

WE LOVE OUR
VOLUNTEERS

Training Agenda

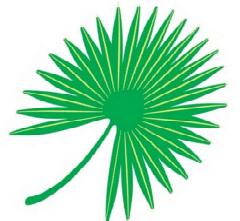


- 2025 Cookie Lineup & Updates
- Cookie Program Resources
- 5 Skills
- Entrepreneurship Badges & Pins
- 2025 Cookie Program Dates
- 2025 Theme & Mascot
- 2025 Program Updates
- Rewards
- Direct Ship Program
- Cookie Marketing & Business Ethics
- Booth Sales
- Cookie Share
- Cookie Cupboards
- Inventory Management

Glossary

- Cookie Dough: Program credits Girl Scouts receive by selling 24 or more packages of cookies.
- Juliettes: Individually registered Girl Scouts who are not in a troop, but still participate in Girl Scout activities and leadership experiences.
- TPM: Troop Product Manager
- SUPC: Service Unit Product Manager
- Smart Cookies: The online management system for the cookie program used by TPMs, Juliette Parent Guardians, and SUPCS.
- Digital Cookie: Online platform for Girl Scouts to create their online storefront on. Troops and Girl Scouts can also use this to take digital transactions for cookies.
- PGA: Per-Girl-Average

For a full list of terms, please visit pages 23-24 of your Girl Scout 2025 Cookie Program Kit



COOKIE PROGRAM RESOURCES

The Bridge

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

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 evening! Sign up at

girlscoutsiowa.org/shoutout.

Smart Cookies

Online system that volunteers use to manage the “behind the scenes” portions of the Girl Scout Cookie Program (like inventory management, rewards selections, etc.).

abcsmartcookies.com

Digital Cookie

Online system for use by individual Girl Scouts (and parent/guardians) to easily take orders and payments on their personalized storefront or by using the mobile app. TPMs will also use Digital Cookie for digital payments on behalf of the troop.

digitalcookie.girlscouts.org

System Support

Find tips and tricks for navigating Digital Cookie and Smart Cookies on The Bridge! Additional Digital Cookie support can also be found at

girlscoutsiowa.org/dcsupport.

Official Girl Scouts of Greater Iowa Facebook Leaders Group

Meet and chat with other GSGI leaders! A great source for timely updates, tips, tricks, and advice throughout the cookie program.

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)

The SUPC is the volunteer in each Service Unit (a local geographic area) who serves as the local point person for the cookie program. They often act as a go-to contact for questions and support. One of their primary roles is acting as a local facilitator/contact for troops to receive Initial Orders. If you are unsure who the SUPC is, please contact us at info@gsiowa.org or 800-342-8389.



Meet the Lineup

All cookies are \$6/package

A Sweet Send Off for Toast-Yay®!



Good bye,
incredible
friend.

girl scouts
of greater iowa

Your Girl Scout Cookie favorites are back!



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



French Toast-inspired cookies dipped in delicious icing



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Iconic shortbread cookies inspired by the original Girl Scout recipe



Crispy chocolate wafers dipped in a mint chocolate coating



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



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



Crisp and crunchy oatmeal cookies with creamy peanut butter filling



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

*Limited availability

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girl scouts



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 Girl Scouts of Greater Iowa. 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:

49%

Delivering the Girl Scout Mission:

- Girl Scout events and activities
- GSGI camps
- Volunteer resources and training
- Financial assistance for membership, uniforms, and camp
- Mission Outreach programs



28%

Proceeds to troops and participants:

- Troop Proceeds
- Individual rewards
- Cookie Dough

23%

Program expenses:

- Cost of goods
- Shipping and logistics
- Distribution
- Printed materials
- Warehouse space

How to get help

There are resources available for everyone – Digital Cookie and Smart Cookie support.



DIGITAL COOKIE SUPPORT

For help with accounts, site setup, cookie orders or mobile apps. Also short videos and step-by-step PDFs.

<https://digitalcookie.girlscouts.org/help/parent-girl>



SMART COOKIES TECH SUPPORT IS ALWAYS OPEN

Call: 1-800-853-3730

Email: ABCSmartCookieTech@hearthsidefoods.com



ABC SMART COOKIES YOUTUBE CHANNEL

Just In Time videos for all user levels of Smart Cookies, designed to help you navigate through every phase of the cookie program

<https://www.youtube.com/user/ABCCouncils>

**DIGITAL
COOKIE**



2025 Flickr Art Gallery

<https://www.flickr.com/photos/abcbakersvolunteergallery/albums>

All theme-related artwork is available on ABC's Flickr gallery with access through Smart Cookies (far right corner of every page) or by clicking the above link



**Hip-Hip Horray
For Toast-Yay!**



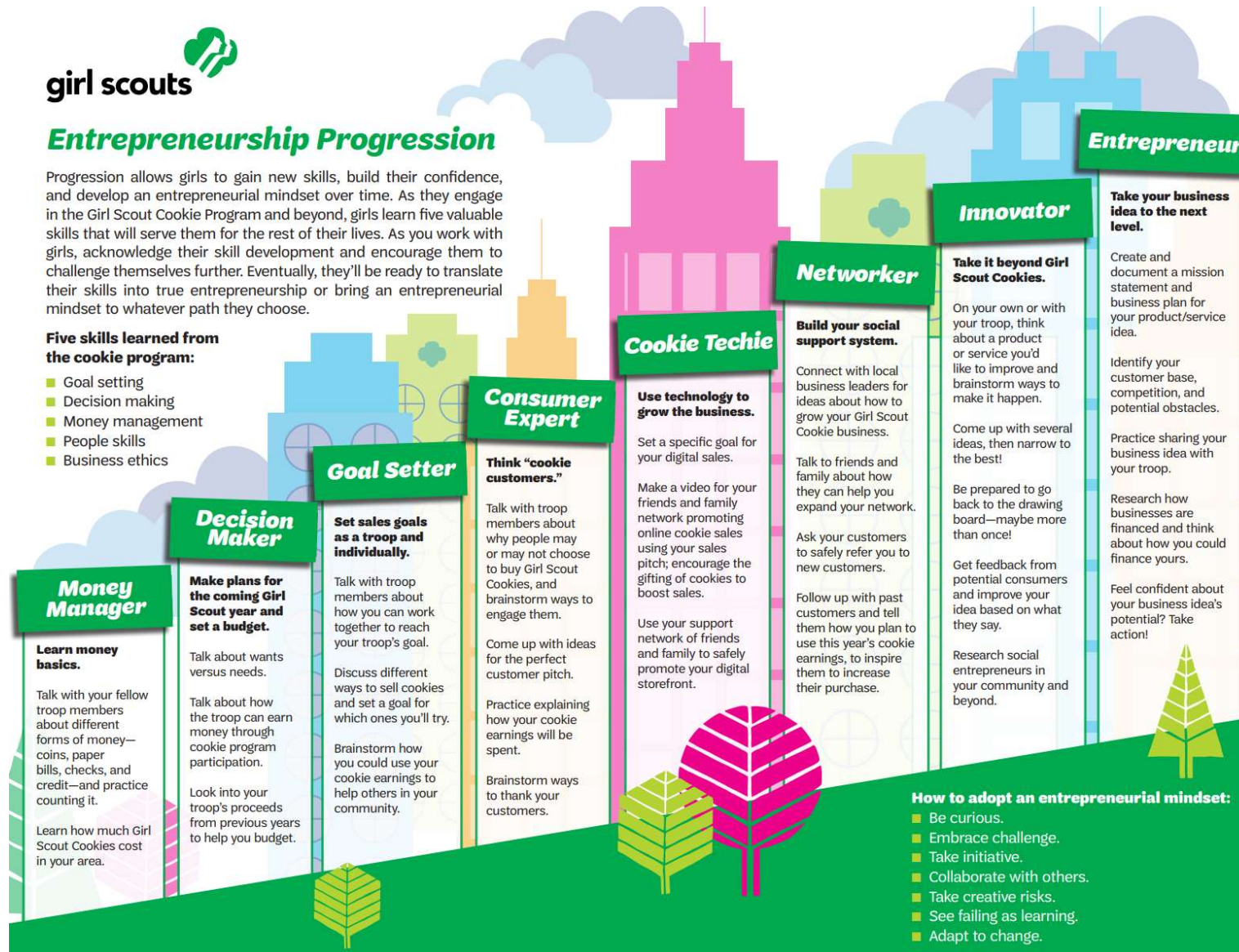


Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

Five skills learned from the cookie program:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics



The Purpose of the Girl Scout Cookie Program ... it's about more than just selling cookies. Help girls learn the five skills:



Goal Setting

Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.



Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



People Skills

Girls learn how to talk (and listen!) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.



Business Ethics

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.



Entrepreneurship Badges & Pins























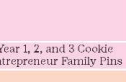


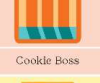



When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.



Progressive
Learning with
Badges

Family
Entrepreneurship
Pins

GSGI or SU
programs and
rallies

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator		

January 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 First day to set up Troop-Secured Booths	2 Service Unit Delivery Station addresses due Deadline to enter the Smart Cookies Booth Lottery	3 Booth Lottery confirmations sent	4 Round 1 of First Come First Serve (FCFS) Booths available
5	6 In-person cookie training events	7	8	9 Initial Order due GSGI staff available until 9 p.m. via phone or email	10	11
12	13	14	15	16 Digital Cookie registration emails sent to TPMs and families	17	18
19	20	21	22	23 Round 2 of FCFS Booths available Virtual training for Parents/Guardians	24	25
26	27	28	29	30 Initial Orders delivered locally	31	

February 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Girl Scout Cookie Program begins 1 Free Shipping Weekend! Mega Drop in Des Moines and Sioux City
2 Free Shipping Weekend!	3	4	5	6 All remaining FCFS cookie booths available Super Cupboard Express Orders due	7 Booth sales begin Super Cupboards open	8
Initial Orders delivered locally						
9 Weekly Planned Orders for Volunteer/Rolling Cupboards due	10	11	12	13	14	15
	Super Cupboard Express Orders due			Rolling Cupboard delivery		
16 Weekly Planned Orders for Volunteer/Rolling Cupboards due	17	18	19	20 Rolling Cupboard delivery Emails with first payment info sent	21	22
	Super Cupboard Express Order due			National Girl Scout Cookie Weekend		
		Super Cupboards open				
23 Weekly Planned Orders due	24	25	26	27 Rolling Cupboard delivery First payment withdrawn Super Cupboards open	28	1
		Payment Adjustment Forms due				

March 2025

2	3	4	5	6	7	8
Weekly Planned Orders due				Rolling Cupboard delivery	Super Cupboards open	
9	10	11	12	13	14	15
Weekly Planned Orders due				Rolling Cupboard delivery	Super Cupboards open	
16	17	18	19	20	21	22
Last Planned Order due				Rolling Cupboard delivery	Super Cupboards open	
Risk-Free Cookie Checkout Orders due						
23	24	25	26	27	28	29
Girl Scout Cookie Program ends	GSGI staff available until 9 p.m. Reward Order due Risk-Free Cookie Checkouts due back to Cupboards			Emails with final payment info sent		

Post-Season Dates





Embrace Possibility

Mei Lin, the Panda

2025 Rewards and Cookie Dough

COOKIE DOUGH

All Girl Scouts earn Program Credits called Cookie Dough to spend on camps, events, or items in the shop. Program Credits expire September 15, 2025. This is shown in blue on the other side of this panel. Girl Scouts who choose opt-out rewards will start earning Cookie Dough at 1,050 packages sold. Above 1,050 packages sold, add \$15 in Cookie Dough for every 50 packages sold.

12+ pkgs.  Theme Patch 24+ pkgs. = \$5 CD	36+ pkgs.  Pickleball Jumbo Charm 50+ pkgs. = \$15 CD	65+ pkgs.  Butter Dough <i>OR</i> \$1 Cookie Dough 100+ pkgs. = \$27 CD	105+ pkgs.  Tumbler Jumbo Charm 130+ pkgs. = \$42 CD	160+ pkgs.  Canoe Jumbo Charm 180+ pkgs. = \$42 CD
175+ pkgs.  Glitter Panda Charm <i>OR</i> \$3 Cookie Dough 200+ pkgs. = \$57 CD	210+ pkgs.  Camera Jumbo Charm 250+ pkgs. = \$70 CD	255+ pkgs.  Goal Getter Patch <i>AND</i> Embrace Possibilities T-Shirt <i>OR</i> Panda Stationery Set <i>OR</i> \$5 Cookie Dough 300+ pkgs. = \$82 CD		275+ pkgs.  Camp Pack Jumbo Charm 350+ pkgs. = \$95 CD
310+ pkgs.  Panda Ear Beanie <i>OR</i> Crystal Growing Cherry Tree <i>OR</i> \$5 Cookie Dough 350+ pkgs. = \$95 CD	360+ pkgs.  Small Panda Plush Slap Bracelet <i>OR</i> Mushroom Speaker <i>OR</i> \$10 Cookie Dough 400+ pkgs. = \$107 CD		410+ pkgs.  Panda Belt Bag <i>OR</i> Color Changing Alarm Clock <i>OR</i> \$10 Cookie Dough 450+ pkgs. = \$120 CD	
510+ pkgs.  30 oz. Stainless Steel Water Bottle <i>OR</i> Large Panda Plush <i>OR</i> \$10 Cookie Dough 550+ pkgs. = \$145 CD 600+ pkgs. = \$157 CD	610+ pkgs.  Embrace Possibility Beach Towel <i>OR</i> Pickleball Set <i>OR</i> \$10 Cookie Dough 650+ pkgs. = \$170 CD 700+ pkgs. = \$182 CD		700+ pkgs.  Girl Scout Day at Adventureland (June 12, 2025) <i>OR</i> Iowa State Fair Package <i>OR</i> Wearable Panda Throw Blanket <i>AND</i> Embrace Possibility Panda Planter 750+ pkgs. = \$195 CD	
760+ pkgs.  Embrace Possibility Hoodie <i>OR</i> Stainless Steel and Bamboo Bento Lunch Box <i>OR</i> \$15 Cookie Dough 800+ pkgs. = \$207 CD	810+ pkgs.  Sweet Candy Perfume Lab <i>OR</i> UV Resin Jewelry Kit <i>OR</i> \$20 Cookie Dough 850+ pkgs. = \$220 CD 900+ pkgs. = \$232 CD 950+ pkgs. = \$245 CD 1,000+ pkgs. = \$307 CD		1,000+ pkgs.  GSGL Custom Build-A-Bear Experience <i>OR</i> Snow Cone Machine <i>OR</i> \$30 Cookie Dough	
1,000+ add \$15 in credits for every 50 pkgs. sold				
1,500+ pkgs.  Spa Kit <i>OR</i> Podcast Starter Kit <i>OR</i> Craft Kit <i>OR</i> Self-Care Spa Day Kit <i>OR</i> Podcast Starter Kit <i>OR</i> Craft Kit <i>OR</i> \$50 Cookie Dough	2,025+ pkgs.  CEO Party	1,000+ pkgs.  Laptop <i>OR</i> KitchenAid Stand Mixer <i>OR</i> Inflatable Screen and Projector <i>OR</i> Camp Session	1,500+ pkgs.  Apple iPad Air <i>OR</i> Meta VR Headset <i>OR</i> Dyson Hair Wrap + Accessory Bundle	2,025+ pkgs.  Savannah 2027 *must be going into grade 6 or older at the time of the trip
		3,750+ pkgs.  Girl Scout National Convention 2026 in DC <i>OR</i> Apple MacBook Pro		
Girl Scouts who choose opt-out rewards will start earning Cookie Dough at 1,050+ pkgs. sold.				

Girl Scouts who choose opt-out rewards will start earning Cookie Dough at 1,050+ pkgs. sold.

2025 Troop and Juliette Rewards



TROOP AND JULIETTE EARNED EXPERIENCES

Gimme S'more Mud Run September 27, 2025 235+ pkgs./girl	Trampoline, Waterpark, or Board Game July 12, 2025 385+ pkgs./girl	Night at the Movies Date of choice 500+ pkgs./girl
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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.

Start at \$0.85/pkg	Troop sells 1% more than last year \$0.86/pkg	Troop sells 2% more than last year \$0.87/pkg	Troop sells 3% more than last year \$0.88/pkg
Troop PGA = 185 \$0.90/pkg	Troop sells 1% more than last year \$0.91/pkg	Troop sells 2% more than last year \$0.92/pkg	Troop sells 3% more than last year \$0.93/pkg
Troop PGA = 250 \$0.92/pkg	Troop sells 1% more than last year \$0.93/pkg	Troop sells 2% more than last year \$0.94/pkg	Troop sells 3% more than last year \$0.95/pkg

JULIETTE PROGRAM CREDITS

Juliette Girl Scouts earn Juliette Program Credits based upon the amount of sales made. Cadette, Senior, and Ambassador Girl Scouts may opt-out of the recognition items to earn more Juliette Program Credits! See The Bridge for full details.

Packages	JPC	Packages	JPC	Packages	JPC
50-70	\$25	191-210	\$90	331-350	\$153
71-90	\$36	211-230	\$99	351-370	\$162
91-110	\$45	213-250	\$108	371-390	\$171
111-130	\$54	251-270	\$117	391-410	\$180
131-150	\$63	271-290	\$126	411-430	\$189
151-170	\$72	291-310	\$135	431-450	\$198
171-190	\$81	311-330	\$144	450+ add \$9 in JPC for every 20 pkgs. sold	



Adventure Awaits Necklace Charm Collection: 2025 Instant Reward Lineup

Colorful Charm Chain
Signed Permission Form



Tumbler Jumbo Charm
105+ pkgs.



Pickleball Jumbo Charm
36+ pkgs.



Canoe Jumbo Charm
160+ pkgs.



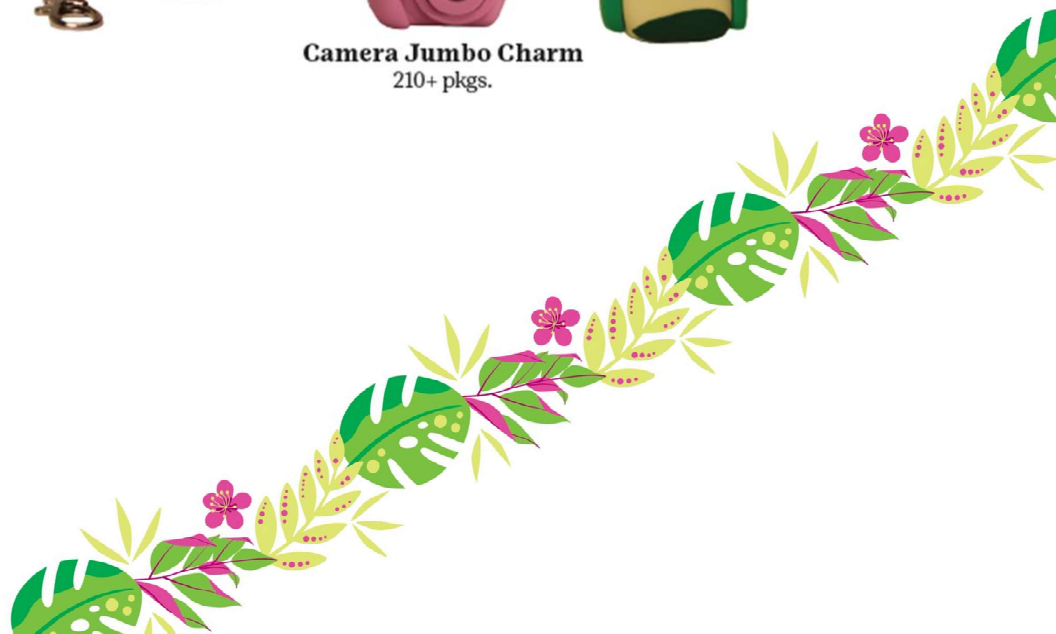
Camera Jumbo Charm
210+ pkgs.



Camp Pack Jumbo Charm
275+ pkgs.

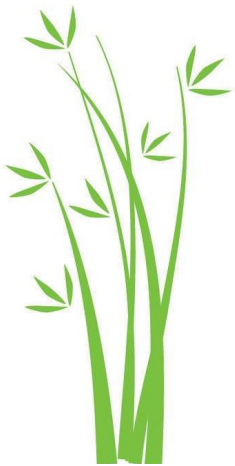


Instant Rewards are awarded when a girl sells enough packages to reach a level. The council recommendation is to define “selling” as when a family orders or takes those cookies from the troop. Juliettes will receive their items as they earn them, shipped directly from Girl Scouts of Greater Iowa.



2025 Direct Ship Program

- FREE SHIPPING will be offered the first weekend of the sale, February 1-2, for orders of 6-12 packages.
- Standard shipping flat rate remains at \$14.99 for every 12 packages
- Subsidy minimum package requirements remains at 6 packages
- Subsidy shipping rate will be \$7.49 starting at a 6-package minimum (50% of the standard shipping flat rate of \$14.99) and a 12-package maximum.
- GSGI subsidizes the shipping cost for 6-12 packages
- There is a 4-package minimum for shipping this year. Orders of 4 or 5 packages will NOT get the subsidy.
- Virtual Cookie Share do not have a shipping cost and do not count toward this minimum.



girl scouts
of greater iowa



Cookie Marketing & Business Ethics



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 sale. GSGI does NOT allow mass distribution or advertisements to be placed promoting one girl’s sale, as the use of paid advertisements to direct customers to one girl is an unfair advantage in the marketplace. 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 Girl Scouts of Greater Iowa. If a business would like to discuss an official event partnership or sponsorship, please direct them to contact us at info@gsiowa.org.

Booth Sales

- Council-Secured Booths
 - Lottery
 - Place lottery selections by 11:59 pm January 2
 - Lottery held on January 3
 - First Come, First Serve Waves
 - Wave 1 – January 5 -February 7 at 11:59 p.m.
 - Wave 2 - February 8- February 13 at 11:59 p.m.
 - Limitations end February
 - Premium Booths
- Troop Secured Booths
- Virtual Booths
 - Digital Cookie
 - \$6 credit for each two hours at a booth (not applied to lemonade stands)



Cookie Cupboards

Super Cupboards: Metro-area cupboards with regular open hours and Express Ordering options for the first few weeks of the program. These locations are Ames, Council Bluffs, Des Moines, Fort Dodge, Mason City, and Sioux City.

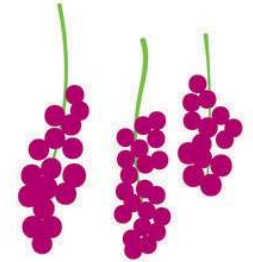
Volunteer Cupboards: Run by local volunteers. You can find specific contact information on The Bridge (gsgibridge.com/cookieprogram). These locations are Ankeny, Chariton, Grinnell, Lake Mills, Milford, Oskaloosa, and Sioux Rapids.

Rolling Cupboards: Mobile cupboards with a set delivery time at a location such as a grocery store parking lot. These locations are Algona, Carroll, Creston, Iowa Falls, Marshalltown, and Ottumwa.



Inventory Management

As a Troop Product Manager (TPM), you will place your troop's Troop Initial Order and Planned Orders through the Smart Cookies platform. You will want to communicate your troop-specific ordering deadline 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 left at the end of the sale. Examples of great systems for managing inventory include tracking spreadsheets, emails, and even online forms.



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!

What's in a name?

Cookie Share vs Troop Donations

The troop must enter all cookie share orders received by the Girl Scout. These orders may be designated as In-Person Delivery with Donation, Cookies in Hand with Donation, or Donation in Digital Cookie report. In Smart Cookies the order will be designated as Girl Delivery.

If a Girl Scout reports a cash sale (not through Digital Cookie), the cookie share order should be entered once the payment is received by the troop.

All shipped orders with donation will automatically credit to the girl account – no additional action is needed from the volunteer in Smart Cookies.



Thank you!

girl scouts
of greater iowa



THANK YOU
FOR ALL YOU DO

