



2022 Cookie Manual

Everything you need to build
a great cookie season.

girl scouts 
of eastern
pennsylvania

The Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong and
responsible for what I say
and do,

and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better
place, and
be a sister to every Girl Scout.



America's favorites are back— plus a new cookie!



Thin Mints®

made with
vegan
ingredients

*Crispy chocolate wafers dipped
in a mint fudge coating.*



Caramel deLites®

*Crispy cookies topped with caramel,
toasted coconut and fudge stripes.*



NEW!

Adventurefuls™

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



Shortbread®

Traditional shortbread cookies.



Lemonades®

made with
vegan
ingredients

*Savory slices of shortbread with a
refreshingly tangy lemon flavored icing.*



Peanut Butter

Sandwich

*Crisp and crunchy oatmeal cookies
with creamy peanut butter filling.*



Peanut Butter

Patties®

made with
vegan
ingredients

*Crispy cookies layered with peanut
butter and covered with a fudge
coating.*



Toast-yay!™

made with
vegan
ingredients

*French Toast-inspired cookies
dipped in delicious icing and full of
flavor in every bite. Yay!*



Caramel

Chocolate Chip










Peanut
PF
Free
CERTIFIED
GLUTEN
FREE
ABC
BAKERS

*Rich caramel, semi-sweet chocolate
chips, and a hint of sea salt in a
chewy, gluten-free cookie.**

*Limited availability

Girl Scout Cookies

2022 Food Allergens Guide

	CONTAINS (Y) OR MAY CONTAIN (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Caramel Chocolate Chip				Y		Y	Y	Y	Y	Y			Y
 Caramel deLites®	Y	Y	Y	Y	M		Y	Y		Y			Y
 Lemonades®	Y	Y	M	M	M		Y	Y		Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y		Y	Y	Y	Y		Y	Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 Shortbread	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 NEW! Adventurefuls™	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 Toast-yay!™	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Thin Mints®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y

For complete nutrition facts and ingredients, visit www.abcbakers.com for more information.

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WELCOME TO THE 2022 COOKIE PROGRAM

Hello! Welcome to the 2022 Product Program Cookie Manual. This manual will serve as policy and procedure for the Cookie Program. Training and how-to videos will be available to all Cookie Managers (Troop and Service Unit level) through the gsLearn platform found in your MY GS homepage.

Thank you for your dedication and time volunteering as a Cookie Manager (CM) to build girls of courage, confidence, and character who make the world a better place! Girl Scouts of Eastern PA is so thankful for your participation, and we hope this manual serves as a guide for a successful Cookie Program.

We've got this!

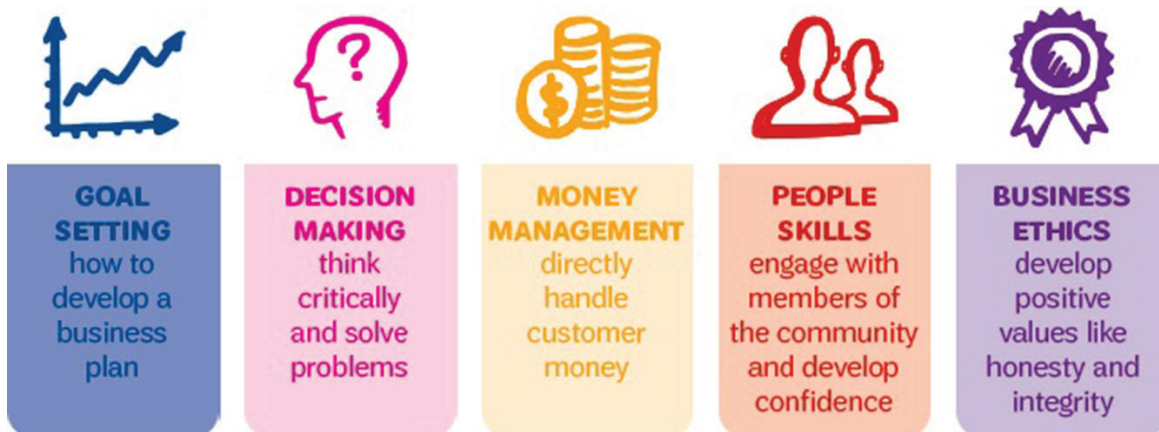
- Product Program Team



Here's what it's all about...

THE 5 ESSENTIAL SKILLS

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world and girls will learn 5 key skills they will use for a lifetime:



CUSTOMER CARE

GSEP Main Line: 215.564.2030

Email: memberservices@gsep.org

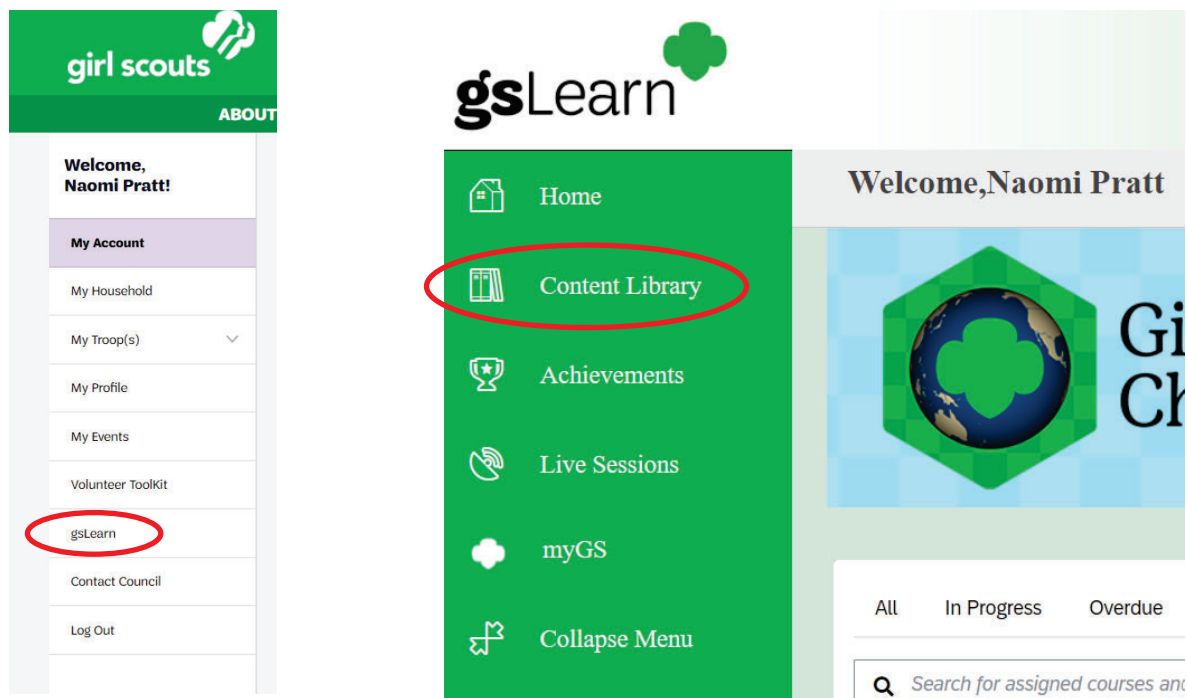
LiveChat: www.gsep.org/en/cookies/for-cookie-sellers.html (Dates and times will be announced through TeamApp and on the GSEP.org website.)

Important Resources!

In addition to this comprehensive Cookie Manual, there are numerous resources available to you with helpful tips, step-by-step instructions, FAQs, and general assistance for anything related to cookies!

New For 2022!! Visit the new gsLearn training resource site for a comprehensive list of How-To Videos for specific instructions on how to navigate Smart Cookies. These short videos will walk you through how to do tasks like place an order, transfer cookies, and more! To access GSLearn, simply log into your MY GS.

From your MY GS main page, click on My Account and select gsLearn from the left-hand side menu. Once gsLearn is open, select Content Library and search for Cookies. Now you can see all available cookie content!



Additional Resources:

TeamApp— a one-stop shop for all resources related to the Cookie Season. This free app and website will provide you with a chat option to collaborate with other volunteers (new and experienced ones), easy access to digital versions of all documents, last minute announcements on delivery stations (delays, closures, weather updates, etc), “Just In Time” training reminders and videos and much more! Visit www.gsepcookies.teamapp.com or download the free app from your Google or Apple Store. As an CM you have privileged access to certain information.

***SUCM Notes:** *To obtain access to the SU level, just submit a request and the PP Team will grant it as long as you are a SU level volunteer.*

For Cookie Sellers website page— visit www.gsep.org and click on cookies, the **For Cookie Sellers** page is the place to visit to find general deadlines, dates and announcements.

LiveChat— chat with a GSEP representative to address quick questions during the cookie season! LiveChat schedule to be posted in **TeamApp** and the **For Cookie Sellers** page on our website.

ABC Smart Cookies— in addition to being our go-to inventory management and cookie-everything platform, in **Smart Cookies** you will find useful resources like, printables, downloadable artwork, and more! www.abcsmartcookies.com

Cookie Locator— see all nation-wide booths by entering your zip code! www.girlscoutcookies.org.

Product Program News (formerly known as NewsBytes) — Weekly newsletter sent to our troop and service unit level volunteers to provide vital cookie updates and helpful hints for a successful cookie program.

ABC Bakers Website - www.abcbakers.com for nutritional, ingredient, and allergen list.

COOKIE PROGRAM CALENDAR

October

October 16—SUCM Training—General Session
October 20 and 21—SUCM Training
October 24—Gluten Free orders due to council
October 27—Troops uploaded into Smart Cookies

November

November 7—Initial Orders open in Smart Cookies
November 15—Booth Lottery opens in Smart Cookies
November 22—Booth Lottery results emailed
November 25—Initial Order Home Delivery Requests due

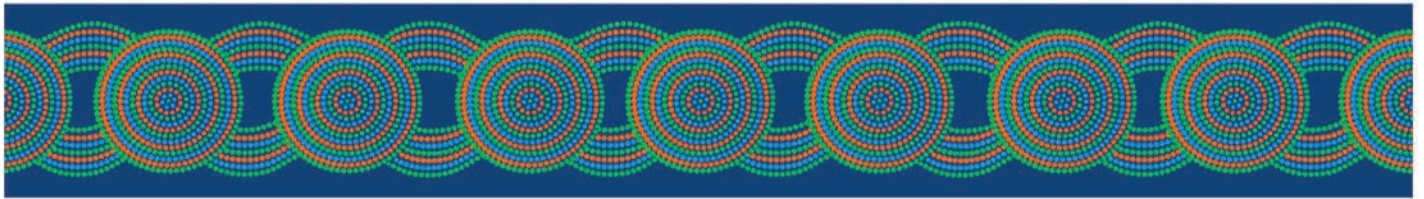
December

December 3—Troop initial orders close
December 8—Last day for SUCMs to update troop initial orders in Smart Cookies
December 15—First girl upload into Smart Cookies
December 24-January 3—GSEP Winter Break, offices closed

January

January 7-16—Initial Order distribution
January 6 - Penny Sweep
January 20—FIRST DAY OF COOKIE SEASON
January 27 - Sweep Snapshot
January 31— Sweep 1 extensions requests due





February

February 3 - Sweep 1

February 18-20—National Cookie Weekend

February 17 - Sweep 2 Snapshot

February 21 - Sweep 2 extension requests due

February 24 - Sweep 2

March

March 13—LAST DAY OF COOKIE PROGRAM

March 14—Begin cleaning up Smart Cookies

March 25—Troop recognition order due

March 27—Last day for SUCM to edit recognition orders

April

April 7—Sweep Snapshot

April 14— Sweep 3

June

June 18 to 19th— Cookie Boss Event!



WHAT YOU NEED TO KNOW...

Participation Requirement

All registered Girl Scouts with a signed caregiver agreement can participate in the Cookie Program. All troops must be clear of any debt due to council in order to participate. While caregivers with an outstanding debt cannot volunteer as Cookie Managers or handle any troop financials, their Girl Scout may still participate in the Cookie Program with her troop.

To participate, a troop must have:

- Two unrelated, registered, cleared and appointed troop leaders.
- A registered adult appointed in MyGS as a Troop Cookie Manager who has signed the Troop Cookie Manager agreement and has attended the Service Unit Cookie Training (can be one of the Troop Leaders, but the role must be added in MY GS).
- Participation in the Cookie Program is mandatory for all troops to host any other troop fundraising effort.
- All participating troops must have a bank account ready and confirmed with GSEP's Finance team.

The Troop Cookie Manager is responsible for:

- Completing the online Troop Cookie Manager agreement form.
- Attending the Service Unit hosted Cookie Training.
- Making sure any cookie or money exchange between caregivers and/or volunteers has a written, dated and signed receipt.
- Using ABC Smart Cookies to manage the troop's sales and finances.
- Ensuring all troop cookies are ordered, picked up and transferred to girls before each deadline.
- Collecting and maintaining all G-1 Girl Permission Forms for ALL participating Girl Scouts.
- Entering girl recognition orders by the established deadline.
- Distributing all girl recognition within 2 weeks of being received.
- Arranging booth sales for troop and working fairly to distribute all available time slots equally among girls.
- Providing training and mentoring to troop girls and family members participating in the Cookie Program.
- Joining the GSEP Cookies TeamApp.

Each caregiver is responsible for:

- Ordering and managing all cookies picked up for the Girl Scout.
- All funds collected from customers for the purchase of cookies. All payments must be handed in to the Troop Cookie Manager.
- Guiding and assisting the Girl Scout in her Cookie Program. Adults do not sell cookies, only registered Girl Scouts participate.

SUCM Responsibilities

- Being the Cookie Expert and Go-To resource to all troops within your Service Unit.
- Checking initial orders, cookie transfers, planned orders, inventory, and recognition orders throughout the duration of the cookie season.
- Receiving, managing, and distributing all cookie materials and paperwork, as well as recognition prizes.
- Developing and delivers Cookie Training for all the troops within their SU
- Entering, editing, reviewing and manages the information in Smart Cookies for troops within their SU.
- Filtering inquiries before sending them to GSEP.

Troop Proceeds

Troop proceeds are calculated based on the troop's Per Girl Average (PGA). This is the number of cookies sold divided by the number of girls participating.

Only girls with cookies transferred to them in Smart Cookies will count towards the troop's PGA.

Based on this number, the troop will receive the following proceed amount per package:

PGA	Proceed per Package
1-129	\$.60/box
130-159	\$.65/box
160-199	\$.75/box
200-299	\$.80/box
300 +	\$.85/box

Selling Price

All packages of cookies must be sold for \$4, with the exception of the Caramel Chocolate Chip Gluten Free Cookies, which are to be sold for \$5.

Prices may not be adjusted to include any additional charges.

Let's Go Over Some Policies...

Smart Cookies

All cookie transactions are captured in Smart Cookies. This will be your troop hub to manage your Cookie Program.

To be added as the troop user:

- * SUCMs are responsible for adding the Cookie Managers as troop users in Smart Cookies.
- * Troop must have two unrelated, registered, cleared, and appointed Troop Leaders.
- * Troop Cookie Manager must attend Service Unit cookie training.
- * Troop Cookie Manager must sign Troop Cookie Manager Agreement.
- * Troops are added weekly into Smart Cookies by the Product Program Team and are then available for SUCMs to add the troop user

What information should I verify?

- * Double check your Troop Roster to ensure all girls are listed in Smart Cookies.
- * Edit Recognitions if a girl selects an option other than the cumulative prizes. The system will default to Cumulative Prizes.

Booths

A cookie booth is the selling of cookies at a public or private business or organization with given permission. Girls may sell individually within the boundaries of their private residence.

Council Booth—Secured by the Product Program Team and available through Smart Cookies to any troop within council. Must have two or more girls attend and adhere to GSEP adult ratios.

Troop Booth—Organized in accordance with Service Unit rules and approved by your SUCM. Must have two or more girls attend and adhere to GSEP adult ratios. SUCMs may upload Service Unit level booths into Smart Cookies for booth management. Ask the Product Program Team for instructions.

- * Troops should not set up their own booths. All communication should be made by the SUCM or booth coordinator.
- * Troop booths are only permitted within your service unit, unless approved by the SUCM of the other service unit.

Family Booth—An individual family may run a booth with permission of the Troop Cookie Manager and SUCM. Only one family is permitted to attend and may be accompanied by one family member adult.

Girls selling independently at their personal residence is not considered a booth and is permitted.

Booths may not be held outside of GSEP boundaries.



SUCM Notes:

Once you are officially in Smart Cookies as a SU user, make sure all your information is correct by clicking on the **My Service Unit** option in your toolbar to verify the SU address.

Remember, as a SUCM, you must create users for all your troops. Users are only to be created for volunteers that are registered, cleared, appointed, and have attended SU Cookie Training. Volunteers who have had cookie debt in the past are not allowed to have an user in Smart Cookies.

Check out the video in gsLearn for details on how to add users and verify information!

Participation in the Cookie Program

The Girl Scout Cookie Program is intended to teach girls the 5 Essential Skills and how to run a successful business. We understand that families and friends want to help their Girl Scout be successful however, the following rules must be followed:

- * Only registered Girl Scouts are able to participate.
- * Third-party sales are not permitted (example, a local store cannot set up a display and sell cookies without the Girl Scout present).
- * Door-to-door sales should only take place within the girls' residential neighborhood.
- * Girls and Troops should only sell within their Service Unit, unless approved by the SUCM of the other service unit.
- * Sales outside the GSEP council boundaries are not permitted, unless permission is granted by the GSEP Product Program Team.

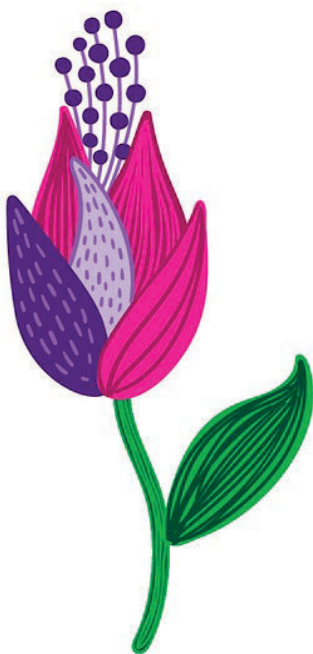
Social Media Do's and Don'ts

Social media sites are a great way to get the message out that your girls are participating in the Cookie Program! Girls and families are encouraged to post on their personal social media pages.

- ♦ Girls may only advertise their individual cookie program and cookie social link on personal social media pages. Community, marketplace, business, neighborhood type sites are not permitted to promote individual girl sales. Sites with the direct purpose of selling items (such as marketplace, craigslist, yard sale type sites) are not permitted.

Troops can also use social media to promote your troop Cookie Program!

- ♦ Troops may advertise their Virtual Troop Booth links and activities on personal, business, community, or neighborhood (example, NextDoor) social media sites. Sites with the direct purpose of selling items (such as, marketplace, craigslist, yard sale type sites) are not permitted.



Cookie Training

Attending Cookie Training is a “must-do item” on every Cookie Manager’s check-list! Cookie Training provides you with important deadlines, all the necessary forms and resources for a successful Cookie Program, and new procedures or regulations. GSEP will provide a recorded general Cookie Manager training that can be used as a refresher throughout the Cookie Season. This will be placed in TeamApp and the gsLearn cookie library!

General Tip: New to TeamApp? Join us to get access to all resources needed for an amazing Cookie Season! Visit us at www.gsepcookies.teamapp.com or download the free TeamApp app in your Android or iPhone device!

Understanding Cookie Forms

Cookie forms are distributed to SUCMs to give out to troops so you have all the resources you need. SUCMs may request additional forms by emailing memberservices@gsep.org.

Here is an explanation on each of the forms and how to use them:

T-8 or Transfer Forms— this two-part form must be used to keep track of all transferred cookies (troop to troop or when picked-up at an unplanned order station). These will serve as your receipt. The original stays with the “provider” and the copy is given to the “receiver”.

G-1 Girl Permission Forms—this two-part form must be completed and signed by caregivers/guardians before girls are allowed to participate in the Cookie Program. Use this form to track all cookies given to a girl. Periodically, you can use this form as a guide when doing Troop to Girl transfers in Smart Cookies. The original or white sheet is kept by the TCM, copy is given to caregiver/guardian.

SUCM Agreement— agreement to be signed by the SUCM and returned to GSEP every membership year. This document details responsibilities of the SUCM role as well as acknowledges all procedures and regulations. This agreement is found on the GSEP.org website as a webform.

TCM Agreement— agreement to be signed by the TCM and returned to SUCM every membership year. This document details responsibilities of the TCM role as well as acknowledges all procedures and regulations. SUCMs will distribute this agreement to sign and return.

Dot Sheets—this colorful sheet can be used to write initial orders to check off at Initial Orders when picking up.

Receipt Books—can be used as a receipt for financial and cookie transfer transactions.

Girl Order Cards—used for girls to track customers and orders

Girl Money Envelopes—envelopes for girls to hold their collected cash in a safe place.

Recognition Insert—a one-sheeter that details all the recognitions a girl can earn to enhance their Cookie Program journey.

Troop Proceeds and Girl Recognitions

Through participating in the Girl Scout Cookie Program, troops earn monetary profit based on the Per Girl Average (total sales divided by number of girls participating). In addition, girls can earn recognitions in appreciation for participating in the Girl Scout Cookie Program. Troops and girls can decide which plan they would like to work towards. Below is an explanation of the difference between the Proceed Plans and recognition options.

Troop Proceed Plans

Troops have two options for the money earned during the Cookie Program. Older girl troops (Cadettes and older) have the opportunity to earn higher proceed while opting out of recognitions. Regardless of plan, every girl will receive any patches earned based on their overall sales. **The Proceed Plan must be agreed upon by the entire troop, as it will affect girls individual recognitions.**

Option 1—Traditional Proceeds with Recognitions

Troops that select this plan will earn monetary profit while also opting for girls to earn physical prizes or credits toward programming and travel.

Based on the Troop's Per Girl Average,
the troop will earn the following profit per package:

PGA	Proceed per Package
1-129	\$.60/box
130-159	\$.65/box
160-199	\$.75/box
200-299	\$.80/box
300 +	\$.85/box

Option 2—C/S/A Proceeds Plan without Recognitions

This plan is offered **only** to Cadette, Senior, and Ambassador troops. The troop must reach a Per Girl Average (PGA) of 160 packages or more to be eligible. Please note, the PGA will not be rounded up. Once eligible, the troop **will** earn an additional \$0.05 per package. If this option is chosen, it applies to the entire troop and the girls participating in this troop **will not** receive any cumulative prizes, including free membership. Girls will receive patches and achievement bars.

Based on the Troop's Per Girl Average,
the troop will earn the following profit per package:

PGA	Proceed per Package
160-199	\$.80/box
200-299	\$.85/box
300 +	\$.90/box



Girl Recognitions

Girls in troops that select **Option 1—Traditional Proceeds With Recognitions** will have the option of the following three recognition plans. Please note, Smart Cookies will default to the Cumulative Prize Plan, unless otherwise selected.

- **Cumulative Prize Plan**

This plan is open to all age levels and features themed items and includes a free membership for the next Membership Year. These items are cumulative and are earned based on the number of packages sold by each individual girl.

***Note:** If the size for a clothing item is not selected when orders are due, the size ordered will default to **Adult Medium**.

- **Adventure Credits**

This plan is offered to all age levels and is **not cumulative**. Girls must sell a minimum of 200 packages to qualify for this option. Adventure Credits can be redeemed at the retail shops, trading posts, Gold and Silver Awards expenses, GSEP Day and Resident Camp sessions, or any Spark Programs. See the Recognition listing on page 14 for the redemption calculations.

Adventure Credits can be used for future programming but need to be redeemed by October 31, 2022. Credits cannot be combined, transferred, or redeemed for cash. Adventure Credits can be redeemed by filling out the webform on the GSEP.org website. Emails with the total number of credits earned will be sent to the parent/guardian email on file at the close of the cookie season.

Girls who opt for Adventure Credits will receive all patches and appropriate achievement bar, but will not receive any other cumulative prizes, including free membership.

- **Older Girl Travel Credits**

This plan is offered to Cadette, Senior, and Ambassador grade levels and is **not cumulative**. Girls must sell a minimum of 500 packages to qualify for this option. Credits cannot be combined, transferred, or redeemed for cash.

Older Girl Travel Credits can be redeemed by filling out the webform on the GSEP.org website. Emails with the total number of credits earned will be sent to the parent/guardian email on file at the close of the cookie season. See the Recognition listing on page 14 for the redemption calculations.

Credits earned during the 2022 Cookie Program must be redeemed by September 30, 2023 but can be used for future trips. Girls who opt for Older Girl Travel Credits will receive all patches and appropriate achievement bar, but will not receive any other cumulative prizes, including free membership.

Older Girl Travel Credits can be redeemed for:

- GSUSA Destinations trips
- Troop trips
- Membership (including lifetime membership)
- School expenses including:
 - * College visit expenses
 - * Class ring
 - * Letterman jackets
 - * Yearbooks
 - * Prom expenses

SUCM Notes: Troops easily confuse the C/S/A Proceeds Plan with Older Girl Travel Credits Plan. Make sure that any troop that chooses the C/S/A Proceeds Plan meant to chose this Proceeds Plan. Changes will not be made once recognition orders deadlines have passed.



Set Your Cookie Goals!

The Girl Scouts Cookie Program Begins January 20, 2022



Achievement Bars

One patch for the highest level achieved:
100, 200, 300, 400, 500,
600, 700, 800, 900, 1,000,
2,000, 2,500, 3,000, 3,500,
up to 4,000 packages!



50-74 packages
Theme Patch



75-129 packages
Lanyard



130-159 packages
Carabiner Compass

Non-Cumulative Adventure Credits

Packages	Credits
200	25
250	35
300	50
400	75
500	125
600	150
700	175
800	200
900	225
1000	250
1500	375
2000	500
2500	675
3000	800
3500	925
4000	1050



160-199 packages
T-Shirt



200-249 packages
Small Plush and
Spider Phone Stand



250-299 packages
Beach Towel, Draw String Bag
and Super Entrepreneur Patch

Non-Cumulative Older Girl Travel Plan

Check out the Family Guide
for what these credits can
be redeemed for.

Pkgs Sold	Credits
500	200
750	300
1000	400
1250	500
1500	600
1750	700
2000	800
2250	900
2500	1000
2750	1100
3000	1200
3250	1300
3500	1400
3750	1500
4000	1600



300-399 packages
Membership Voucher



400-499 packages
Slippers



500-599 packages
500 Club, 500 Club patch
and 500 Club T-shirt

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600-799 packages
Sport Bag or Large Koala
Plush and Koala Key Ring



800-999 packages
Climb with Courage Hoodie



1,000-1,499 packages
Induction to the Cookie Boss
Class of 2022, invitation to the
2022 Cookie Boss event
(June 18-19), patch, and gift!



1,500-1,999 packages
Dream Light, Socks, and
Sleep Mask or Super
Plush Blanket or 20
Adventure Credits



2,000-2,499 packages
Heely Shoes or
75 Adventure Credits



2,500-2,999 packages
Hoverboard and Helmet or
100 Adventure Credits



3,000-3,499 packages
Chromebook or
200 Adventure Credits



3,500-3,999 packages
Wells Fargo Center
4-Pack of Tickets or
300 Adventure Credits



4,000+ packages
4 Tickets for White Water Rafting
or 375 Adventure Credits



**Check out the For Cookie
Entrepreneurs webpage!**

*Family Guide will be available to
all girls in the month of December
with more information.*

**Some prizes may differ
from what is pictured*

**My 2022
Cookie Goal**

.....
packages

75% of Goal

.....
packages

50% of Goal

.....
packages

Top 5 Overall Cookie Entrepreneurs will receive
a special gift from the Product Program Team!

Top 3 Cookie Entrepreneurs for each Girl Scout
level (Daisy, Brownie, Junior, Cadette, Senior,
Ambassador) will be recognized at the GSEP
Annual Meeting in May. The Top Entrepreneur
for each level will receive a **free** week at camp
during the summer of 2022!



Girls who set their goal in
Smart Cookies by January
31st will automatically earn
the Goal Getter patch!



Girls who collect 24+
packages of Virtual
Cookie Share will earn
this Cookie Share patch!



Girls that sell 36+ Direct
Ship packages will earn
this Online patch!



Time to Celebrate!

We love to celebrate our top achieving Cookie Entrepreneurs in these special ways:

500 Club— every girl that sells 500 or more packages, regardless of the recognition plan they choose, will earn a special 500 Club recognition prize.

Cookie Boss— every girl who sells 1,000 or more packages, regardless of the recognition plan they choose, will earn an invitation to attend the Cookie Boss celebration. This year, we will be rewarding girls with a camp experience the weekend of June 18-19, 2022. Details to follow!

Top 5 Cookie Entrepreneurs— The overall top 5 highest sellers will be recognized with an extra special prize option.

Top 3 Entrepreneurs for each Girl Scout Level (Daisy, Brownie, Junior, Cadette, Senior, Ambassador)— These top sellers from each grade level will be recognized at the GSEP Annual Meeting in May 2022. The top entrepreneur for each grade level will receive a free week at camp during the 2022 summer season.



Sister Benefits are back this year!

Households with multiple participating Girl Scouts who reach the following levels will receive invitations to the **2022 500 Club** and/or **Cookie Boss**.

Households with 2 participating sisters

- Reach 750+ total packages sold will each receive an invitation to the 500 Club
- Reach 1,200+ total packages sold and each will receive an invitation to the Cookie Boss Class of 2022

Households with 3 or more participating sisters

- Reach 1,000+ total packages sold will each receive an invitation to the 500 Club
- Reach 1,500+ total packages sold and each will receive an invitation to the Cookie Boss Class of 2022



How do I get cookies?

Initial Orders

Initial Orders are an opportunity for troops to get an inventory of cookies before the official start of the Cookie Program. Initial orders are due in Smart Cookies by **December 3 at 11:59pm**. As a reminder, times, dates, locations, and amounts cannot be changed after this deadline.

Troops that placed a Gluten Free cookie order will have those cases added to the Initial Order. If a troop did not place an Initial Order, one will be created by GSEP to allow the troop to obtain their Gluten Free cases.

Gluten Free cookies must be picked up during the Initial Order dates.

Initial Orders will be available for pickup at a variety of locations January 7-16, 2022. The schedule will be available on TeamApp before orders open. See the chart below for how many cases will fit in your vehicle!

Vehicle Type	Number of Cases
Compact Car	23
Hatchback Car	30
Mid-size Sedan	35
Sport Utility Vehicle	60
Station Wagon	75
Mini Van (seats in)	75
Pick-up Truck (full bed)	100
Cargo Van (seats in)	200

Home Delivery Request

Imagine not having to drive to pick up an order of cookies! How does having all your cookies delivered to your home or a convenient location near you sound? Is your troop interested in ordering close to 300+ cases (500 cases for Initial Orders) of cookies? Maybe your troop is nowhere near that amount but if you partner up with another troop, you may reach that level... then a Home Delivery may be right for you!

A Home Delivery is a specially arranged cookie delivery where orders of cookies are delivered to a convenient location of your choosing. If you are interested, fill out the **Home Delivery Request** form available at GSEP.org website. Initial Order Home Deliveries must be submitted by **November 25**.

This service is available throughout cookie season for initial and restock orders, simply fill out the same webform to place your order.

SUCM Notes: As SUCM you have extra days in Smart Cookies to edit, review, and add Initial Orders for your troops. Encourage all your troops to place an Initial Order. Make sure that they all have a scheduled delivery appointment (for the correct day, time, and location) and that no one had placed orders in packages, instead of cases. SUCM Deadline for IO is **December 8**.

Planned Order

Troops can place a pre-scheduled pick-up at a specific location and time through Smart Cookies as needed. Planned Order locations are available throughout all counties Tuesday through Saturday. Orders must be placed by **12 pm, two days in advance** of the pickup time. See the chart to the right for order details. The Planned Order Schedule is available to view in TeamApp.

Here are some tips to keep in mind for Planned Orders:

- ♦ Partial Order pickups are not accepted. For example: if your planned order is for a total of 50 cases, you must pick all 50 cases or none at all. Orders that are not picked up will be deleted from the troop's inventory within two weeks.
- ♦ Be sure to count the cases you are picking up! Any discrepancies must be reported within 48 hours by completing the webform available under the For Volunteers section of the Cookies page of the GSEP.org website.
- ♦ Arrive at your scheduled pickup time to avoid causing long lines.

FOR PICK UP ON	ORDER BY 12PM
TUESDAY	SATURDAY
WEDNESDAY	MONDAY
THURSDAY	TUESDAY
FRIDAY	WEDNESDAY
SATURDAY	THURSDAY



Unplanned Pickup Station

Need cookies on the fly but didn't have time to place a Planned Order? We've got you covered! GSEP has specific days and times allotted for troops to pickup cookies without having to pre-order. You can see the schedule of locations and times on the 2022 Planned/Unplanned Order Schedule, located in TeamApp under the Documents tab. Here are some tips before you go:

- ◆ You will need a T8 Transfer form—fill it out ahead of time for faster service.
- ◆ Inventory at Unplanned Stations is not guaranteed.
- ◆ Troops may pick up to 50 cases. For larger orders, please place a Planned Order.

Cookie Order Adjustments

Best practice is to count all cookies while at a pickup location to avoid any missing or overage. If you happen to have a discrepancy, like missing cases or if you received too many cases, in the inventory you received, an order adjustment request needs to be submitted to the Product Program Team within 48 hours of your pick-up.

Simply fill out the Cookie Order Adjustment webform found on the Volunteer Resource section of the Cookie page through the GSEP.org website. You will need all the pertinent information about the pickup including: troop number, date and location of pickup, order number (found in Smart Cookies), and the case count discrepancy. Please allow up to two weeks for the adjustment to be corrected in Smart Cookies.

Damaged Cookie Packages

Did you receive a damaged case of cookies at a pickup location? No worries! You can place a Damage Order and get credit for the damaged cookies.

Before you place a damage order, please do the following:

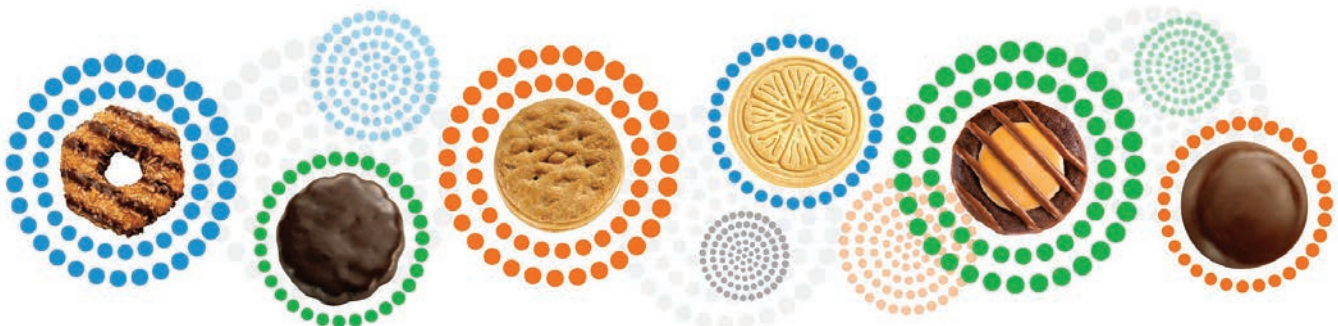
- ◆ Open the case and inspect the cookie packages. Often it may seem that the case is damaged, but not all packages are.
- ◆ Once you have inspected all packages and determined how many packages need to be damaged.
 - Log into ABC Smart Cookies
 - Under the **Orders** tab, select **Damage Order**.
 - Enter the quantity of damaged packages
 - Click **Save**



What should I do with the damaged packages?

If the package seal is not broken, the damaged inventory can be used as samples at Cookie Booths or can be disposed of appropriately.

Remember: Damaged orders are placed in packages, not cases. Troops with high or unusual damaged packages may be audited by GSEP and further information or proof can be requested.



How do we get Cookies to Customers?

Girl Participation

Once a girl has been uploaded into Smart Cookies, the parent/guardian will receive an automated email to register their Girl Scout to participate in the cookie program. After the registration is complete, the girl can start their journey of cookie entrepreneurship!

Order Card

Each girl should be given a cookie order card that they can use to take orders from friends, family, and neighbors. Girls can collect orders and, when ready, request cookies from the Troop's Cookie Manager to fulfill her orders.



Smart Cookies

Girls can participate in the cookie program right through Smart Cookies by downloading the app on a mobile phone or through the website. Once the girl is registered into Smart Cookies, she has access to share ordering links, take orders, take credit card payments, and monitor their recognitions earned.

There are two types of orders that a girl can take, let's break it down!

- **Girl Delivery**—this type of order is placed through the online ordering link shared by the girl to a customer and is fulfilled by the girl. When the customer places an order, an email is sent to the parent/caregiver to approve or decline. Once approved, the girl should fulfill the order from cookies on hand from the troop inventory. The order can be pre-paid with a credit card, eliminating the need for money exchange.
- **Direct Ship**—this type of order is also placed through Smart Cookies, but is fulfilled by the bakery. The order is placed using a credit card, including any shipping costs, then shipped right to the customer. This is perfect for out-of-town family and friends that want to support your troop! There is also the option to place an online donation!

Troop Participation

Cookie Booths

- **Virtual Booth**—A troop can create a Virtual Booth through Smart Cookies where the troop can share one link to collect orders. These orders are reported out through Smart Cookies for cookie fulfillment. These pre-paid orders can be delivered by troop members or you are able to set up a pickup location for customers to pickup orders at a specified date and location.
- **Table Booth**—Troops are able to collect payment at cookie booths in a variety of ways including cash and credit cards. While troops are able to use their own credit card service, it is easy and convenient to use Smart Cookies at a cookie booth to take credit card payments. GSEP is paying the transaction fees for all Smart Cookie credit card transactions!
- **Troop Direct Ship Link**—Troops can also share a social link to collect Direct Ship orders from customers. Visit your Troop Information tab in Smart Cookies to find your link and start sharing. Orders placed through this link must be distributed to girls, as you would a cookie booth to give your troop girls credit for the packages.



*this picture was taken pre-pandemic.

Cookie Transfers – Inventory Management in Smart Cookies

What is a Cookie Transfer? A cookie transfer is nothing more than movement of cookies in Smart Cookies. Every troop must maintain an accurate inventory of cookies in Smart Cookies and record any movement or change of their inventory. Transfers add or subtract to a troop's inventory.

Cookies are transferred into a troop by the Product Program Team within 2 weeks of a pickup from a Planned or Unplanned location. These are called **Cupboard-to-Troop** transfers. All Cupboard to Troop transfers will be by the case. The transfer is verified by the planned order report signed at the time of a Planned Order or by the T8 signed at the Unplanned location. Please see page 16 on how to log a Cookie Order Adjustment if there are any discrepancies.

Troops may also transfer among other troops, these are called **Troop-to-Troop** transfers and may be by the package or the case. Be sure fill out a T8 Form when doing troop transfers so both parties have an account of the transaction.

It is very important that the TCM does regular **Troop-to-Girl** transfers to ensure the girls have an accurate record of cookies given to them. Direct Ship orders from customers do not get transferred by the TCM but all other cookies given to the girl from the troop must have a transfer done. We suggest doing Troop-to-Girl transfers weekly. The transfer removes inventory from the troop and credits the girl inventory. The girl's parent/guardian is then financially responsible for packages transferred to her, with the exception of cookie booth sale-related transfers.

How do Cookies get Paid for? Sweeps!

Cookies are paid for through three electronic ACH financial transactions from the troop bank account called sweeps. The sweeps are based on the amount of cookies transferred to your troop inventory before the sweep takes place. Troops and Service Units must have an ACH form, found on the GSEP.org website, to participate in the cookie program.

Each sweep will take place on a Thursday, according to the schedule below. The sweep will include inventory transferred to your troop as of the Thursday before the sweep date. The sweep will not include any packages that were ordered through Direct Ship, only inventory held by the troop will be taken into account. Any credit card payments made to the troop through Smart Cookies and the Troop Profit will be deducted from the balance owed for each sweep.

All sweeps will be logged on your Troop Balance Summary Report as a TD ACH transaction approximately a week after the actual bank transaction occurs.

Troops and Service Units are responsible for making sure any money collected throughout the program is deposited into the appropriate bank account ahead of sweeps. An email will be sent approximately one week ahead of a sweep with the amount to be swept and instructions on how to request an extension.

In preparation to all upcoming financial sweeps, GSEP will do a test sweep for a total of \$0.01 to ensure that all bank account information is correct on our end on **January 6, 2021**. This sweep will insure accuracy of banking information and will be reflected on your TBS as a payment.

2022 ACH Sweep Dates

Sweep #1— 15% of troop inventory
Inventory Cut-Off—January 27
Sweep—February 3

Sweep #2— 35% of troop inventory
Inventory Cut-Off—February 17
Sweep—February 24

Sweep #3— 100% of troop inventory
Inventory Cut-Off—April 7
Sweep—April 14



Hometown Heroes and Gift of Caring

The Hometown Heroes and Gift Of Caring programs were created so girls would have the opportunity to learn philanthropy and community service through the Cookie Program. Troops are encouraged to advertise Hometown Heroes at Cookie Booths and girls should mention it when selling door-to-door or taking orders from friends and family. Customers who do not want to buy cookies for themselves may want to purchase donation packages or make a monetary donation to give cookies to others while supporting Girl Scouts at the same time.

Once monetary donations are collected, here is how to participate:

Hometown Heroes

- Troops can choose a group/organization to give their donated cookies. Recipients can be “heroes” in the community, such as: non-profit organizations, shelters, firefighters, police officers, hospitals, daycares, bus drivers, school cafeteria staff, local military groups, blood banks, food banks, teachers, etc. Contact the selected organizations to get their approval prior to delivering cookie donations. All arrangements for delivery of Hometown Heroes cookies are your troop’s responsibility.
- If the troop has leftover inventory, gather these packages together and deliver them to the organization of your choice (see above for location ideas). Donated packages are to be transferred in Smart Cookies in a Troop-to-Girl Transfer **not** as a Virtual Cookie Share order. *GSEP reminds you that Gluten Free cookies have an earlier expiration date.*

Gift of Caring

If the troop receives more monetary donations than they have left in physical inventory, the TCM should create a **Virtual Cookie Share** order. These are virtual packages and will be managed by council for delivery local organizations. Online customers will have Gift of Caring as an option if they prefer to make a donation instead of purchasing packages of cookies.

To place a Virtual Cookie Share order:

1. Log into **Smart Cookies** and hover over the **Orders** tab. Select **Virtual Cookie Share**.
2. Give girls credit for the number of packages totaling the full donation amount.
3. Once all Gift Of Caring packages have been attributed to girls, click **save**.
4. Packages included in Virtual Cookie Share orders count towards the total packages sold by girl.

Make sure it is clear to your customers that they can do more than just buy cookies to take home. They can do good, too!

- ☐ Always be sure to ask customers if they’d like to purchase a box or two to donate or make a monetary donation.
- ☐ Display a sign that informs customers of your **Hometown Heroes** goal.
- ☐ Be well-versed in communicating your goal with customers.
- ☐ Create a Tally Poster to track the number of donated packages so customers can see their donation is making a difference.
- ☐ Create and decorate a drop box where customers can place donations and watch the donated cookies stack up.





YOU GET IN LIFE
WHAT YOU HAVE THE

COURAGE

TO ASK FOR
-OPRAH WINFREY



CLIMB WITH COURAGE

