

Product Program Coordinator 23—24 Cookie Guide



Own your magic this cookie season!

Hello Friends,

We are so glad you're here to join us for the year's cookie program. We are all hoping it's a great one. We have some new things happening this year that we hope you enjoy and this guide is the first part of it for you. We have re-designed both the troop and PPC guides in preparation for this season trying to give them a newer look, but also be more useful for everyone. To that end, you'll find this book is much shorter than in previous years. It now only contains information relevant for PPCs as opposed to troop volunteers. Part of the PPC agreement you sign at the start of the season says you'll read both guides, so we figured why make you read a lot of duplicated information? Please read both, and if you find something you wish was included, changed, or had more detail—let us know. We want these to be useful resources for you.

The biggest change we've got to this year's cookie program is Digital Cookie (DC). This GSUSA platform will replace ABCsmartcookies.com for youth members. It is a step they're taking to unifying the cookie program nationwide. This will be used by all youth members regardless of baker so they (and their online customers) will all have the same experience. GSUSA has been working hard with ABC to make sure that most of the functionality we're used to still exists—just in a different format. There are also a couple of extra things included in it that we hope you'll be excited about.

When you look at the troop guide, you'll also see that we've adjusted our proceeds a little. We understand that for most troops, the cookie program is the main fundraiser they have for the year. Everything in this world is getting more expensive, and though we also feel that here at Council, we want to emphasize that Girl Scouts earning money to fund their adventures is what we're all here for.

Most importantly, we want to thank you for all you do for Girl Scouts. We know your job is not easy. Many of you have full-time jobs, families, and troops to juggle. Managing a cookie program for a service unit is a herculean task on top of all that. We hope you know that the work you do for your communities is not overlooked by us. Thank you once again for all of your help and the outstanding example you display to the Girl Scouts in your community.

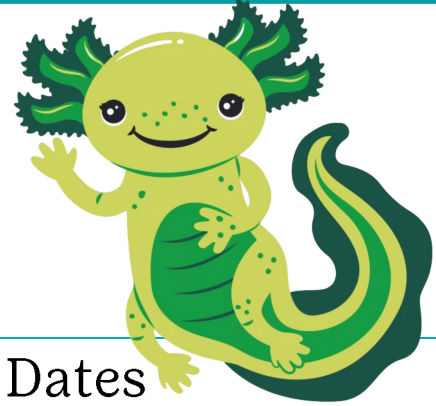
Wishing you a successful cookie season,

Ginger, Rebecca, and Michelle

GSSNE Product Program Staff



Dates & Updates



Role-Specific Cookie Dates

Event	PPC Date	Troop Date
Access to ABC starts (apx.)	Early December	December 21st
Access to Digital Cookie starts (apx.)	December 21st	December 21st
Initials Order due	January 5th	January 4th
Final Transfers/Reward orders due	April 3rd	April 2nd

Here are the highlights of the biggest changes to this year's cookie program

Higher proceeds: We understand that costs associated with everything have gone up. Since one of the cookie program's main goals is helping Girl Scouts fund their adventures, we want to make sure they are in the best position possible for that. We have reduced the number of tiers for proceeds from 4 to 3, and increased the base proceed amount.

Raspberry Rally pause: GSUSA has made the decision to not include the online-only Raspberry Rally in this year's lineup. They heard a lot of feedback from councils and volunteers that it caused a lot of frustrations and they considered that all when they made this decision. We can tell you that they have used the word "pause" more than once when talking about this. At this point we don't know what that means for seasons past this one.

Digital Cookie: Digital Cookie (DC) is a new (to us) online platform that will be utilized by all Girl Scout youth members. This will be the only system youth members use. Troop volunteers will continue to do most of their cookie program business in ABC, but will also have access to DC on the troop level. There will be certain things they can do in DC that they can't in ABC, so it's important for them to create accounts in both systems. As a PPC, there will not be much DC functionality for you, but we know many of you are troop cookie managers and/or parents of Girl Scouts as well so you'll likely be encountering it as well. Council will be making lots of training resources available for everyone to utilize.

Rallyhood: Most of you are probably already familiar with Rallyhood as it was introduced earlier this year as a way for GSSNE to be more connected. There are role-specific Rallies for families, troop product managers, and PPCs. We will use these to send out updates, resources, and reminders throughout the season. They can also be good resources for you to connect with fellow volunteers about things like swapping cookies or sharing ideas for programming or local contests.



Troop Training Checklist

Use this list as a guide when planning the training you deliver to your troop volunteers. Please read it carefully and make sure to talk about all the points.

- Make sure that all troop volunteers have signed the job description and agreement online.
- Remind everyone that only registered Girl Scouts can participate in the cookie program. Remind them to check their roster in their MyGS account for accuracy.
- Girl Scouts can not start selling before the start date of December 22nd. They will get an email with access to Digital Cookie before that date.
- Encourage troop volunteers to join the Troop Product Managers, GSSNE rally in Rallyhood and to read any communications sent by council.
- Make sure to review safety guidelines and the GSUSA policy on online selling, marketing & social media found on page 5 of the troop guide.
- Provide troop volunteers with contact information for yourself and council in case they have any questions.
- Review the different methods of selling and the cookie varieties.
- Go over proceeds (increased from last year) and recognitions. Remember to talk about the opt-out option for older troops. Explain the service unit bonus as well and encourage troops to work together so everyone can benefit.
- Encourage goal setting and programming to be included in troop activities.
- Make sure to outline deadlines for orders and pickups. Highlight any differences in your service unit's schedule from those set by council.
- Review the booth sale process with troops. Let troops know how they are booked in your service unit and go over etiquette. Make sure they know they can't book a booth in another service unit without the permission from that area's PPC.
- Remind troops that cookies are not returnable to council. Encourage them to trade cookies among themselves, or even reach out to other troops via Rallyhood to swap outside their communities.
- Go over Cookie Share and the Community Service Project with troops.
- Talk about the big change to DC and let troops know about upcoming council trainings being offered.
- Give troops an overview of ABC including transferring cookies and tracking finances. Remind them to do these tasks regularly.
- Talk about options for making payments including a schedule for that.
- Really hammer home **WRITING AND KEEPING RECEIPTS FOR EVERYTHING.**



Program Start and Deliveries

The Cookie Program has started. You've hosted a service unit cookie training, now what?

- Make sure that troops place their initial orders in time. The process is different than in past years, so be ready to answer some questions about it.
- Use your cupboard manager role in ABC to place an initial order for your service unit's cupboard if you keep one. To do this log into ABC and in the role selection click *Cupboard Manager* from that dashboard, click **Orders** then **Cupboard Initial Order**. This is where you place your service unit's cupboard order. The order is in CASES. It's due by January 5th.
- By January 5th you also have to put your delivery information into ABC for initial deliveries. You do have to put this information in twice. Once for your troops order, and once for your cupboard order, even if they're going to the same place.
- Consider the following when choosing your delivery station:
 - Make sure the site is large enough to accommodate the entire order.
 - Make sure it is accessible for a large truck apx 60 feet long and 14 feet tall.
 - Be prepared for any weather—especially if you have an outdoor delivery.
 - Make sure all driveways and walkways are clear of snow and ice.
- On delivery day, make sure that you count all product before people start pulling orders. Confirm the quantity you receive matches what is on your delivery ticket. If you are short at all, mark that in the appropriate space on the ticket and email both Rebecca and Michelle to let us know. If you are given more cookies than the ticket lists, be sure to give them back to the delivery drivers. What you sign your delivery ticket stating you received is what your service unit will be marked as having in ABC. It is your responsibility to accurately count.
- If you choose to have your initial delivery as an Arpin pickup, be sure your troops know where to go. **Arpin is located at 99 James P Murphy Ind. Hwy, West Warwick, RI 02893**. Each service unit doing pickups there will be allocated one or more delivery bays to work from depending on the size of your order and how many other service units are there at the time. You'll be able to go in, count your order and then start distributing it to troops. It is suggested that you schedule their pickup times so you only have one troop at a time picking up.





A-lot-l things to know

Reorders



As a PPC you can set guidelines for how you structure the reorder process in your service unit. You can order cookies from council as often as once a week. If your order is larger than 150 cases, it can be delivered by Arpin. Smaller orders need to be picked up. Deliveries run

Wednesdays—Fridays from 8am-1pm and pickups can be done from Arpin Tuesdays—Fridays from 9am-3:30pm.

Here are some things to keep in mind for reorders:

- Troops should be making payments before taking more cookies. Please make sure your troops are keeping up with this rule.
- Encourage troops to be making their transfers in ABC so that their inventory is accurate.
- All reorders must be submitted to council by 9am on Monday morning.
- All deliveries and pickup requests are subject to approval by Arpin. We will send confirmation emails to you once we can confirm your requested day/time.
- As with your initial delivery, be sure to accurately count your reorder delivery or pickup. What you sign your delivery ticket for will be what is transferred to your service unit in ABC.

Payments

- Make sure troops know about the different ways they can make payments.
- If payments are made by cash or check, a green payment form should be completed. The troop should keep the back copy, you should keep the middle, and the top copy comes to council within 3 business days.
- Additional deposit slips and green forms are available at council.
- If troops use the ePayment system, they should forward you a copy of the confirmation email they receive once payment is made.

Debt

- Make sure troop volunteers know to get payments before distributing more cookies to Girl Scouts and their families.
- If collection issues come up, have them fill out the [Unpaid Funds Collection Assistance Form](#) found on gssne.org. They submit this form to council, but also should be letting you know about the issue.
- If a troop is working with council on a collection issue, keep that debt in mind when sending any payment reminders—especially at the end of the season. **Troops should not be using their proceeds to cover unpaid debt from families.**



Booths

- Work with your troops throughout the season to book booth sales.
- Make sure to reach out to your fellow PPC for permission if one of your troops wants to have a booth sale in their service unit.
- Encourage troops to enter the council-run booth lottery held twice throughout the season and to sign up for First Come First Served booths once the lottery ends.
- Remind troops about the Five for Five booth sale promotion.
- Use the booth spreadsheet to send booth information to council. This is how booths are loaded into the DC/ABC systems which allows for credit card payments as well as smooth booth sale distribution.
- Send this spreadsheet to Michelle early and often. **Booth spreadsheets should be in Michelle's inbox by 11am on the Friday before the booth sale at the latest. Late spreadsheets will not be uploaded.**
- Teach troops how to cancel booths in ABC if they can't attend. If they are cancelled during FCFS, the booth will automatically go there. If you want it removed, email Michelle.
- Walmart booths will continue to be booked through council. Council will request booths from Walmart throughout the season. Any Walmart approved booths that the service unit can't fill will go into the FCFS system.



Wrap Up

- Make sure all your cupboard to troop transfers have been completed so troops have been allocated all cookies they sold.
- Have every troop complete all the transfers required to empty their inventory. Instructions for this can be found on page 20 of the troop guide.
- After the transfers are done, troops should complete reward orders. These instructions are on page 22 of the troop guide.
- If the troop volunteers do not complete these actions by April 2nd, you as a PPC have one extra day to complete them. After April 3rd, council will do it. **If council has to do this, we will distribute cookies evenly among all Girl Scouts in the troop, and any reward choices will be a guess and not exchangeable.**
- Rewards will be shipped to you in May/June. Check your order for accuracy. Any shortages/damages MUST be reported to council within 2 weeks of receipt. If a short or damaged item is requested after that time, ABC will not guarantee replacement, and items will be sent to council if available.



gssne



Customer Service and Technical Support

GSSNE customer care: 401-331-4500 or
customer care@gssne.org

ABC Smart Cookies tech support: 1-800-853-3730 or
ABC Smart Cookie Tech@hearthsidefoods.com

