girl scouts of eastern pennsylvania





Service Unit Cookie Manager Manual

2027

Welcome!

Whether you're new to the Cookie Program or a returning volunteer, we're so glad you're here! As a Service Unit Cookie Manager (SUCM), you are a vital member of the Cookie Crew and play an essential role in supporting Troop Cookie Managers (TCMs) throughout the Cookie Program.

As the primary liaison between your service unit's troops and the Product Program Team, you help ensure TCMs have the information, resources, and guidance they need to confidently support Girl Scouts and their families. Clear, timely communication is one of the main ingredients in the recipe for a successful Cookie Program.

This Service Unit Cookie Manager Manual is designed to complement the Service Unit Cookie Manager Cookiebook. The Cookiebook serves as your roadmap, with month-by-month tasks, timelines, and resources. This manual is your go-to reference for SUCM responsibilities, Cookie Program resources, policies and procedures, and guidance for supporting troops throughout the season.

Remember, you have a team behind you every step of the way. The Product Program and Customer Care Teams are here to answer questions and help you support your service unit throughout the season.

Thank you for sharing your time, talents, and leadership with Girl Scouts. We wish you and your service unit a fun, rewarding, and successful cookie season!

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Help Troops Get Cookie Ready in 5 Simple Steps

Work with your Service Unit Team to help troops complete these steps so their TCMs can access Smart Cookies and place their Initial Order.

1. **Appoint Troop Volunteers**
   Troops must have at least two registered and cleared volunteers: a Troop Leader and a Troop Cookie Manager.
   ▸ How to register or renew your role in myGS

2. **Troop Bank Account**
   Troops must have a bank account set up and confirmed with GSEP's finance team. Work with troop volunteers to complete the Troop and Service Unit Authorization for ACH Debits/Credits form.

3. **Update Your Troop Roster**
   Troops must have a minimum of two registered Girl Scouts to be considered an active troop. Work with your troop leaders to confirm that all Girl Scouts have active memberships; Girl Scouts are uploaded to the cookie software systems based on troop rosters in myGS.

4. **Attend Cookie Training**
   Each Troop Cookie Manager (TCM) must complete the required Troop Cookie Manager Training in gsLearn. Live Sweet Success Q&A calls will be offered throughout the fall and winter to answer questions and provide additional support.
   ▸ How to access TCM training in gsLearn

5. **Submit the TCM Agreement Form**
   Complete and submit the TCM Agreement Form in gsLearn. Every TCM must submit a signed agreement.



Your Cookie Team and Responsibilities

Service Unit Cookie Manager Role and Responsibilities

As the Service Unit Cookie Manager (SUCM), you are the local Cookie Program leader and primary point of contact for troops within your service unit. You provide guidance, answer questions, share resources, and support Troop Cookie Managers throughout the season.

As a Service Unit Cookie Manager, you will:

- Develop and deliver service unit-specific Cookie Program training.
- Receive, organize, and distribute Cookie Program materials, paperwork, and recognitions.
- Help troops prepare for the program launch by ensuring TCMs receive and distribute materials to families before the start date.
- Remind troops that cookies may not be sold and money may not be exchanged with customers before the Cookie Program begins on **January 21.**
- Help TCMs troubleshoot common Smart Cookies and Digital Cookie questions by becoming familiar with Cookie Central, the Google Resource Drive, and other program resources.
- Secure new Cookie Booth locations and reconnect with previous community partners within your service unit.
- Establish and communicate a fair process for troops to select Cookie Booth opportunities, such as a lottery or SignUpGenius.
- Ensure troops understand and follow GSEP Cookie Booth policies and procedures.
- Provide consistent communication, guidance, and support throughout the Cookie Program.
- Serve as the liaison between TCMs and the Product Program Team, referring unresolved questions or concerns for additional assistance.

Troop Cookie Manager Role & Responsibilities

Troop Cookie Managers (TCM) help Girl Scouts grow, learn and come into their own while running their own small businesses. Troop Cookie Managers will:

- Manage the troop's orders, inventory, payments, and recognition plans.
- Meet deadlines set by GSEP and their Service Unit Cookie Manager.
- Communicate due dates and program deadlines with families.
- Encourage Girl Scouts and caregivers to think creatively and challenge themselves.
- Respond promptly to questions from the troop, Service Unit Cookie Manger, or GSEP Product Program team.
- Remind families of rules and safety guidelines.

TCMs are responsible for the troop's physical cookie inventory and its financial value until transferred using a signed receipt. Troop Cookie Managers will:

- Count and sign for all cookies upon receiving them and when distributing them to Girl Scouts.
- Provide a signed receipt to each caregiver every time cookies are distributed, ensure that the caregiver also signs, and that the troop keeps a copy for its records.

TCMs are responsible for safeguarding all Cookie Program funds they receive until the money is deposited into the troop bank account or given to another troop volunteer for deposit. Any transfer of funds between volunteers must be documented with a signed receipt.

Review the **Troop Cookie Manager Role Acknowledgment** for additional inventory and financial responsibilities.

▶ Troop Cookie Manager Role Acknowledgment Letter

Caregiver Role & Responsibilities

Caregivers are key to every Girl Scout's success. There's no stopping a girl when she has support, assistance, and encouragement from her family! Families will help their Girl Scout set up her Digital Cookie site, follow all rules and safety guidelines, and have fun engaging the whole family in supporting her Cookie Program.

Responsibilities:

- Notify the TCM when they need additional cookies, picking up all cookies ordered for their Girl Scout, and signing a receipt every time they receive cookies from the troop.
- Approving or declining Girl Delivered Digital Cookie Orders and delivering orders promptly.
- Submitting all payments to the troop by the given deadlines and signing a receipt each time.
  - Any lost or stolen money is the responsibility of the caregiver who signed for the cookies at pick up.

Benefits of the Cookie Program

Selling Girl Scout Cookies is one of the most iconic Girl Scout activities. But that's just one piece of the story. Participating in the Cookie Program gives Girl Scouts an entrepreneurial edge. Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare Girl Scouts for academic and career success.

5 Skills

The Girl Scout Cookie Program helps Girl Scouts develop real-world skills in five essential areas:

GOAL SETTING
Girl Scouts learn how to set goals and create a plan to reach them.

DECISION MAKING
Girl Scouts learn to make decisions on their own and as a team.

MONEY MANAGEMENT
Girl Scouts learn to create a budget and handle money.

PEOPLE SKILLS
Girl Scouts find their voices and build confidence through customer interactions.

BUSINESS ETHICS
Girl Scouts learn to act ethically, both in business and life.

Badges & Pins



The Girl Scout Cookie Program gives Girl Scouts a chance to learn important life skills while running their own entrepreneurial business. There are cookie, financial literacy, and entrepreneurial badges for every year of Girl Scouting. Talk to your troop's leadership team about incorporating these program pieces into troop meetings during the Cookie Season.

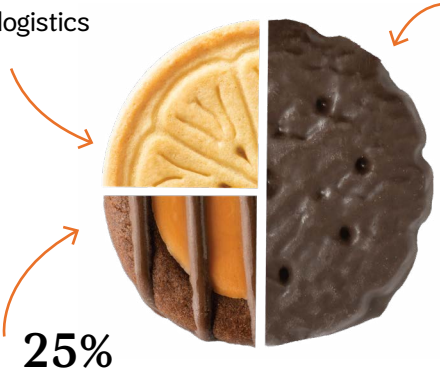


How the Cookie Crumbles

100% of cookie proceeds stay local – that has always been what makes the Girl Scout Cookie Program so powerful. These funds directly support Girl Scouts and the programs, experiences, and opportunities that help them grow.

Over the past several years, the Cookie Program cost of goods has increased by approximately 40%. As a result, we continue to take a thoughtful look at how each package of cookies supports Girl Scouts of Eastern Pennsylvania and our troops. This ensures that the Cookie Program remains strong, sustainable, and focused on maximizing the impact of every package sold.

25%
Baker costs & Cookie Program logistics



50%
stays with GSEP, to fund:

- year-round programming, camps, and highest awards
- maintaining 6 properties serving 14,000 girls, volunteers, and seasonal staff
- staffing and resources to support troops and volunteers with the delivery of the Girl Scout Leadership Experience

25%
Troop and SU profit and Girl Scout recognitions and events



Family Cookie Meeting

Troops should hold a Family Cookie Meeting before the Cookie Program begins to set goals, review program expectations, and discuss how caregivers can support the troop. As the SUCM, encourage TCMs to hold this meeting and direct them to the Family Meeting Guides in the TCM Toolkit. These guides provide step-by-step instructions tailored to each Girl Scout program level.

Remind TCMs to:

- Involve Girl Scouts in planning and leading the meeting. Younger Girl Scouts can share ideas, while older Girl Scouts can help plan the agenda, assign responsibilities, and establish troop goals.
- Review Cookie Program materials in advance so they are prepared to answer questions. If they do not know an answer, they should let the family know they will confirm the correct information and follow up.
- Establish troop deadlines based on GSEP's Cookie Program deadlines.
- Clearly explain participation options, caregiver responsibilities, troop procedures, and expectations for handling cookies and money.

RECOMMENDED FAMILY MEETING AGENDA

- For each participating Girl Scout, provide:
  - Family Cookie Program Guide
  - Girl Scout Order Card
  - Recognition Flyer
- Review the Cookie Lineup and Allergy Guide so Girl Scouts can confidently describe the cookies they are selling and help customers make informed choices.
- Discuss how the Girl Scout Cookie Program helps Girl Scouts build critical-thinking skills by tackling problems thoughtfully and getting real-world experience managing money.
- Discuss troop proceed plans and decide which option the troop will select.
  - The Proceed Plan must be discussed and agreed upon by the Girl Scouts and families in the troop, as it affects Girl Scouts' individual recognitions.
  - This decision should not be made by troop volunteers; this is a girl-led decision.
- Have the Girl Scouts present their goal or work as a group to set a goal with their families.
  - Just like Girl Scouts, GSEP sets a Cookie Program goal. To help us reach this goal, girls need to sell an average of 232 packages of cookies. Some girls will sell more, while others may sell less—and every package counts!
  - Help us reach our goal by making sure families know the goals of the program and encouraging all Girl Scouts in your troop to meet the Goal Getter Challenge.
    ▶ View the recognition flyer for more details.
- Discuss how the troop will use Cookie Program proceeds to pay for troop meeting supplies, snacks, badges and materials for activities, fund travel, field trips, and other events, fund impactful service projects, or offset the cost of next year's memberships.
- Share the caregiver role and outline how families can help the troop during the program.
- Discuss ways to participate and have adults sign up to support the troop.
- Review deadlines.
- Provide TCM information and share how and when to contact you with questions and orders.

Understanding Participation & the Direct Sale Model



Before the Cookie Program begins, Troop Cookie Managers and families must understand how cookies are ordered, distributed, sold, and paid for. As the SUCM, you will help TCMs understand these processes and reinforce the importance of accurate inventory and financial management.

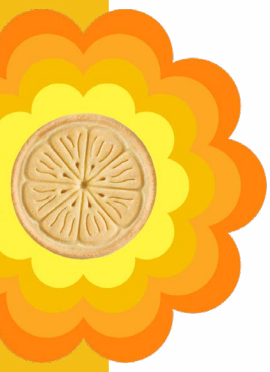
GSEP uses a **direct sale model**, which means troops receive cookie inventory before it is purchased by customers. This allows Girl Scouts to offer cookies for immediate purchase and delivery.

Troops order cookies in advance, distribute inventory to families using signed receipts, and obtain additional inventory throughout the program as needed. Cookies may be sold through individual sales, residential cookie stands, approved Cookie Booths, and online orders. Each of these sales methods is explained in the Troop Cookie Manager Manual.

Benefits of a Direct Sale

The direct sale model allows Girl Scouts to:

- Provide cookies to customers immediately.
- Build excitement and maintain sales momentum.
- Participate in Cookie Booths and other approved in-person opportunities.
- Restock popular varieties throughout the program.
- Practice goal setting, decision-making, inventory management, money management, and customer service.



Because troops receive cookies before they are sold, accurate inventory and financial records are essential. Remind TCMs that they must:

- Track all cookies received and distributed.
- Use signed receipts for every cookie and money transaction.
- Record transfers and payments accurately and promptly.
- Regularly reconcile their physical inventory with Smart Cookies.
- Maintain clear records throughout the Cookie Program.

As the SUCM, you may help TCMs review troop inventory, troubleshoot discrepancies, and locate additional resources or support when concerns arise. Serious or unresolved inventory and financial issues should be referred to the Product Program Team.

Ways to Participate

Troop Cookie Managers and families should work together to pick the right experiences to help their Girl Scouts learn, grow, and reach their goals.

	Order Taking	Girl Delivery	Shipped Orders	Cookie Booth	Cookie Share
	Use order cards and collect payments when cookies are delivered.	Learn new skills through prepaid online orders in Digital Cookie.	Reach more customers with orders shipped directly to customers through Digital Cookie.	Set up shop at pre-approved locations around the community.	Motivate customers to donate cookies to local community organizations.
Girl Scout Experience	Hands-on practice with people and money management skills while interacting with customers they know and trust.	Practice setting and sharing goals, learn how to create a video, practice digital safety and wellness, then deliver orders and thank customers.	Share goals with friends and family near and far. Promote their business online safely and fairly.	Work as a team to reach new customers while communicating their goals, interacting with customers,and safely handling money with adult support.	Practice discussing a philanthropic effort and the value of giving back to the community.
Family Experience	Help Girl Scout contact friends and family, go door-to-door, submit orders to TCM, deliver cookies, collect payments, and submit money to the TCM.	Help track sales, request inventory from the troop, and deliver cookies to customers without handling money. All sales are prepaid through Digital Cookie.	Support their budding entrepreneurs without handling cookies or money.	Help with decorations, practice money math, or volunteer as a booth chaperone, either one-on-one with your Girl Scout or as an approved volunteer supporting the troop.	Track progress toward goals and help brainstorm creative ways to engage customers.
TCM Experience	Collect orders, pick up cookies, collect payments, and deposit money in the troop bank account.	Pick up cookies to fill online orders without having to collect and deposit money.	This method requires the least action for troop leadership.	Sign up for cookie booths, schedule Girl Scouts and approved adults to work the booths, and provide them with inventory. Then collect money earned, deposit it into the troop bank account, and keep records of packages sold.	Track orders accurately, and congratulate the troop for participating in the effort to giveback
Tips	Encourage using Digital Cookie to collect customer payments electronically to streamline the process for the troop.	Set clear troop deadlines. *Ex: Submit by Tuesdays at noon. Pick up orders on Saturdays from 11 am-1 pm.*	Encourage Girl Scouts to use Digital Cookie to email their cookie link, send reminders, and thank their customers.	This is a great way to get families to start volunteering with the troop. Girl Scouts report one of their favorite things about running their cookie business is spending time with family.	Context matters. Spend time learning about the council Cookie Share partners and what they do. Pick one or two the troop is excited about and practice talking about them with family.

Cookie Booths

Cookie Booths are one of the most recognizable and successful ways Girl Scouts participate in the Cookie Program. A Cookie Booth is a temporary "shop" held at a pre-approved public location. Booths give Girl Scouts valuable opportunities to connect with customers, work toward their goals, and practice teamwork, communication, money management, and customer service.

As the SUCM, you play an essential role in creating equitable booth opportunities for Girl Scouts, whether they participate with their troop or family.

Securing Cookie Booth Locations

Cookie Booths are primarily secured and coordinated at the service unit level. The SUCM or designated Service Unit Booth Coordinator is responsible for:

- Reconnecting with previous Cookie Booth partners and securing new locations.
- Coordinating available dates and times with participating businesses and community partners.
- Confirming that booth locations are appropriate, safe, and within the service unit's boundaries.
- Maintaining positive relationships with booth partners throughout the season.
- Communicating booth opportunities and sign-up instructions to all eligible troops.

Locations that Girl Scouts are not legally permitted to patronize are not appropriate for Cookie Booths.

Some locations are coordinated directly by the Product Program Team and should not be contacted by service units or troops. For example, Walmart has a national agreement with GSUSA, so the Product Program Team coordinates Walmart booth dates and times through the company's scheduling system. GSEP will communicate all council-organized booth opportunities to troops and SUCMs.

Only cookies intended for in-person sales may be sold at cookie booths. Online-exclusive products may not be purchased online and resold at a booth.

Providing Equitable Booth Access

Each service unit must use a fair booth selection process that gives all troops an equal opportunity to request available booth slots. The initial selection process may be managed through a lottery, SignUpGenius, or another clearly communicated system.

Booth access may not be based on Service Unit Meeting attendance or used as a reward or consequence. Service unit-specific rules should not create additional barriers to Cookie Program participation.

After the initial selection process, remaining opportunities should be made available to troops in a fair and transparent manner.

Entering Booths in Smart Cookies

All Service Unit Cookie Booths must be entered in Smart Cookies, and participating troops must be assigned to their reserved booth slots. This ensures booth information appears correctly in the GSUSA Cookie Finder and allows GSEP, troops, and customers to access accurate booth details.

Booths may be entered by:

- Manually adding each booth location, date, and time.
- Uploading multiple booth opportunities using the approved Excel template.

Directions and templates are available in the Smart Cookie Google Folder.

In an occasional situation when the SUCM or Booth Coordinator is unavailable to enter a booth or assign a troop, the troop may submit the location through **Troop Secured Booths** under the Booths tab in Smart Cookies. A member of the Product Program Team must review and approve the request before the booth becomes active.

Types of Cookie Booths

Cookie Stand

A small, lemonade-stand-style sale held by one or more Girl Scouts from the same household on their caregiver's private residential property. Cookie Stands must be supervised by the Girl Scout's parent or caregiver. Because they are held on private residential property, they do not require SUCM or TCM approval.

Standard Troop Booth

A booth typically held near the entrance or exit of an approved business or retailer. It is generally staffed by two to four Girl Scouts with the required adult supervision.

Family Booth

A booth staffed by Girl Scouts from the same household with the assistance of a caregiver. All Girl Scout families may participate in Family Booths. Families must reserve an approved booth opportunity through their TCM, and the caregiver is financially responsible for all cookies signed out from the troop.

Drive-Thru Booth

A booth held in a parking lot or other approved open area where customers remain in their vehicles. A safe traffic pattern must be established, and Girl Scouts must remain away from moving vehicles. Drive-Thru Booths are typically staffed by a larger group of Girl Scouts with the required adult supervision.

Council Booths

A booth secured and managed by the Product Program Team. Council Booths allow troops to participate in approved locations outside their service unit.

Council Booth selection takes place in Smart Cookies:

- During the first lottery round, troops may request multiple booth slots and may be awarded up to one.
- During the second round, booths become available on a first-come, first-served basis, and troops may reserve up to three additional slots.
- During the final round, remaining slots become available without a reservation limit.

The Product Program Team will communicate the dates and instructions for each round.

Booth Supervision Requirements

Registration, background-clearance, and adult-to-Girl-Scout ratio requirements vary based on the type of booth being held. Refer TCMs to page 8 Troop Cookie Manager Manual for the requirements that apply to Standard Troop, Family, Drive-Thru, and other booth formats.

Service units may not establish rules that conflict with GSEP booth policies or unnecessarily limit approved participation options.

Preventing No-Shows and Late Cancellations

No-shows and last-minute cancellations affect customers, other troops, and community partners. Emergencies and inclement weather may occur, but troops should cancel reservations as early as possible.

Remind TCMs that booth commitments matter because:

- **CUSTOMERS ARE AFFECTED:** The GSUSA Cookie Finder directs customers to scheduled booths. Missing a promoted booth can lead to customer disappointment.
- **OTHER TROOPS ARE AFFECTED:** When a troop does not attend or cancel its reservation, another troop loses the opportunity to use that location and time.
- **COMMUNITY PARTNERS ARE AFFECTED:** Businesses expect troops to arrive as scheduled. A no-show can damage the service unit's relationship with the partner and jeopardize future opportunities.

SUCMs should establish a clear process for reporting cancellations, removing reservations, and making newly available slots accessible to other troops.

- ▶ Learn how to remove a cookie booth reservation in Smart Cookies.
- ▶ Check out the Cookie Booth Toolkit for additional information and booth resources.

Online Tools for Running the Cookie Program

Two online systems support the GSEP Cookie Program: Smart Cookies and Digital Cookie. Each system serves a different purpose and helps volunteers manage troop operations, Girl Scout sales, inventory, finances, and online orders.

As the SUCM, you will primarily use Smart Cookies to monitor troop activity, coordinate Cookie Booths, run reports, and help TCMs troubleshoot. Although Digital Cookie is primarily used by Girl Scouts, families, and troops, a general understanding of the system will help you answer questions and direct volunteers to the appropriate resources.

Smart Cookies

Smart Cookies, hosted by ABC Bakers, is GSEP's primary Cookie Program management system for volunteers. Troops use it to order and transfer cookies, manage inventory and finances, coordinate Cookie Booths, run reports, and submit recognition orders.

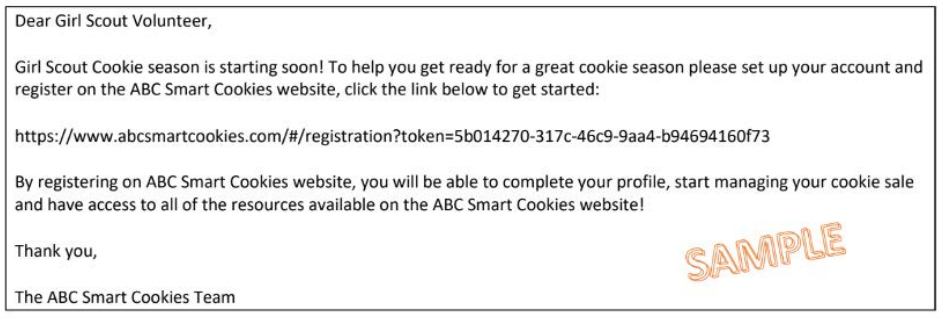
As the SUCM, you have expanded access that allows you to view and support Cookie Program activity across your service unit. From your dashboard, you can monitor service unit data, access troop-specific information, manage Cookie Booths, and identify troops that may need additional guidance.

Getting Started – Smart Cookies Annual Access

Smart Cookies is generally available from October through July. During the off-season, ABC Bakers takes the system offline to archive the completed program year and prepare it for the upcoming Cookie Program.

During this process, necessary historical data is preserved while other information is removed or reset.

- **SUCM accounts are maintained.** Returning SUCMs can log in using the same username and password from the previous season.
  - If you cannot access your returning SUCM account, contact memberservices@gsep.org for assistance.
  - New SUCMs will receive a registration email from noreply@abcsmartcookies.com



Dear Girl Scout Volunteer,

Girl Scout Cookie season is starting soon! To help you get ready for a great cookie season please set up your account and register on the ABC Smart Cookies website, click the link below to get started:

https://www.abcsmartcookies.com/#/registration?token=5b014270-317c-46c9-9aa4-b94694160f73

By registering on ABC Smart Cookies website, you will be able to complete your profile, start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Thank you,

The ABC Smart Cookies Team

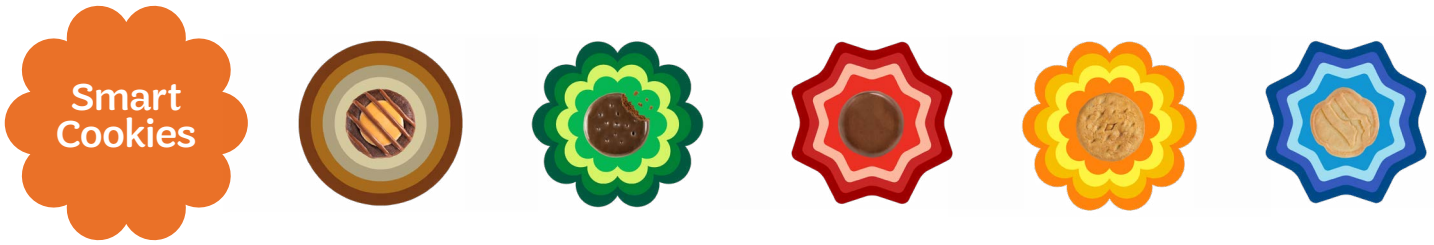
SAMPLE

Registration emails and important Product Program Team communications are sent from noreply@abcsmartcookies.com. Add this address to your safe sender list and encourage TCMs to do the same.

WHAT SUCMS USE SMART COOKIES FOR

As the SUCM, you will use Smart Cookies to:

- View participating troops and users within your service unit
- Monitor troop orders
  - inventory, sales, and financial activity
- Run service unit and troop-level reports
- Identify TCMs who may need additional guidance or follow-up
  - Use the Mimic User feature to help troubleshoot troop questions
- Create approved Service Unit Cookie Booth locations, dates, and time slots
  - Assigning troops to their reserved booth slots
- Monitor booth participation and help manage cancellations and available slots
- Review troop recognition-order progress and follow up before deadlines



Adding and Registering TCMs

TCMs are initially added to Smart Cookies by the Product Program Team through a bulk upload process. Uploads take place weekly on Thursdays.

Once a TCM is uploaded, Smart Cookies automatically sends a registration email containing a unique link to create a username and password. TCMs must complete the registration process each year for every troop they manage.

Each troop may have one primary and one alternate Smart Cookies user. These two users receive Product Program Team communications sent through Smart Cookies. Additional troop users may be added, but they will not receive these system communications.

Assisting TCMs with Registration

Although only the Product Program Team can initially add a TCM to Smart Cookies, you can help a TCM who cannot locate their registration email by:

- Confirming that the troop has completed the Cookie Ready requirements.
- Asking the TCM to check their spam or junk folder for an email from noreply@abcsmartcookies.com.
- Confirming that the correct email address is associated with the TCM's account.
- Resending the registration email through Smart Cookies.
  - ▶ Watch the instructions for resending a Smart Cookies registration link.

If the TCM does not appear in Smart Cookies or their information is incorrect, contact memberservices@gsep.org.

Using the Mimic User Feature

The **Mimic User** feature allows you to view Smart Cookies from a troop user's perspective. This is a valuable tool for assisting TCMs when they need help navigating the system, locating troop information, or completing a specific task.

When using this feature, confirm that you have selected the correct troop before reviewing information or providing instructions. The troop remains responsible for verifying and completing its orders, transfers, financial records, and recognition selections.

WHAT TCMS USE SMART COOKIES FOR

Understanding troop-level responsibilities will help you guide and support TCMs. Troops use Smart Cookies for:

- Ordering Cookies
  - Initial Cookie Order
  - Planned Order
- Managing their troop's cookie inventory
  - Logging Cookie Transfers
    - Troop to Troop
    - Troop to Girl
    - Girl to Troop
    - Girl to Girl
- Logging cash payments from families and checking outstanding balances
- Logging Cookie Share/ Donations from Girl Delivery Orders
- Cookie Booths
  - Reserving booth locations
  - Reconciling cookie booth sales using the Smart Booth Divider
- Placing their troop's recognition order

Digital Cookie

Digital Cookie is the customer-facing platform used nationwide by Girl Scout councils. Girl Scouts use it to create personalized online storefronts, take orders, share their Cookie Program goals, and accept electronic payments. Troops use it to manage their troop sales site, monitor online sales, and process cashless payments at Cookie Booths.

Digital Cookie Access

Caregivers of registered Girl Scouts will receive an invitation from email@email.girlscouts.org to register for Digital Cookie. Caregivers of Girl Scouts age 13 or older may enter their Girl Scout's email address, allowing the Girl Scout to independently manage most areas of the site.

Troop volunteers will receive an email from the same address inviting them to set up the troop's Digital Cookie account.

Digital Cookie access opens according to the following schedule:

- **January 14:** TCMs may register and begin setting up the troop's Digital Cookie site.
- **January 18:** Girl Scouts and caregivers may register and set up individual Digital Cookie sites through a web browser.
- **January 21:** The Cookie Program begins, and the Digital Cookie mobile app becomes available for Girl Scouts and troops.

How Girl Scouts Use Digital Cookie

Girl Scouts use Digital Cookie to:

- Create a personalized Cookie Program storefront.
- Share their goals and Digital Cookie link with customers.
- Accept Direct Ship and Girl Delivery orders.
- Process electronic payments during in-person sales.
- Build digital marketing, online-selling, money-management, and customer-service skills.

The Digital Cookie mobile app allows Girl Scouts to accept credit cards, Venmo, and PayPal during face-to-face sales.

How Troops Use Digital Cookie

TCMs use Digital Cookie to:

- Set up and manage the troop's Digital Cookie site.
  - They will receive an email from email@email.girlscouts.org with a link to register their troop Digital Cookie account on January 14.
- Share the troop's unique sales link and monitor corresponding orders.
- Accept credit card, Venmo, and PayPal payments at Cookie Booths.
- View and manage troop delivery and booth-pickup orders.
- Access the troop's Direct Ship link used by the national GSUSA Cookie Finder.

Troops must set up their Digital Cookie account using a web browser. The app will become active on January 21, and troops will be able to log in once their Digital Cookie site is set up. **The troop site must be set up first to enable booth credit card payments through the mobile app.**

TROOP SALES LINK

Troops may promote Cookie Program participation through approved online channels by sharing their unique Troop Sales Link. The link is available under the **Troop Information** tab in Digital Cookie. Depending on the options enabled by the troop, customers using the link may be able to:

- Have cookies shipped directly to their home.
- Request delivery by the troop.
- Pick up an order at an available Cookie Booth.

GSUSA COOKIE FINDER

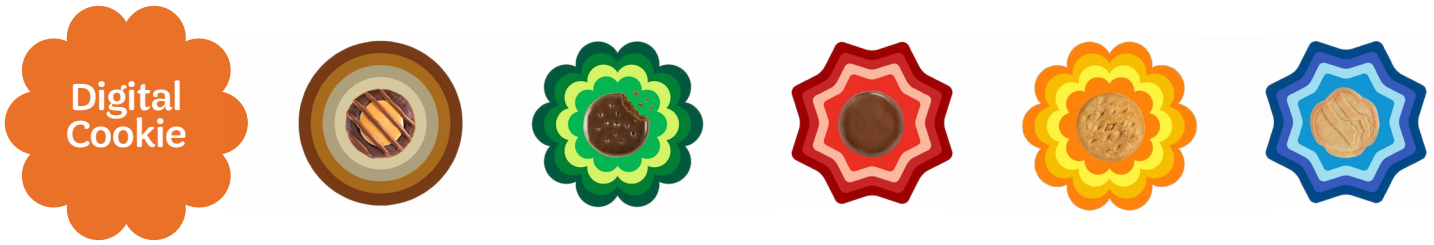
GSUSA's national Girl Scout Cookie Finder allows customers to enter their ZIP code to find nearby Cookie Booths or purchase cookies online for Direct Ship. Once a troop's Digital Cookie site is published and the national Cookie Finder is active, its Direct Ship link may be displayed to customers searching for cookies. Direct Ship orders are fulfilled by the baker and shipped directly to the customer, so they do not come from the troop's on-hand inventory.

CASHLESS TRANSACTIONS

Digital Cookie allows individual Girl Scouts and troops to accept credit cards, Venmo and PayPal as payment for cookies. GSEP covers ALL transaction fees incurred through Digital Cookie. Square fees or fees associated with other financial apps cannot be submitted to GSEP for reimbursement.

Additional information about electronic payments and credits can be found in the Money Matters section of the manual.

▶ Digital Cookie Resources



Digital Cookie (DC) Order Types

IN-PERSON GIRL DELIVERY

The customer places an order through the Girl Scout's Digital Cookie site, selects "have Girl Scout [name] deliver the cookies" as the delivery method, and pays online at the time of purchase. The Girl Scout then delivers the cookies to the customer at a later date.

- Orders must be approved or declined by the parent/caregiver within five days, or they are cancelled/donated depending on the customer's selection at check out.
- Girl Scout families will track inventory needed for these orders and communicate with the TCM to obtain cookies for order fulfillment.
  - The TCM must complete a Troop to Girl transfer in Smart Cookies for these cookies.

Tip: Parents can turn off the Girl Delivery option in Digital Cookie completely or can turn on/off certain flavors based on what they have available.

COOKIES IN HAND

The Girl Scout has the cookies on hand and processes the customer's payment through Digital Cookie when the cookies are given to the customer.

- Face to face transaction between Girl Scout and customer.
- The Girl Scout enters the order in the Digital Cookie app, selects "Give now" as the delivery option, and processes the customer's payment.

SHIPPED

The customer places an order through a Girl Scout's Digital Cookie site, selects **Ship the Cookies**, and pays online. The bakery ships the order directly to the customer.

- Shipping fees are paid by the customer.
  - GSEP offers $5 off the total shipping cost for orders of at least $60 and is applied automatically at checkout.
- Sales and payments are automatically credited to the Girl Scout in Smart Cookies.
- The Girl Scout does not collect payment or deliver the order.
- Shipped orders do not come from the troop's on-hand inventory.



Customers placing shipped orders have two new products to choose from while supplies last:

- **Girl Scout Sparkables™** - an allergy-friendly, crunchy oatmeal chocolate chip cookie with colorful sprinkles, baked by Partake.
- **Patch Pals™** - Created and baked by Bark, a soft-baked, blueberry muffin-flavored Girl Scout cookie made for dogs!

Troops and families may not order Sparkables™ or Patch Pals™ online and then resell them at cookie booths, cookie stands, or other in-person sales. Instead, Girl Scouts can share their Digital Cookie link or a QR code with customers who would like to purchase these products.

The expansion of the online channel allows Girl Scouts to:

- Reach more customers by offering a wider variety of products, including specialty or niche options that may have limited availability.
- Introduce exciting new products, flavors, packaging formats, or product experiences without adding complexity to local inventory management.
  - TCMs do not need to store additional product.
- Build valuable skills in online selling, digital marketing, and customer engagement that reflect today's retail environment.

Online-exclusive products also give Girl Scouts the flexibility to connect customers with products that may be better suited for online shopping, without requiring troops to manage additional in-person inventory. This approach reflects how many customers shop today—expecting a strong core assortment while enjoying additional options available online.



Automatic Updates Between Smart Cookies and Digital Cookie



Smart Cookies and Digital Cookie automatically share select sales, booth, inventory, and financial information. Understanding these updates will help you support TCMs and troubleshoot questions.

- Cookies assigned to a Girl Scout in Smart Cookies update her Digital Cookie inventory, goal progress, and balance due.
- Payments recorded in Smart Cookies update her Digital Cookie balance.
  - Electronic payments processed through Digital Cookie appear in Smart Cookies and the Girl Balance Summary report.
- Direct Ship and Donation Only orders automatically count toward the Girl Scout's total packages sold in Smart Cookies.

If information appears incorrect, help the TCM confirm that the transfer or payment was entered correctly. Updates may not appear immediately. Unresolved issues should be referred to the Product Program Team.

When a booth is entered and a troop is assigned to its time slot in Smart Cookies, the information transfers to Digital Cookie. This allows the troop to select the booth in the Digital Cookie mobile app and process payments correctly.

For a booth to appear in Digital Cookie:

- The complete booth address, including the ZIP code, must be correct in Smart Cookies.
- The booth must be marked active in Smart Cookies.
- The troop must be assigned to the correct date and time slot.
- The troop must have completed and published its Digital Cookie troop site.

If booth information is incomplete or incorrect, or the troop has not been assigned to the slot, the booth may not be available in Digital Cookie when the troop arrives.

▶ Watch how to enter a Troop Secured Booth in Smart Cookies.

If the booth remains unavailable after completing these steps, contact the Product Program Team for assistance.

Additional Digital Cookie resources, including tip sheets and videos, are available in the TCM Toolkit.

Social Media Guidelines

The Girl Scout Cookie Program offers unique opportunities to engage in online marketing and sales, as Girl Scouts learn about ecommerce and how to think like entrepreneurs.

To ensure the safety of Girl Scouts and their caregivers and to maintain a fair cookie program, GSUSA has created the Girl Scout Digital Cookie Pledge which contains guidelines for marketing cookies online.

Girl Scouts may never post sales links to online resale sites such as eBay, Facebook Marketplace, or Craigslist.

Ordering Cookies

As the SUCM, you help troops understand their ordering options, meet important deadlines, select appropriate pickup locations, and obtain additional inventory when needed.

Service Unit Cookie Cupboard

A Service Unit Cookie Cupboard can provide convenient, local access to cookies during the program. There are two primary reasons for operating one:

- **Supporting Individually Registered Girl Scouts (IRGs).**
  If your service unit has IRG sellers, they will use the Service Unit Cookie Cupboard inventory as their troop inventory. The IRG and their caregiver will schedule pickups with you as needed to fill customer orders or participate in Family Cookie Booths.
- **Supporting last-minute troop needs.**
  Troops may sell more cookies than expected at a booth or need additional inventory before they can visit a Planned or Unplanned Order location. Maintaining a balanced variety of cookies can provide a convenient option for these urgent needs.

SUCMs interested in operating a cupboard must submit the Service Unit Cookie Cupboard Agreement Form.

Before the Program

CARAMEL CHOCOLATE CHIP GLUTEN FREE COOKIE ORDERS

Because of the bakery's production schedule, Caramel Chocolate Chip Gluten Free (CCCGF) cookies are produced before the Cookie Program and must be ordered by troops in October.

GSEP staff will add each troop's CCCGF order to its Initial Order. If a troop orders CCCGF cookies but does not place an Initial Order, GSEP will create one so the troop can receive its CCCGF cases.

CCCGF cookies must be picked up during the Initial Order timeframe. Any cases not picked up will be forfeited and removed from the troop's inventory.

- How to Order Caramel Chocolate Chip Gluten Free Cookies

INITIAL COOKIE ORDERS

An Initial Order is the troop's first cookie order of the season. Some troops place a smaller order to get started, while others order the inventory they expect to sell during the first two weeks, which are typically the busiest. All cookies included in the Initial Order must be picked up, and the troop assumes financial responsibility for the full order.

Initial Orders are important because they:

- Ensure troops have cookies available when the program begins.
- Help troops secure the varieties and quantities they expect to need.
- Indicate to the Product Program Team that the troop plans to participate.
- Help GSEP forecast and manage council-wide inventory.

Initial Orders are due from troops in Smart Cookies by **December 11, 2026, at 11:59 p.m.** As the SUCM, you will have extended access through **December 14, 2026, at 11:59 p.m**. to adjust or enter orders for troops that missed the troop deadline.

After the SUCM deadline, order quantities and pickup locations, dates, and times cannot be changed. Initial Orders will be available for pickup at designated locations from **January 8–17, 2027.**

Troops cannot return cookies to GSEP and are financially responsible for all cookies they pick up.

- Learn how to place your Initial Order in Smart Cookies.



Ordering Cookies

SUCM RESPONSIBILITIES FOR INITIAL ORDERS
Your primary responsibilities are to remind troops to place an Initial Order and help TCMs identify the most appropriate pickup location.

Once the TCM ordering deadline passes, SUCMs will receive several additional days of Smart Cookies access to make necessary corrections. During this period:

- Confirm that all participating troops submitted an Initial Order.
  - Troops who placed an CCCGF order must have an Initial Order placed.
- Follow up with TCMs who missed the deadline.
- Enter a missed order when appropriate.
- Correct inaccurate orders based on information provided by the TCM.
- Confirm that each troop selected a reasonable pickup location.
- Verify that only approved troops selected Home Delivery locations.

Do not adjust a troop's quantities or pickup selection without first confirming the change with the TCM.

Home Deliveries

A Home Delivery is an Initial Order option for troops placing a large cookie order. Instead of picking up the order from a scheduled location, the troop's complete Initial Order is delivered to an approved residential address.

Home Deliveries make large orders easier to receive and manage while reducing the number of cases moving through regular Initial Order pickup locations.

HOME DELIVERY ELIGIBILITY
Home Deliveries must be requested by the TCM and approved by GSEP. Submitting a request does not guarantee approval.
To qualify, a troop must:

- Place an Initial Order of at least 600 cases.
- Provide three possible delivery dates.
  - Requested dates must include at least two weekday options during regular business hours.
- Provide a location that the delivery agent can safely access to unload the order.

Offering multiple dates helps GSEP's delivery partners coordinate routes and complete all Initial Order deliveries within the 10-day delivery period.

The 2027 Home Delivery Request Form will:

- Open on **October 13, 2026.**
- Close on **November 6, 2026.**
- Receive approval notifications by **November 11, 2026.**

▶ Submit the 2027 Home Delivery Request Form.

SUCM RESPONSIBILITIES FOR HOME DELIVERIES
Approved Home Delivery addresses are created as Initial Order locations in Smart Cookies. Although these locations may be visible to other troops, each location may only be selected by the troops approved to receive a delivery there.

During the week of October 26, the Product Program Team will send SUCMs a list of current Home Delivery requests and troops that received a Home Delivery in the past but have not yet submitted a 2027 request. Review the list and follow up with troops that may still need to complete the form.

After approvals are finalized, the Product Program Team will provide each SUCM with:

- The approved Home Delivery locations within the service unit.
- The troops authorized to select each location.

Once Initial Ordering begins, log in to Smart Cookies weekly to:

- Review the pickup location selected by each troop.
- Confirm that only authorized troops selected a Home Delivery location.
- Contact any TCM whose troop selected an unauthorized location.
  - Instruct the TCM to update the order and select a nearby regular pickup location.
  - Confirm that the correction is completed before Initial Ordering closes.

Home Delivery addresses are restricted locations—not general pickup sites—and may not be selected by unapproved troops.

Ordering Cookies

During the Program

PLANNED ORDERS

Planned Orders allow troops to order additional cookies throughout the program. Orders are placed weekly for specific quantities and varieties and picked up at a predetermined location, date, and time.

▶ Planned Order Cookie Schedule

Pickup locations are available throughout GSEP's footprint and operate on contracted schedules. Each location must meet the delivery agent's minimum case requirement. GSEP makes every effort to maintain the published schedule; however, locations, dates, or times may occasionally change because of delivery requirements or contractual obligations. The Product Program Team will notify affected volunteers by email if a pickup changes.

PLANNED ORDER GUIDELINES

Help TCMs understand and follow these requirements:

- Orders must be submitted in Smart Cookies by **11:30 p.m. on Sunday** for pickup the following Tuesday through Saturday.
- Planned Orders must be placed by the case, not by the package.
- Smart Cookies will only display available pickup times. If no time slots are available, contact the Product Program Team at memberservices@gsep.org.
- Troops should not place orders they do not intend to pick up.
- If an order is no longer needed, the TCM must delete it before the Sunday deadline or contact the SUCM for assistance.
-

GSEP is charged for missed pickups, so Planned Orders should always be cancelled as early as possible.

▶ How to place a Planned Order in Smart Cookies.

PICKING UP A PLANNED ORDER

Remind TCMs to:

- Arrive during their scheduled pickup time to help prevent lines and delays.
- Count and verify the complete order before signing the pickup documentation.
- Confirm that the quantities and varieties received match the order.

Once the troop representative signs for the cookies, the troop assumes financial responsibility for the entire order. Cookies cannot be returned to GSEP.

SUCM RESPONSIBILITIES

As the SUCM, you may be asked to:

- Help TCMs locate an available pickup location or time.
- Assist with changing or deleting a Planned Order before the deadline.
- Reinforce ordering, pickup, verification, and cancellation requirements.
- Direct unresolved ordering or scheduling issues to the Product Program Team.

UNPLANNED ORDERS

Unplanned Orders allow troops to pick up additional cookies without submitting an order by the Sunday-night Planned Order deadline. Unplanned pickup stations are available weekly at select locations throughout the Cookie Program. The current schedule and estimated inventory are available in the TCM Toolkit.

UNPLANNED ORDER GUIDELINES

Help TCMs understand the following before visiting an Unplanned Station:

- Troops are not assigned pickup times, so wait times may vary and could be longer.
- Cookies are available on a first-come, first-served basis. Inventory and specific varieties are not guaranteed.
- Variety limits may be established based on inventory and demand.
- Estimated inventory is listed on the Unplanned Order schedule but may change before the troop arrives.
- Each troop may pick up a maximum of 50 cases. Troops needing more than 50 cases should place a Planned Order.
- Troops must count and verify the complete order before signing the pickup documentation.
- Once the troop representative signs for the cookies, the troop assumes financial responsibility for the entire order. Cookies cannot be returned to GSEP.
  - Any discrepancies must be reported to the Product Program Team within **72 hours of pickup** by submitting the Order Adjustment Form.

Unplanned Orders are documented using a T-8 Transfer Form and entered into Smart Cookies by the Product Program Team.

Ordering Cookies

Cookie Transfers

Cookie transfers record the movement of inventory and financial responsibility in Smart Cookies. As the SUCM, help TCMs understand transfer types, maintain accurate records, and resolve discrepancies.

By the end of the Cookie Program, each troop's on-hand inventory must be zero, with all packages transferred to Girl Scouts or another troop. View step-by-step transfer instructions on how to complete transfers in Smart Cookies.

TRANSFER TYPES

Cupboard to Troop: Records cookies picked up from a Planned or Unplanned location. GSEP enters these transfers in full cases within 48 business hours using the signed pickup documentation.

Troop to Troop: Moves packages and financial responsibility between troops. Both troops must complete a T-8 Transfer Form. Transfers are entered by individual package.

Troop to Girl: Moves packages from the troop to a Girl Scout and makes her family financially responsible, except for booth-sale inventory. These transfers should be completed weekly and entered by individual package.

Girl to Troop: Returns packages to the troop's inventory and moves financial responsibility from the Girl Scout back to the troop.

Girl to Girl: Moves inventory and financial responsibility from one Girl Scout to another.

Regular transfers keep troop inventory accurate and update each Girl Scout's inventory, goal progress, and balance due in Digital Cookie.



Supporting Troop Inventory and Money Management

Troops generally manage cookie distribution and payment collection in one of two ways. Troops may use either method, but all cookie and money transactions must be accurately documented.

Distribute Cookies and Collect Payment Later
The troop gives cookies to a family to sell. Families should not receive more than $250 worth of cookies before making a payment. The family sells the cookies and then brings the money back to the TCM.

Collect Orders and Payment First
The family first takes orders and collects payment from customers. They then pick up the cookies needed to fill those orders and give the payment to the TCM when they receive the cookies.

Troops may use either method, but all cookie and money transactions must be accurately documented.

Money Matters

As the SUCM, help TCMs understand their responsibility for protecting troop inventory, collecting payments, maintaining records, and depositing Cookie Program funds.

Girl Scout Money-Earning Policy

The Girl Scouts' *Blue Book of Basic Documents* prohibits the direct solicitation of cash. Any cash donations received during the Cookie Program must be used to purchase cookie packages and reinvested in the troop's Cookie Program.

All Cookie Program proceeds belong to the troop and must be managed through the troop bank account. Funds do not belong to individual Girl Scouts and must benefit all Girl Scouts in the troop equally, regardless of individual sales totals.

Collecting and Recording Payments

Remind TCMs to:

- Collect money from families regularly.
- Have the caregiver and troop volunteer count the money together.
- Provide a signed receipt whenever money or cookies are exchanged.
- Enter family payments in Smart Cookies promptly.
- Provide families with updated balances throughout the program.
- Deposit Cookie Program money into the troop bank account frequently.
- Use a signed receipt when money is given to another volunteer for deposit.
- Require payment for previously distributed cookies before providing additional inventory.

A TCM may decline to distribute additional cookies when a family has not submitted payment for cookies already received.

▶ Learn how to record financial transactions in Smart Cookies.

Using Digital Cookie for Payments

Digital Cookie should be used to process electronic payments directly from customers. Families should not collect cash from customers and then use a personal credit card in Digital Cookie to pay their troop balance.

- Using Digital Cookie this way can create inaccurate inventory, sales, and balance information for the Girl Scout.

G-1 Cookie Program Transaction Form

The G-1 Cookie Program Transaction Form documents:

- Physical cookies distributed to or returned by a Girl Scout and her family.
- Cash payments submitted by the family to the troop.

Every transaction must be recorded and signed by both parties. Online and Cookie Booth sales should not be entered on this form.

The caregiver who signs for cookies assumes financial responsibility for those packages. Returns to the troop are accepted only at the TCM's discretion and must also be documented.

Money Matters

Receipt Books

In addition to the G-1 form, TCMs should issue a receipt every time cookies or money change hands.

- Record the date, names, cookie quantities, and payment amount as applicable.
- Use receipts when money is transferred between troop volunteers for deposit.
- The TCM keeps the white copy, and the caregiver or volunteer receives the yellow copy.

The TCM remains responsible for the troop's cookie inventory and its financial value until the cookies are transferred using signed documentation.

Girl Balance Summary Report

The Girl Balance Summary report in Smart Cookies helps TCMs monitor the amount owed by each Girl Scout's family. It uses cookie transfers, recorded cash payments, and Digital Cookie payments to calculate the balance.

The report will not be fully accurate until:

- All cookie transfers are completed.
- All cash payments are entered.
- All donations are recorded correctly.

▶ Learn how the Girl Balance Summary is calculated.

Counterfeit Money

Troops are responsible for the money they accept. Volunteers should inspect bills carefully, particularly large denominations, and may refuse a bill if its authenticity is questioned.

If a troop receives counterfeit money, the TCM should:

- Request written confirmation from the bank.
- Document when and where the bill was received.
- Email the documentation and troop number to memberservices@gsep.org.

GSEP will review properly documented incidents on a case-by-case basis. However, reporting an incident does not guarantee a financial adjustment, and the troop is ultimately responsible for the money it accepts.

SUCM Support

If a troop reports an inventory or financial concern:

- Help the TCM confirm that transfers and payments have been entered correctly.
- Review the Girl Balance Summary and supporting receipts with the TCM.
- Encourage the TCM to address unpaid balances promptly and retain all documentation.
- Refer unresolved discrepancies, suspected misuse of funds, or significant unpaid balances to the Product Program Team.

Shipping and Promotions

GSUSA and ABC Baker work together to determine shipping rates for online cookie orders. To help make online cookie sales even sweeter, GSEP is pleased to offer customers **$5 off the total shipping cost** when they place an online cookie order of **$60 or more.**

Paying for Cookies

Payments made through Digital Cookie are sent directly to GSEP and credited to the troop's balance. The troop is responsible for depositing all cash collected into its troop bank account. GSEP will collect the remaining amount due for cookies through ACH transactions from the troop bank account.

ACH transactions will happen three times during the Cookie Season and are based on the number of cookies transferred to your troop inventory before the transaction takes place. Troops must have an ACH form on file, to participate in the Cookie Program.

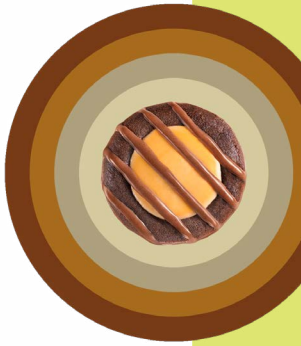
Troops and service units are responsible for making sure any money collected throughout the program is deposited into the appropriate bank account in time for the transaction. An email will be sent approximately one week before the ACH with the amount to be withdrawn and instructions on how to request an extension.

In preparation for ACH transactions, and to ensure that all bank account information is correct, GSEP will do a test withdrawal of $0.01 for troops that place an Initial Order. This test transaction is scheduled for January 15, 2027. This transaction will ensure the accuracy of banking information and will be reflected on the Troop Balance Summary as a payment at the end of the Cookie Program.



How ACH Transaction Amounts Are Calculated

a. **Total Sales:** The value of the troop's Initial Order and cookie transfers, minus troop proceeds and qualifying direct-ship sales completed before the cutoff date.
b. **Total Paid:** Digital Cookie credit card payments for booth and Girl Delivery orders, plus any payments already posted to the troop account, including previous ACH withdrawals.
c. **Remaining Balance:** Total Sales minus Total Paid.
d. **Current Balance:** The troop's current amount due as shown on the Troop Balance Summary.
e. **Calculated Percentage:** The designated ACH percentage multiplied by Total Sales.
f. **Total ACH Withdrawal:** The Calculated Percentage minus Total Paid. If the result is negative, the ACH withdrawal will be $0.



Troops with a negative current balance—meaning all funds due have already been collected through Digital Cookie—will not appear on the ACH report or receive the email notification. During the final ACH transaction, any troop proceeds owed to the troop will be deposited into the troop's bank account.

2027 ACH DATES

ACH #1
15% of troop inventory
Inventory cut off: January 28
ACH Transaction: February 4

ACH #2
35% of troop inventory
Inventory cut off: February 18
ACH Transaction: February 25

Final ACH
Remaining balance due to GSEP
ACH Transaction: April 15

All ACH transactions will be logged on your Troop Balance Summary Report approximately two weeks after the actual ACH transaction occurs.

Donations/Cookie Share

Cookie donations allow Girl Scouts to support their communities and can help troops manage remaining inventory. The two Cookie Program systems use different terms: Digital Cookie uses "Donation," while Smart Cookies uses "Cookie Share." Both refer to donated cookie packages.

As the SUCM, remind TCMs that all donated funds must be converted into cookie packages. Troops may not retain donated cash as additional proceeds.

Customer Contributions

Customers may choose to contribute money toward the purchase of cookies to be donated rather than purchasing a full package themselves. Girl Scouts and troops may accept these contributions throughout the Cookie Program; however, they may not directly solicit cash donations.

All cash contributions must be used to purchase Girl Scout Cookies and recorded in Smart Cookies.

- If the troop has remaining inventory, the contributions may be applied toward those packages and credited to Girl Scouts using a Troop-to-Girl Transfer. The cookies must then be donated to a nonprofit organization, such as a food pantry, hospital, faith-based organization, or shelter.
- If the troop does not have remaining inventory, the contributions must be converted into Cookie Share donations by logging a Virtual Cookie Share in Smart Cookies.

Cash contributions may not be retained as additional troop proceeds without being associated with donated cookie packages.

Digital Cookie Donations

Digital Cookie and Smart Cookies process donated packages differently:

- **Donation Only** orders automatically transfer to Smart Cookies. No TCM action is required.
- **Direct Ship** orders that include donations automatically transfer to Smart Cookies. No TCM action is required.
- **Girl Delivery orders that include donated packages require** the TCM to enter a Virtual Cookie Share for the donated packages in Smart Cookies. While the associated financial transaction transfers automatically from Digital Cookie, the donated packages do not. Entering the Virtual Cookie Share ensures the Girl Scout receives credit for the donated packages sold and offsets the financial transaction.

TCMs should reconcile Girl Delivery donations regularly throughout the season. If the packages are not entered, the Girl Scout's sales total, recognition eligibility, and financial reports will be inaccurate.

Enter Donated Packages Regularly

Girl Delivery orders that include donated packages must be entered into Smart Cookies throughout the season to keep the Girl Balance Summary report accurate.

Digital Cookie automatically credits the Girl Scout for the payment, but she does not receive credit for the donated packages until the TCM enters them in Smart Cookies. Until then, the payment appears to cover other packages, creating a false zero balance.

Once the donated packages are entered, Smart Cookies correctly matches the packages and payment. **Waiting until the end of the program could cause a Girl Scout who previously appeared paid in full to suddenly show a balance due.**

▸ Learn how to find and reconcile donated packages to help your troops properly credit their Girl Scouts.

Troop Proceeds and Girl Scout Recognitions

The Girl Scout Cookie Program is an incredible opportunity for troops to earn funds that make their goals, experiences, and adventures possible. The amount of profit earned by the troop, and which recognitions Girl Scouts can earn, is based on the troop's final Per Girl Average (PGA) and the proceed plan chosen by the troop.

OPTION 1

Traditional Proceed Plan

Troops that select this plan will earn $0.90 (or $0.95 for PGA 250+) per package. Girl Scouts earn prizes and recognitions based on the total number of cookie packages they sell as listed on the recognition flyer.

Cumulative Recognition Plan
With the Traditional Proceeds Plan, recognitions are cumulative through 1,000 packages. At 1,050 packages, Girl Scouts enter the Bonus Program and earn the Amazon Voucher or GSEP Program Credit associated with their total sales bracket.

GSEP Program Credits

By participating in the Cookie Program, Girl Scouts can earn GSEP Program Credits, which they can apply toward the cost of experiences and opportunities that matter to them. Program Credits earned during the 2027 Cookie Program can be redeemed through September 30, 2028.

Daisy through Cadette Girl Scouts can earn Girl Scout Experience Credits, which may be used to enhance their Girl Scout experience, including: GSEP-led or sponsored programs, events and camp; troop trips and activities; GSEP Shop and camp Trading Post purchases; Girl Scout membership; Highest Awards expenses; and GSUSA Destinations.

Senior and Ambassador Girl Scouts can earn Future Ready Credits. Future Ready Credits provide older Girl Scouts with additional flexibility as they prepare for high school milestones and life beyond Girl Scouts. In addition to all eligible Girl Scout expenses, these credits may be used for approved educational and personal expenses, such as schoolbooks and supplies, prom or graduation expenses, college or career preparation, and other approved personal needs. Additional guidelines, including eligible purchases, redemption procedures, and expiration dates, will be provided when credits are issued.

OPTION 2

Higher Proceed Plan

Troops with a final PGA of 300 or higher may choose Higher Proceeds in place of traditional recognitions. Eligible troops earn $1.20 per package sold, or $1.25 per package with a final PGA of 500 or higher. Final PGA totals are not rounded up when determining eligibility.

This is a troop-wide decision. If the troop selects the Higher Proceeds option, participating Girl Scouts will not receive items offered through the Traditional Proceeds plan. They will still earn eligible patches, achievement bars, Goal Getter Challenge, 500 Club, Cookie Boss, and qualify for special top-seller celebrations.

Finding Troop PGA in Smart Cookies

Troops can find their PGA in Smart Cookies on the Troop Dashboard or by running the Troop Balance Summary Report. Keep in mind that PGA is calculated based on the number of girls selling and NOT on the total number of girls registered to your troop. The PGA listed will not be final until all transfers are complete and the Cookie Season closes.

The Proceed Plan must be discussed and agreed upon by the Girl Scouts and families in the troop, as it affects Girl Scouts' individual recognitions, and should be noted on the G-1 Form.

Council-Wide Recognitions

Recognitions available to all Girl Scouts, regardless of proceed plan:

500 CLUB
Every Girl Scout who sells 500 or more packages will earn a special 500 Club Patch and Silicone Travel Set. Individual Girl Scouts must sell 500 packages to become part of the 500 Club.

COOKIE BOSS CLASS OF 2027
Every Girl Scout who sells 1,000 or more packages will earn a Cookie Boss Patch and Cookie Boss branded, Ready to Explore themed hoodie. With a special sibling benefit, the entire household can participate.

Sibling Benefit for Cookie Boss:
- Households with 2 participating siblings: Reach 1,500+ total packages sold, and each sibling will receive the Cookie Boss Class of 2027 Patch and Cookie Boss branded, Ready to Explore themed hoodie.
- Households with 3 or more participating siblings: Reach 1,700+ total packages sold, and each sibling will receive the Cookie Boss Class of 2027 Patch and Cookie Boss branded, Ready to Explore themed hoodie.

TOP SELLER PER AGE LEVEL
The top selling Girl Scout in each age level will receive one free week of 2027 GSEP Summer Camp.

REGIONAL RECOGNITION
GSEP is divided into three regions based on counties that make up our Girl Scout community. Top celebrations are based on regional participation to help bring equity into our cookie recognitions.
- Region 1 includes the county of Philadelphia.
- Region 2 includes the counties of Berks, Chester, and Delaware.
- Region 3 includes the counties of Carbon, Northampton, Bucks, Lehigh, and Montgomery.

Top 3 Cookie Entrepreneurs
The overall top seller from each council region will receive special recognition and
will be celebrated at various GSEP events.

Top Cookie Seller-Bration!
On June 6, GSEP will be hosting a private event at Arnold's Family Fun Center for the top 300 sellers in each GSEP region.

Qualifying Girl Scouts and one chaperone will enjoy an afternoon that includes an incredible lineup of activities: bowling, go-karts, a petting zoo, mini golf, laser tag, bumper cars, arcade games, and a DJ dance party. Includes a buffet lunch, ice cream bars, and soft drinks.

Recognition Distribution

Cookie recognitions are typically delivered to Service Unit Cookie Managers in late May or early June. The Product Program Team will arrange bulk shipment to each service unit. SUCMs may designate a recipient, and a member of the team will confirm the shipping address before shipment.

For 2027, recognition orders will be shipped separately by ABC Bakers and Centricity. Expect to receive packages from both companies before confirming that the service unit's complete recognition order has arrived.

When recognitions arrive, the SUCM should:
- Count and inspect all items to confirm the shipment is complete and undamaged.
- Compare the shipment with the service unit, troop, and Girl Scout recognition reports in Smart Cookies.
- Report missing, incorrect, or damaged items to the Product Program Team within the approximately three-week replacement period.
  - Reports submitted after the established deadline may not be eligible for replacement items. Keep records of troop pickups and reported discrepancies until all recognitions have been distributed.
- Sort recognitions by troop.
- Establish and communicate a deadline for TCMs to report troop-level discrepancies.
- Notify TCMs when recognitions are ready and distribute them promptly.

TCMs are responsible for sorting their troop's recognitions by Girl Scout and distributing them to families as soon as possible. Timely distribution is important because Girl Scouts look forward to receiving the recognitions they earned and celebrating their accomplishments.

Closing the Cookie Program

As the Cookie Program ends, your role is to remind troops of closeout deadlines and help TCMs complete required corrections. Similar to Initial Ordering, SUCMs will receive an extended deadline to make approved edits or additions after the troop deadline.

SUCM Responsibilities

During closeout:

- Communicate all troop and SUCM deadlines.
- Monitor troop inventory, financial balances, donations, and recognition orders.
- Follow up with troops that have incomplete tasks or discrepancies.
- Help connect troops with excess inventory to troops that need cookies.
- Use your extended Smart Cookies access to make approved corrections.
- Refer unresolved inventory, financial, or parent-debt concerns to the Product Program Team.

Managing Remaining Inventory

Encourage TCMs to review their remaining inventory early and create a plan to sell or transfer it before the program closes.

Troops should:

- Complete final Planned or Unplanned Orders before pickup locations close.
- Connect with the SUCM about possible Troop-to-Troop transfers.
- Continue selling remaining cookies after Digital Cookie closes using other accepted payment methods, if needed.
  - Always sell cookies at the established retail price. Discounts are not permitted.
  - Never sell cookies after the use-or-freeze-by date printed on the package.

If inventory remains, the troop may use customer cash contributions or troop funds to purchase the packages. The cookies must then be donated.

Completing Inventory and Donation Entries

Each troop's on-hand inventory in Smart Cookies must equal zero at closeout. Remind TCMs to:

- Complete all Troop-to-Girl and Troop-to-Troop transfers.
- Distribute Troop Direct Ship sales to Girl Scouts.
- Enter all outstanding donations and Cookie Share packages.
- Complete Virtual Cookie Shares for Girl Delivery orders that include donations.
- Transfer packages purchased with cash contributions to the appropriate Girl Scouts.

If a troop has unsold inventory, the packages must still be assigned to Girl Scouts in Smart Cookies. If the troop's on-hand inventory is negative, the TCM has allocated more cookies than the troop received and must review all Troop-to-Girl and Troop-to-Troop transfers.

Closing Out Family Balances

All Girl Scout balances should equal **$0**. TCMs should use the Girl Balance Summary report to confirm that:

- All cash payments have been recorded.
- All Digital Cookie payments are reflected.
- All donated packages have been entered.
- All money collected from families has been deposited into the troop bank account.

Entering previously missing Girl Delivery donations may cause a Girl Scout who appeared paid in full to show an additional balance due. **TCMs should reconcile donations before confirming final family balances.**

If a TCM cannot collect money from a family, direct them to complete the T-5 Parent Payment Delinquency Form and retain all supporting receipts and documentation.

All remaining Cookie Program funds must be deposited into the troop bank account by April 1 in preparation for the final ACH transaction.

Closing the Cookie Program

Completing Recognition Orders

Before submitting the troop's recognition order, TCMs must:

- Confirm that the correct proceed plan is selected in Smart Cookies.
  - The system defaults to the Traditional Proceed Plan, and a final PGA of at least 300 is required for Higher Proceeds.
- Confirm that all Girl Scout sales totals and donations are accurate.
- Enter each Girl Scout's recognition selections.
- Verify all apparel sizes.
- Submit the recognition order by the April 9, 2026, at 11:59 p.m.
- Save the **Recognition Order Summary by Girl Report** to use when recognitions arrive in May or June.

▶ Watch how to create a troop recognition order in Smart Cookies.

Before the SUCM closeout on April 12, 2026, at 11:59 p.m., confirm that every troop has:

- Zero troop on-hand inventory.
- Entered all donations and transfers.
- Collected and deposited all family payments.
- Addressed outstanding family debt.
- Submitted a complete recognition order.

Season Closeout

Troop Balance Summary Report

The Troop Balance Summary is a Smart Cookies report that provides a complete overview of a troop's inventory, sales, proceeds, and financial transactions. It also documents that the troop has paid its final Cookie Program balance, which is required for GSEP's annual audit.

As the SUCM, become familiar with this report so you can help TCMs answer inventory and financial questions.

Information Included in the Report

Page One

- Primary and alternate troop contacts
- Per Girl Average (PGA)
- Number of registered Girl Scouts and sellers
- Selected troop proceed plan
- All inventory transferred into and out of the troop

Page Two

- Packages sold, including a separate gluten-free breakdown
- Total sales
- Troop proceeds
- Balance due to GSEP

Remaining Pages

- Financial transactions
  - GSEP ACH sweeps
  - Customer transactions
- Final signature and balance line

End-of-Season Requirement

After the Cookie Program closes and the final ACH sweep is recorded in Smart Cookies, the final balance on each troop's Troop Balance Summary should be $0.

The Product Program Team will notify SUCMs when TCMs should print the report. Each TCM must sign the final page and submit it according to the provided instructions. This signed report serves as documentation for GSEP's annual audit that the troop's Cookie Program balance was paid in full.

Follow up with any troop that does not show a zero balance or has not submitted its signed report. Refer unresolved financial balances or discrepancies to the Product Program Team.