



2023 Volunteer Cookie Manual

Everything you need to build a great cookie season.

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.

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.



Your Girl Scout Cookie favorites are back!



Adventurefuls™

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



Toast-Yay!™

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

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



Caramel deLites®

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



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

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

*Limited availability



Raspberry

Rally™

*Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating**

*Online sales only, while supplies last!



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girl scouts



Girl Scout Cookies®

2023 Food Allergens Guide

	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	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
 Adventurefuls™	Y	Y	M	Y	M	Y	Y	Y	Y			Y
 Toast-Yay!™	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M	Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M	Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M	Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y	Y	Y	Y	Y			Y
 Caramel Chocolate Chip						Y	Y	Y	Y	Y		Y
 Raspberry Rally™	Y	Y	M	M	M	Y	Y	Y	Y		Y	

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

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Table of Contents

1	Welcome!
	5 Essential Skills
	Customer Care
2	Resources and Training
4	Calendar
5	Participant Requirements
	Service Unit Cookie Manager Responsibilities
6	Troop Cookie Manager Responsibilities
	Caregiver Responsibilities
	Selling Price
	Smart Cookies
7	Booths
8	Participation in the Cookie Program
	Social Media Do's and Don'ts
9	Cookie Training
	Understanding Cookie Forms
10	Troop Proceeds
	Girl Recognitions
11	Recognition Flyer
13	Top Seller Recognition Events
	Sibling Benefit
14	How do I get Cookies?
	Initial Orders
15	Home Delivery Requests
16	Planned Orders
	Unplanned Stations
	Cookie Order Adjustments
17	Damaged Cookie Packages
	How Do We Get Cookies to Customers?
	Girl Participation
18	Troop Participation
	Cookie Transfers – Inventory Management
19	How Do Cookies Get Paid For? Sweeps!
20	Cookie Donations
	Cash/Girl Delivery Donations
21	Credit Card/Online Donations



Welcome to the 2023 Cookie Program!

Hello! Welcome to the 2023 Product Program Cookie Manual. This manual outlines policy and procedure for the Cookie Program. “How-To” Video links and trainings are also available online through the gsLearn system located on your MyGS homepage.

Thank you for your dedication and time volunteering as a Cookie Manager to build girls of courage, confidence, and character who make the world a better place! Girl Scouts of Eastern PA is truly grateful for your participation, and we hope this manual helps prepare you for a successful Cookie Program.

We’ve got this!

- *Product Program Team at GSEP*

This is 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 learn 5 key skills they will use for a lifetime:



Customer Care

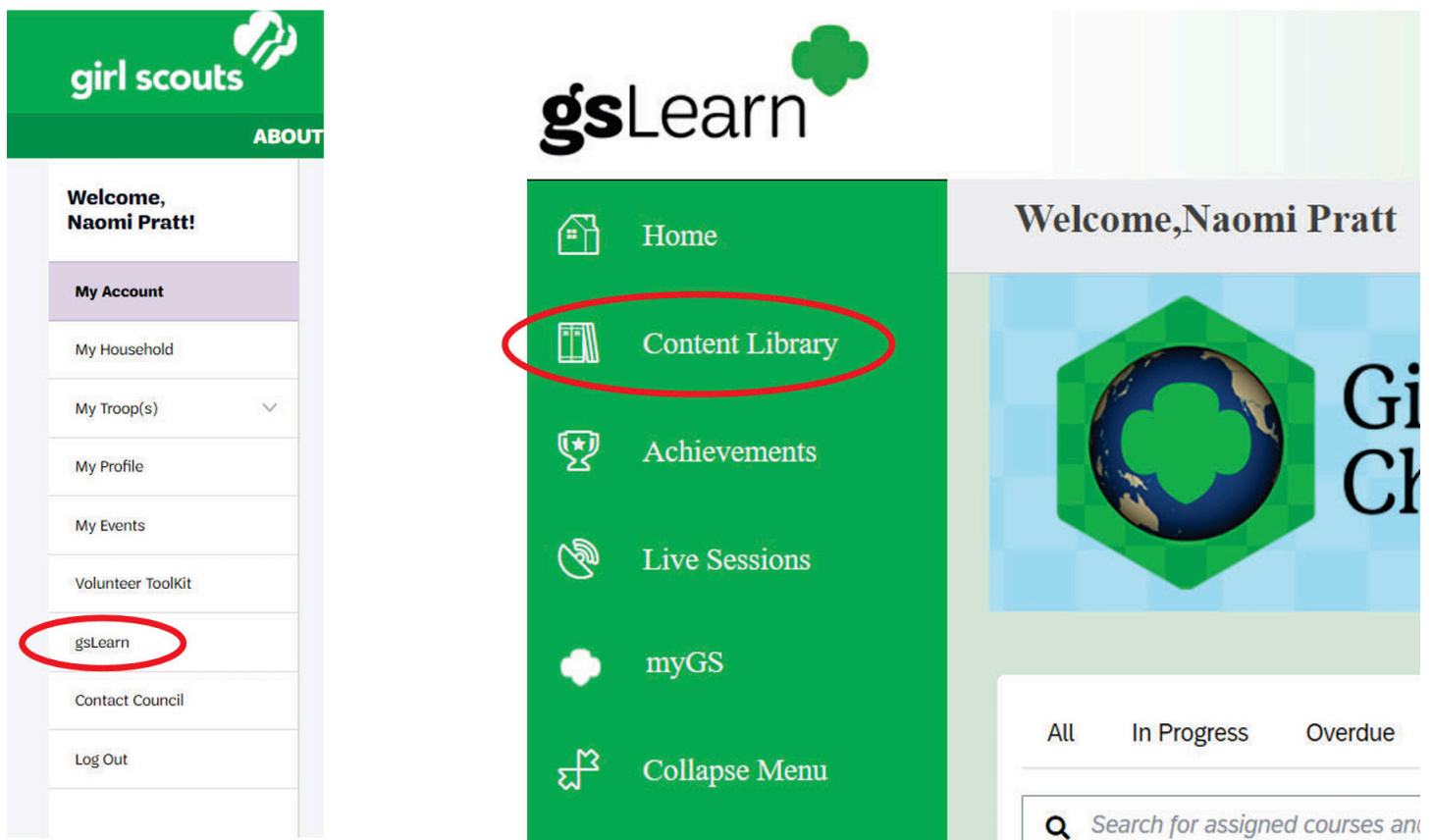
Volunteers can reach out for help by emailing memberservices@gsep.org. Be sure to put Cookies in the subject of your email.

Resources and Training

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!

gsLearn — Visit the 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 MyGS.

From your MyGS 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!



Stack Teamapp — This free app and website is a one-stop shop for all resources related to the Cookie Season. Stack Teamapp features a chat option that allows you 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 a Cookie Manager 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. Service Unit level role assignment is required.*

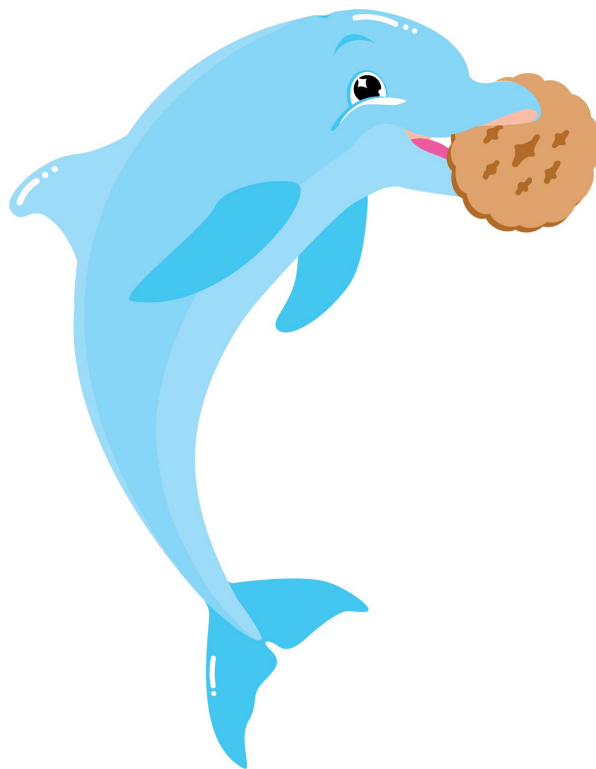
For Cookie Sellers website page — Visit www.gsep.org and click on **Cookies+**. The **For Cookie Sellers** page is the place to visit to find general deadlines, dates, and announcements.

ABC Smart Cookies — This website was created by ABC Bakers for volunteers and families to manage their Cookie Program. Smart Cookies has desktop and mobile app capabilities to use on the go. Learn more about Smart Cookies on page 6.

Cookie Locator — This is where you can see all nation-wide booths by entering your zip code! www.girlscoutcookies.org.

Product Program News — Leading up to and throughout Cookie Season, the Product Program News email will be sent to all registered Troop and Service Unit level volunteers to provide vital cookie updates and helpful hints for a successful Cookie Program.

ABC Bakers Website – Visit www.abcbakers.com for nutrition, ingredients, and allergen list.



CALENDAR

OCTOBER

- October 15 – SUCM Training
- October 18, 19, & 20 – Optional SUCM training
- October 23 – Troop/Service Unit Gluten Free Cookie orders due to Product Program via survey link

NOVEMBER

- November 7 – Troop Initial Orders Open in Smart Cookies
- November 30 – Initial Order Home Delivery Request forms due to Product Program

DECEMBER

- December 2 – Initial Orders close in ABC Smart Cookies for Troops
- December 7 – Initial Orders due/finalized by SUCMS – no changes can be made after this date

JANUARY

- January 6 - 15 Initial Order Pick up and Deliveries
- January 19 – Cookie Program Starts
- January 26 – Sweep 1 Snapshot
- January 31 – Sweep 1 Extension Request Date
- January 31 – Goal Getter Patch Cut Off

FEBRUARY

- February 2 – Sweep 1
- February 16 – Sweep 2 Snapshot
- February 18 – 19 – National Cookie Weekend
- February 21 – Sweep 2 Extension Request Date
- February 23 – Sweep 2

MARCH

- March 12 – Last Day of Cookie Program
- March 13 – Begin Cleaning up Smart Cookies
- March 24 – Troop Recognition Order Due
- March 27 – Last Day for SUCM to Edit Recognition Orders

APRIL

- April 6 – Sweep 3 Snapshot
- April 11 – Sweep 3 Extension Request Date
- April 13 – Sweep 3

JUNE

- June 10 – Top 100 Event
- June 17 – Top 1000 Event



What you need to know...

Participation in the Cookie Program is mandatory for all Troops to host any other troop money-earning efforts.

Participation Requirements

All registered Girl Scouts with a signed caregiver agreement, also known as the G-1 form, can participate in the Cookie Program. All Troops must be clear of any debt due to the council. While caregivers with an outstanding debt cannot volunteer as Troop Cookie Manager 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 Troop Cookie Manager role must be added in MyGS).
- All participating troops must have a bank account ready and confirmed with GSEP's finance team.



Service Unit Cookie Manager Responsibilities

The Service Unit Cookie Manager (SUCM) is responsible for:

- Attending GSEP Cookie Training, relaying that information back to their troops, and developing and delivering Cookie Training or all troops within their Service Unit.
- Receiving, managing, and distributing all cookie materials and paperwork, as well as recognition prizes.
- Creating Troop Cookie Manager accounts and manages them in Smart Cookies.
- Checking initial orders, cookie transfers, planned orders, inventory, and recognition orders throughout the duration of the cookie season.
- Being the Cookie Expert and Go-To resource to all troops within their Service Unit.
- Entering, editing, reviewing, and managing the information in ABC Smart Cookies for troops within their Service Units.
- Filtering inquiries before sending them to GSEP.
- Joining the Stack Teamapp – crucial to receive important notifications from the Product Program Team.

Troop Cookie Manager Responsibilities

The Troop Cookie Manager (TCM) is responsible for:

- Completing the online Troop Cookie Manager Agreement form.
- Attending the Service Unit hosted Cookie Training.
- Providing training and mentoring to troop girls and family members participating in the Cookie Program.

- Collecting and maintaining all G-1 Girl Permission Forms for ALL participating Girl Scouts.
- Ensuring any cookie or money exchange between caregivers and/or volunteers has a written, dated, and signed receipt.
- Arranging booth sales for troop and work fairly to distribute all available time slots equally among girls.
- Using ABC Smart Cookies to manage the troop's sales, finances, and girl recognitions.
- Ensuring all troop cookies are ordered, picked up, and transferred to girls by each deadline.
- Entering all girl recognition orders by the established deadline.
- Distributing all girl recognitions within 2 weeks of receiving.
- Joining the Stack Teamapp – crucial to receive important notifications from the Product Program Team.

Caregiver Responsibilities

The Caregiver is Responsible for:

- Ordering and managing all cookies picked up for the Girl Scouts.
- Collecting funds from customers on time or cookie purchase and turning in payments directly 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.



Selling Price

All packages of cookies must be sold for \$5, except for Caramel Chocolate Chip Gluten Free Cookies, which are to be sold at \$6.

Prices may not be adjusted to include any additional charges.

Smart Cookies

This will be your troop hub to manage your Cookie Program. You can use Smart Cookies to:

- Manage inventory
- Place planned orders
- Transfer cookies to other troops and girls
- Schedule booths
- Take credit card payment for cookies sold at booths
- Manage recognitions and proceed plans

Smart Cookies is available as a desktop or mobile version. See page __ for information on where to find helpful videos on how to better utilize Smart Cookies.

In order to use Smart Cookies, you will need to be added as the Troop User.

- The Product Program Team will upload all active troops from MyGS into Smart Cookies beginning in November. Troop uploads will then continue weekly as new troops become active. SUCMs will then be able to assign the troop user. * Your SUCM will grant you access to Smart Cookies once you have attended or received the Service Unit Cookie Training.
- Troop must have two unrelated, registered, cleared, and appointed Troop Leaders in MyGS.
- Troop Cookie Manager must attend Service Unit cookie training.
- Troop Cookie Manager must sign Troop Cookie Manager Agreement.

What information should I verify?

Double check your Troop Roster to ensure all girls are listed in Smart Cookies so you can give proper credit for sales and set up recognitions. If your roster is incorrect, please contact memberservices@gsep.org for assistance.



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 registered girls attend and adhere to GSEP registered adult ratios.

* 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, like a Troop Booth, with permission of the Troop Cookie Manager and SUCM. Only one family is permitted to attend, and they may be accompanied by one adult family member.

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

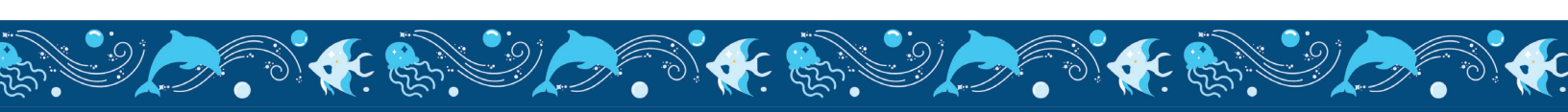
All Booths held outside of GSEP boundaries are strictly prohibited.

SUCM Notes:

Once you are officially in Smart Cookies as a SU user, ensure 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 a 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 can participate.
- * Third-party sales are not permitted (for 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.

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, and neighborhood type sites are not permitted to promote individual girl sales. Sites with the direct purpose of selling items (such as marketplace, craigslist, and 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 checklist! 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 Stack Teamapp and the gsLearn cookie library.

General Tip: New to Stack 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 Stack 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 of 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 copies are 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 — this agreement must 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 web-form and it is to be completed online. Paper copies available if needed.

TCM Agreement — this agreement must 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 — this can be used as a receipt for financial and cookie transfer transactions.

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

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

Recognition Insert — this one-sheeter 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 (PGA). The troop's PGA is calculated by taking the number of packages the troop sells divided by the number of girls selling (at least one package transferred to them). A registered girl who is not participating in the Cookie Program will not affect the troop's PGA.

In addition, girls can earn recognition prizes 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. Troops of all ages now can earn higher proceed while opting out of recognitions. Regardless of plan, every girl will receive any patches, achievement bars, as well as special celebrations based on their over-all sales. **The Proceed Plan must be agreed upon by the entire troop, as it will affect girls' individual recognitions.**

NEW for 2023! Troops will earn an additional bonus for all girls who reach 500 Club (500 packages sold) and Cookie Boss (1000 packages sold) levels.

500 Club Bonus Per Girl - \$25

Cookie Boss Bonus Per Girl - \$50

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

Option 1—Traditional Proceeds with Recognitions

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

Option 2—Higher Proceed Plan without Recognitions

NEW — This plan is now offered to troops of all ages! The troop must reach a Per Girl Average (PGA) of 300 packages or more to be eligible. Please note, the PGA will not be rounded up. Once eligible, the troop will earn **\$0.25 per package in addition to the traditional proceeds**. 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, achievement bars, and any special celebrations for top sellers.

PGA	Proceed per Package
1-129	\$.70/box
130-159	\$.75/box
160-199	\$.85/box
200-299	\$.90/box
300-499	\$.95/box
500+	\$1.00/box



Girl Recognitions

Girls in troops that select Option 1—Traditional Proceeds with Recognitions will have the option of the following two 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 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**.

Cookie Dough

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. Cookie Dough cannot be combined, transferred, or redeemed for cash.

Cookie Dough can be redeemed by selecting Program Credits in MyGS for programming, in person at a GSEP shop, or by filling out the webform on the GSEP.org website for other expenses. Emails with the total number of Cookie Dough 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.

Cookie Dough earned during the 2023 Cookie Program must be redeemed by September 30, 2024, but can be used for future trips. Girls who opt for Cookie Dough will receive all patches, achievement bar, and special event celebrations for top sellers, but will not receive any other cumulative prizes, including free membership.

Below are some examples as to what Cookie Dough can be redeemed for:

- GSUSA Destinations trips
- GSEP Summer Camp and Programs
- Troop trips
- GSEP Shop Purchases
- Silver/Gold Award Expenses
- Membership (including lifetime membership)
- School expenses
- and more!

SUCM Notes: Troops easily confuse the Higher Proceeds Plan with the Cookie Dough Plan. Make sure that any troop that chooses the Higher Proceeds Plan means to choose 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 19, 2023



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, 4,000, up to 5,000 packages!

Cookie Dough Credits*

Packages	Credits
200	25
250	50
300	75
400	125
500	200
750	300
1000	400
1250	500
1500	600

*replacing Adventure Credits and Older Girl Travel Credits



50-74 packages
Theme Patch



75-149 packages
Mood Cup + Magic Sand



150-199 packages
Mood Sports Bottle



200-249 packages
T-Shirt



250-299 packages
Super Patch + Dry Bag +
Sunglasses + Rain Poncho



gsep

300-399 packages
Membership

My 2023 Cookie Goal

.....
packages



400-499 packages
Small Plush



500-599 packages
500 Club Patch + Shirt



600-799 packages
Tell Your Story Beads + Socks
or 10 Cookie Dough

girl scouts 
of eastern
pennsylvania

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800-999 packages
Cross Body Bag



1,000-1,499 packages
Cookie Boss Patch + Jacket



1,500-1,999 packages
Hat + Journal



2,000-2,499 packages
Wireless Headphones

65
Cookie Dough



2,500-2,999 packages
Movie Night at Camp Laughing Waters for you and four friends
or 65 Cookie Dough

85
Cookie Dough



3,000-3,499 packages
Horse Back Riding Adventure
or 85 Cookie Dough

100
Cookie Dough



3,500-3,999 packages
Camera/Video Experience
or 100 Cookie Dough

200
Cookie Dough



4,000+ packages
Troop Camping for a weekend
or 200 Cookie Dough

**Some prizes may differ from what is pictured*



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!



Top 5 Overall Cookie Entrepreneurs will get to travel to Orlando, FL with us for the 2023 Girl Scout National Conference in July 2023! All expenses will be paid and will travel with GSEP staff/girl delegation.

The top 3 Cookie Entrepreneurs for each Girl Scout level (Daisy, Brownie, Junior, Cadette, Senior, Ambassador) will be recognized at the GSEP Annal Meeting in May. The Top Entrepreneur for each level will receive a free week at camp during the summer of 2023.



Top 1000 Event - The top 1000 sellers and a chaperone will be invited to a special event at Six Flags Great Adventure on June 17, 2023



Top 100 Event - On June 10, 2023, the top 100 sellers will be hosted for a special afternoon event on the Spirit of Philadelphia!

Time to Celebrate!

Top Seller Recognition Events

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

500 Club — every Girl Scout who sells 500 or more packages, regardless of the recognition plan they choose, will earn a special 500 Club shirt and patch. Girl Scouts must sell 500 packages to become part of the 500 Club. Troops will receive a \$25 bonus for each Girl Scout that reaches this level. *There is no sibling benefit included for this level.

Cookie Boss Class of 2023 — every Girl Scout who sells 1,000 or more packages, regardless of the recognition plan they choose, will earn a Cookie Boss Patch and Cookie Boss branded item. Troops will receive \$50 for each Girl Scout that reaches this level. See below for a special Sibling Benefit that is available for this level to include the whole family with your Cookie Program.

Sibling Benefit

Households with multiple participating Girl Scouts who reach the following levels will receive the Cookie Boss Level and gifts.

Households with 2 participating siblings

- Reach 1,500+ total packages sold, and each will receive the Cookie Boss Class of 2023 patch and Cookie Boss branded item.

Households with 3 or more participating siblings

- Reach 1,700+ total packages sold, and each will receive the Cookie Boss Class of 2023 patch and Cookie Boss branded item.

Top 1000 Event — On June 17, 2023, The Product Program Team will be hosting a special event at Six Flags Great Adventure for top entrepreneurs and a chaperone! This will be a celebration with rides, good food, and fun! Additional tickets will be available for purchase at our group cost. Parking is included!

Top 100 Event — On June 10, 2023, The Product Program Team will be hosting a special lunch event just for our amazing Top 100 Girl Scouts on the Spirit of Philadelphia! This will be a two-hour cruise along the Delaware River with lunch, games, and dancing!

Top 5 Cookie Entrepreneurs — The overall top 5 highest sellers from the council will get to travel to Orlando, Florida with us for the 2023 Girl Scout National Conference in July 2023! All expenses will be paid, and the girls will travel with the GSEP staff/girl delegation.

Top Entrepreneurs for each Girl Scout Level (Daisy, Brownie, Junior, Cadette, Senior, Ambassador) — The top 3 sellers from each grade level will be recognized at the GSEP Annual Meeting in May 2023. The top entrepreneur for each grade level will receive a free week at camp during the 2023 summer season.



How Do I Get Cookies?

All cookies are ordered by the case, which equals 12 packages.

Initial Orders

Initial Orders are an opportunity for troops to get an inventory of cookies before the official start of the Cookie Program. This is important because it helps streamline inventory management and sets your troop up for a successful cookie season. Initial orders are due in Smart Cookies by **December 2 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. Any Gluten Free cookies not picked up will be forfeited and removed from the troop's inventory.

Initial Orders will be available for pickup at a variety of locations **January 6-15, 2023**. The schedule will be available on Stack 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? Troops can partner together to place a home delivery that will hit the minimum case requirement, to be delivered to ONE location of their choosing.

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 on GSEP.org under the Cookies+ tab. Select the "For Volunteers" drop down and there you will see the form. Initial Order Home Deliveries must be submitted by November 30 and must be for 500 cases.

This service is available throughout Cookie Season for 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 has placed orders in packages, instead of cases. SUCM Deadline for IO is December 7.

Service Units can maintain an inventory of cookies called a “Service Unit Cupboard” where troops are able to pick up cookies as needed. These cookies are managed through Smart Cookies by the SUCM, or another SU representative. This is a separate “troop” starting in 900 and ending in your SU number (example 900253). All cookies must be transferred out to troops by the end of the program so the cupboard inventory is zero. Contact the Product Program Team for details and how to establish a cupboard.

Planned Order

Troops can place a pre-scheduled pickup at a specific location and time through Smart Cookies weekly. Planned Order locations are available throughout our council Tuesday through Saturday. Orders must be placed by Sunday at 11:30 pm, the week before your pickup. The 2023 Planned/Unplanned Order Schedule is available to view in Stack Teamapp or on the GSEP website under “For Volunteers” page of the Cookies+ section.

Planned Order Guidelines:

- All orders must be placed by 11:30 P.M. the Sunday before your desired pick-up date.
- To help reduce wait times, each Planned Order location will have an hourly limit of 400 cases. Smart Cookies will only show available timeslots (that have not reached the hourly limit) for you to select. If no time slots are available, please, contact memberservices@gsep.org for assistance. Please arrive during your scheduled time to help avoid backups and lines.
- Please have your vehicle ready prior to arrival. For example, seats down, kids secured, clear trunk.
- 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 no cases at all. Orders that are not picked up will be deleted in Smart Cookies within two weeks.
- Be sure to count the cases before you leave the location! 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.

Unplanned Stations

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 pick up cookies without having to pre-order. You can see the schedule of locations and times on the 2023 Planned/Unplanned Order Schedule, located in Stack Teamapp under the Documents tab and on the GSEP website under “For Volunteers” page of the Cookies+ section. 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

The best practice is to count all cookies while at a pickup location to avoid any missing or over-age. 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 pickup.

Simply fill out the Cookie Order Adjustment webform found on the “For Volunteers” under the Cookies+ page through the GSEP 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 in Smart Cookies 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 unusually 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 (the email listed in their MyGS) to register their Girl Scout to participate in the cookie program. Uploads are the transfer of girls from MyGS into the Smart Cookies system. This is done by the Product Program team starting in December and then weekly throughout Cookie Season as new girls join troops. After the registration is complete, the Girl Scout can start their journey of cookie entrepreneurship!

Order Card

Each Girl Scout 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

Girl Scouts 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.

Girl Scouts can take two types of orders. Let's break it down!

- **Girl Delivery** — this type of order is placed through the online ordering link shared by the Girl Scout via Smart Cookies and is fulfilled by the Girl Scout. When the customer places an order, an email is sent to the parent/caregiver to approve or decline. Once approved, the Girl Scout 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. These orders must be transferred to the girl using a Troop to Girl Transfer by the TCM for the Girl Scout to get credit for those packages.
- **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. These orders are automatically credited to the girl and no transfer is needed by the TCM.



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 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 pick up orders at a specified date and location. You will not receive a notice when an order is placed, be sure to check back in Smart Cookies to view customer orders.
- **Table Booth** — Troops can collect payment at Cookie Booths in a variety of ways including cash and credit cards. While troops can 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 like a Cookie Booth to give your troop girls credit for the packages.

Direct Ship Order Cost Subsidy

Customers who place a Direct Ship order will pay shipping costs to have their order fulfilled by the bakery and shipped to them. GSEP offers a Shipping Subsidy to help alleviate 50% of the shipping cost. In order to qualify for the subsidy, the customer must order 9-12 packages of cookies. See the chart for a breakdown of shipping costs.



2023 ABC Shipping Fee Schedule

***Blue rows indicate subsidy eligible count*

NUMBER OF PACKAGES		BASE SHIPPING COST		SUBSIDY SHIPPING COSTS	
1	8	\$	14.99	\$	14.99
9	12	\$	14.99	\$	7.49
13	20	\$	29.98	\$	22.48
21	24	\$	29.98	\$	14.98
25	32	\$	44.97	\$	29.97
33	36	\$	44.97	\$	22.47
37	44	\$	59.96	\$	37.46
45	48	\$	59.96	\$	29.96
49	56	\$	74.95	\$	44.95
57	60	\$	74.95	\$	37.45

Cookie Transfers – Inventory Management

What is a Cookie Transfer? A cookie transfer is the movement of cookies in the Smart Cookies system. Every troop must maintain an accurate inventory and record of any movement of cookies. At the end of the Cookie Program, the troop inventory must be zero and all packages transferred.

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 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 cookies to other troops. These are called **Troop-to-Troop** transfers, which are completed by the individual package. Be sure to fill out a T8 Form when doing troop transfers so both parties have an account for the transaction.

It is especially 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 inventory must have a transfer completed. We suggest doing Troop-to-Girl transfers weekly. The transfer removes inventory from the troop and credits the girl for the sale. This also calculates the troop's Per Girl Average (PGA) that will determine the troop's proceeds. The girl's parent/guardian is then financially responsible for packages transferred to her, apart from cookie booth sale-related transfers.



How Do Cookies Get Paid For? Sweeps!

Cookies are paid for via sweeps, electronic ACH financial transactions from the troop bank account. Sweeps will happen three times during Cookie Season and are based on the number of cookies transferred to your troop inventory before the sweep takes place. Troops and Service Units must have an ACH form, found on GSEP.org 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 on-hand inventory will be considered. 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 to your Troop Balance Summary Report 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 for all upcoming financial sweeps, and to ensure that all bank account information is correct, GSEP will do a test sweep of \$0.01 for troops that placed an Initial Order. **This test sweep is scheduled for January 5, 2023.** This sweep will ensure the accuracy of banking information and will be reflected on your Troop Balance Summary as payment.

2023 ACH Sweep Dates

Sweep #1— 15% of troop inventory
Inventory Cut-Off—January 26
Sweep—February 2

Sweep #2— 35% of troop inventory
Inventory Cut-Off—February 16
Sweep—February 23

Sweep #3— 100% of troop inventory
Inventory Cut-Off—April 6
Sweep—April 13



Cookie Donations

The Cookie Program offers donation options for Girl Scouts to have the opportunity to learn philanthropy and community service. Troops are encouraged to advertise donations 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, they are categorized in two separate ways:

Cash/Girl Delivery Donations

Troops who collect cash donations or girls who collect credit card donations through their Girl Delivery link, can choose a group/organization as their “Hometown Heroes” to give their donated cookies to. “Hometown Heroes” can be any nonprofit organization such as: shelters, fire or police houses, blood bank, food banks, etc.

Cash donations received are used to “purchase” cookies from the troop inventory. Girl Delivery donations are paid for with the Smart Cookies credit card. Both types of collections use troop inventory. You may gather these packages together and deliver them to the “Hometown Hero” of your troop’s choice (see above for location ideas). Donated packages are to be transferred in Smart Cookies as a Troop-to-Girl Transfer.

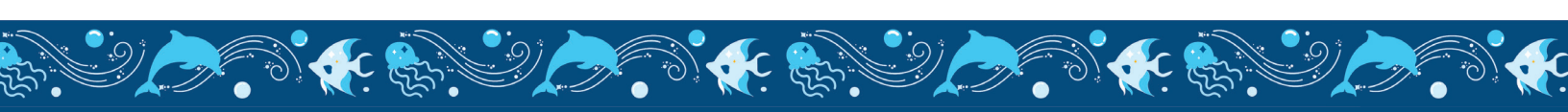
The TCM must look at the **Mobile and ECard Summary report in Smart Cookies**, to identify Girl Delivery donations to be included with your Hometown Heroes.

If the troop receives more monetary or Girl Delivery donations than they have left in physical inventory, the TCM should create a **Virtual Cookie Share** order in Smart Cookies. These are virtual packages and will be managed by GSEP for delivery to local organizations. **This will transfer the responsibility of the donation from the troop to GSEP, but the girls will still get credit for the sale.**

To place a Virtual Cookie Share order:

1. Log into **Smart Cookies** and hover over the **Orders** tab. Select **Virtual Cookie Share**.
2. You will see a list of your troop girls to attribute the donations to. Give girls credit for the full amount of packages donated.
3. Once all packages have been attributed to girls, click **save**.
4. Packages included in Virtual Cookie Share orders count towards the total packages sold by girl.

** Did you know that you can do one or multiple Virtual Cookie Share transactions to make sure all donations are accounted for?*



Credit Card/Online Donations

Donations that are placed through direct ship, purchased at a booth using Smart Cookies credit card feature, and Virtual Cookie Share are fulfilled by GSEP at the end of the Cookie Program.

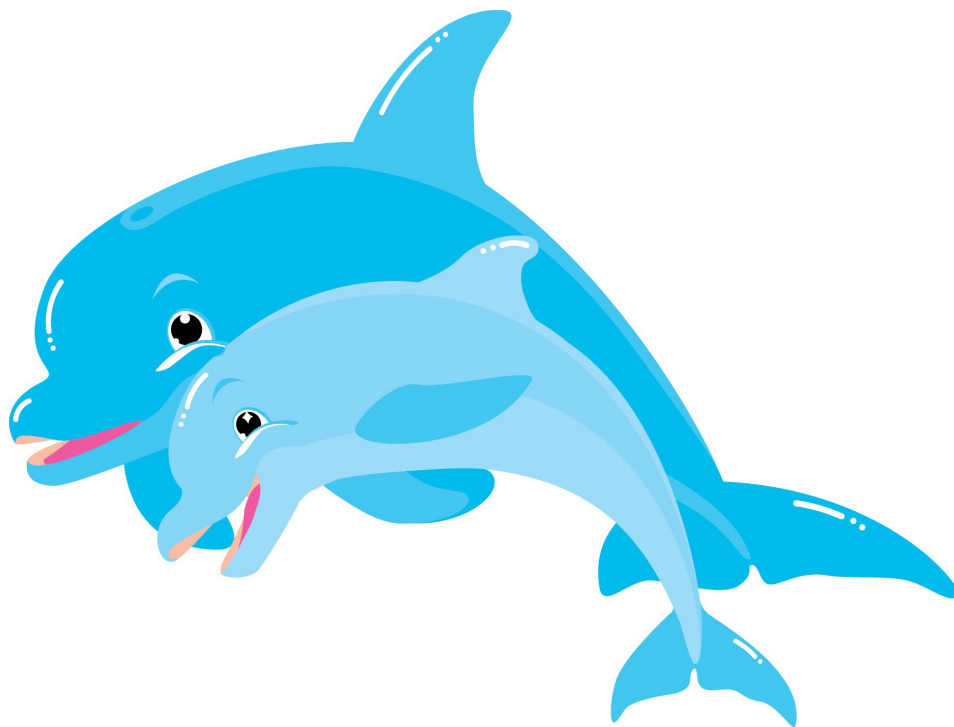
These packages are considered “Gift of Caring” donations. Gift of Caring donations do not get fulfilled from troop inventory. GSEP donates Gift of Caring packages to organizations such as food banks, military bases, and the USO throughout our council.

Let's break it down:

Direct Ship Donations — donations paid for through the Direct Ship option are all considered Gift of Caring and will be fulfilled by GSEP. These packages will be credited to the girls automatically, no troop-to-girl transfer is necessary. Troop Direct Ship packages will get credited once the TCM distributes the packages to the girls.

Booths — Only donations paid for through the Smart Cookie credit card feature will count toward Gift of Caring and will be fulfilled by GSEP. These donations will be distributed to the girls when you use the Smart Booth Divider.

Virtual Cookie Share — this donation type is logged by TCMs when the troop received a cash or Girl Delivery donation but do not have the physical inventory to fulfil the donation. This will transfer the responsibility of the donation from the troop to GSEP, but the girls will still get credit for the sale.





Notes





Notes





GO BRIGHT
Ahead

girl scouts
of eastern
pennsylvania