



**girl scouts**  
of southeastern  
new england

# **2019-2020**

# **Girl Scout**

# **Cookie Program**

## **Product Program**

## **Coordinator Guide**



# NOTES



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## THANK YOU!

Thank you for volunteering to serve as your service unit's Cookie Product Program Coordinator! Your time and talents are valuable to girls and to the Girl Scout Cookie Program. Thank you for all you do in your community to support the largest girl-led entrepreneurial program in the world, and for helping build a program where girls learn in a safe, positive, and fun environment! This guide, along with the Troop Guide and our online tools will provide you with all of the product information, important dates, contact information and guidelines that you will need to run a successful Girl Scout Cookie Program for your community. Thank you for your dedication and hard work as you support our girls every day!



## CONTACTS

### GSSNE:

401-331-4500 or [customer-care@gssne.org](mailto:customer-care@gssne.org)  
500 Greenwich Ave., Warwick, RI 02886

### ABC Bakers:

#### Smart Cookies Tech Support:

1-800-853-3730 or [ABCtech@westonfoods.com](mailto:ABCtech@westonfoods.com)

#### Direct Ship Support:

[abcsmartcookiesdirect@westonfoods.com](mailto:abcsmartcookiesdirect@westonfoods.com)

# IMPORTANT DATES

## November 2019

- November 16 - Kick Off for service team members
- November 21-24 - Council office closed for Thanksgiving. The office will be closing at 1pm on November 20.

## December 2019

- December 20 or before – Service Unit trains troops, troops train girls, and Service Units hold cookie rallies
- December 21 - Girls start taking orders and online marketing begins. Registered girls will receive emails to register with ABC Smart Cookies before this date. Please note, it is optional to start taking orders on this day.
- December 21-25 - Council office closed for Christmas

## January 2020

- January 1 - Council office closed for New Year's Day
- January 2\* - Initial orders due in Smart Cookies from direct sale service units
- January 4 - Cookie Rally at the URI Ryan Center
- January 13\* - Initial orders due in Smart Cookies from order taking service units
- January 17 - Last day for removing girls that do not belong in a troop. A girl CANNOT be removed just because she is not participating in the cookie program.
- January 18-26 - Initial deliveries. Direct sale service units will receive initial deliveries January 18-22, order taking service units will receive initial deliveries January 23-26.
- January 18 - Cookie booths begin
- January 20 - Council office closed for Martin Luther King, Jr. Day
- January 28 - Reorders begin. A partial payment must be made in order to place a reorder.

## February 2020

- February 4 - Troop 1st partial payments are due to the PPC or council on or before February 4th. Reorders will not be processed for troops without at least a 30% payment of their initial order. Payments are due each time a reorder is picked up and at least every two weeks after the initial delivery.
- February 18 - Partial payment due
- February 28-March 1 - National Girl Scout Cookie Weekend



\*The Service Unit PPC will let troops know if they are an order taking or direct sale service unit.

# IMPORTANT DATES (continued)

## March 2020

- March 3 – A minimum of 50% of a troop's total cookie bill is due
- March 15 - Regular season booth sales continue until this date. Clear out the cupboard booths run through the end of the month.
- March 17 - Partial payment due
- March 27 - Online sales end
- March 29 - Last day of booth sales
- March 30 - Final payments and recognition orders are due to council. Troops need to be sure to have transferred all cookies to the girls and entered their recognition orders in Smart Cookies. Troops must remember to verify t-shirt sizes, sweatshirt sizes and any optional recognitions with the girls before they reconcile their recognitions (girls' recognition choices should be listed on parent permission slips).



## May-June 2020

- Recognitions shipped to service units. PPCs must distribute recognitions to troops as soon as they are received. Troops must distribute earned recognitions to girls as soon as they receive them.

## September 30, 2020

- All cookie paperwork, including receipts, payment forms, and permission slips, must be kept until this date.

## Please note:



**Troop Cookie Managers/Troop Leaders are responsible for collecting money from girls throughout the sale. The date that final troop payments are due within the service unit is set by the service unit PPC.**

### Payment Schedule

**Payments must be made before each reorder. Payments are due on or before the following dates:**

**February 4 – 1st partial payment is due. This should be at least 30% of a troop's initial order.**

**February 18 – Partial payment due**

**March 3 – A minimum of 50% of a troop's total cookie bill is due**

**March 17 – Partial payment due**

**March 30 – Final troop payment and paperwork due**

# THE BENEFITS OF THE GIRL SCOUT COOKIE PROGRAM

## THE LARGEST ENTREPRENEURIAL PROGRAM FOR GIRLS IN THE WORLD!

A well-known component of Girl Scouting is the Cookie Program, the largest girl-led entrepreneurial program in the world. Each year, Girl Scouts around the country venture into the entrepreneurial world to learn business and financial skills and earn money to power new, unique and amazing experiences.

Through “learning by earning,” Girl Scouts find the G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> within to do awesome things for herself and for her community through the development of the five essential skills: goal setting, decision making, money management, people skills, and business ethics.

- **Goal Setting:** Girls set goals individually and with their troop and then develop a plan to reach these goals. They also learn to work together as a team while working toward their goals!
- **Decision Making:** Girls decide as a team how they will spend their money, which allows for collaboration and critical thinking.
- **Money Management:** When girls process orders or participate in a booth sale, they learn how to handle customers’ money and they also learn how to process online sales through credit card transactions. This teaches them important financial literacy skills.
- **People Skills:** Girls learn how to approach customers and gain self confidence in public speaking when making their sales pitch while selling cookies. They need to be able to present the product and payment options to friends and family members which helps in developing healthy relationships and self-esteem.
- **Business Ethics:** Girls learn to be responsible and honest throughout the Cookie Program. They learn to use care with money and product and the importance of follow through by delivering product to customers in a timely manner. These skills help reinforce the positive values that girls learn throughout Girl Scouting.



Goal Setting



Decision Making



Money Management



People Skills



Business Ethics

# COOKIE BUSINESS BADGES

When a Girl Scout places a pin or a badge on her vest or sash, it symbolizes an important achievement. Cookie Business badges demonstrate that a girl has developed specific skills related to running her own business. When a Girl Scout wears these emblems, she lets the world know she's a real-life Cookie Boss!

## Daisies



**Count It Up Badge**  
See how cookie money adds up.



**Talk It Up Badge**  
Decide how to best use cookie profits.

## Brownies



**Meet My Customers Badge**  
Find customers and be comfortable selling to them.



**Give Back Badge**  
Learn how businesses help others.

## Juniors



**Cookie CEO Badge**  
Learn to manage all facets of the cookie business.



**Customer Insights Badge**  
Gain a better understanding of cookie customers.

## Cadettes



**Think Big Badge**  
Set big goals for the cookie sale and brainstorm creative ways to reach them.



**Business Plan Badge**  
Write an effective business plan for the cookie business.



**Marketing Badge**  
Know how to create a marketing plan for the cookie business.

## Seniors



**My Portfolio Badge**  
Show college admissions officers and employers the benefits of the sales experience.



**Customer Loyalty Badge**  
Build the cookie business by increasing customer loyalty.

## Ambassadors



**Profit & Loss Badge**  
Translate Girl Scout values to the cookie business.



**Research & Development Badge**  
Research and develop new ways to build the cookie business.

For more information about the Cookie Business Badges and all the Entrepreneurship badges, visit [www.girlscouts.org/en/our-program/badges.html](http://www.girlscouts.org/en/our-program/badges.html)

# SKILL BUILDING IS MORE FUN WITH FAMILY!

Bring the whole family together for tons of fun and learning with our brand NEW Girl Scout Cookie Program pin collection! Girls can earn all 13 Cookie Entrepreneur Family Pins in the collection—one unique pin for every year they participate! It's never been easier for families to support their girl as she develops business skills, makes amazing memories, and earns a different pin for her uniform every cookie season. The simple, age-specific guidelines have been tailored for her developing skill set, making success a snap.

Visit [girlscoutcookies.org/entrepreneurfamily](http://girlscoutcookies.org/entrepreneurfamily) to learn more and access the age level requirements.

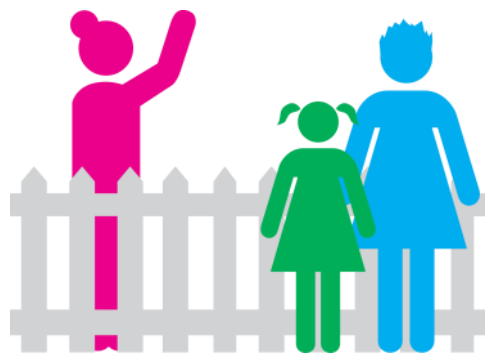


# Girl Safety and Technology

## Girl Safety

Safety is always a priority for our council. More detailed information can be found in the Volunteer Essentials and Safety Activity Checkpoints on our council's website, [gssne.org](http://gssne.org). All girls participating in online Girl Scout activities should read and sign the Girl Scout Internet Safety Pledge. Below are some other tips for girls on having a safe and successful Girl Scout Product Program:

- **Show you're a Girl Scout:** Always wear the Girl Scout membership pin, vest/sash/tunic, and/or Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up:** Always use the buddy system. It's not just safe, it's more fun!
- **Be prepared:** If selling door-to-door, become familiar with the areas and neighborhoods where you will be selling cookies ahead of time.
- **Partner with adults:** Adults must accompany Girl Scouts when they are taking orders, selling or delivering product.
- **Plan ahead:** Always have a plan for safeguarding money, and avoid walking around with large amounts of it or keeping it at home or school. Girls should give money to supervising adults, who should deposit as soon as possible.
- **Do not enter:** Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- **Sell in daytime:** Sell only during daylight hours, unless accompanied by adults.
- **Protect privacy:** Girls' names, addresses, and email addresses should never be given out to customers. Protect customer privacy by not sharing their information except for the product program.
- **Be safe on the road:** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.



## GSUSA Policy on Online Selling, Marketing, & Social Media

No girl, or adult acting on behalf of girl members, can collect money online for Girl Scout products or a money-earning activity online. The exception to this is GSUSA approved product programs.

Girls are only to use the internet to market the Girl Scout Cookie Program to friends and family. Friends and family are people whom the girl or her family personally know.

- **The Girl Scout Product Programs are girl-led programs, and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caregivers.**
- Friends and family of a girl participating in Girl Scout Product Programs must not market or share a girl's contact information, sales links, or sales information on public-facing online sites (examples: Craigslist, yard sale sites, Facebook Marketplace, neighborhood sites, Amazon, or e-Bay). They also should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines).
- For safety purposes, online marketing activities, especially those conducted through social media platforms, should always be done through accounts set to "private".
- Should any online marketing activities be identified as in violation of this policy, GSUSA or GSSNE reserves the right to intervene and request removal or remove the post.



All girls participating in online Girl Scout activities should read and sign the Girl Scout Internet Safety Pledge, available at [gssne.org](http://gssne.org).



## Check out these online resources available to help you throughout the Cookie Program!

### **GSSNE** - [gssne.org](http://gssne.org)

Your source for all local information! We have downloadable copies of manuals, forms and instructions.

### **ABC Smart Cookies** - [abcsmartcookies.com](http://abcsmartcookies.com)

Your ultimate tool during the Cookie Program! It is the tracking system for cookies, including where you enter your initial orders, transfer cookies to troops and girls, create recognition orders, and PPCs and council record payments. It is full of facts and information for volunteers, parents and Girl Scouts and it is loaded with ideas on how to make your cookie season a success. With features for goal setting, planning and online marketing, Smart Cookies is an online destination that gives girls all of the tools and resources they need to be successful and build the 5 Essential Skills that are at the heart of the Girl Scout Cookie Program. Think of Smart Cookies as command central for your Girl Scout's cookie business!



### **ABC Bakers** - [ABCbakers.com](http://ABCbakers.com)

The bakery website with cookie resources for girls, parents and adult cookie volunteers. Nutritional information, tips, ideas and cookie recipes can all be found here.

### **ABC Bakers YouTube Channel** - [youtube.com/ABCCouncils](https://youtube.com/ABCCouncils)

The bakery YouTube channel has helpful training videos, tips and fun information about everyone's favorite cookies!

### **GSUSA** - [girlscouts.org/cookies](http://girlscouts.org/cookies)

The GSUSA website is a great resource for leaders, parents and girls for Cookie Program information. It is loaded with resources from the Online Safety Pledge to listing requirements for the Cookie Entrepreneur Family Pin and the GSUSA Cookie Pro 2020 contest.

### **GSSNE Cookie Program App** - [gssnecookies.teamapp.com](http://gssnecookies.teamapp.com)



GSSNE has an app! Our app through Team App for the Cookie Program helps keep you up-to-date with news, dates, documents, and much more. It's great for troops, service units, and parents/caregivers. To access our app, you will need to download Team App onto your smartphone by visiting [www.teamapp.com/app](http://www.teamapp.com/app) or search for Team App in your phone's app store.

Once downloaded, launch Team App, then:

1. Sign up with Team App. You'll be sent an email to confirm your registration.
2. Once your registration is confirmed, login to the app. You can then search for our "team"—**GSSNE Cookies**.
3. Click "Become a member of this team" and request access to the group(s) that apply to you. Some groups require approval to join. If you are requesting access, please provide an explanation as to why you want to join, and your request will be approved by GSSNE staff (for example, only Service Unit Cookie PPCs will be approved to join the Service Unit Cookie PPC group).

## Connect with us!



**Facebook:**  
[facebook.com/GSSNE](https://facebook.com/GSSNE)



**Twitter:** @GirlScoutsofSNE



**Instagram:** @gssne



**Youtube:**  
[youtube.com/GSSNE](https://youtube.com/GSSNE)

### **Customer Care**

401-331-4500  
[customer care@gssne.org](mailto:customer care@gssne.org)  
[www.gssne.org](http://www.gssne.org)

# WWW.ABCSMARTCOOKIES.COM

**Smart Cookies is the online management system for the Girl Scout Cookie Program that allows cookie volunteers to view and manage:**

- Volunteer contacts, girl rosters, girl cookie recognition orders, and payments
- Troop and girl cookie orders
- Booth locator
- Calendar, messages, reports

**Step-by-Step instructions are available at [www.gssne.org](http://www.gssne.org) and [youtube.com/ABCCouncils](https://youtube.com/ABCCouncils)**

As Cookie Product Program Coordinator, it is your responsibility to make sure all troops in your service unit are properly entered in Smart Cookies and Troop Leader/Troop Cookie Manager data is correct.



## How to Log In

Service Unit Product Program Coordinators will be uploaded into ABC Smart Cookies by council. **If you are a returning PPC, your login information will be the same as the previous year.** Once loaded, an automated email will be sent out for ABC Smart Cookies accounts to be created.

- Once the email is received, click on the link to get started.
- Complete your Volunteer Profile.
- Once successfully registered, an automated email will be sent with your login credentials and confirmation.

## Password Retrieval

All users are able to reset their passwords.

- At the login page, click on “Forgot Password”
- Enter your email address
- Once the reset password email is received, click on the link provided and reset your password.

## Getting Help

The ABC Smart Cookies Help Center is designed to guide you through the basics and help you overcome challenges that may come your way. In the Help Center, you are connected to a world of resources specifically designed to help you have a great cookie season. Clicking on the Help Center tab in ABC Smart Cookies will give you access to Smart Cookies Basics, manuals, and guidance on managing your cookie sale.

**Any girl who is no longer active in a troop must be removed in the GSSNE membership database and ABC Smart Cookies before January 17, 2020.**

Troops or the service unit’s Recruitment Champion must contact GSSNE no later than January 17<sup>th</sup> to have troop rosters changed. Troop membership rosters can be found on the Leader’s “My GS” located on our website, [www.gssne.org](http://www.gssne.org). They may also be obtained from your Service Unit Recruitment Champion or from your council Membership Specialist.

Once sales have been credited to a girl in ABC Smart Cookies, the system does not allow girls to be transferred to a different troop due to her financial responsibility to her original troop. When a girl transfers troops during the cookie sale, it is up to the leaders of her current troop and former troop to work out transferring proceeds and recognitions between the two troops.

# GETTING STARTED

## Service Unit Product Program Coordinator checklist prior to troop training

- Carefully review this PPC Guide and the Troop Guide.
- Renew your membership for the 2019-2020 membership year if you have not already done so.
- Attend the Cookie Kickoff training on November 16, 2019. If you are unable to attend, contact the GSSNE Product Department to set up a separate training at 401-331-4500 or [customer care@gssne.org](mailto:customer care@gssne.org).
- Read and sign the 2019-2020 Cookie Service Unit Product Program Coordinator Position Description and Agreement and return to council.
- Set up a training for troops in your service unit. Be sure to notify all troop leaders that they will be picking up their troop's cookie materials at your training and encourage everyone to participate. Make arrangements with those who cannot attend your training so that they can be trained at a later date.
- Obtain a list of troops and girls registered for the 2019-2020 membership year from your Service Unit's Recruitment Champion. Use this to log into ABC Smart Cookies and verify that all of your troops and girls are set up and that their information is accurate.
- Identify local delivery sites by working with council. A good delivery site should be safe, convenient, dry, and easily accessible to delivery trucks. See pages 15 for more information on deliveries.
- Put together a cookie support team! The team can consist of:
  - The Service Unit Cookie Product Program Coordinator who trains and oversees all area volunteers
  - The Booth Coordinator (this is not mandatory, but they make the booth sale process easier)
  - Troop Leaders and Troop Cookie Managers
  - Parents and other family members who support the troops and assist throughout the sale



**All volunteers involved in the cookie program must be registered adults with a current background check.**

## Troop Uploads into ABC Smart Cookies

- Girls and troop leaders must be registered for the 2019-2020 Girl Scout membership year to be added to Smart Cookies and to participate in the program. **Unregistered girls and troop leaders are not permitted to participate in any troop activities, including the Fall and Cookie Programs.**
- All girls registered before December 19, 2019 will be entered into Smart Cookies before the start of the sale. All girls with an email address on file will automatically receive an email link to sign up with Smart Cookies.
- **Council uploads the first two leaders (alphabetically by last name) from each troop into Smart Cookies and they will receive registration emails.** Council has to distinguish between primary leaders and alternate leaders in the system. The primary leader will be the one who comes first alphabetically by last name. If a troop has more than two troop leaders, only the first two in the alphabet are loaded with the initial upload.
- After the start of the sale, newly registered girls will be added to Smart Cookies once a week in January, every other week in February, and once within the first week of March. If girls need to be added later in March, please contact council to have them added. PPCs do not have the ability to add, move, or delete girls.
- Any girls that need to be removed from troop rosters need to be removed by January 17, 2020. Council will send a form to all PPCs and troops to submit roster changes.
- If Troop Leaders/Troop Cookie Managers need to be added after December 20 or the primary/alternates need to be changed, council and PPCs can make these changes within ABC Smart Cookies.

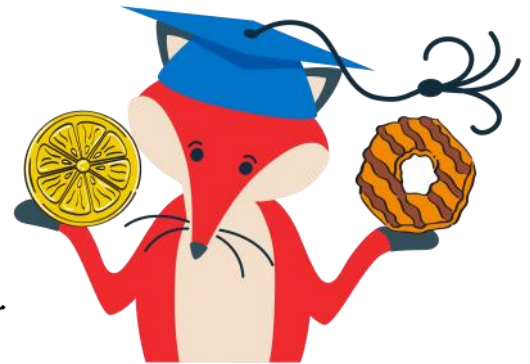


# TRAINING YOUR TROOPS CHECKLIST

Use this checklist to help you cover all the important aspects of the Girl Scout Cookie Program during your troop training.

## Compliance

- Have each Troop Leader and Troop Cookie Manager sign the Troop Cookie Program Agreement and turn it in to you during training. If a troop plans on participating in booths, they must also complete the Cookie Booth Agreement. These agreements must be turned in to council with final paperwork.
- Remind troop leaders that product program materials should not be given to girls who have not yet registered for the 2019-2020 membership year or who have outstanding debt from a previous sale. **A parent/caregiver permission form must be completed for all girls participating.**
- Girls and troops cannot begin selling until the sale starts on December 21, 2019. Invitations to sign up for Smart Cookies will automatically be sent before this date, but the sale will not be active in the system. Please note: girls and troops are not required to start selling on this date.
- Go over girl safety during Girl Scout Product Programs and the GSUSA Policy on Online Selling, Marketing, & Social Media found on page 8 of this guide and the Troop Guide.
- Give the Troop Leaders and Troop Cookie Managers your contact information. Let them know they can always contact you or council for help.



## Participation

- Explain the ways to participate: direct sale/cookie booths, order taking, and online.
- Review and sample the cookie types and discuss the girl recognition items.
- Encourage troop goal-setting and explain the badges and pins that girls can earn during the Cookie Program.
- Tell troops when their deadline for submitting their initial orders will be depending on if you are a direct sale or order taking service unit. Discuss the process and deadlines for reorders.
- Explain troop proceeds and rewards, including the rewards opt-out option for older girl troops. More details can be found on page 18 of this guide and page 14 of the Troop Guide.
- Go over booth sales, including service unit and council processes for booking booths and booth guidelines and etiquette. **Troops who wish to hold booth sales outside of their service unit MUST get permission from the PPC in that community prior to booking or conducting a booth sale.**
- Explain that cookies are not returnable and each girl/troop is financially responsible for all of the product that they order. Both cupboards and troops are encouraged to actively trade and transfer cookies during the sale.
- Discuss and encourage the Cookie Share program as a way for girls and troops to meet their sales goals while giving back to their community! Explain the Cookie Program Community Service Project. More details can be found on page 25 of this guide and page 20 of the Troop Guide.
- Encourage everyone to read the newsletters and emails sent by council, visit the Cookie Program page on the GSSNE website, and sign up for the Cookie Program Team App to keep up to date during the Cookie Program.

# TRAINING YOUR TROOPS CHECKLIST

## ABC Smart Cookies

- Troop leaders and girls will automatically be loaded into ABC Smart Cookies and will receive an email inviting them to register with the site. See page 11 for council upload procedures.
- Introduce ABC Smart Cookies and show them the online resources and trainings available to them, detailed on page 9 of this guide and the Troop Guide.
- Explain the importance of transferring cookies to girls throughout the sale within Smart Cookies and using the system to keep proper inventory and records.
- Review the *Troop Balance Summary* report that troops will need to use to view their balances due to council throughout the sale.



## Payments

- Explain the processes for collecting money, making ePayments, and the updated GSSNE debt collection procedures. See pages 18-23 of this guide and pages 14-17 of the Troop Guide for more information.
- Schedule times for your troops to turn in their payments and paperwork throughout the sale. Explain the payment schedule featured in this guide and the Troop Guide.
- Explain that payments should be made each time cookies are received by troops or girls. **Receipts should be written any time money or cookies change hands.**

## Why Participate?

The Cookie Program is a council-sponsored program that combines educational activities with money earning opportunities for troops. The Cookie Program is a great way to fund amazing experiences for Girl Scouts! With each package of cookies, troops and service units earn proceeds, girls earn recognition items and camp credits, and the purchase helps fund council programs, camp upkeep, financial aid, and much more!



# MEET THE COOKIES!

GSSNE works with ABC Bakers to provide delicious, high quality cookies to Girl Scout troops. There are 8 traditional varieties of cookies (Thanks-A-Lot, Girl Scout S'mores, Lemonades, Shortbread, Thin Mints, Peanut Butter Patties, Caramel deLites, Peanut Butter Sandwich) and one gluten-free cookie (Caramel Chocolate Chip). The traditional varieties sell for \$5 per package and the gluten-free cookies sell for \$6 per package.

## More Cookie Information

- Troops are not permitted to set prices higher or lower than the council prices.
- There are 12 packages of cookies in a case of cookies.
- Cookie FAQs and nutritional information can be found at [abcbakers.com](http://abcbakers.com) or [girlscouts.org/cookies](http://girlscouts.org/cookies)
- Cookies must be stored in a cool, dry, pet-free, pest-free and smoke-free environment at all times.
- **Cookies are not returnable.** To avoid having cookies left at the end of the sale, we encourage you to exchange cookies with other troops/service units. Depending on availability, troops may be able to exchange cookies with council, but the ability to exchange is not guaranteed.

## Gluten-Free Caramel Chocolate Chip Cookie

- The Gluten-Free Caramel Chocolate Chip cookie features rich caramel, semi-sweet chocolate chips, and a hint of sea salt in a chewy, gluten-free cookie. These cookies are produced in a special gluten-free and peanut free facility.
- Service units pre-ordered cases of Caramel Chocolate Chip Cookies in Fall 2019. Council will have a small supply for new troops and troops that need more on a first come, first serve basis.
- **Due to their limited availability, Caramel Chocolate Chip Cookies are not on the girl order cards, and girls should not take orders for them. This cookie should only be sold as a direct sale once the cookies are in hand.**
- Caramel Chocolate Chip Cookie sales will count towards the troop's final package sales total.
- These sales will count towards girl sales totals and recognition items.
- Tracking of the Caramel Chocolate Chip Cookie sales and payments to council will be recorded in Smart Cookies just like the traditional flavors.
- Gluten-free cookies will sell for \$6 per package, while all other cookie varieties sell for \$5 each. This is due to the higher bakery production cost for this specialty product.
- Caramel Chocolate Chip Cookies will be distributed with troop and service unit initial order only.
- As with all other Girl Scout Cookies, Caramel Chocolate Chip Cookies are NOT returnable.



## Cookies and Cars

When Troop Leaders/Troop Cookie Managers and parents are picking up cookies, remind them to empty their car of excess items, such as car seats, strollers, beach chairs, etc.

Here is a guide to how many cookies will fit in an empty vehicle:

Vehicle	Approximate # of cases
Compact 3-door	23
Hatchback or small wagon	25 - 30
Mid-size sedan (using back seat & trunk)	35
8 passenger mini-van or SUV	60
Full-size station wagon	75
Full-size van with seats	150
Full-size van without seats	200

# CHOOSING A COOKIE DELIVERY STATION

**Choose a delivery station that can accommodate your service unit's cookie delivery, making note that your initial delivery is usually the largest.**

- The truck that delivers your orders can vary from a standard box truck to a 60 foot long, 14 foot high tractor trailer. The site you pick must be accessible to large vehicles. The site cannot require the driver to back down driveways and needs to be ice and snow free on the day of your delivery.
- Be sure that the location is free of low branches and/or utility wires, and the street, driveway and/or sidewalk can handle the weight of a heavy truck. Choose a location that allows the driver to deliver the cookies by the pallet, not by the hand truck.
- A pallet of 100 cases of cookies takes up a space 3 feet wide, 3 feet long and 5 ½ feet tall. A standard car garage will hold about 1,000 cases. Cookies may be damaged if they are stacked more than 8 cases high.
- Product safety is important! Make sure your location can safely keep and/or store your service unit's cookies. Consider questions such as is the floor strong enough to handle the weight of the cookies? Are there leaks in the roof or windows that may drip on the cookies? Are there any signs of bugs or other critters who might like to make home in the cookie packages? If you answered YES to any of these questions, find another location!
- Whether your delivery station is just for the day, or for the storage of your service unit's cupboard throughout the season, the delivery station should be indoors, out of the unpredictable New England weather and safe for you, your cookie team volunteers, the Girl Scouts and the delivery agents.

**The delivery agents and drivers will make every effort to accommodate your delivery requests.**

However, if they feel that the location or weather are too dangerous to deliver at your selected location, an alternate may have to be selected or your order may be picked up at the West Warwick warehouse.

When you receive your confirmed delivery time, please remember that due to uncontrollable circumstances such as weather, traffic, mechanical issues or the delivery prior to yours, your window of delivery is an hour before to an hour after your scheduled time. For example, if your delivery is set for 2pm, your delivery could come any time between 1pm and 3pm. However, every effort is made to accommodate your exact delivery time request.

**If you are expecting a large cookie order, community buildings such as fire stations or places of worship make better delivery stations than personal residences.**

Our agent, Paul Arpin-Liberty Moving & Storage is also an excellent choice for a delivery station. The product will be set up for each service unit, with loading docks that make the troop pick-up process fast, easy and convenient.



**Cookies may not seem heavy, but that weight adds up! Don't forget to use safe lifting techniques at all times!**

# DELIVERIES AND SALE START

**Once your troops have completed their training, please complete the following steps:**

- Make sure all troops have placed their initial order in Smart Cookies by the designated date and review all troop initial orders.
- Submit your service unit's cupboard order under your Cupboard Manager account in Smart Cookies. Don't forget to order a small supply for reorders to help you fulfill orders and booth requests that occur between your initial delivery and the first reorders on January 28th.
- **Initial deliveries will run from January 18th to January 26th. Direct sale service units will receive initial deliveries January 18-22, order taking service units will receive initial deliveries January 23-26. Follow the instructions received from council on how to book your service unit's pickup/delivery window. Please note that initial delivery schedules for direct sale service units cannot be set until after all orders are received on January 2 and delivery schedules for order taking service units cannot be set until after all orders are received on January 13.**
- Review booth sale requests, assign booths that are community booth locations.
- Submit all confirmed booths to council via spreadsheet. These must be submitted in the template format provided by ABC Bakers at least 5 days before the booths are to occur to ensure adequate time to enter them into the database.
- Ask troops to review their girl rosters in Smart Cookies. Any roster changes must be made by January 17, 2020. Council will provide a form to submit these changes. Girls MAY NOT be removed after January 17, 2020 and girls will not be removed just because they are not participating in the cookie program. A girl cannot be transferred in ABC Smart Cookies after sales have been attributed to her.
- Refer to the cookie program calendar and adhere to all deadlines.



**Paul Arpin-Liberty Moving & Storage is located at 99 James P Murphy Ind. Hwy, West Warwick, RI 02893. Troops and service units are not permitted to show up unscheduled and pick up cookies. All pickups and deliveries must be scheduled through council.**

**The day of your delivery be prepared for the following:**

- Receive your community cookie delivery on your assigned delivery date.
- Display signage in a visible location at the delivery site for your delivery agent and volunteers.
- Ask the driver to sort the product cases by variety.
- Inspect the product for visible damage. If your delivery takes place at the Arpin facility, you may replace damages at that time. If your delivery takes place at another location, please note the damages on the delivery ticket and keep the damages. You may exchange any damaged product at the council office.
- **Verify that your order matches the quantities on your delivery ticket and only sign for the product that you receive. If there is a discrepancy between the delivery ticket and the quantity you receive, make note of this on your delivery ticket. Your service unit will be responsible for the quantity you sign for.**
- Notify GSSNE if you have any problems with your delivery.
- Distribute product to your Troop Leaders/Troop Cookie Managers at their pre-assigned time slots. Have them verify and sign for their orders.



# REORDERS

## Reorder Guidelines

- PPCs can set when troops are required to submit their reorders for their service unit. If your service unit is participating in Planned Orders through ABC Smart Cookies, troops will be required to submit their order by 7am on Mondays.
  - Before a reorder is placed for a troop, have them confirm their current inventory. If they have more product than you think they need, transfer some to your cupboard or another troop who needs additional product.
  - Payments must be made every time a reorder is placed by a troop and your service unit.
  - All reorders must be entered into Smart Cookies for each troop and for each individual girl.
- **Whether they are being picked up at the council office or at the Arpin warehouse, service unit orders must be submitted to council through the provided form no later than 9am on Mondays.**
- There is a 150 case minimum for any cookies that are being delivered to a particular site.
- All deliveries and pickups are scheduled pending approval from Arpin. These are scheduled based on driver and warehouse staff availability, other business that Arpin may be balancing, order in which they are received, and weather. Requested times are not guaranteed.
- Please remember that Arpin is a private business and are not employees of GSSNE. They will do their best to accommodate all requests, but also must continue to balance the needs of their business.
- After initial delivery, product will be delivered on Wednesdays and Fridays only. Orders may be picked up at the Arpin Warehouse, Tuesday-Friday from 9am to 4pm. There are no pickups or deliveries on Mondays!
- If requests for additional cookies are received after the Monday reorder deadline, council cannot guarantee that there will be enough product available for your order. There will be limited back-up inventory available at the warehouse but troops and service units need to plan ahead so that we can ensure that we have adequate product on hand to fill all orders.
  - Council must receive orders by 9am Tuesday for a Wednesday delivery and by 9am Thursday for a Friday delivery.
- Late in the sale, product should come from other service units or the council office FIRST! We do not want to take additional product out of Paul Arpin's facility at the end of the sale unless it is absolutely necessary. Our goal is to have every cupboard bare!
- Every service unit and every troop is responsible for managing their inventories. Once cookies leave the warehouse they are not returnable.

**Receipts must be written for all payments made and received and all cookie transfers between parties. For clarity, write a new receipt for each payment or cookie transfer. Keep all receipts until September 30, 2020.**



# PROCEEDS

## Troop Proceeds

GSSNE calculates proceeds that troops can earn by selling Girl Scout Cookies based on the *per girl average of packages sold by all registered girls within a troop.*



Main Troop Proceeds	
Per Registered Girl Average (PGA)	Proceeds Per Package Sold
1-99.99	\$0.52
100-159.99	\$0.65
160-199.99	\$0.80
200+	\$0.90

## Cadette/Senior/Ambassador Girl Scout Troop Proceeds Option

Cadette/Senior/Ambassador Girl Scout troops may select to receive additional proceeds by opting out of the main (final) girl recognition program. Troops who opt out of recognitions still receive patches and Troop Leaders are still required to transfer cookies to girls and submit a recognition order at the end of the sale. Older girl proceeds are based on the number of girls who participate in the sale. **Older girl troops who opt out of receiving recognitions will receive the following:**

Older Girl Proceeds	
Per Registered Girl Average (PGA)	Award Amount Per Girl Who Sold
100-199.99	\$10
200-299.99	\$20
300-399.99	\$30
400+	\$40

**The Troop Leader must submit a signed older girl permission slip with their final payment to the council for every girl in the troop** in order to receive additional proceeds and it must be a decision made by the entire troop. Troops who choose this option give up the ability to receive girl recognitions and to use cookie camp credits (including transferring cookie camp credits to sisters). Multilevel troops only qualify for the Older Girl Proceeds if the entire troop are Cadettes or older. A separate proceeds check will be mailed to the leader at the completion of the sale. The service unit Product Program Coordinator will receive copies of the older girl permission slips or they can be found at [gssne.org](http://gssne.org).

## Service Unit Proceeds

Service units who exceed their package sold quantity from the 2019 Cookie Program will receive an additional one cent (\$0.01) per package sold to help with expenses in their service unit like bridging ceremonies and end of year celebrations! Any outstanding debt/unpaid packages do not count towards this goal.



The deadline for transferring girls who are no longer attending troop meetings is January 17, 2020. Leaders must communicate this to your service unit's Recruitment Champion so that they can remove them from the troop by this deadline. A girl CANNOT be removed just because she is not participating in the cookie sale.

# MONEY MATTERS

## What is Cookie Dough?

Cookie Dough is a credit that is an option for girls to select in lieu of recognitions at certain sales levels. These credits can be used in the GSSNE Council Shop or applied to 2020 GSSNE Summer Camp. Cookie Dough credit is nontransferable.



## What are Summer Camp Cookie Credits?

All registered girls earn twenty cents (\$0.20) per package that may be applied as a discount to the cost of attending GSSNE Summer Camp. Credits may be pooled by sisters in the same family. Summer Camp Cookie Credits cannot be transferred outside of families and can only be applied to GSSNE Summer Camp. Camp Cookie Credits expire on September 30, 2020 and cannot be used for troop camping, Family Camp, or Tall and Small.

For the 2021 Cookie Program GSSNE will be making adjustments to the Summer Camp Cookie Credit ranges to bring us into better compliance with GSUSA and IRS guidelines. Camperships will also still be available to those who need them. GSSNE aims to ensure that any Girl Scout who wants to go to camp has that opportunity, regardless of her family's ability to pay!

## Proceeds Cannot be Paid to Individual Girls

Individually Registered Members (IRM), formerly referred to as Individually Registered Girls (IRG) or Juliettes, can participate in the Cookie Program. Proceeds cannot be paid to IRMs per GSUSA and IRS guidelines. Instead, they earn Cookie Dough credits. They can also still earn recognition items!

If an IRM would like to participate in the Cookie Program, she will be recorded in Smart Cookies under her service unit's 5000 number troop, for example, 5001 or 5029. Girls who are actively participating in a troop cannot be considered an IRM for the Product Programs. To participate, girls/caregivers can contact their service unit's Cookie Product Program Coordinator or council.

Cookie Dough credits will be awarded to an IRM who sells 100 or more packages of cookies. Cookie Dough credit cannot be transferred to another Girl Scout and cannot be replaced or refunded.

IRM Sales Levels & Cookie Dough Earned	
Level 1: 100-199.99 packages	\$25
Level 2: 200-349.99 packages	\$50
Level 3: 350-499.99 packages	\$75
Level 4: 500+ packages	\$100

## Payment Frequency

A troop's first partial payment is due to the service unit's PPC or council on or before February 4th. Reorders will not be processed for troops without at least a 30% payment of their initial order. Payments are due each time a reorder is picked up and at least every two weeks after the initial delivery. Troops will not receive additional cookies until payments have been made. Girls should also make payments to their troop before receiving additional cookies.

### Payment Schedule

Payments must be made before each reorder. Payments are due on or before the following dates:

**February 4** – 1st partial payment is due. This should be at least 30% of a troop's initial order.

**February 18** – Partial payment due

**March 3** – A minimum of 50% of a troop's total cookie bill is due

**March 17** – Payment due

**March 30** – Final troop payment and paperwork due

# PAYMENTS

## Collecting and Depositing Money

Please follow the below steps when collecting money during the cookie sale:

- Cookie volunteers should make frequent deposits and/or payments throughout the sale to help reduce the amount of cash that troops keep on hand and thus lessen the possibility of loss or theft.
- When money is collected from parents/caregivers, girls, or troops, receipts must be filled out to show acceptance of money on behalf of the council.
- Receipts should always be written when cookies are exchanged and a new receipt should be completed each time.
- Troops should make frequent payments to their PPC or to council. PPCs are required to make frequent deposits on behalf of the troops to the council account. Money from the cookie sale should NEVER be deposited into personal bank accounts. Per GSSNE policy, all troops are required to have their own bank account for troop activities.



## Ways for Troops to Make Payments

There are multiple ways for troops to make payments to PPCs or council during the cookie sale:

1. Submit a payment as an ACH deposit through our ePayment system. Troops should print/email a copy of their confirmation email to their PPC. **Partial payment forms are not required for ePayments but a final payment form must be turned in by all troops regardless of payment method.**
2. Deposit funds into their troop account and write a check from the troop account to GSSNE. Turn in the troop check with a partial or final payment form to their PPC or council.
3. Deposit money directly to GSSNE at a bank by using one of the GSSNE deposit slips. GSSNE deposit slips will be supplied to each PPC or can be received at council. Turn in a partial or final payment form and a copy of the deposit receipt from the bank to their PPC or council.
4. Hand in cash, checks and a partial or final payment form to their PPC or council.

## ePayments

The GSSNE ePayment system is available for troops to submit payments directly to GSSNE. The process is user friendly and immediate! Visit [sne.gsachonline.com](http://sne.gsachonline.com) when you are ready to make your payment.

### Steps for troops needed to make an ePayment:

1. Log in using their email and password (create an account if they don't have one). Please note: when setting up a new account, troops will select "unknown" as the service unit and will need to enter a 5-digit troop number. If the troop number is less than 5 digits, add zeros to the beginning of the troop number. For example, Troop 999 would become Troop 00999.
2. Enter/update the profile information.
3. Enter troop bank information for each troop they lead. Double-check that the information is correct.
4. Choose troop and enter payment amount and submit.
5. Receive an email payment confirmation. Immediately send a copy of this email receipt to the service unit PPC and print a copy.
6. All payment paperwork must still be submitted to council according to established GSSNE Product Program Policies.

## Completing Partial and Final Payment Forms

### Partial Payments

A partial payment form must be fully completed and turned in with every payment made except when made by ePayment. When paperwork is required, it should be completed and turned in to council within 3 business days of deposit.



### Final Payments

To fully complete the final payment form, pull a *Troop Balance Summary* report from ABC Smart Cookies by going to *Reports* then *Finance*. **Don't forget: girls may have been doing online sales throughout the season, which will change a troop's final proceeds, packages sold, and balance due to council!**

# MONEY MATTERS AGAIN!

## Accepting Checks

- Only collect checks from friends and family members. Do not accept checks at booth sales.
- Checks are to be made payable to GSSNE or Girl Scouts of Southeastern New England.
- **The following information is REQUIRED on each check:**
  - **Name & Address**—should be pre-printed
  - **Home/cell phone number**
  - **License state and license number**
  - **Girls name and troop on memo line**
- Verify that the written amount of the check matches the dollar box.
- No starter checks.
- Do not accept post-dated or third party checks.



## Credit Card Readers

Troop Leaders can obtain a credit card reader for the troop with Intuit, SAGE, Square or any other credit card acceptance provider to accept credit cards for cookie sales. The troop agrees to pay all transaction fees and is fully responsible for the use and management of the account. GSSNE recommends obtaining a credit card reader for use at booth sales to help increase sales to customers who don't carry cash!



## Credit Cards in ABC Smart Cookies

Girls and troops will be able to take credit cards through the ABC Smart Cookies app on their phones! This option will be available for girls when they deliver cookies to customers and new for 2020 troops will be able to use this tool at cookie booths! See [gssne.org](http://gssne.org) for more information.

## Cookie Debt

GSSNE takes debt from product sales very seriously. Bounced checks will be turned over to the local authorities and/or a collection agency within 10 days of the check bouncing and troops will not receive proceeds for girl/troop debt.

### **Bad Debt Policy per the GSSNE Policies, Procedures and Standards (PPS) 2019-2020**

In instances of bad checks or unpaid debt, GSSNE will make every effort to contact the person involved and develop a payment plan. Where this is unsuccessful referrals will be made to a collection agency or local police. In these cases:

1. The SUM will be notified the adult is under a restriction on handling money for a minimum of one year.
2. Volunteer status will be changed to "suspended" in the database.
3. Financial aid will not be available to the adult or girl member until the debt is paid in full.
4. Cookie credits cannot be applied for the girl member until the debt is paid in full.
5. Neither the adult nor the girl will be allowed to register for programs or training until the debt is paid or a payment plan is in process.
6. No shop purchases are allowed until the debt is paid or a payment plan is in process.

Additional fees will be incurred for bounced payments (NSF):

- **Each bounced check will incur a \$25 returned check fee.** Once a customer or troop bounces a check, GSSNE will only accept cash, money order, or bank check for the payment and fee.
- **Each bounced ePayment made by a troop will incur a \$35 fee.** Troops should double-check that their banking information has been entered correctly in the ePayment system before submitting payment to avoid a fee incurred for improper information.

## Additional Money Earning Activities

If a troop is interested in additional money earning activities, please see the 2019-2020 GSSNE Policies, Procedures and Standards (PPS) for guidelines. Additional money earning activities must be approved by GSSNE and should meet certain guidelines. The application is available at [gssne.org](http://gssne.org).

## MANAGING YOUR SERVICE UNIT'S COOKIE PAYMENTS

As Product Program Coordinator, you should set up times for your troops to make payments throughout the sale in accordance with the council payment schedule. Troops cannot place a reorder until they have met the minimum payments outlined in this schedule.

To minimize the amount of money you need to handle, encourage troops to deposit all cash and checks into their troop account. Once they have made a deposit they can either write one troop check to hand in to you or they can make an ePayment through GSSNE's ePayments system.

If you are collecting cash and/or checks from troops, you must deposit the payments into any branch of Citizens Bank or bring the payments to council within 3 business days of when you collected the payments.

- You will receive deposit slips, account stamps, and extra payment forms, should Troop Leaders ask you for them.
- Fill out the special preprinted 3-part deposit slip. Do not use blank deposit slips found at the bank. **Be sure service unit and troop number(s) are recorded on every deposit slip.** You may choose to do one troop per deposit slip or combine troops as long as the deposit totals match the payment forms.
- Before depositing checks, be sure the troop number is written on the front of the check (lower left corner) and all the required check information is included (see page 21 of this guide or page 17 of the Troop Guide). Stamp "For Deposit Only" on the back of the check.
- List each check separately by writing the amount of the check on the deposit slip.
- Tear off yellow copy of deposit slip and save.
- Give white and pink deposit slips to the teller with all monies. She/he will return pink copy and white bank receipt back to you.
- Attach both pink deposit slip and white bank receipts with adding machine tape to troop's partial or final payment form.
- Copies of the deposit slips, along with a partial or final payment form should be brought/sent to the council within 3 days of deposit so that troops can be credited for their payments.

Any partial or final payments that have not been direct deposited by the designated deadlines must be brought to the council office between the hours of 8:30am and 5:00pm the following day! You can also instruct your Troop Cookie Managers/Troop Leaders to bring any outstanding payments to the council office.

Log all payments into each troop's Smart Cookies account AFTER payments have been made at the bank. If you do not log these payments before handing in the troop's paperwork to council, do not go back and log them later. Council will log any received payments missing from Smart Cookies and will confirm those that have been entered.

**These forms are to be completed and handed in to council with payment receipts:**

Partial Payment Form or Final Payment Form  
Troop Collection Form (if applicable)



# MANAGING YOUR SERVICE UNIT'S COOKIE PAYMENTS

## Final Payments

**All final payments, recognition orders, and paperwork are due to council by March 30, 2020**

Each troop should only submit one final payment form. If troops must submit another payment after the final payment has been made due to late sale opportunities, please submit a Revised Final Payment form. New for 2020, this will be a separate sheet and revised final payments should not be written on the regular blue Final Payment Form. The new Revised Final Payment form can be obtained through council or on our website, gssne.org.

Any delays in receiving this paperwork will also result in delays in processing troop proceeds, girl recognition orders, and summer camp credits!

## Delinquent Parent/Caregiver Accounts

It is important to collect payments frequently to minimize the risk of delinquent accounts. If a leader or parent/caregiver does not make payment for their cookies, promptly notify the GSSNE Product Department and submit a completed Troop Collection Report. The Troop Collection Report form should be sent with the signed girl permission slip and signed receipts for cookies and payments received on or before March 30, 2019 to the attention of Ginger Lallo. However as soon as you are aware that there is a payment issue, please let council know. We can help you and the Troop Cookie Manager/Troop Leader in handling the situation.

*NEVER use troop proceeds to cover a delinquent parent/caregiver payment.*

**Note:** Any family who is delinquent on payment will be contacted by council for payment and/or sent to a collection agency to attempt recovery. At that time, and until the payments are made in full, both the Girl Scout and her family members will not be allowed to participate in additional Girl Scouting activities, which include but are not limited to troop activities, summer camp, re-registration and receiving financial aid. Additionally, girls will not be able to receive recognition items or additional cookies.

## Refund Policy for Troops who Pay Council Their Proceeds

If a troop pays their proceeds to council on their final payment instead of keeping them, council will write a check for the proceeds and mail it to the troop leader. Please note that this can take a few weeks to process given the busy nature of the end of the sale. Please avoid paying your proceeds to council when possible by checking the *Troop Balance Summary* in ABC Smart Cookies.



# BOOTH SALES

## PPC Booth Sale Responsibilities

- PPCs and troops can book booths within their service unit boundaries. Troops should confirm with their PPC before booking locations.
- PPCs can appoint a Booth Coordinator to assist them in booking and managing booths within the service unit.
- **If you or your troops would like to hold a booth outside of your service unit, you must first contact the PPC in that community prior to reserving the time slot.** We want to be considerate of both the businesses and the troops who reside in those communities.
- Make sure your troop leadership, parents/caregivers, and girls adhere to the GSSNE Booth Sale Guidelines and Etiquette before, during, and after all booth sales.
- All adult volunteers participating in a booth sale are required to complete a Booth Sale Agreement and return to you before attending a booth sale.
- Council requires at least two registered girls and two registered and background checked adults at cookie booths at all times.
- **If the troop cannot attend a scheduled booth, they should notify council and their PPC to cancel it in the Smart Cookies system so customers are not looking for a booth that is not being held and so the slot can be released to other troops.**



## Cookie Finder

The Cookie Finder is a great way for customers looking to buy cookies to find your booths! During the 2019 cookie season, there were 26,620 individual zip code searches for booths within GSSNE borders. Customers can use the Cookie Finder app or enter their zip code on the GSSNE or GSUSA website to find a booth near them!

All scheduled booths should be submitted to council through the ABC Bakers upload spreadsheet provided by council to be added into the Cookie Finder through ABC Smart Cookies.

- The upload spreadsheet must be submitted to council at least 5 days before the booths are to occur to ensure adequate time to enter them into Smart Cookies. Council cannot guarantee that booths received after this time frame will be entered.
- Do not resubmit booths that you have previously sent to council.
- Send the booths you have scheduled as soon as possible. Do not wait to submit a large amount of booths because you are waiting to hear from one troop about a booth.
- If you need assistance completing the booth upload spreadsheet, please contact the GSSNE Product Department.

## Tracking Booth Sale Inventory

When troops transfer cookies to girls in ABC Smart Cookies, they will need to transfer to each girl by the type of cookie sold. It is important for each troop to keep track of their current inventory and keep track of what types of cookies are sold at booth sales. To help with this, GSSNE has a Booth Sale Cookie Tally Form available at [gssne.org](http://gssne.org). This is also a great resource for PPCs to know the inventory that will be needed at your service unit's cookie booths.

When transferring cookies to girls after a booth sale, troops can use the basic cookie transfer option, or they can use the Smart Booth Divider if their booth has been entered into the Cookie Finder through ABC Smart Cookies. Check out [youtube.com/ABCCouncils](http://youtube.com/ABCCouncils) for instructions on both options.

## GSSNE Has a Lottery for Booth Sales

GSSNE staff and volunteers work hard to procure new and exciting booth sale locations. Regular notifications will be sent out to PPCs and Troop Leaders/Troop Cookie Managers with the upcoming lottery locations. Be on the lookout for more details on the GSSNE Facebook page and emails from the GSSNE Product Department.



# COOKIE SHARE, COMMUNITY SERVICE PROJECT & RALLY

## Virtual Cookie Share

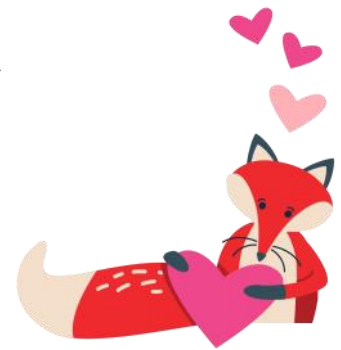
GSSNE participates in a Virtual Cookie Share. Virtual Cookie Share is a way for customers to support girls, Girl Scouts and other organizations by purchasing Girl Scout Cookies. Girls will collect \$5 per package for Virtual Cookie Share online or on their order card in the “Donate Cookie Packages” column, but neither the troop nor the girl has to handle or deliver the cookies. Troop leaders simply enter these as Cookie Share in ABC Smart Cookies and pay for these packages along with the remainder of the troop’s cookies. At the end of the program Virtual Cookie Share packages will be distributed by the council to local nonprofit organizations! This functions similarly to the Military Share program from the Fall Product Program.



**All troops who donate 4 cases (48 packages) or more to the Virtual Cookie Share Program will receive a free Cookie Share patch for each girl participating in the 2020 Cookie Program. Cookie Share patches can also be purchased in the GSSNE Shop in Warwick.**

## Cookie Share

Cookie Share is a cookie related service project that can be implemented at the troop level, allowing troops to develop their own unique program. Before the cookie season, each troop decides which charitable organization(s) in their community they would like to visit and deliver the packages of donated cookies to. These charities can range from nursing homes to family and children shelters to food banks and hospitals. These cookies must be donated to a 501(c)(3) charity. These cookies will be entered into ABC Smart Cookies under each girl like regular sales and the troops will donate the cookies themselves. Troops are required to pay for all cookie share packages they donate.



## Cookie Program Community Service Project

Each year the Girl Scouts of Southeastern New England selects a local organization to be the recipient of our annual Cookie Program Community Service Project. After multiple rounds of voting by our GSSNE Girl Scout family, the **2020 recipient will be the GSSNE Endowment Fund for Camp Hoffman**. This GSSNE Endowment Fund ensures that Camp Hoffman in West Kingston, RI will be here for girls in our council to enjoy for generations to come. Funds will support ongoing maintenance and operational needs. Girls and troops can choose to donate a portion of their cookie proceeds to support Camp Hoffman and it is a great opportunity for girls to learn about the importance of giving back to their communities!



*Any monetary donations received during the cookie sale MUST be applied towards the purchase of cookie share cookies. IRS regulations forbid tipping, canning or soliciting cash donations for the benefit of a troop.*

## Cookie Rally at the URI Ryan Center

On January 4, 2020 GSSNE will be hosting a Cookie Rally at the URI Ryan Center in Kingston, RI. Girl Scouts and their family members are invited to participate in this fun and exciting program. Girl Scouts will have hands on learning experiences focused around the 5 Essential Skills they learn while participating in Girl Scout Product Programs. All Rally attendees must purchase a ticket prior to the event. Watch for more details on this SUPER FUN event on our website and Facebook page.



# FREQUENTLY ASKED QUESTIONS

Below you can find answers to some questions that are frequently asked by troop leaders, parents/caregivers, girls, or customers throughout the cookie program.

## Where does the money from my purchase of Girl Scout Cookies go?

When customers buy Girl Scout Cookies, they're helping power unique, and amazing experiences for girls. One hundred percent of the net proceeds from the Girl Scout cookie sales stay within GSSNE. Many experiences are powered by Girl Scout Cookies! When a customer purchases a package of cookies, troops and service units earn proceeds, girls earn recognition items and camp credits, and the purchase helps fund council programs, camp upkeep, financial aid, and more!

## Why did you raise cookie prices last year?

In 2019, GSSNE along with many councils nationwide increased the selling price of cookies. This was GSSNE's first price change in the last nine years, increasing to \$5.00 for the eight standard varieties and \$6.00 for the gluten-free cookie. Just as our daily costs continue to increase, costs associated with the cookie program have also gone up. With this increase we were able to increase the amount of proceeds to troops and also offer new service unit proceeds!

## Why don't you offer cookies that are whole wheat, wheat-free, sugar-free, casein-free, organic, low-carb, low-calorie, low-fat, non-fat, fat-free, and the like?

Girl Scouts Cookies are produced once a year, making the production of specialty cookies difficult. In addition, the demand has not been great enough to make it economically feasible. Don't forget to check the labels—you may find a variety that fits your dietary restrictions or goals.

## Why do we sell in the winter? It's too cold!

The Girl Scout troop year follows the school year. In the fall, new troops are still forming and others are just re-starting their meetings. A cookie program in the fall would mean cookies would be in communities just in time for the winter holiday season. To respect our volunteers' personal lives, council avoids having product in communities during the holiday season. Additionally, troop funds earned should be used within the troop year that they are earned. If the cookie program was later in the spring, troops would not have the time to use the proceeds earned during the cookie program. We also want to have the cookie program end before the school year ends, when many girls, parents/caregivers and volunteers are busy with other events. Most troops do not meet in the summer, and many girls attend summer camp. And no one likes a melty cookie!

## Why are there girls missing from my roster in ABC Smart Cookies?

Council only adds girls who are active and registered for the current membership year (2019-2020) into ABC Smart Cookies. To check your membership roster, visit [gssne.org](http://gssne.org) and click on the *MyGS* tab to log into your account. If there are girls not listed as *Active* on your membership roster, please contact council or your service unit's Recruitment Champion. Council will be adding newly registered girls to Smart Cookies throughout the cookie season. See page 11 for more information.

## I'm the Troop Leader/Troop Cookie Manager for my troop. Why can't I access ABC Smart Cookies?

Like with girls, council only adds leaders who are active and registered for the current membership year (2019-2020) into ABC Smart Cookies. When council adds leaders into the system at the beginning of the season, only two leaders can be added at that time. Council uploads the first two leaders (alphabetically by last name) from each troop into Smart Cookies and they will receive registration emails. We have to distinguish between primary leaders and alternate leaders in the system. The primary leader will be the one who comes first alphabetically by last name. If a troop has more than two troop leaders, only the first two in the alphabet were loaded. If the leaders need to be changed in the system or a Troop Cookie Manager needs access, PPCs and council can make those changes. See page 11 for more information.



**Additional FAQs & nutritional information can be found at [abcbakers.com](http://abcbakers.com) or [girlscouts.org/cookies](http://girlscouts.org/cookies)**

# WRAPPING UP THE PROGRAM CHECKLIST

**Final payments are due by service units to council by Monday, March 30, 2020. Council will send a sign-up to schedule your turn-in time.**



## Before Troop Turn-In

- Make sure you have no cookies remaining in your service unit's cupboard/inventory. To check your cupboard inventory, pull a *Cupboard Inventory Report* from ABC Smart Cookies. All cookies should be sold or donated by the end of the sale. Please note: your service unit is responsible for paying for any donated cookies. If you are having trouble selling cookies in your cupboard at the end of the sale, please contact council.
- Transfer all cookies from your service unit's cupboard in ABC Smart Cookies to your troops. Check that your troops have transferred all their cookies to the girls in their troops by pulling a *Troop on Hand Inventory* report. Recognition orders cannot be created until all cookies have been transferred.

## Troop Turn-In

- Collect final payments from all troops in your service unit. Troops should use the *Troop Balance Summary* to help them complete their final payment form and determine what each troop owes council. To view this report, visit ABC Smart Cookies, go to *Reports*, then *Finance* in the Report Categories, and pull a *Troop Balance Summary* report.
  1. The bottom of the report will say *Balance* and list the remainder that each troop owes to council. This amount will already have the troop's proceeds (including proceeds from online sales) and any partial payments, payments from online sales, or fees subtracted from it.
  2. Troop proceeds are calculated based on the *Average Packages Sold Per Girl Registered*.
  3. If a troop is opting for Older Girl Proceeds, these will be distributed to each troop by council in the form of a separate check after final payments have been made and processed.
  4. There are multiple ways that a troop can pay their balance to council. Please see page 20 of this guide or page 16 of the Troop Guide to see the different ways troops can make payments.
- Confirm that each troop in your service unit has created the recognition order for their troop and that sizes have been selected for each item that requires a size.
- **Troops opting out of recognitions:** if there are troops in your service unit selecting to opt out of recognitions to receive older girl proceeds, they will still need to transfer cookies to the girls who sold in the troop and complete a recognition order so girls will receive their earned patches. To receive older girl proceeds, the troop will need to select the older girl proceeds option in ABC Smart Cookies and turn in an Older Girl Permission Slip with the rest of their paperwork for each girl in the troop.

## Service Unit Turn-In

Please bring the following items to the council office for the service unit turn-in.

- Troop payments and a fully completed final payment form for each troop. **Please note that final payment forms are required for all troops, even if they made their final payment through the ePayment system.**
- Signed Troop Leader/Troop Cookie Manager Agreements and signed Cookie Booth Agreements
- Signed Older Girl Permission Slips for older girl troops opting out of recognitions
- Troop Collection Report (if applicable)

## Reward Distribution

- Recognition items and patches will be shipped to you in May or June. You are responsible for distributing all recognition items upon arrival. To find out which troop earned which recognition items and patches, visit ABC Smart Cookies, go to *Reports*, then *Rewards*, and pull a *Recognition Order Summary by Troop* report. Troops should distribute recognitions and patches to girls as soon as they are received.

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