SUPCs). Be sure to review the 2024 Cookie Program Kit for full program information. Start with the list below—it's a quick start guide to your role!

- ↪ Fill out the Service Unit Product Chair Agreement found on The Bridge (gsgibridge.com/cookieprogram).
- ↪ We'll sign you up for our Shout Out! email newsletter and get you set up in Smart Cookies, the online cookie program system.
- ↪ Secure a delivery location for the Troop Initial Orders in your service unit and be sure to recruit volunteers to help you out on delivery day! Don't forget to update your delivery station by December 5 in Smart Cookies. See directions on how to update your delivery station in Smart Cookies on page 3.
 - ▲ If you're in the Des Moines or Sioux City metro areas, don't worry, we've got your location covered! Troops in these metro areas participate in a Mega Drop Pickup on February 3! Details will be sent to troops by the end of January.
- ↪ Watch a recorded training specifically for the SUPC role, available on The Bridge.
- ↪ Plan a Cookie Rally for your service unit. Check out pages 4-7 for details.
- ↪ Help leaders understand the policies and guidelines of the cookie program. We want Girl Scouts to be safe, have fun, and reach their goals, and we ask adults to use their best judgment and common sense to support participants!
- ↪ Support Juliettes (Girl Scouts participating individually) as their local point of contact.
 - ▲ Many Juliette parents/guardians will opt to enter orders and rewards online themselves. However, if they need extra support, it is your role to facilitate order collection at the end of the program, enter information into Smart Cookies, and get product to them during Troop Initial Orders. We will notify you directly of Juliettes requesting assistance for program management.
 - ▲ You will find all Juliettes in your service unit in Smart Cookies with troop numbers that start with 99.
- ↪ Be a cheerleader! Encourage the troops and Girl Scouts in your community to reach their goals.

RESOURCES

The Bridge

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

gsgibridge.com/cookieprogram

Shout Out! Weekly 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

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!

Digital Cookie Manual for Parents/Guardians

Step-by-step manual on how Girl Scout parents/guardians navigate the new Digital Cookie platform. Become familiar with the platform to help answer Girl Scout's questions.

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

TROOP INITIAL ORDER DELIVERY DAY

PREP FOR DELIVERY

Troop Initial Orders will be delivered between February 1-8. Cookies are typically delivered on a straight truck with a large rear opening or on a semi. Delivery stations with loading docks are ideal; however, other sites that have large doors or a suitable parking lot are also great options for unloading cookies.

At least one week before delivery, you'll get a phone call from our Delivery Agent with the date and time for your Troop Initial Order delivery. Communicate with troops and Juliettes in your service unit about the date, time, and location of their Troop Initial Order pickup. Please make sure you are available to be present for the delivery; it is important that YOU sign for the product and no one else.

Materials Needed for Delivery

- ↪ Delivery Station Order Detail report (found in Smart Cookies under Summary Reports): Two copies of each will be used as receipts. You keep one, and they keep one.
- ↪ You can request dot sheets for printing from GSGI, just email us at info@gsiowa.org! These sheets will help when sorting inventory for each troop.
- ↪ Pens, highlighters, and clipboards, if available. These will make signing orders and noting damages quick and easy.

Weather/Logistics It's important to consider how inclement weather might affect your truck's arrival and unloading time. The driver will do their best to be on time or communicate with you if they are running behind. Also bear in mind that nationwide driver and supply shortages could affect delivery times. Be sure your location will give you plenty of time to unload, sort cookies, and give troops time to pick them up.

Get Lots of Help! Be sure to have plenty of volunteers to assist. Service unit orders can be rather large, so the more hands available, the quicker things will go. Be sure to communicate any local health and safety procedures with everyone present for the delivery and pickup.

RECEIVING THE DELIVERY

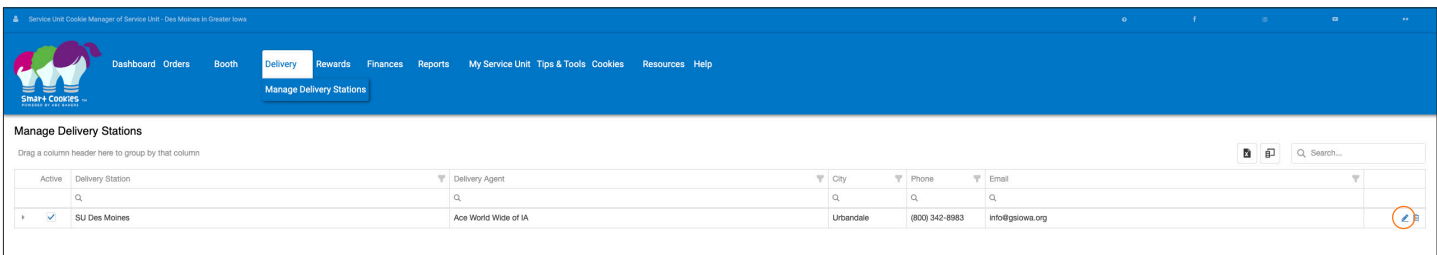
- ↪ Have the Delivery Agent unload the product. Volunteers are not allowed on delivery trucks. While the driver(s) unload cookies, have volunteers sort cookies by variety. This will help when dividing up troop orders later.
- ↪ Be sure to arrive early at your location. Twenty minutes before the scheduled delivery time is ideal.
- ↪ Use the delivery ticket provided by the Delivery Agent to count product. Count each variety before signing the ticket.
- ↪ At the time of delivery, **check each case for any obvious damage and report it to the Delivery Agent.** If a case is damaged on the outside, open and check each package to confirm if it is still in sellable condition. **Do not open every case if there is not obvious damage to the packaging.**
- ↪ If you notice missing or damaged product after the Delivery Agent has left, report it to Girl Scouts of Greater Iowa (GSGI) by emailing info@gsiowa.org or calling us at 800-342-8389 the next business day to ensure replacement or credit.
- ↪ Both the SUPC and Delivery Agent should sign the receipt (Delivery Station Order Detail report) and each should keep a copy.
- ↪ Separate orders by troop and Juliette using the Delivery Station Order Detail report. Do not allow troops or Juliettes to take product until all items have been sorted. Dot sheets are a great tool to help this process go quickly!
- ↪ Both you and the adult responsible for pickup for troops and Juliettes should count the items TWICE before the receipt is signed.

UPDATING YOUR DELIVERY STATION IN SMART COOKIES

ENTERING DELIVERY STATIONS FOR SUPCS

One of the main responsibilities of SUPCs is securing delivery locations for the Initial Order. Once a delivery location has been secured, SUPCs will need to enter it into Smart Cookies as a Delivery Station.

1. To enter the delivery location, log into Smart Cookies, go to the Delivery tab, and then select Manage Delivery Stations.
2. Click on the pencil to the far right to edit the Delivery Station with the delivery location for the service unit.



3. Verify the delivery station address, add/edit as needed.
4. Verify your manager contact information, add/edit as needed.
5. Verify the location contact information (the person who will be there the day of the delivery, if different from the manager contact information), add/edit as needed.
6. Include any important instructions for the Delivery Agent in the Instructions box. (The Notes box is for internal use only—this box does not show up on the delivery ticket.) Information to include in the instructions box could be any date/time restrictions, or instructions the delivery drivers may need to know before arriving. These requests are not guaranteed but the Delivery Agents will do their best to accommodate them.
7. If you do not know your Delivery Agent and that field is blank, contact us at info@gsiowa.org so we may assist.
8. Do not enter anything in the Receiving Date field.
9. Click Save.

Edit Delivery Station

Delivery Station Name*

Delivery Station Address

Address 1* Address 2

City* State* Zip*

Manager Contact Information

First Name* Last Name* Email*

Phone* Fax Mobile

Delivery Station Details

Instructions (Note: Printed on Delivery Ticket)

Notes (Note: Internal use only - Not printed on Delivery Ticket)

Delivery Agent* Schedulable Receiving Date*

Our delivery station location: _____

Date and time: _____

Confirmed helpers: _____

HOSTING A SERVICE UNIT COOKIE RALLY

It's time to RALLY your Girl Scouts into cookie greatness and this is your handy guide to getting there! Why is a Cookie Rally important? The short answer is “rallying” your Girl Scouts can launch their cookie business into a bright future! Data shows participants who attend a local Cookie Rally sell 12-15 packages more than those who don't!

While the Girl Scout Cookie Program is a GREAT way for troops to earn proceeds, it also allows Girl Scouts to learn valuable life skills including goal setting, decision making, money management, people skills, and business ethics—all while selling delicious cookies!

Visit The Bridge to request patches and sample cookies for your rally using the 2024 Service Unit Cookie Rally Request Form (gsgibridge.com/cookieprogram). We recommend requesting these items at least two weeks prior to your rally date so we can get them to you in time!

Rally kits will not contain reward samples, but Girl Scouts can see all rewards offered on their Reward Panel.

Looking for more activities for Girl Scouts? Check out the Activities for Cookie Kickoffs and Rallies and the Cookie Entrepreneur Family Pins on The Bridge!

PRO TIP! Check out the ABC Bakers Flickr Page ([flickr.com/abcbakersvolunteergallery](https://www.flickr.com/photos/abcbakersvolunteergallery/)) for fun graphics and coloring pages!

WHAT IS A COOKIE RALLY AND WHY SHOULD WE HAVE ONE?

A Cookie Rally is a service unit-led event that gets Girl Scouts excited about the cookie program before it even starts! A rally is a great way to preview the upcoming cookie program and teach Girl Scouts the value of setting and achieving goals, while generating enthusiasm and support for the cookie program among adults and participants alike!

WHEN SHOULD WE HOST A COOKIE RALLY?

It's up to you! From a few weeks before, right up to the night before the cookie program starts.

HOW SHOULD WE HOLD OUR COOKIE RALLY?

Look at the number of Girl Scouts and adults you anticipate attending to determine how much space you'll need for activities.

You can host a Cookie Rally in one of three ways. Recommendations for each type of rally can be found on the following pages:

- ↪ Host a **“traditional rally”** that focuses mainly on the cookie program, offering fun and educational activities to teach participants about the five skills: goal setting, decision making, money management, people skills, and business ethics.
- ↪ Host a **“social rally”** to bring girls together to socialize and get to know each other, while also introducing the cookie program.
- ↪ Host a **“virtual rally”** that allows Girl Scouts to gather online to learn about the cookie program, while still doing a fun activity!

WHO SHOULD WE INVITE TO OUR RALLY?

All Girl Scouts in your service unit, along with their parent/guardians, as well as all troop leaders and volunteers. You can even ask Girl Scouts to bring a non-registered friend and help them sign up for Girl Scouts.



STEPS FOR A SUCCESSFUL EVENT

1. Set-up

- ☞ Plan on being ready to go at least 30 minutes before the event start time.
- ☞ Check-in begins 15 minutes before event start time.
- ☞ Greet participants as they arrive.
- ☞ Provide name tags and any other materials needed.
- ☞ Be prepared for late arrivals!

2. Welcome: 10 minutes

- ☞ Plan for a simple activity—such as songs or games—while the participants wait for the event to start.
- ☞ Opening activities may include an opening flag ceremony and/or recitation of the Girl Scout Promise and Law, introductions, and announcements.

3. Stations: 15-20 minutes/per

- ☞ Give groups enough time to move from one activity station to another. This will also allow time for the facilitators to clean up from the last group and prepare for the next group.
- ☞ Alternate active/hands-on activities with more stationary activities.
- ☞ GROUP ACTIVITY: Optional
 - ☛ Gather the girls for a high energy send-off, with a show or game that highlights all the great rewards girls can earn!

4. Wrap-up: 10-25 minutes

- ☞ Allow time for final announcements, thank-yous, and closing activities, such as a closing flag ceremony or sharing of projects.
- ☞ Optional: Ask everyone to fill out a short survey to help you plan for future events!
- ☞ Be sure to ask for help with event tear-down and clean-up. Girl Scouts leave a place better than they found it!

TRADITIONAL RALLY

At a traditional rally, Girl Scouts move between 4 to 6 stations for different activities to learn about business basics, goal setting, customer skills, and other cookie program essentials. This is a good format to engage older Girl Scouts, because you can request their help to run each station. You can also use the 2024 Cookie Kickoff Video as another way to get your rally started!

Suggested stations

Learn about the cookie program mascot! Introduce Girl Scouts to Lottie, the Axolotl. Learn some cool facts on page 8.

Check out the cookie program rewards and set goals!

Have Girl Scouts discuss their goals for earning rewards and proceeds for their troop. How many packages of cookies would they like to sell? How about a goal for donations?

Participants should set their personal goals, which support and contribute to their troop goal. They can use these goals as a reminder as to why they are participating in the cookie program and what they want to achieve.

Taste test! Girl Scouts can sample and learn the product lineup. A key to making the cookie program successful is knowing the product. Ask them to tell you about their favorites. And remind them that even if a customer doesn't want the cookies, they might be interested in donating through Cookie Share!

Own Your Magic! Have Girl Scouts practice putting the motto for this year into action. They can get set up for cookie program success by making their sales plan, creating a customer list, and practicing their pitch.

Super Selling Strategies! Have Girl Scouts practice their customer interactions or check out other skill-building activities on The Bridge. Check out page 7 for help with this one!

SOCIAL RALLY

At a Social Rally, participants gather primarily for a fun social activity. This format is more informal and can be very appealing for all program levels. Instead of having stations, gather all the Girl Scouts together to talk to them about the cookie program, highlight the rewards (using images and video), share cookie samples, and then they will be free to enjoy the activity.

Social Rally Ideas

Sledding Party: Invite Girl Scouts to a fun day of sledding! Have them come prepared to spend some time outside, with a warm indoor space to share samples, review the rewards and tell them about the cookie program.

Cookie Decorating Social: Provide blank sugar cookies and ask each troop to bring frosting and sprinkles. Over treats, you can review the rewards and tell participants about the cookie program. Have adults assigned to help manage the decorating to help keep things healthy and safe!

Some other great ideas include a pancake brunch, skating party, movie night, star-gazing party, bowling party, tea party, lock-in, or pizza and games afternoon!

VIRTUAL RALLY

A virtual rally is an event that is hosted online through free group meeting software like Facebook Live or Zoom. Girl Scouts and parents/guardians can access virtual meetings on their phones or laptops at home.

Software Considerations: Research options for hosting meetings online. Facebook Live and Zoom are both easy to use. Consider what kind of access Girl Scouts will need to view your online rally and try to pick software that is easiest for them to access (free for participants and preferably without a lot of sign-up steps).

Be Inclusive: Some Girl Scouts might not have access to computers, cell phones, and/or reliable internet. Or they and their parent/guardians may not have the technical background to successfully navigate the software. What alternatives can you offer participants in this position? These might include working with a public library to set up a room with the technology for these Girl Scouts to participate together or asking troop leaders to pair these Girl Scouts with other troop “buddies” who can access the technology.

Practice! If you have never used this software before, practice using it. You don’t have to run through the whole meeting but launch a live meeting briefly and ask a co-leader to log in as a participant. Have your friend submit a comment in the chat box if one is available. Practice all the features you plan to use during your actual presentation. Make sure you know how to secure your meeting from visitors that shouldn’t be there.

Tips for successful virtual rallies

- ↪ Greet participants as they log in to keep chat going until you start.
- ↪ Don’t forget to introduce yourself! Having two speakers is a great idea, because it is more engaging to watch two people interact with each other. Also consider having older Girl Scouts help you out with parts of the presentation.
- ↪ During the live event we recommend having at least one speaker and one person to watch the chat box (moderator). The moderator can let the speaker know if any questions come in and can also watch the chat box for comments.
- ↪ Interacting with participants is a great way to keep everyone engaged. Ask questions frequently and give everyone a chance to respond. Zoom allows participants to unmute themselves and talk to you! On Facebook Live, Girl Scouts can answer in the comments.
- ↪ Just because your event is virtual doesn’t mean that Girl Scouts cannot do some activities on their own! You can pre-plan your activities and have troop leaders drop them off to participants ahead of the meeting! You can still request samples and include enough for each Girl Scout to try. Samples can be distributed to troop leaders to hand out to the Girl Scouts in their troop.

COOKIE SELLING 101

LEARN AND PRACTICE

A rally is a great way for Girl Scouts to learn more about the cookie program! The two activities below are great learning opportunities.

What would you say if a customer said...?

Have the Girl Scouts practice responses to possible customer reactions. Write these responses down on paper or notecards. Participants can randomly draw a card and role play with a partner. Be sure to have them switch between being the seller and the customer!

- ⤵ I would love to buy some!
- ⤵ No, I'm not interested.
- ⤵ I will take 3 boxes. Do you have change for a \$20?
- ⤵ Maybe, but I'm very busy right now.
- ⤵ I'll take 6 boxes. How much do I owe you?
- ⤵ Okay, but I never know what kind to get.
- ⤵ I would like to, but I can't buy them until I get paid on Friday.
- ⤵ I'm sorry—I don't have any cash with me.
- ⤵ I would like to support you, but I don't eat sweets.
- ⤵ Sure, I will get some for my friend. She loves chocolate!
- ⤵ Definitely! Why don't you guys sell these all year?
- ⤵ I'm sorry—I already bought from another girl.
- ⤵ Can you tell me what the money goes to?
- ⤵ I have a peanut allergy. Are there any that I can eat?

Learn the rules

Tell the Girl Scouts there are a few guidelines they need to follow for the Girl Scout Cookie Program. You can have them repeat after you, fill in the blanks, or play a Jeopardy-style game to learn the rules.

- ⤵ The first day you can take orders for cookies is February 1.
- ⤵ Booths and lemonade stands begin Feb. 9. Due to the delivery schedule across the council, no booths are allowed prior to this date, to ensure a fair start for all Girl Scouts.
- ⤵ When selling cookies, you should always have a parent/guardian with you.
- ⤵ Utilize members of your community, family, and friends to support you to reach your cookie goals.
- ⤵ Always say "thank you" and be polite to everyone!
- ⤵ Be a sister to every Girl Scout and think creatively to make sure you are being fair to your fellow Girl Scouts.
- ⤵ Be safe when selling cookies—dress warm, watch for traffic, and have a parent/guardian help you sell safely online.
- ⤵ If you take an order from a customer, collect the payment from them when you deliver the cookies. Always exchange cookies and money at the same time.
- ⤵ Never go into a customer's home or vehicle when selling door-to-door.

THE FIVE SKILLS

When you help Girl Scouts participate in the cookie program, you're part of something even bigger than you, your troop, and all the amazing girls nationwide that sell too; you're part of the largest girl-led entrepreneurial program in the world! Your support gives Girl Scouts the opportunity to run their very own cookie business—giving them skills essential for success today and in the future.

 GOAL SETTING

 DECISION MAKING

 MONEY MANAGEMENT

 PEOPLE SKILLS

 BUSINESS ETHICS



MEET THE MASCOT

AXOLOTL FACTS

Share these facts during your Cookie Rally activities so Girl Scouts can learn all about Lottie, the Axolotl!

Scientific Name: Ambystoma Mexicanum

Trophic Level: Carnivore

Weight: 2-10 ounces

Diet: Worms, insects, small fish – pretty much anything they can fit in their mouth and swallow whole (including other salamanders – EEK)!

Life Span: Average is 5-6 years – but those in captivity have lived for 15 years.

Habitat: Lake Xochimilco in the Valley of Mexico and the canals and waterways of Mexico City

Predators: Storks, herons, carp, and tilapia

Did you know?

- ~ Axolotls can regenerate body parts
- ~ Axolotls are almost extinct in the wild
- ~ Axolotls have both gills (the “floofs” attached to their heads) and lungs



DID YOU KNOW?

The most important piece for cookie sellers is knowing their “why,” so they can tell customers all the reasons to support their cookie business.

The #1 reason people don’t buy Girl Scout Cookies is that they have never been asked!

Customers often buy cookies because they love the taste, but also to support Girl Scout programs! Many customers purchase cookies year after year.

