



girl scouts of eastern pennsylvania

# Service Unit Cookie Manager Cookiebook

2027







# Welcome to Your Service Unit Cookie Manager Cookiebook

## The Recipe for a Successful Cookie Season

Thank you for serving as your Service Unit's Cookie Manager! Every successful Cookie Program starts with dedicated volunteers like you. Your organization, communication, and enthusiasm help Girl Scouts build confidence, develop entrepreneurial skills, and achieve their goals.

Think of this cookiebook as your recipe for a successful Cookie Program. Instead of ingredients and baking times, in it you'll find monthly tasks, helpful reminders, and resources to guide you from your first preparations in the fall through season wrap-up in the spring.

## Your Ingredients

Before you begin, make sure your service unit has the essentials:

- You! A registered Service Unit Cookie Manager
- Optional – Cookie Booth Coordinator
- Troops that are "Cookie Ready"

Troops must have:

- At least two registered and cleared volunteers: a Troop Leader (TL) and a Troop Cookie Manager (TCM).
- A troop bank account and ACH authorization on file with GSEP.
- At least two registered Girl Scouts.
- A willingness to learn, ask questions, and have fun!

## Follow the Recipe – How to use this guide

Each month's section includes everything you need for that stage of the Cookie Program:

- **What's Happening Now** – Important dates and program updates.
- **My Cookie Tasks** – Your monthly "recipe steps." Complete these checklists to stay on track throughout the season.
- **My Cookie Toolkit** – Helpful resources, templates, and how-to guides.

## Scan for Extra Ingredients

Need an ingredient that's just a click away? Scan the QR code to access the online version of the Service Unit Cookie Manager Cookiebook. There, you'll find clickable links to every resource referenced throughout this guide—including tutorials, forms, email templates, and other helpful tools—so everything you need is always within easy reach.

## Need the Full Recipe?

This cookiebook is your quick-reference guide, but some situations require a little more detail. When you need information about policies, procedures, or program requirements, refer to the Service Unit Cookie Manager Manual. Throughout this cookiebook, you'll find references directing you to the manual and other helpful resources. Use the QR code in each month to access the digital version of the cookiebook, where you can easily click the links.

## A Dash of Teamwork

The best Cookie Programs are made together. Stay connected with your Service Unit Manager, Service Unit Treasurer, Troop Cookie Managers, and fellow volunteers. They are valuable partners throughout the season, and GSEP staff are always here to support you when questions come up.

## The Secret Ingredient

The most important ingredient isn't cookies—it's you. Your dedication gives Girl Scouts the opportunity to practice goal setting, decision making, money management, people skills, and business ethics while creating memories that last long after cookie season ends.

Thank you for sharing your time and talents. We hope this cookbook helps make your Cookie Program organized, enjoyable, and, of course, sweet!

SEPTEMBER/OCTOBER

# Service Unit Cookie Program Operations: Get Cookie Ready



## What's happening now?

Confirm that your troop is Cookie Ready:

- Troops must have at least two registered and cleared volunteers: a Troop Leader (TL) and a Troop Cookie Manager (TCM).
- Each troop must have a bank account and an ACH form on file with GSEP.
- All participating Girl Scouts must be registered in myGS.
  - There must be at least two Girl Scouts registered to the troop.
- Smart Cookies system opens for Service Unit users.
- The updated Product Program Google Drive Resources become available.
- Service Unit Cookie Manager Check In meetings with Product Program begin.
- Service Unit Cookie Manager Training takes place October 13, 14, and 15.
- The Caramel Chocolate Chip Gluten-Free Cookie (CCCGF) ordering period runs from late September through October 16.
  - The GSEP Product Program Team will email ordering information in late September.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Register as Service Unit Cookie Manager (SUCM) in myGS | • myGS.girlscouts.org<br>• How to register/renew your role in myGS |
| ❑ Email introduction letter to Troop Cookie Managers (TCM) | • SUCM Email – Introduction to the Cookie Season<br>• Rallyhood |
| ❑ Encourage troops to place a Caramel Chocolate Chip Gluten Free (CCCGF) Cookie order | • SUCM Manual – Caramel Chocolate Chip Gluten Free Cookie Orders<br>• How to order CCCGF cookies<br>• How many CCCGF cookies should I order?<br>• SUCM Email template – Gluten Free Reminder |
| ❑ Check with your Service Unit team to ensure the following<br>❑ All troops are registered and have a TL and TCM<br>❑ Girl Scouts are registered for the current year<br>❑ All troop bank accounts are set up, and ACH Form is on file with GSEP<br>❑ Pick a date for SU Cookie Training | • SUCM Email – How to recruit a TCM<br>• ACH Form<br>• SUCM email – Roster Checks Email Template |

SEPTEMBER/OCTOBER

# Service Unit Cookie Program Operations: Get Cookie Ready



| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Attend GSEP Service Unit Cookie Manager Training | • Keep an eye out for training link for live training and recording will be in gsLearn |
| ❑ Log into Smart Cookies<br>❑ New SUCMs will receive a registration email | • How to register your Smart Cookies account |
| ❑ Start Cookie Booth solicitation<br>❑ Coordinate with SU Booth Coordinator if applicable | • Cookie booth solicitation emails<br>• Cookie Booth resources from GSUSA<br>• TCM Manual – Cookie Booths<br>• SUCM Manual – Cookie Booths |

| ONGOING TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Attend GSEP Service Unit Cookie Manager Check In meeting | • SUCM Check In call schedule |
| ❑ Check with your Service Unit team to ensure the following<br>❑ All troops are registered and have a TL and TCM<br>❑ Girl Scouts are registered for the current year<br>❑ All troop bank accounts are set up, and ACH Form is on file with GSEP<br>❑ Pick a date for SU Cookie Training | • SUCM Email – How to recruit a TCM<br>• ACH Form<br>• SUCM email – Roster Checks Email Template |

NOVEMBER

# Service Unit Cookie Program Operations: Train, Plan, and Order



## What's happening now?

- TCM training becomes available in gsLearn on November 5.
  - Sweet Success Q&A calls begin.
- Smart Cookies opens for volunteers.
  - TCMs for Cookie Ready troops are automatically uploaded.
  - Additional troop volunteers must contact Member Services to request access.
- Initial Cookie Orders open in Smart Cookies on November 5.
- Council Booth Lottery begins on November 16.
- Service Unit Cookie Booth Lotteries take place in November and December.
- Service Unit-specific cookie training takes place in November and December.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Remind TCMs to complete training in gsLearn | • How to access TCM Training in gsLearn<br>• SUCM Email – TCM Training Reminder<br>• Sweet Success call schedule |
| ❑ Ensure all troops are listed in Smart Cookies and have a TCM user<br>❑ Resend registration links to users as needed | • How to check in Smart Cookies that troops have a registered user and resend registration links |
| ❑ Encourage troops to place an Initial Cookie Order<br>❑ Make sure they select a pickup location/date/time<br>❑ Check in with troops that want a Home Delivery | • TCM Manual – Initial Orders<br>• How to place your Initial Cookie Order<br>• SUCM Manual – Initial Orders<br>• Home Delivery Request From |
| ❑ (optional) Submit Service Unit Cookie Cupboard Agreement | • SU Cupboard Agreement<br>• SUCM Manual (pg. 15) – Service Unit Cookie Cupboard |
| ❑ Host Service Unit Cookie Booth Lottery (Nov/Dec) | • SUCM Manual – Cookie Booths<br>• SUCM Email – Cookie Booth Lottery<br>• How to make council booth lottery selections in Smart Cookies |
| ❑ Host Service Unit specific cookie training (Nov/Dec)<br>❑ Distribute printed cookie materials from GSEP | • Service Unit specific cookie training PowerPoint for troops<br>• SUCM Manual – Family Cookie Meeting<br>• Family Cookie Program Guide |

NOVEMBER

# Service Unit Cookie Program Operations: Train, Plan, and Order



| ONGOING TASKS | MY COOKIE TOOLKIT |
| --- | --- |
| ❑ Attend GSEP Service Unit Cookie Manager | • SUCM Check In call schedule |
| ❑ Secure Cookie Booth locations and reconnect with returning partners | • Cookie Booth solicitation emails<br>• Cookie Booth resources from GSUSA<br>• Booth Planning – Council Cookie Booth Information |

DECEMBER

# Service Unit Cookie Program Operations: Prepare Troops



## What's happening now?

- Registered Girl Scouts are uploaded from myGS into Smart Cookies.
- Initial Cookie Orders close on December 11 for troops and December 14 for Service Units.
- GSEP will add troop Caramel Chocolate Chip Gluten-Free Cookie orders to their Initial Order in Smart Cookies.
- Service Units are encouraged to hold a Cookie Rally in December or January.
- Troops hold family cookie meetings in December or January.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Upload and assign Service Unit Cookie Booths in Smart Cookies | • How to upload and assign booths in Smart Cookies<br>• ABC Quickbite – Booth Upload |
| ❑ Host Service Unit Cookie Rally | • Patch Pals Rally guide<br>• Sparkable™ Cookie Rally guide<br>• ABC Cookie Rally Guide |

| TASKS THAT MAY STILL NEED ATTENTION | MY COOKIE TOOLKIT |
|---|---|
| ❑ Remind TCMs to complete training in gsLearn | • How to register in myGS/renew role<br>• How to access TCM Training in gsLearn<br>• SUCM Email – TCM Training Reminder |
| ❑ Ensure all troops are listed in Smart Cookies and have a TCM user<br>❑ Resend registration links to users as needed | • How to check in Smart Cookies that troops have a registered user and resend registration links |
| ❑ Encourage troops to place an Initial Cookie Order<br>❑ Make sure they select a pickup location/date/time<br>❑ Check in with troops that want a Home Delivery | • TCM Manual – Initial Orders<br>• How to place your Initial Cookie Order in Smart Cookies<br>• SUCM Manual – Initial Orders<br>• Initial Order – Understanding how much to order for your troop<br>• How to check troop Initial Order in Smart Cookies<br>• Home Delivery Request Form |
| ❑ Host Service Unit Cookie Booth Lottery (Nov/Dec) | • TCM Manual – Cookie Booths<br>• SUCM Manual – Cookie Booths<br>• SUCM Email – Cookie Booth Lottery |

DECEMBER

# Service Unit Cookie Program Operations: Prepare Troops



| TASKS THAT MAY STILL NEED ATTENTION | MY COOKIE TOOLKIT |
|---|---|
| ❑ Host Service Unit specific cookie training (Nov/Dec)<br>❑ Distribute printed cookie materials from GSEP | • Service Unit specific cookie training PowerPoint<br>• SUCM Manual – Family Cookie Meeting<br>• Family Cookie Program Guide |
| ❑ Check with your Service Unit team to ensure the following<br>❑ All troops are registered and have a TL and TCM<br>❑ Girl Scouts are registered for the current year<br>❑ All troop bank accounts are set up, and ACH Form is on file with GSEP | • SUCM Email – How to recruit a TCM<br>• ACH Form<br>• SUCM email – Roster Checks Email Template |

| ONGOING TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Attend GSEP Service Unit Cookie Manager Check In meeting | • SUCM Check In call schedule |
| ❑ Secure Cookie Booth locations and reconnect with returning partners<br>❑ Coordinate with Service Unit Booth Coordinator if available | • Cookie booth solicitation emails<br>• Cookie Booth resources from GSUSA<br>• TCM Manual – Cookie Booths<br>• SUCM Manual – Cookie Booths |

JANUARY

# Service Unit Cookie Program Operations: Launch the Program



## What's happening now?

- Initial Cookie Orders are available for pickup January 8–17.
- Planned Orders open in Smart Cookies on January 11.
  - Orders for the first Planned Order window must be submitted by 11:30 p.m. on January 17.
- Digital Cookie opens:
  - Volunteers receive access on January 14.
  - Girl Scouts and families receive access on January 18.
- A $0.01 test ACH transaction takes place on January 15.
- The Cookie Program begins on January 21.
  - Cookie sales are typically busiest during the first two weeks of the program.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Get Started in Digital Cookie<br>❑ Register your Digital Cookie account<br>❑ Download Digital Cookie App from your phone's app store<br>❑ Remind troops to set up their troop Digital Cookie Site | • SUCM Manual (pg. 12) – Digital Cookie<br>• TCM Manual – Digital Cookie<br>• How to register in Digital Cookie<br>• How to set up your troop Digital Cookie site<br>• SUCM Email Template - Digital Cookie reminder |
| ❑ Remind troops to pick up Initial Cookie Order | • SUCM Manual – Initial Orders<br>• SUCM Email – Initial Order pickup reminder |
| ❑ Send cookie kick off email to troops | • SUCM Email – Cookie Kick off |
| ❑ Be aware of Planned Order process and resources | • Planned Orders – How to order<br>• Unplanned Orders – How to pick up an Unplanned Order |
| ❑ Remind TCMs to enter cookie transfers in Smart Cookies weekly | • SUCM Manual (pg. 18)– Transfers<br>• ABC Quickbite – How to enter transfers in Smart Cookies<br>• SUCM Email – Cookie transfer reminder |
| ❑ Manage Cookie Booth Logistics<br>❑ Add additional booth slots as they arise<br>❑ Assign troops as needed<br>❑ Remove any cancelled booths in Smart Cookies | • SUCM Manual – Cookie Booths<br>• Cookie Booth Toolkit<br>• How to upload and assign booths in Smart Cookies<br>• How to remove a booth in Smart Cookies |

JANUARY

# Service Unit Cookie Program Operations: Launch the Program



| TASKS THAT MAY STILL NEED ATTENTION | MY COOKIE TOOLKIT |
|---|---|
| ❑ Remind TCMs to complete training in gsLearn | • How to register in myGS/renew role<br>• How to access TCM Training in gsLearn<br>• SUCM Email – TCM Training Reminder |
| ❑ Ensure all troops are listed in Smart Cookies and have a TCM user<br>❑ Resend registration links to users as needed | • How to check in Smart Cookies that troops have a registered user and resend registration links |
| ❑ Check with your Service Unit team to ensure the following<br>❑ All troops registered and have a TL and TCM<br>❑ Girl Scouts are registered for the current year<br>❑ All troop bank account are set up, and ACH Form is on file with GSEP | • SUCM Email – How to recruit a TCM<br>• ACH Form<br>• SUCM email – Roster Checks Email Template |
| ❑ Host Service Unit Cookie Rally | • Patch Pals Rally guide<br>• Sparkables™ Cookie Rally guide<br>• ABC Cookie Rally Guide |

| ONGOING TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Attend GSEP Service Unit Cookie Manager Check In meeting | • SUCM Check In call schedule |

FEBRUARY

# Service Unit Cookie Program Operations: Monitor, Share, and Adjust



## What's happening now?

- The first ACH transaction takes place on February 4.
- National Girl Scout Cookie Weekend takes place February 19–21.
- Cookie sales typically begin to slow down around February 21.
- The second ACH transaction takes place on February 25.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Check in with TCMs<br>❑ Ask about troop inventory and help connect with sister troops to move excess inventory | • SUCM Manual (pg. 25)– Managing Remaining Cookie Inventory<br>• Rallyhood SUCM groups<br>• SUCM Email – Inventory check in |
| ❑ Open any unassigned booths to the rest of council | • How to open booths to troops outside your Service Unit |
| ❑ Work with the Service Unit Treasurer to ensure troops have money to cover sweeps<br>❑ GSEP Product Program team will share ACH transaction amounts for each troop | • SUCM Manual – Paying for Cookies |

| ONGOING TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Attend GSEP Service Unit Cookie Manager Check In meeting | • SUCM Check In call schedule |
| ❑ Manage Cookie Booth Logistics<br>❑ Add additional booth slots as they arise<br>❑ Assign troops as needed<br>❑ Remove any cancelled booths in Smart Cookies | • SUCM Manual – Cookie Booths<br>• Cookie Booth Toolkit<br>• How to upload and assign booths in Smart Cookies<br>• How to remove a booth in Smart Cookies<br>• Troubleshooting a missing cookie booth in Digital Cookie |

MARCH

# Service Unit Cookie Program Operations: Closing Strong



## What's happening now?

- The Cookie Program ends on March 21.
- Recognition orders are available in Smart Cookies and must be submitted by TCMs on April 9 and reviewed by SUCMs by April 11.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Review End of Season tasks with TCMs | • SUCM Manual – Closing Your Cookie Program<br>• Season Closeout Troop Checklist<br>• SUCM Manual (pg. 18)– Transfers<br>• How to enter transfers in Smart Cookies<br>• How to select/review proceed plan in Smart Cookies<br>• SUCM Email – Season close out |
| ❑ Help troops reconcile any unsold troop inventory<br>❑ Work with your troops and other service units to move excess inventory if possible | • SUCM Manual – Closing Your Cookie Program<br>• Rallyhood |
| ❑ Review Donations/Cookie Shares in Smart Cookies to ensure completion | • SUCM Manual – Donations/Cookie Share<br>• ABC Quickbite – Cookie Share Sales |
| ❑ Ensure all troops have placed their recognition order in Smart Cookies | • SUCM Manual – Girl Scout Recognitions<br>• ABC Quickbite – How to create your troop's recognition order in Smart Cookies<br>• How to pull Digital Cookie Rewards Selection Report |

| ONGOING TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Attend GSEP Service Unit Cookie Manager Check In meeting | • SUCM Check In call schedule |
| ❑ Manage Cookie Booth Logistics<br>❑ Add additional booth slots as they arise<br>❑ Assign troops as needed<br>❑ Remove any cancelled booths in Smart Cookies | • SUCM Manual – Cookie Booths<br>• Cookie Booth Toolkit<br>• How to upload and assign booths in Smart Cookies<br>• How to remove a booth in Smart Cookies |

APRIL

# Service Unit Cookie Program Operations: Reconcile and Report



## What's happening now?

- Recognition orders are due in Smart Cookies and must be submitted by TCMs on April 9 and reviewed by SUCMs by April 11.
- Smart Cookies locks on April 9 at 11:59pm for TCMs and SUCMs on April 11 at 11:59pm.
  - After Smart Cookies locks, volunteers can still access reports and record financial transactions but can no longer enter cookie transfers.
- The final ACH transaction takes place on April 15.
- GSEP emails Program Credit and Amazon Voucher information directly to eligible Girl Scouts.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Work with SU Treasurer to ensure troops have collected any final payments and deposited all cash by April 1<br>❑ Discuss the T-5 Parent Debt form with troops that need it | • T-5 Parent Debt Form<br>• SUCM Manual – Paying for Cookies<br>• How to review the end of the Cookie Program, final troop profit, and communicate with families |
| ❑ If applicable, communicate ACH Transaction for Service Unit Cookie Cupboards with Service Unit Treasurer | • SUCM Manual (pg. 12) – Service Unit Cookie Cupboard<br>• SUCM Manual – Paying for Cookies |
| ❑ Email final Cookie Season info and thank you to Troop Cookie Managers | • SUCM Email – Thank you to TCMs |
| ❑ Download and save Recognition Summary by Service Unit, Troop, and Girl report from Smart Cookies | • How to access/save Recognition Summary reports |
| ❑ Renew your membership and role for next year | • myGS.girlscouts.org<br>• How to register/renew your role in myGS |

| TASKS THAT MAY STILL NEED ATTENTION | MY COOKIE TOOLKIT |
|---|---|
| ❑ Ensure all troops have placed their recognition order in Smart Cookies | • SUCM Manual – Girl Scout Recognitions<br>• ABC Quickbite – How to create your troop's recognition order in Smart Cookies |

| ONGOING TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Attend GSEP Service Unit Cookie Manager Check In meeting | • SUCM Check In call schedule |

MAY/JUNE

# Service Unit Cookie Program Operations: Recognitions and Financial Wrap-up



## What's happening now?

- Physical recognitions begin arriving to Service Unit Cookie Managers.
- Signed Troop Balance Summary Reports are due to the SUCM.
- The Top Seller-Bration takes place on June 6.
- GSEP surveys SUCMs, TCMs, and families about their Cookie Program experience.
  - Surveys are sent directly from GSEP via email.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Sort and distribute physical recognitions by troop<br>❑ Communicate any missing/damaged recognition items to GSEP and to troops | • How to access/save Recognition Summary by Troop report in Smart Cookies<br>• GSEP missing/damaged recognition items spreadsheet |
| ❑ Collect signed Troop Balance Summary reports from TCMs | • How to access Troop Balance Summary Report |
| ❑ Save key reports and notes for next year's Cookie Program | |
| ❑ Celebrate Girl Scout and troop accomplishments | |
| ❑ Complete post-Cookie Season SUCM survey | |

FINAL RECONCILIATION

# Service Unit Cookie Program Operations: Reconcile and Submit



## What's happening now?

- Missing/damaged recognitions arrive to Service Unit Cookie Managers.
- Signed Troop Balance Summary reports are submitted to GSEP.

| MY COOKIE TASKS | MY COOKIE TOOLKIT |
|---|---|
| ❑ Distribute any remaining recognitions to TCMs | • How to access/save Recognition Summary by Troop report in Smart Cookies |
| ❑ Submit Troop Balance Summary reports (TBS) to Product Program Team | • Google Resource Drive<br>• How to submit TBS reports to GSEP |

# Season Notes

Use this page to capture special dates to remember, contacts, pickup/booth details, and lessons for next year.

## Important Dates:

## Cookie Pickup and Booth Notes:

## What worked/what to change for next year: