

what can a COOKIE do?



2011-2012 COOKIE TRAINING MANUAL



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2012 COOKIE PROGRAM SURVEY

Let Us Know What You Think

Your feedback is invaluable to us! We strive to constantly improve the Cookie Program, and your feedback helps. Please visit the following link to access our 2012 Cookie Program Survey: http://www.surveymonkey.com/s/2012_cookie_program_survey.



HIGHLIGHTS

- Cookies Staying @ \$3.50 / package
- District Booths Trial
- ACH Pilot
- *Bling Your Booth* Contest
- 100th Anniversary 2012 Challenge
- Snap™ Enhancements
- Shortbread Packaging Reflect the 100th Anniversary
- Adventure Credits start at 300 packages



RESOURCES

www.gsep.org

Click on 'Cookies & More' in left column. You will find helpful information such as forms and publications as well as 'Cookie Alerts.'

www.abcsnap.com

<http://cookieu.abcsmartcookies.com/>

Login for ABC Smart Cookie U Training

Cookie Alerts

Locate at www.gsep.org under 'Cookies and More.'



"Friend" GSEP Thin Mints on Facebook and

Follow 'GSEP Thin Mints' on Twitter

Snap™ messaging and emails

www.abcsmartcookies.com

For Troops, girls, volunteers and families

Newsbytes

Our product program newsletter.

Sign-up at www.gsep.org.

Blog

www.gsepthinmints.blogspot.com

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2011–2012 COOKIE PROGRAM CALENDAR

2011

Nov. 11	Home delivery drop request form due to Amanda Harrity aharrity@gsep.org , if applicable. This form should be submitted by the SUCM
Nov. 21–30	Entries for Council Booth Lottery can be placed into the Snap™ system during this time period
Nov. 29	Lehigh Valley Troop Level Training for interested Troop Cookie Managers. 6:30–8:30pm Emmaus High School
Dec. 1	Council Cookie Booth Lottery will be run in the Snap™ system
Dec. 12	Initial Orders due in Snap™

2012

Jan. 1	Deadline for Older Girl Travel Plan requests to Susan Schmalzried at sschmalzried@gsep.org
Jan. 6–16	Cookie Deliveries—Pick-up Initial Orders
Jan. 18	If placing a planned order for pickup for the first day of the program, go into Snap™ and place it by noon
Jan. 19	Official Start of Cookie Program—selling commences Cookie Kickoff Event at One Liberty Place, Philadelphia
Jan. 21	Cookie Kickoff Event at Reading Public Museum—open to all troops
Jan. 31	Girls will be uploaded into Snap™ from Personify
Feb. 4–5	Super Bowl Walk Around Weekend
Feb. 11–12	Wawa Days
Mar. 4	Cookie Program Ends
Mar. 10	CFH Drop off at Northeast Philly, Berks and DELCO
Mar. 15	<i>Bling Your Cookie Booth</i> photos due—submit entries at www.gsep.org
Mar. 17	CFH Drop Off at Shelly Ridge, Lehigh Valley, and Valley Forge
May 15	All Parent Debt Paperwork must be submitted into the finance department

Ask your SUCM

All Paperwork to be turned into SUCM

GSEP 2012 COOKIE PROGRAM GOALS

- 4,305,000+ Packages
- PGA 136+
- 90% Participation
- 7,000 Cases CFH



FIRST THINGS FIRST!

Congratulations on becoming the Troop Cookie Manager (TCM). We are glad you have volunteered! Remember there are people and resources in place to support you throughout the program. You will need access to a computer and the internet for a successful Cookie Program. Make sure you are a registered Girl Scout, and have completed the background clearance process. Visit www.gsep.org to complete your GSUSA registration and the GSEP Volunteer Clearance Package. Also, make sure to sign the Troop Cookie Manager Agreement Form and give the top copy to your SUCM.

Complete by 12/9/11

Get Training

Attend your Service Unit's Cookie Program training session for Troop Cookie Managers (TCM). Meet other TCMs and your Service Unit Cookie Manager (SUCM), Service Unit Cookie Booth Manager (SUCBM), and Service Unit Cookie Cupboard Manager (SUCCM). Some Service Units may not have a cupboard and these roles may be supported by one person. If you are unable to attend your SU Cookie Training, please make sure you send a representative from your troop.

Meet with Your Troop Leaders

Meet with your Troop Leader(s) to discuss the Cookie Program. Be prepared to discuss the following questions:

1. Is this the troop's first time participating in the Cookie Program? This will impact how to approach the program.

2. What are the troop's goals for the Cookie Program? Have girls been involved in the planning process?
3. Which recognition plan (s) is your troop selecting? What is the plan for the troop's cookie profit?
4. Are you going to participate in booth(s) this year? If yes, Council-sponsored booths? Service Unit Booths? Troop booths? You will need to determine times and locations. Who is required to be at booths? Will the TCM coordinate and run the booths or should another volunteer be appointed to be the Troop Booth Coordinator? See details under the 'Cookie Booths' section of this manual (page 8).
5. How many cases of cookies should be ordered for the troop's initial order?

Obtain a list of all girls in the troop along with their addresses and phone numbers. Make sure all the girls and volunteers are registered Girl Scouts.

Set up a date to discuss the Cookie Program with the girls and parents in your troop.

Get Snap™ ID and Password

Your Service Unit Cookie Manager (SUCM) will give you your Snap™ User ID and temporary password. As soon as possible, log into Snap™ (www.abcsnap.com) and change your password to something secure. If you ever forget your password, you can click the 'Forgot Password' link on the login page and reset your password.

Input/Update Snap™

After you have successfully logged into Snap™, get familiar with the menu items and how to maneuver through the site. Check your troop's profile and update/add all information:

1. Click on the 'MY TROOP' icon found at the top of the Snap™ home page screen.
2. Select 'Edit Troop Information' from the drop down menu.
3. Make sure all TCM and Troop Leader contact information is correct, up-to-date and complete including phone numbers and email addresses. Valid and correct email addresses are very important as they will be used to communicate important information about the Cookie Program. Also, please make sure that you have selected a 'Delivery Station' where you would like to pick up your initial cookie order. Some Service Units will only have one choice for pickup.
4. When finished updating, click on 'Save' at the bottom of page.

Confirm your changes and save your updates by clicking 'OK.'

5. Go back to the 'MY TROOP' icon at the top of page and select 'Troop Girls'
6. Verify all girls registered in your troop are listed here. If not, you will need to check with your Troop Leader to make sure to register any unregistered girls. Only girls registered in your troop will have their information uploaded into Snap™ from Personify, the Girl Scout registration system. Girls will be uploaded into your account by Jan. 31. Please make sure all girls are registered by this time. If you need to have girls added/deleted to your troop please notify your SUCM.
7. When finished, just click on any icon at the top of the screen. If you have multiple troops, logout and log back in and begin the process again for each troop.

Schedule Booths

Secure locations and times for Cookie Booths. This includes Council, District and Service Unit Booths. See the "Cookie Booths" section of this manual (page 8) for further information. Have girls and their parents sign up for booth shifts at your troop training session.

Complete by 12/12/11

Create Initial Order

Determine how many cases (12 packages = 1 case) of each variety of cookie you will need to start your troop's Cookie Program. Review previous years' numbers and talk with

your Troop's Leaders and other TCMs. **REMEMBER:** Your troop is responsible for all cookies that your troop obtains. Cookies may not be returned.

To run reports in Snap™ of previous years' cookie orders:

1. Click on the icon 'REPORTS' then 'Snap™ Archived Reports.'
2. Select year and then click on 'Next'
3. Select 'Summary Reports' under Report Categories
4. Select the report 'Total Troop Sales & Finances by Troop View 2' and click on 'Go To Report'. This report will give you the total number of packages ordered in previous years broken down by Initial Order, Reorders, and Transfers.
5. Before selecting 'View Report' change the Unit of Measure (UOM) to packages.

You will need to place your troop's initial order, choose a pickup date, time and location in Snap™ by 12/12/11. Here's how:

1. Login to Snap™ at www.abcsnap.com
2. Click on the 'COOKIES' icon and select 'Initial Order' from the drop down menu
3. Enter the number of **cases** (12 packages per case) of each kind of cookie you want to order.
4. If you are going to want to come back to change something, choose 'Save'. Otherwise, choose 'Commit'. Once you commit your initial order, you cannot change it. If you need to change the order, you will need

COOKIE CHECKLIST

By December 9

- Get Training
- Meet with Your Troop Leaders
- Get Snap™ ID and Password
- Input/Update Snap™
- Schedule Booths

By December 12

- Create Initial Order

By January 3

- Pick-up Initial Order

By January 13

- Hold a Training Session

to contact your SUCM and have them 'Uncommit' the order to make adjustments. Please copy your Snap™ Order # onto your T-7 form.

5. After committing your initial order, you **MUST** choose your pick-up (Megadrop) location & time in Snap™. Each Service Unit is assigned to specific pickup locations. Some have multiple places that they are assigned to. Make sure you have chosen the pickup location that you would like to go to before you choose your pickup time. You can do this by updating your pickup location in your troop's profile. Once this is confirmed, please follow these steps:

	CD	PBP	SB	TM	PBS	TA	LM	SO	TOTAL Cases
Conservative	6	4	4	9	4	3	4	1	35
Safe	9	6	6	14	6	4	5	2	52
Reasonable	12	9	8	20	8	5	7	3	72
Committed	16	13	10	25	11	6	9	3	93

- Click on the 'MY TROOP' icon at the top of the Snap™ homepage.
 - Select 'Schedule Your Initial Order'.
 - Choose 'Your Selected Delivery Station' from drop down menu.
 - Choose your pickup time and lane. Please keep in mind that each slot is set for a specific number of cases of cookies that our delivery agents can load in a specific amount of time. If your order is larger than can be handled in one time slot, you will need to pick two consecutive pickup timeslots.
 - Then 'Save'.
6. Complete your T-7 Initial order form with the information you entered into Snap™. The T-7 form is your reference for how many cases of cookies you will be receiving. This form should be taken with you when you pickup your cookies as verification for the delivery agents and **must** be turned in with your final paperwork.

Complete by 1/13/12

Hold a Training Session

Schedule and hold a training session for all the girls in your troop along with their parents/guardians. Hand out the Girls Order Cards and carefully go over key dates, recognition plans, safety issues, money handling, goals, etc. Collect signed Parent Permission forms (G-1)

for each girl in your troop. Retaining G-1 forms are important to keep track of receipts and disbursements of cookies and money. Prepare and distribute a calendar with Cookie Booth(s) dates(s) and secure additional volunteers, if needed, to help with booths. **Rally the girls and parents for a successful Cookie Program!!**

Complete between 1/6/12 - 1/16/12

Pick-up Initial Order

Please be on time for your selected pickup schedule. Make sure your vehicle (s) can accommodate the amount of cases of cookies to be picked up. If you need more than one vehicle to accommodate the cookies you are picking up, make sure your vehicles remain together in line. Line up together in the correct lane.

Have your T-7 form ready as well as the M-10 sheet (this is the form with white circles inside of colored rectangles). Write the number of cases of each variety of cookie you will be picking up on the M-10. This form is a great help to everyone loading vehicles with cookies. (It is just for reference and does not need to be turned in.)

You are responsible for loading cookies into your vehicle(s). Be prepared to help others load their vehicles with cookies also. This will help the line move faster. Count your cases of cookies before you leave the pick-up location.

Once you leave, you are responsible for any shortages or overages.

Make sure you have volunteers to help unload your cookies once you get them to your troop's storage location.

If inclement weather is a concern, please check the 'Cookie Alerts' page at www.gsep.org under 'Cookies and More' for location closings.

Complete by 1/21/12

Cookie Rally

Host or attend a Service Unit Cookie Rally! Talk to a member of your Service Unit Team to find out more details if your Service Unit is having a rally.

Cookie Rally Kits

Don't forget to order 'Cookie Rally Kits' to help get your girls excited about the Cookie Program. Only 700 of these will be created. Inside these kits, will be several penguin-themed activities and crafts. You must order kits in sets of five -- \$25.00 per set of five kits. If interested, please contact Lindsay Guyer at lguyer@gsep.org.

Cookie Kickoff Events

GSEP is sponsoring two Cookie Kickoff Events this year:

One Liberty Place

January 19, 2012

9:00 am - 2:00 pm

Limited troop participation

If interested, contact Lindsay Guyer at lguyer@gsep.org

Reading Public Museum

January 21, 2012

1:00 pm - 4:00 pm

Open to all troops

Registration not required

Lehigh Valley

Date and Location TBD

Check on www.gsep.org under 'Cookies and More' for further details.

ORDERS

The term 'Orders' refers to a request for cookies.

There are various types of orders:

Initial Orders

This is the first order each troop needs to place. This order is placed in Snap™ by the TCM and **must be placed no later than December 12, 2011**. In order to estimate what their initial order should be, troops will have access to past records in Snap™. For those who did not participate last year, please consult your SUCM. When you place your initial order in Snap™, you will also choose a pickup location and time. When you pick up your order, you will need a completed T-7 form referencing the Snap™ Order #. See the Create Initial Order portion of this manual (page 5) for more details.

Council Sponsored Reorder Cupboard (CSRC)

Reorders are any subsequent cookie orders placed after the Cookie Program has started and your Initial Order has been placed. You will pickup the cookies from a CRSC. You can place reorders two ways - via a Snap™ Planned Order or an Unplanned Order:

Planned Orders

NOTE: All CSRC's are planned order pickup locations

Planned Orders are reorders recorded in Snap™ before visiting a CSRC. Planned orders are done in cases. By placing a planned order, troops guarantee their cookie order. Login to www.abcsnap.com, click on the 'COOKIE' icon, and select 'Planned Order.' A troop can choose the amount and variety of cookies they would like to receive as well as the date and location of where they would like to pick up the cookies. Orders must be placed by noon the day before you want to pick up your Planned Order. In addition to placing your Planned Order in Snap™, you will need to fill out a T-8 form with all pertinent information including Snap™ Order #. This T-8 form **must** be presented when you obtain your cookies. Planned Orders will show on the Troop Balance Summary as a transfer from the reorder cupboard to your troop.

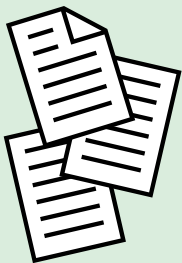
Unplanned Orders

NOTE: Please check the CSRC schedule for these specific locations

An Unplanned Order is when a troop goes to a reorder station without first placing a Planned Order in Snap™. Fill out the T-8 form completely and then go to your pickup location. Unplanned Orders are done in cases. You are **not** guaranteed these cookies since this order is unplanned. However, every effort is made to have enough cookies available to fill all T-8 requests. There is a maximum of 50 cases allowed for each Unplanned Order, provided the cookies are in stock.

- The Reorder Cupboard will take their copies of the T-8.
- GSEP will enter all Unplanned and approve all Planned Orders into Snap™. GSEP works as quickly as possible to enter T-8 information, however, please understand that there may be delays in processing.

T-8 FORMS



Your SUCM will provide you with T-8 forms. If you run out, you must contact your SUCM to receive additional forms. T-8 forms are not available from service centers. T-8 forms must be used to obtain and transfer cookies to and from your troop. All T-8 information is entered into Snap™ by the provider of the cookies. If the T-8 form is used for a reorder, then GSEP is responsible for entering the information into Snap™. GSEP works as quickly as possible to enter T-8 information. However, please understand that there may be delays in processing.

Transfers

When you obtain or provide cookies from/to another troop or a Service Unit Cupboard, you **must** transfer these cookies using a T-8 form. Transfers between troops and Service Unit Cookie Cupboards are done on a package level. The T-8 is entered into Snap™ by the **provider** of the cookies. Verify that the T-8 form is filled out completely, correctly and signed by both the provider and receiver of the cookies. Both parties must sign the T-8 and receive a copy of the form.

Damage Orders

When you have a damaged box of cookies, you will need to create a 'Damage Order' in Snap™.:

1. Click on the 'COOKIES' icon in Snap™.
2. Choose 'Damage Order' and then create your Damage Order in packages and click 'Save.' Please notify your SUCM of all damages prior to creating a Damage Order.
3. You will see your inventory decrease by the number of damaged boxes.

Council Sponsored Cupboard Reorder Station Locations

The Reorder Station schedule is posted on www.gsep.org under 'Cookies and More.' Select 'Product Program Forms and Resources' and choose 'Reorder Station Schedule'. Remember to bring your T-8 form to the Reorder Station!

Service Unit Cookie Cupboards

Service Unit Cookie Cupboards are an alternative location to get small amounts of cookies, usually packages not cases. Check with your SUCM to see if your Service Unit has a Cookie Cupboard.

GSEP Service Center Cupboards

February 27 – March 2, 2012

GSEP will have Cookie Cupboards toward the end of the Cookie Program. These GSEP Service Center Cookie Cupboards will be available at GSEP Service Center locations. Details will be published in *Newsbytes* and on the

GSEP website, www.gsep.org, as the end of the program approaches.

GSEP Service Center Cookie Cupboards are available for package pick up only. Troops can go to a GSEP Service Center Cookie Cupboard between the hours of 10am and 3pm with a T-8 to pick up packages needed to complete their final orders.

GSEP Service Center Cookie Cupboards will not be available for swaps, or exchange of cookie variety, this year. We have made this decision because we will not have the ability to exchange cookies with the trailers. If you need to exchange cookie varieties, please contact your SUCM to get information about your own Service Unit Cupboard or about Service Units in your local area that run Cupboards.

If you have any questions about the GSEP Service Center Cookie Cupboards, please contact Amanda Harrity at aharrity@gsep.org.

COOKIE BOOTHS

Cookie Booths are a great way to sell cookies as a troop and can help boost your program while teaching girls leadership skills.

There are several types of cookie booths:

Council Sponsored Booths

Secured by GSEP staff and located in high-volume or high-profile locations. Council booths include malls, transit stations, museums, large-scale events,

and collegiate and professional sporting events. These booths are open to all troops throughout the GSEP regardless of Service Unit boundaries and are scheduled via Snap™ online selection and lottery system.

Your initial selections must be made in Snap™ between 11/21 - 11/31/11 by:

1. Login to Snap™
2. Clicking on the 'COOKIES' icon
3. Select 'Booth Scheduler'
4. Then click 'Schedule Booth Sales'
5. Choose the booth locations that you would like to apply for

You will have 20 chances or “tickets” to use to choose locations/days/times you would like to “try for” in the lottery. The lottery (which is computer based) will be run on 12/1/2011 and is randomly generated by the Snap™ system.

Troops will receive confirmation emails if they have received a Council Booth. Troops can receive a maximum of three booth slots. Please retain these emails.

District Cookie Booths (NEW THIS YEAR)

Districts refer to the geographical region in Council. They consist of the 500's, 600's and 700's. These booths are higher traffic locations such as malls and local recreational areas that service a larger community than just a Service Unit. District Booths are open to all troops within the District regardless of Service Unit boundaries. All troops participating in District Booths will be required to provide feedback to the District Booth Manager. This feedback will be used to continually improve the process and to provide troops with valuable information pertaining to that specific booth. Troops not following all rules or not providing feedback will not be allowed to participate in District Booths the following year.

HOW THE SNAP BOOTH LOTTERY SYSTEM WORKS

Think of it like using raffle tickets. Using your 20 chances, you can pick locations/ days/times to be entered into the lottery. Remember that slots on weekends and in the beginning of the program are going to get more “tickets,” greatly reducing the chances to get picked by the lottery system.

You can put all your “tickets” in one location/time/day slot, but remember that you greatly lessen your chances by doing this.

A limited number of District Booths will be scheduled via a combined process of email requests and lottery systems, as a trial this year. Booth locations and deadlines will be posted on www.gsep.org under 'Cookies and More' and then under the 'Booths' page.

Service Unit Cookie Booths

These booths are secured by your SUCM or SUCBM and are within your Service Unit boundaries. SU Booths include Acme, Wal-Mart, Redner's Market, Boscov's, Sam's Club, etc. **Wawa also is a SU booth; however, there is only one (1) specific weekend, February 11 & 12, 2012 that troops are allowed to hold booths here.** Each Service Unit handles the process of establishing and scheduling Cookie Booths differently. Please contact your SUCM/SUCBM for details.

Troop Cookie Booths

Troops may have access to additional retail venues within their Service Unit Boundaries that would be amendable to hosting a Cookie Booth for a day or two. These booths might include your local church, car wash, bank or other small business location. Please contact your SUCM or SUCBM for details on how to secure these locations.

Your SUCM or SUCBM will provide a list of all booth locations and times to GSEP for publication within the booth locator system located at www.gsep.org. This Booth Listing is used by potential customers to locate cookies.

BASIC RULES FOR BOOTH PARTICIPATION

By agreeing to participate in any booth, you are agreeing to the following.

- Remember, Safety First!
- If your troop schedules a booth, your troop is responsible for being there with enough cookies to last the entire shift.
- Be polite, pleasant & smile. You represent Girl Scouts.
- Wear uniforms, sashes, vests and pins.
- Settle all disputes in a Girl Scout manner.
- Adults should never leave girls alone.
- Always thank your customer.
- Take all trash - leave nothing behind.

IN THE THICK OF IT!

The Cookie Program runs from January 19-March 4, 2012.

Cookie Program Begins

You have picked up your Initial Cookie Order and are now ready to distribute cookies to the girls in your troop.

Please remind girls and parents that cookies may not be sold until January 19, 2012. This includes taking order cards to workplaces, passing out flyers in school, posting on social media etc. Make sure that you have communicated this to both girls and parents. You may, however, let everyone know ahead of time that you will be taking orders beginning on Thursday, January 19, 2012.

Check-in with Troop and Girls

Schedule weekly dates to check in with the troop and the girls. Do they need more cookies? Do they have money to turn in? Can they help at a Cookie Booth?

Every time a girl turns in money, use a page from the M-3 (Receipt Book). A responsible adult (parent/guardian) must sign the M-3 and receive the yellow copy. Also, you must fill out a line on the G-1 form and have a

responsible adult also sign. They do not get a copy of the G-1. The G-1 form will contain all the monies turned into the TCM and at the end of the program, you will add this up to calculate the total dollar amount the Girl Scout has turned in.

Stress that girls must turn in money to the TCM on a regular basis.

Make arrangements for girls to pick up more cookies as needed.

Need More Cookies?

When you need more cookies, you will need to create an order and pick cookies up from a Council Sponsored Reorder Cupboard. You can also obtain cookies from other troops or a Service Unit Cookie Cupboard. A T-8 form must be used for all these methods of obtaining cookies.

Towards the end of the program, contact your SUCM to see if there are cookies available within your Service Unit.

Depositing Money

Throughout the program, you should make frequent deposits into the bank. You can check the Snap™ Troop Balance Summary Report at any time to see outstanding balance still owed to GSEP. After a booth day, immediately collect money and make a deposit. As girls turn in money, make deposits on a regular basis.

Winding Down

About two weeks before (2/19/12) the Cookie Program ends (3/4/12), contact any parents with outstanding totals and let them know the balance still owed and when you need money turned into you. Find out if any girls have any leftover cookies. What are the troop plans for these cookies? Cookies from Home? Signup for more Booths? Talk with your Troop Leader and your SUCM. Don't be surprised on March 4!



COOKIES FROM HOME

Cookies from Home (CFH) is a partnership between GSEP and the USO to provide Girl Scout Cookies to men and women of the Armed Forces throughout the world.



If troops have orders for CFH, the money (\$3.50 a package) is collected at the time the donation is made. Treat each CFH order just like a cookie order. Each box of cookies donated to CFH must be credited to a girl.

The actual cookies to fulfill the CFH orders can come from different places.

1. If your troop has leftover cookies at the end of the program, these can be used to fill the CFH orders.

2. Check with other troops in your SU and with your SU Cookie Cupboard for leftover cookies that you can transfer into your troop to fulfill your CFH orders.
3. To get cookies, you can “virtually” transfer cookies into your troop from the CFH Cupboard in the Snap™ system. Always check with your SUCM first. All transfers are done in Snap™ using a T-8 Form.

At the end of the program, you will bring whatever cookies you have to fulfill the CFH orders, to a designated Service Center on March 10 or 17 from 9 am to 2 pm. Check www.gsep.org or *Newsbytes* to get details and drop-off locations. Council collects all the physical cookies for the CFH orders. Council will then ship all cookies overseas - everywhere our US military are stationed. Cookies are distributed to our soldiers in various ways via the USO.

COOKIES FROM HOME CLOSING PROCEDURE

At the end of the Cookie Program, the TCM should add up the entire CFH orders from all the girls’ and booth days. All payments for orders are to be included in your troop’s deposits to the bank.

It is not necessary to have any packages of cookies to fulfill your CFH orders, however, if your troop has cookie inventory remaining, those cookies should be applied towards the CFH

orders. The TCM should check with her SUCM to see if there are specific SU procedures for CFH.

For example, a troop has CFH donations for 50 packages and has 36 packages of Thin Mints remaining from their program. Those 36 packages can be turned into the CFH Drop off Location. The personnel at the drop off locations will use the M-3 Receipt Book to accept the cookies. The M-3 will have the

SU#, troop#, type and # of packages of cookies, and the signature of the person turning them in. Council personnel will counter sign the M-3 and issue a receipt to the providing troop/Service Unit. The troop still needs to acquire 14 packages of cookies to fill their CFH order. The TCM must check with her SUCM to determine procedure to fill their remaining CFH order.

RECOGNITIONS

The Cookie Program is about setting and reaching goals. Each girl contributes to her troop's overall goal and must decide what recognitions support both her personal and troop's goals. Once the decision has been made, the TCM should update the troop profile with the options selected.

Within the main recognition plan, girls may choose between themed items and credit that may be applied to troop plans or GSEP retail shops, programs and camps.

Two Proceed Plans for Girl Recognitions

Older Girl Option

For Cadettes, Seniors & Ambassadors. This option provides for an additional \$.05 per package profit in lieu of recognitions. Each girl will receive all patches they have earned. The troop must reach a PGA of 136. If this option is chosen, it applies to the entire troop and must be a troop decision.

Plan 1 with Recognitions

There are 3 options within Plan 1. Each girl has to make the choice that best suits her goal. Individual girls may only receive one of the following options:

1 Cumulative Plan

For all age levels. Features themed items such as a Theme Patch, stuffed animal, Girl Scout Membership Voucher, etc. These items are cumulative and are based on the number of packages sold by the individual girl. Ex: If a girl sells 300 packages of GS Cookies, then she will receive a Thank-You Certificate, Theme Patch, **all** themed Items up to 300 and the 300+ Achievement Bar.

2 Adventure Credit Plan

For all age levels. This plan is not cumulative. It includes all patches a girl is eligible for and a credit voucher that can be used toward purchases in GSEP retail stores, GSEP Programs/ Events, GSEP summer camps or Service Unit neighborhood day camps. An individual Girl must sell 300+ packages to be eligible to receive Adventure Credits.

3 Older Girl Travel Plan

For Cadettes, Seniors & Ambassadors. This plan is not cumulative but includes all patches an individual girl has earned. Enables older girls to earn travel money for troop-based programs, trips or Destinations. These monies may be banked and used within two years. Girls must sell 500+ packages of cookies to be eligible for this plan. Monies earned can not be combined with any other plan. **If your troop is planning to use this plan, the following must be submitted to Susan Schmalzried by Jan 1, 2012 at sschmalzried@gsep.org:**

1. Letter of Intent
2. Number of Girls attending
3. Budget
4. Additional money earning endeavors

TROOP SHARE LEVELS

There are six troop share levels based on the average number of packages sold by the number of girls selling in the troop (troop per girl average PGA). These levels are:

- | | |
|-----------------------------|------------------------------|
| ① 1-65 = \$.56 / package | ④ 150-199 = \$.64 / package |
| ② 66-124 = \$.58 / package | ⑤ 200-249 = \$.67 / package |
| ③ 125-149 = \$.61 / package | ⑥ 250 & up = \$.71 / package |

At the end of the Cookie Program, Snap™ will generate a Recognitions Order that will determine the patches and recognitions each girl will receive. The TCM needs to transfer cookies from the troop to each girl that participated in the Cookie Program. This must be done before a Recognition Order can be generated in Snap™.

Patches

Patches will be determined automatically on the troop's Recognition Order created in Snap™. Each troop may receive up to two volunteer patches for adult volunteers.

All girls that reach 18 packages or more will receive a Theme Patch. Each qualifying girl will receive an Achievement Bar based on their highest quantity reached at the following levels:

- 100+ • 600+ • 1500+
- 200+ • 700+ • 2000+
- 300+ • 800+ • 2500+
- 400+ • 900+
- 500+ • 1000+

Patches are not cumulative.

Online Cookie Marketing Patch

To earn this patch, girls will need to create an account at www.abcsmartcookies.com and send out 12 emails to friends and family through the 'Online Cookie Marketing' section. Once these emails are sent, a report can be printed out showing how many emails were sent. Troop Cookie Managers should notify their Service Unit Cookie Manager (SUCM) of the amount of Online Cookie Marketing patches needed for the troop. The

SUCM will contact their GSEP Product Program Representative and let them know how many Online Cookie Marketing patches they need for the Service Unit.

Goal Getter Patch

To earn this patch, girls will need to create an account at www.abcsmartcookies.com and select the 'My Goals' tab. Here girls should set their goals and print out their goal sheets. Girls should turn in their goal sheets to their Troop Cookie Manager who will notify their Service Unit Cookie Manager (SUCM) of the amount of Goal Getter patches needed for the troop. The SUCM will contact their GSEP Product Program Representative and let them know how many Goal Getter patches they need for their Service Unit.

Delivery of Recognitions

All recognitions and patches will be sent sometime in mid-May to your Service Unit Cookie Manager who will then distribute them to the individual troops.

500 Club Picnic

Each Girl Scout reaching a goal of 500 or more packages of cookies qualifies for the 500 Club Picnic. The 500 Club Picnic celebrates the girl's

achievement with a pool party and picnic. Qualified girls will receive a special patch and certificate at the event. Girls will automatically be selected from Snap™ based on a report of their program. Invitations to the 500 Club Picnic will be sent to the SUCM who will then distribute them to each troop. Each girl will then register for the 2012 Picnic at www.gsep.org,

1. Click on 'Cookies and More.'
2. Click on 'Cookie Incentive Plans.'
On this page, there will be a registration link.

Each qualified girl can bring two guests, one of whom must be an adult.

Grand Mystery Tour

Each Girl Scout reaching a goal of 1,000 or more packages of cookies qualifies for the Grand Mystery Tour. For 2012, this is an all-expense paid trip to Washington, D.C. for the national Girl Scouts Rock the Mall 100th Anniversary Sing-Along on June 9, 2012. Girls will automatically be selected from Snap™ based on a report of their program. Invitations will be sent to the SUCM who will then distribute them to the troop.



100TH ANNIVERSARY COOKIE CHALLENGE: 2012 IN 2012

Each girl who reaches at least 2012 packages of Girl Scout cookies will be entered into a drawing to receive a very special prize. A report will be generated from Snap™ to determine all qualifying girls.

CONTESTS

5=52 Customer Contest

5=52 Customer Sweepstakes is a chance to win cookies for a year! For every 5 packages of cookies purchased, the customer has a chance to enter into a drawing for 52 boxes of cookies. See *Newsbytes* for further information. 5 winners will be randomly chosen at the end of the Cookie Program.

Bling Your Booth Contest

If you are holding a Cookie Booth this year, then BLING IT! for a chance to win in 1 of 4 categories. A prize will be given for each of the following categories:

- 1. What Can a Cookie Do?** How does your Cookie Booth reflect the 2012 Theme, "What Can a Cookie Do?"?

- 2. Cookies From Home** How does your Cookie Booth promote our "Cookies From Home" initiative?

- 3. Taste the Tradition** How does your Cookie Booth celebrate 100 years of Girl Scouting?

- 4. Troop Challenge** Put your marketing skills to the test and think outside the box! Come up with a 1-of-a-kind Cookie Booth!

Rules

A troop may submit one entry per category by submitting a photograph of the troop's cookie booth along with a completed submission form by March 15, 2012 at 5:00 PM. Complete the online submission form at www.gsep.org.

Judging

GSEP Council Staff members will select two finalists in each category. These finalists will be featured on our GSEP Thin Mints Facebook page for fans to cast their votes for the winners. Voting begins on March 20 and ends on April 20, 2012. The photographs with the most "likes" in each category will be our winners.

FINANCES

Banking

Throughout the Cookie Program, girls, parents, Troop Leaders and cookie managers handle a substantial amount of money. It is strongly recommended that both girls and troops only accept checks from friends and family, and for no greater than \$100.00.

Deposits should be made into troop bank accounts weekly to ensure that checks are deposited in a timely fashion and cash is safeguarded.

Deposit into the Council's account (TD Bank) using the deposit slips provided to the troop by the SUCM. These should be made weekly, preferably by using a troop check. When making a deposit a troop needs to obtain a validated deposit slip. A validated deposit slip will need to be turned in with the troop's final paperwork for each deposit made. Please do not keep the troop's share of the cookie proceeds until GSEP has been paid in full. Every time a deposit is made, the troop needs to post that deposit in Snap™.

How to Enter a Deposit into Snap™:

- 1.** Login to Snap™
- 2.** Click on the 'FINANCE' icon
- 3.** Click on 'Add New Troop Transaction'. A new box will pop up; please fill out the appropriate information:
SU#:
Troop#:
Bank: TD Bank
Type: Deposit
Date of the Deposit:
Amount (no "\$" needed):
Reference:
Deposit Slip Number Banking

COLLECTING MONEY FROM PARENTS

Collect money for the first supply of cookies. Use an M-3 Cookie Receipt to record the amount. Also, enter the transaction onto the girl's G-1 Cookie Program Permission and Transaction Form. Make sure to sign both forms and give a copy of the M-3 to the girl (adult).

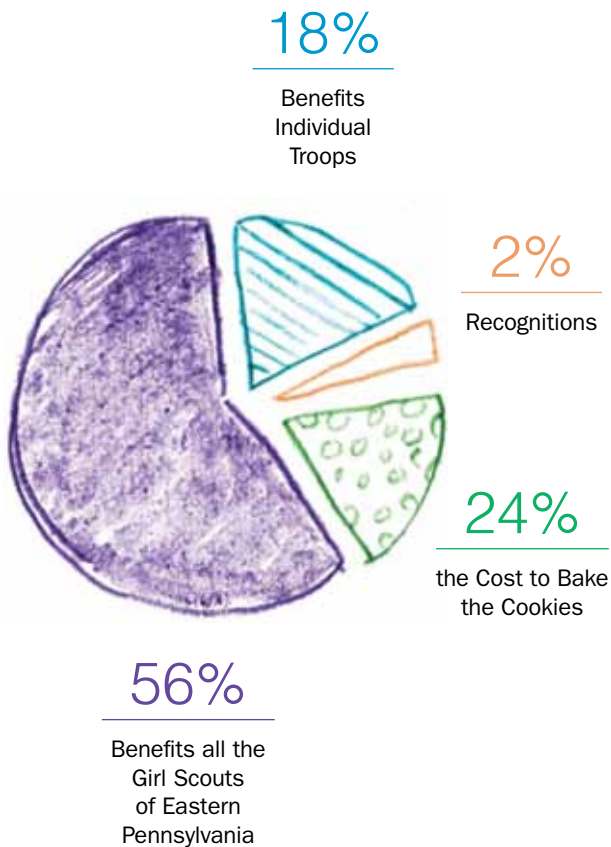
Important: A registered adult who misuses troop/group funds, Nuts about Reading and/or Cookie Program monies is violating GSUSA standards (2012 Safety Activity Checkpoints and Blue Book of Basic Documents) and

Council Policy. Such misuse of funds may subject the registered adult to legal proceedings, denial of registration for Council sponsored programs, events, trainings, denial of use of facilities and or release from his/her position. A

delinquency letter will be mailed to the TCM with a copy to the Troop Leader if there is outstanding money. You will receive two letters about debt. The third letter will inform you that formal collection activities, which may include civil or criminal legal action, will be initiated. Council will lend assistance to help troops with extenuating circumstances. If needed, payment plans can be arranged.

COMMUNICATION IS KEY!

WHERE THE MONEY GOES...



ACH

GSEP has launched an Automated Clearing House (ACH) initiative to process Product Program financial transactions between troop checking accounts and GSEP.

ACH is an electronic banking network often used for direct deposit and electronic bill payment by many different institutions and it is in use by many Girl Scout councils around the country. Based on feedback from GSEP volunteers, the ACH Project Team is now proceeding with a two-phase approach. In 2012 (October 1, 2011-September 30, 2012) GSEP will run an ACH pilot program with the intent to refine

any operational or communication issues before proceeding with the full implementation for the membership year of 2012-2013.

To ensure that we have a representative pilot group, specific Service Units were invited to participate in the pilot program based on their location, prior product program participation, and service unit size and demographics.

If your service unit is participating in the ACH pilot you will not be depositing money into the Council's account. You will simply be depositing it into the troop's account. Then the monies owed to Council for the Cookie Program will be pulled out in "sweeps" by TD Bank. Each service unit that is participating in the ACH pilot program has received personal training on ACH.

If you have any questions concerning ACH go to www.gsep.org, click on 'Cookies and More' and then click on 'ACH'. If you are not sure if your service unit is participating in the ACH pilot, please contact your SUCM.

UNCOLLECTED PARENT DEBT AND DELINQUENCIES

The best way to avoid delinquent payments is to collect monies from the girls on a regular basis. Prompt action will have a greater possibility of positive results.

If a girl still has an outstanding balance at the end of the program, contact the parent/guardian immediately. Make arrangements to have money delivered to you. If there is still an outstanding balance then the TCM, with the assistance of the Troop Leader, must contact the parent/guardian via phone call.

Should the TCM receive no response, write a letter to the parent/guardian

and include a photocopy of the parent's permission form and all receipts that verify their responsibility. The TCM should notify the SUCM and the GSEP finance department of the issues.

Document each attempt to resolve the matter. Also record the dates that each action was taken. Use the T5 Delinquent Product Program Account Form. This can be found by at the www.gsep.org. Click on the 'Cookies and More' link and

then click on the 'Product Program Resources and Forms'.

The TCM forwards the completed form to the SUCM. The SUCM contacts the parent/guardian and re-emphasizes his/her financial responsibility.

If additional assistance is still needed, the GSEP Product Program Manager is to be contacted.

REMEMBER: Communication is Key!

Please Note: It is the policy of Girl Scouts of Eastern Pennsylvania to re-deposit checks returned for insufficient funds (NSF) automatically and without notice. A \$10.00 processing fee may be charged.

HOME STRETCH!

CLOSING PROCEDURES

Immediately after you have completed your Cookie Program, follow these procedures to close out your troop's program. Check with your SUCM for the date that you will need to turn in your paperwork.

Meet with your troop and girls. Get final payment for outstanding cookie balances. Contact your SUCM if there are any uncollected balances or if the troop has cookies left. Confirm CFH orders and recognition choices.

Convert all \$ donations into Cookies From Home Orders. Treat 'CFH' orders just like a cookie order. Each Service Unit may have their own process to close out CFH orders and any unsold packages of cookies. Contact your SUCM for specifics.

Bring all Cookies From Home packages to specified Council CFH Drop locations by the following date(s):

Saturday, March 10, 2012

9:00 AM to 2:00 PM

Berks County Location TBD
DELCO Office Parking Lot
Northeast Philly Location TBD

Saturday, March 17, 2012

9:00 AM to 2:00 PM

Lehigh Valley Service Center
Shelly Ridge Service Center
Valley Forge Service Center

Enter final transfers into Snap™ if necessary. This includes transfers from your troop to other troops and transfers from CFH Cupboard if needed..

Validate your T-7 initial order and each of your T-8s against the counts reported by Snap™.

1. 'Snap™' 'Cookies' 'Manage Orders'
2. Compare your paperwork with Snap™. Make sure all your reorders, transfers and initial order are recorded correctly. If not, let your SUCM know immediately.

Print out a Troop Balance Summary Report from Snap™

1. 'Snap™' 'Report' 'Summary Report' 'Troop Balance Summary'
2. Select parameters before viewing report including Packages as your unit of measure. Verify all information is accurate on report and make corrections in Snap™ if necessary.

Transfer all the troop's cookies to each of the girls in the troop that participated in this year's program.

1. 'Snap™' 'Cookies' 'Transfer Order'
 2. Type: Troop to Girl Transfer
 3. Highlight Troop number
 4. A pop-up box appears, enter quantity to transfer to the girl, and click on 'OK'
 5. Highlight Girl's name
 6. Click on 'Save'
 7. Confirm 'Transfer'
 8. Repeat process for each girl by selecting 'Type' again
 9. When you have completed transfers to each girl, your troop balance should read '0 Packages'
 10. Don't forget to share all booth sales and CFH orders amongst the girls as appropriate.
 11. Click on 'Save' one more time
- Review the Recognition Order generated in Snap™. Make sure that each girl is receiving the correct recognitions. The TCM will need to order the Goal Getter Patch and the Online Cookie Marketing Patch for each girl that has qualified by notifying the SUCM of the number of these patches needed. If you are an older girl troop (Cadette, Senior or Ambassador) that selected the Older Girl Recognition Plan (\$.05 more plan, etc) - then your recognition order will only include patches.

- Run a Troop Balance Summary Report in Snap™:
 1. Snap™>Report >
 2. Under 'Popular Reports,' click on 'Troop Balance Summary'
 3. Select your UOM, then click on 'View Report'
 4. Validate that 'Total Packages Sold' is correct. Underneath you will see Sales Amounts: 'Troop \$\$\$' is your troop profit and 'Council \$\$\$' is what you owe GSEP.



2012 COOKIE PROGRAM SURVEY

Let Us Know What You Think!

Your feedback is invaluable to us! We strive to constantly improve the Cookie Program, and your feedback helps. Please click on the following link to access our 2012 Cookie Program Survey: http://www.surveymonkey.com/s/2012_cookie_program_survey

- Make your final deposit into TD Bank using the bank deposit slips given to you. Make sure you deposit the total amount still owed council. The troop's profit should be deposited into your troop account. Make sure you get the back of the deposit slip validated.

- Run your Troop Balance Summary Report again. Your deposit transaction should now appear. Balance at bottom of report should be \$0. If not, you are not finished. When Balance = \$0, then sign the Troop Balance Summary Report. If you have overpaid Council, the Amount Due to Council will be shown in parenthesis. **Council will not refund any overpayment of \$10.00 or less.** If a troop has

overpaid by \$10.01 to \$15.00, they will receive a GSEP retail shop certificate in the mail. Overpayments of \$15.01 or more will be reimbursed with a check from GSEP. Refunds will be mailed after the Cookie Program reconciliation process is complete.

- Return all paperwork in the Large White Envelope to your SUCM by the date that s/he has requested. All paperwork should include:
 1. Signed Troop Balance Summary Report (2 copies)
 2. Validated Deposit Slip(s)
 3. Any unused Deposit Slip(s)
 4. T-7 Initial Order

5. All T-8 forms, both used and unused (keep your copy from used T-8s)
6. Summary Recognition Order Report (2 copies)
7. List of girls selling 500 packages or more
8. Any documentation concerning outstanding collections

- Make sure and keep a copy of all paperwork for one year.
- Mid-May - you or the Troop Leader will pick up cookies patches and recognitions from your SUCM. Present Awards to girls at a Troop Ceremony.

THANK-YOU!

Don't forget to write Thank-You notes to all that assisted in this year's Cookie Program. This includes owners/managers of booth locations, your customers, adult volunteers, etc. Have the troop print out Thank-You cards from www.abcsmartcookies.com and have each girl sign. Also, don't forget to thank the girls themselves for all their hard work that went into making this year's Cookie Program a success!

inspire
empower
connect
strengthen



**Girl Scouting builds girls of courage, confidence,
and character who make the world a better place.**

*Serving Girls in Berks, Bucks, Carbon, Chester, Delaware,
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