

girl scouts  
of southeastern  
new england



# The 2020-2021 Girl Scout Cookie Program

be  
AMAZING

A cartoon illustration of a yellow and black striped bee with wings, flying towards the right.



## Welcome to the 2020-2021 Girl Scouts of Southeastern New England Cookie Program!



Dear GSSNE Cookie Program Volunteer,

Welcome to the 2021 Girl Scout Cookie Program. The 2020 Cookie Program presented us with many challenges as we headed into the final weeks of the program as COVID-19 hit during the height of booth season. I would like to thank all of you who participated for your patience, resilience, ability to adapt to daily changes and challenges that we all faced and for all that you do on behalf of Girl Scouts. This year we are looking at new ways of participating while still offering girls the opportunity to be a part of the iconic cookie program.

In 2020, almost 90% of our registered members took part in the annual cookie program, which allows girls to participate in incredible adventures and share experiences with their adult volunteers and Girl Scout friends. Girls participate in a variety of activities designed to help them grow as leaders and develop their potential while participating in the largest girl-led entrepreneurial program in the world.

Participation in Girl Scout Product Programs develops skills in 5 key areas:

- **Goal Setting:** Setting cookie goals and developing a plan to reach them.
- **Decision Making:** Deciding as a group how to spend troop cookie money.
- **Money Management:** Developing a budget, taking orders and managing customers' money.
- **People Skills:** Learning to speak to potential customers and interacting with the public.
- **Business Ethics:** Being honest and responsible every step of the way.

Girls are given the tools they need to be successful leaders now and throughout their lives. The Girl Scout Cookie Program is more than just a money earning opportunity, proceeds from the sale remain in the local community to help fund troop trips and activities, community service projects, and more!

This guide is just one of the many tools that are available to help you throughout the Cookie season. For additional information and resources, please refer to our council website, [gssne.org](http://gssne.org). To further develop your Cookie Program knowledge, we suggest networking with your sister Girl Scouts. Attending service unit meetings, joining the council's Facebook page (@GSSNE) and attending council-sponsored events including the 2021 cookie rally are all great ways to connect with your Girl Scout community. Council staff is also always there to provide support when you need it.

The 2020 cookie program proved what great leaders and great role models that each of you are and how you inspire others every day. We look forward to a safe and successful 2021 cookie season and I want to thank each of you who help to make it possible for girls to pursue their dreams.

Wishing you a successful cookie season!

**Ginger**

Ginger Lallo  
Senior Director of Advancement  
Girl Scouts of Southeastern New England

Thank you!



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## CONTACTS

**My Service Unit** \_\_\_\_\_

**Service Unit Product Program Coordinator (PPC) Contact Information:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**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

## December 2020

- December 13 or before – Service Unit trains troops, troops train girls, and Service Units hold cookie rallies
- December 14 - 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 24-December 31- Council office closed for Christmas break

## January 2021

- January 1 - Council office closed for New Year's Day
- January 4 - Initial orders due in Smart Cookies from all service units
- January 18 - Council office closed for Martin Luther King, Jr. Day
- January 21 - Cookie booths begin
- January 21-24 and January 26-29 - Initial deliveries for all service units.
- January 22 - Last day for removing girls that do not belong in your troop. A girl CANNOT be removed just because she is not participating in the cookie program.
- January 26 - Reorders begin. A partial payment must be made in order to place a reorder.

## February 2021

- February 2- Your 1st partial payment is due to your PPC or council on or before February 2nd. 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 16- Partial payment due
- February 19-February 21 - National Girl Scout Cookie Weekend

**Booth sales run throughout February & March**



# IMPORTANT DATES (continued)

## March 2020

- March 2 – A minimum of 50% of your troop’s total cookie bill is due
- March 14 - Regular season booth sales continue until this date. Clear out the cupboard booths run through the end of the month.
- March 16 - Partial payment due
- March 28 - Online sales end
- March 28 - Last day of booth sales
- March 30 - Final payments and recognition orders are due to council. Be sure to have transferred all cookies to the girls and entered their recognition orders in Smart Cookies. Remember to verify t-shirt sizes, sweatshirt sizes and any optional recognitions with the girls before you reconcile their recognitions (girls’ recognition choices should be listed on parent permission slips).



## May-June 2021

- Recognitions shipped to service units. Distribute earned recognitions to girls as soon as you receive them from your PPC.

## September 30, 2021

- 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 your final troop payment is due will be set by your service unit PPC.**

### Payment Schedule

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

**February 2 – 1st partial payment is due. This should be at least 30% of your initial order.**

**February 16 – Partial payment due**

**March 2 – A minimum of 50% of your troop’s total cookie bill is due**

**March 16 – Partial payment due**

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

# THE BENEFITS OF THE GIRL SCOUT COOKIE PROGRAM

## THE LARGEST GIRL-LED ENTREPRENEURIAL PROGRAM 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 do awesome things for herself and for her community through the development of 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 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.



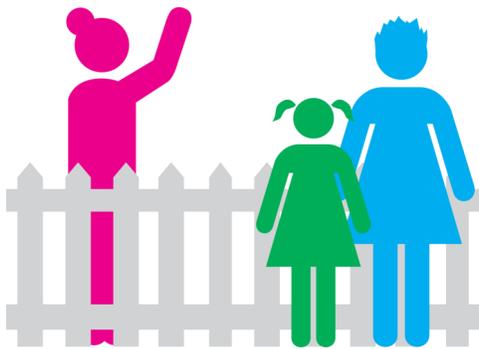
Visit [girlscoutcookies.org/entrepreneurfamily](http://girlscoutcookies.org/entrepreneurfamily) to learn more and access the age level requirements.

# 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. 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.

- **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 online resale 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.
- For safety purposes, girls should consider truncating or removing their last name when using social media sites to protect their identity.
- 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.
- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms.



- Always use your Girl Scout online sales link for customer orders.
- Parents or guardians must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girl don't personally know. As a reminder, girls should never deliver cookies alone.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).
- Never share your personal location information, including your booth location.

If engaging in online marketing and sales efforts beyond friends and family, review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families. Continue to adhere to the Girl Scout Internet Safety Pledge and Digital Cookie Pledge. Review all Cookie Program Online Marketing Policies 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 girls, create recognition orders and your PPC and council records 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](http://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.

## Connect with us!



Facebook:  
[facebook.com/GSSNE](http://facebook.com/GSSNE)



Twitter: [@GirlScoutsofSNE](https://twitter.com/GirlScoutsofSNE)



Instagram: [@gssne](https://www.instagram.com/gssne)



Youtube:  
[youtube.com/GSSNE](http://youtube.com/GSSNE)

### **Customer Care**

401-331-4500

[customercare@gssne.org](mailto:customercare@gssne.org)

[www.gssne.org](http://www.gssne.org)

# 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 and one gluten-free cookie. The traditional varieties sell for \$5 per package and the gluten-free cookies sell for \$6 per package.



### **Toast-Yay!™:**

French Toast-inspired cookies dipped in delicious icing and full of flavor in every bite. Yay!



### **Lemonades™:**

Savory slices of shortbread with a refreshingly tangy lemon flavored icing.



### **Thin Mints®:**

Crispy chocolate wafers dipped in a mint chocolaty coating.



### **Caramel deLites®:**

Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolaty stripes.



### **Gluten-Free Caramel Chocolate Chip:**

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.



### **Girl Scout S'mores™:**

Crispy graham cookie double dipped in yummy crème icing and finished with a scrumptious chocolaty coating.



### **Shortbread:**

Traditional shortbread cookies featuring the Girl Scout Trefoil.



### **Peanut Butter Patties®:**

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



### **Peanut Butter Sandwich®:**

Crisp and crunchy oatmeal cookies with creamy peanut butter filling.

## 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

- Service units pre-order cases of Caramel Chocolate Chip Cookies in Fall 2020. 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 Cookies 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's initial order only.
- As with all other Girl Scout Cookies, Caramel Chocolate Chip Cookies are NOT returnable.



# COOKIE BASICS & PLANNING CHECKLIST

## Why Participate in the Cookie Program?

Girl Scout Product Programs give troops the opportunity to earn money for activities and to support their council and community. All proceeds stay within GSSNE and help with camp upkeep, programs, volunteer support and training, and financial aid. Proceeds that troops can earn by selling Girl Scout Cookies are based on the per girl average of packages sold by registered girls within a troop.

## Planning & Preparation Checklist

- Troop Leaders and Troop Cookie Managers receive cookie training and sales materials from their service unit Product Program Coordinator.
- All Troop Cookie Managers and Troop Leaders assisting with the cookie program are required to sign the Troop Leader and Troop Cookie Manager Agreement. If your troop plans to participate in booth sales, all participating volunteers must complete a Cookie Booth Agreement.**
- Carefully review this entire Troop Cookie Program Guide and council safety materials.
- Recruit help! Ask other troop adults to assist the troop. All volunteers must be registered and have a current background check before working with the girls and handling cookies or money.
- Schedule time during the next troop meeting to explain the Cookie Program and hand out forms and packets to the girls and their parents/caregivers. Product materials should not be given to girls who have not yet registered for the 2020-2021 membership year or who have outstanding debt from a previous sale.
- Have the parents/caregivers of all girls participating complete, sign, and submit the online permission form. Troop assumes financial responsibility for girl debt if unpaid AND troop doesn't have the signed permission form.** This permission form also has a place where girls and their parents/caregivers can choose which recognition item she would like if certain goals are met. Please be sure that this section is completed. We will send reports to PPCs throughout the season, and once again at the end so troop leaders can easily enter girl recognition choices.
- Set troop and individual goals for those participating. Get the girls thinking about what they could do with their troop proceeds! The girls may decide to take a trip, buy troop supplies or support a local community service project.
- Discuss troop proceeds and recognitions. Do the girls want to earn recognition items or opt out for higher proceeds? Keep in mind that this option is not available to troops/groups with Girl Scout Daisies, Brownies and/or Juniors.
- Discuss and encourage the Virtual Cookie Share program as a way for the girls and the troop to meet their goals while giving back to their community! Explain the Cookie Program Community Service Project.
- Work with your service unit Product Program Coordinator to schedule booth sale locations. All girls and volunteers must read and follow the Cookie Booth Rules, Etiquette & Tips available at [gssne.org](http://gssne.org).



## Ways to Sell

### Booth Sales/Direct Sales

A cookie booth is a group of girls and adults that set up a stationary table, usually in front of a business, to sell product. GSSNE requires a minimum of two adults and two girls at all booths for safety reasons. All troop cookie booths should be coordinated with the service unit Booth Sale Coordinator or PPC.

### Order Taking

Girls can use a paper order card or use a digital order card through the ABC Smart Cookies app to take orders for cookies from friends and family. **Money should be collected from customers upon delivery of product.**

### Online

All registered girls will receive an email from ABC Smart Cookies to register with the site and set up their very own online cookie business! Girls will have the ability to set their own goals, upload a video, and send emails to friends and family.



# WWW.ABCSMARTCOOKIES.COM

## How to place your troop's initial cookie order in Smart Cookies

**Step 1** - Select the *Orders* tab

**Step 2** - Select *Troop Initial Order*

**Step 3** - Select your service unit and troop, then click *Apply*. Place your troop order in full cases. You will either need to round up to the full case or you may get individual packages from your community cupboard. Please let your PPC know if you will need individual packages from the cupboard at the time of initial order placement.

**Step 4** - Save the order. Your PPC will submit the order to council once they have reviewed and approved the order.



## How to create a planned order

GSSNE will continue to use planned orders for cookie reorders for 2021. The planned order process allows troops to place orders ahead of scheduled cupboard pick up days so that they can obtain additional cookies for girl sales and booth events. Placing a planned order allows our council to stock cupboards appropriately with all product needed to fill orders. **If more cookies are needed, all planned orders must be submitted by troop via Smart Cookies by the Monday of each week, no later than 7am.**

**Step 1** - Select the *Orders* tab

**Step 2** - Click *Planned Order*

**Step 3** - Choose your service unit's cookie cupboard and click *Continue*

**Step 4** - When you select the cupboard, you'll see a list of dates indicating the days the cupboard is available for pickups. Select a date and click *Continue*. You will then see the time slots available on the date you selected. Select a time that suits your schedule, then click *Save*.

**Step 5** - The varieties will be shown beneath the cupboard information. Please check with your PPC to determine if you will be ordering in cases or packages. Enter the number of cases/packages that you need to pick up. There is an optional field for *Order Notes* if needed. When complete, click *Save*.

**Step 6** - Confirmation of the planned order appears when you click save and the planned order number will appear at the top of the page. The order can be printed by clicking on *Print Receipt*. The top of the receipt will say "Planned Order Receipt Not Approved", indicating that the order has not yet been picked up from the cupboard and approved. Once you have picked up your planned order from the cupboard, the cupboard manager/PPC will approve your order and it will become a *Cupboard to Troop* transfer, and will show an "Approved Planned Order" status on the receipt.

## How to transfer troop cookies in Smart Cookies

**Step 1** - Select the *Orders* tab

**Step 2** - Click *Transfer Order*

**Step 3** - Select Type of Transfer: *Troop to Girl*, *Girl to Troop* or *Girl to Girl*. In the *From* and *To* fields, make your selection and press *Apply*.

**Step 4** - Select number of packages you would like to transfer. Click *Save*.

**Please Note:** Cookies need to be transferred by type. Please keep track of which type of cookies each girl sold to make transferring easier and more accurate.

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 season, it is up to the leaders of her current troop and former troop to work out transferring proceeds and recognitions between the two troops.

# GOAL SETTING

## Awesome experiences, powered by the Girl Scout Cookie Program!

Goal setting is an important part of Girl Scout Product Programs. Girl Scouts set cookie goals individually and with their troop, and they create a plan to reach their goals! Girls set goals addressing where they want to direct the earnings from their sales—and the more cookies girls sell, the more money they have to power awesome experiences!



When talking to your girls about setting troop and individual goals, use examples of what the troop can do with their proceeds and what it costs:

- Build-A-Bear with outfit: \$30 each or 47 packages.
- 4 tickets to Roger Williams Park Zoo: \$62 or 95 packages.
- Day bus trip to NYC with show tickets: \$153 each or 236 packages.
- Two night troop camping at Rocky Farm: \$280 or 432 packages.

In giving examples of what they can do with their proceeds, the girls have a better idea of what goals they want to set, both individual and troop.

*\*Calculations above are approximate and are based on a troop Per Girl Average of 100-159 packages which earns \$0.65 proceeds per package sold.*

## You can help them reach their goals!

- Use the troop leader manual and online tools to train girls and parents/caregivers in your troop.
- Check in often as to where girls in your troop are in reaching their goals.
- Clearly communicate deadlines to girls and parents/caregivers.
- Use ABC Smart Cookies to track individual girls' and your troop's progress towards reaching goals.
- Develop a troop business plan early in the sale.
- Schedule booth/direct sale opportunities for your troop.
- **Don't forget to celebrate all their accomplishments throughout the cookie season!**

## Helpful tips on how families can support their Girl Scout!

When a Girl Scout has her family's support, there's nothing she can't do! Here are a few tips for family members to help their Girl Scout have her best cookie season yet.

- **Build Her Confidence** - Start by attending cookie training together. Talk with her about the 5 Skills and her goals for the season. Help her make a list of contacts. Listen to her sales pitch and provide constructive feedback. You can even try a little role-playing at your own front door—just remember to let her do the selling!
- **Get Involved** - Moral support is a great place to start, but there are lots of other ways to help out! Go with her to sell and deliver cookies, scout locations for a booth sale for her troop or ask your troop leader about volunteering.
- **Keep In Touch** - Time flies when you're having fun, so be sure to check in with your Girl Scout from time to time! Talk about her progress and discuss additional ways that you might help, like providing rides when she needs them, or safeguarding her cookie money.
- **Get to Know Smart Cookies!** - ABC Smart Cookies is a fun and safe online organizational tool that can help your Girl Scout with planning, goal setting, and marketing. There's even a mobile app for girls on the go!
- **Put Safety First** - Cookie season is a lot of fun, but safety should always be a priority! Read the Girl Scout safety rules and discuss them with your Girl Scout.



# 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 online before making their final payment to 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. Your service unit Product Program Coordinator has 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 2020 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 22, 2021. Leaders must communicate this to your service unit's Community 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 2021 GSSNE Summer Camp. Cookie Dough credit is nontransferable.

## What are Summer Camp Cookie Credits?

For the 2021 Cookie Program GSSNE have made 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!

All registered girls earn \$5 for every 25 packages sold after 50 packages. 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, 2021 and cannot be used for troop camping or family camp.

Summer Camp Cookie Credits	
Level 1: 50 packages	\$10
Level 2: 51–75 packages	\$15
Level 3: 76-100 packages	\$20
Each level goes up by 25 packages	Goes up by \$5

## Proceeds Cannot be Paid to Individual Girls

Individually Registered Members (IRM), formerly referred to as Individually Registered Members (IRM) 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, please contact your 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 Credit 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

Your first partial payment is due to your PPC or council on or before February 2nd. 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.

# PAYMENTS

## Collecting and Depositing Money

Please follow the below steps when collecting money:

- Cookie volunteers should make frequent deposits and/or payments throughout the season 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.
- Payments should be made to the service unit Product Program Coordinator, who 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 to Make Payments

There are multiple ways of making payments during the cookie sale:

1. Submit your payment as an ACH deposit through our ePayment system. Print/email a copy of your confirmation email to your 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 your troop account and write a check from your troop account to GSSNE. Turn in your troop check with a partial or final payment form to your PPC.
3. Deposit money directly to GSSNE at a bank by using one of the GSSNE deposit slips. GSSNE deposit slips can be obtained from your PPC or from council. Turn in a partial or final payment form and a copy of the deposit receipt from the bank to your PPC.
4. Hand in cash, checks and a partial or final payment form to your PPC.

## ePayments

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

**Steps needed to make an ePayment:**

1. Log in using your email and password (create an account if you don't have one). Please note: when setting up a new account, select "unknown" as the service unit and you will need to enter a 5-digit troop number. If your troop number is less than 5 digits, add zeros to the beginning of your troop number. For example, Troop 999 would become Troop 00999.
2. Enter/update your profile information.
3. Enter troop bank information for each troop you lead. Double-check that your 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 your 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 your 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 it required, it should be completed and turned in to your PPC 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: your girls may have been doing online sales throughout the season, which will change your final proceeds, packages sold, and balance due to council!**

# MONEY MATTERS AGAIN!

## Accepting Checks— The preferred method of payment is cash or credit card to avoid returned 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

GSSNE recommends obtaining a credit card reader for use at booth sales to help increase sales to customers who don't carry cash! 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. OR troops can also use a Clover reader provided by GSSNE, or the ABC app. If troops use the council provided Clover or the ABC app council covers all credit card fees.

## 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 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 could 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) 2020-2021

In instances of bad checks or unpaid debt, GSSNE will make every effort to contact the person involved and develop a payment plan (the Senior Director of Finance and Administration must approve payment plans). 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. Scholarships 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. Checks will not be accepted in the Girl Scout Shop as payment in the shop until the debt is paid or a payment plan is in process

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

- Each bounced check could 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 could incur a \$35 fee. Please double-check that your banking information is correct before submitting payment to avoid a fee for incorrect information.

## Additional Money Earning Activities

If your troop is interested in additional money earning activities, please see the 2020-2021 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).

# BOOTH SALES

People want to buy Girl Scout Cookies, but sometimes getting the cookies to customers and collecting money can be difficult. This challenge can be solved with booth sales! By setting up a cookie booth at a business or other public location, customers can get cookies in a convenient location. Girls and their parents/caregivers don't have to take orders, followed by repeated visits to deliver products.

## How to stay safe at Cookie Booths during COVID-19

- Make sure adults and girls are wearing masks at all times
- Use a double table to keep distance between girls/volunteers and customers
- Have a stock of hand sanitizer
- Have girls do shorter shifts
- Have booths outdoors
- Have booths at empty parking lots/large spaces where you can have a drive-thru style booth where customers stay in their cars
- Adults should be the only ones to handle money/giving cookies to customers



**We will continue to follow CDC guidelines, and send updates as necessary. Our main focus is keeping girls and volunteers safe.**

## New for 2021

At the time this guide went to press, there is still development work being done on the virtual booth sale link for troops and the troop links for the GSUSA cookie finder. As soon as those resources are completed we will share the information through council cookie updates. ABC has rolled out new touch-less transaction enhancements for this year, including e-card pre-payment by credit card and adding girl delivery to My Smart Cookies Social Media Link.

## Tracking Booth Sale Inventory

When transferring cookies to girls in ABC Smart Cookies, you 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 you with this, GSSNE has a Booth Sale Cookie Tally Form available at [gssne.org](http://gssne.org). Give a copy of this sheet to your PPC for future reference!

When transferring cookies to girls after a booth sale, you can use the basic cookie transfer option, or you can use the Smart Booth Divider if your booth has been entered into the Cookie Booth Locator through ABC Smart Cookies. Check out [youtube.com/ABCCouncils](https://www.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 different booth sale locations. Regular notifications will be sent out to PPCs or Troop Leaders/Cookie Managers with the upcoming lottery locations.

## Booth Sale Checklist

- Council requires at least two registered girls and two registered and background checked adults at cookie booths at all times.
- Don't forget the cookies!
- Be prepared for weather conditions; girls must wear appropriate clothing.
- Bring table(s) for displaying and selling cookies. You may want to bring chairs for adults.
- Bring writing instruments and the optional credit card reader.
- Girl Scout signs, banners (it is a great idea to display a goal chart), and tape. Bling your booth to help attract customers!
- Cash box or apron with change and bags for customers to carry cookies away.
- A "Thank You" for the establishment (i.e. thank you note, poster, a package of cookies).
- If possible, have contact people on stand-by to make cookie cupboard runs should more cookies be needed (check cupboard hours) or to make bank deposits, etc.



# BOOTH SALE GUIDELINES & ETIQUETTE

In order to be consistent in our customer service and leave a positive impression on the public and business owners, we ask that troop leadership, parents/caregivers, and girls adhere to the following guidelines. All adult volunteers participating in a booth sale are required to complete a Booth Sale Agreement and return to their PPC before attending a booth sale.

## Before

- Always check with your PPC or service unit Booth Coordinator prior to reserving a location.
- Whenever a troop wants to have a booth outside of their service unit, they must let the area PPC in that community and their own PPC know prior to reserving the time slot. We want to be considerate of both the businesses as well as the troops who reside in those communities.
- Have the booth secured through the Smart Cookies Booth scheduler. **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.**

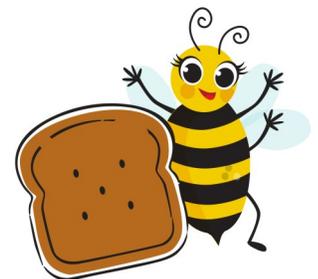
## During

- **Remember you represent the entire Girl Scout movement when selling cookies.**
- Respect the retailer's policy regarding booth sale and COVID-19 procedures. Remember setting up on their property is a privilege.
- Check in with the store manager or customer service staff upon your arrival and remember to thank them when you leave.
- Hang signs only on your table, not on the retailer's property.
- All girls should wear their Girl Scout pin(s), their uniform, a Girl Scout t-shirt or cookie costume.
- Be sure to set up far enough away from any electronic door openers so that you don't trigger doors to open.
- Do not interfere with or block the flow of travel for customers in and out of the doorways.
- Girls should share roles at the booth allowing each girl a chance to practice all the roles at the booth sale.
- Display courteous manners at all times. There will be no overly loud voices, running, climbing, or being disruptive in any way to the normal business of the retailer.
- Use of personal electronic devices and phones should be limited to the acceptance of credit card purchases.
- Eating and drinking should be done discreetly and away from customers.
- Only registered girls and adults may attend booth sales. No tagalongs/siblings are permitted at booths.
- Thank customers whether or not they buy any cookies.

## After

- Be sure to leave the area clean and remove all trash.
- Thank the retailer for allowing you to have a cookie booth at their location.

**Failure to use proper Booth Sale Etiquette may result in cancellation of future booth opportunities and loss of booth proceeds.**



## 5 for Five

From January 21-March 21, customers who purchase 5 or more packages of cookies at a GSSNE booth sale can enter to win *five cases* of cookies at the end of the cookie season. Customers need to complete the entry coupon (available at [gssne.org](http://gssne.org)) at the time of purchase and PPCs or troop leaders must return all entries to GSSNE by March 30. On April 2, 2021, three lucky winners will be randomly selected and notified via phone or e-mail.

# 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 Operation Holiday Cheer 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 2021 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. The 2021 recipient will be the Providence Animal Rescue League (PARL). Your donations will ensure that vital animal care and community support programs can continue. Girls and troops can choose to donate a portion of their cookie proceeds to support PARL. It is also a great opportunity for girls to learn about the importance of giving back to their communities! Any troops who donate can purchase the patch in the shop.

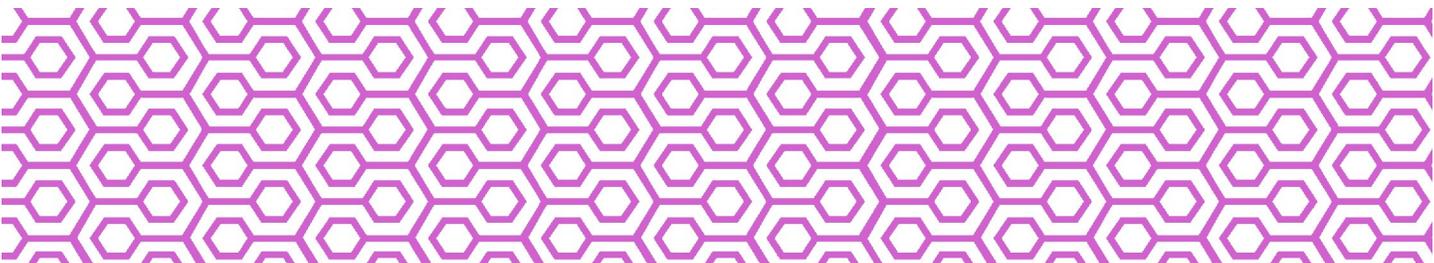


PROVIDENCE  
ANIMAL RESCUE LEAGUE

*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.*

## Virtual Cookie Rally

Stay tuned for updates on the virtual cookie rally on our website and Facebook page.



# Getting to Know Cookie Vocabulary!

**ABC Bakers** - The current contracted provider of Girl Scout Cookies to the Girl Scouts of Southeastern New England.

**Booth Lottery** - A process used to sign up for cookie booths set up by council. GSSNE will send out notifications for booth lottery times and locations, troops can submit a request to be entered into the lotteries.

**Camp Credits** - Each girl who sells cookies will earn \$10 dollars for every 50 packages sold which may be applied as a discount to the cost of GSSNE's Summer Camps. These must be used during the 2021 summer camp season and are not transferrable to other programs.

**Cookie Booth** - A cookie booth is a group of girls and adults that set up a stationary table, usually in front of a business, to sell product. GSSNE requires a minimum of two adults and two girls at each booth. All troop cookie booths should be coordinated with the service unit Booth Sale Coordinator or PPC.

**Cookie Cupboards** - Cookie cupboards are set up throughout council as cookie storage locations where you can pick up additional cookies after initial deliveries have happened.

**Cookie Dough** - Cookie Dough is a monetary 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 GSSNE Summer Camp in 2020. Cookie Dough is nontransferable.

**Initial Order** - The first order for product placed by a troop. Initial cookie orders are based on expected sales and placed prior to the beginning of the sale.

**Individually Registered Member (IRM)**- IRM, formerly Juliette, is a program designated for individually registered girls above

the Daisy Girl Scout age level without a troop designation.

**Opt Out** - When an older girl troop decides to forfeit receiving girl recognition items for additional troop proceeds per package sold by the troop. Girls in opt out troops still receive earned patches for individual sales levels but do not receive camp credits.

**Planned Order** - The planned order process allows troops to place orders ahead of scheduled cupboard pick up days so that they can obtain additional cookies for girl sales and booth sales. Placing a planned order allows our council to stock cupboards appropriately with all product needed to fill orders.

**Proceeds** - This is the money that the troop receives for each package of cookies sold.

**Product Program Coordinator (PPC)** - A service unit volunteer who has been appointed by the council. The PPC manages and coordinates all aspects of the Cookie Program for troops within their service unit.

**Recognitions/Rewards/Incentives** - Recognition items are earned by girls for achieving sale volume levels. Levels and items are outlined on the girl recognition sheet. Older girl troops (Cadettes, Seniors, Ambassadors) may decide to opt out of recognitions and receive proceeds as described on the proceeds page in this manual. All recognitions are cumulative. Patches are not all cumulative.

**Service Unit (SU)** -The geographic area determined by the council that is comprised of a number of troops.

**Smart Cookies and ABCSmartCookies.com** -A bakery provided computer program used by troop and service unit volunteers as well as the council to order, track

and reconcile the cookie sale including girl sales and recognition items. Also the online version of the girl order card which allows girls to email friends and family for promised orders and a girl can place a customer's order via cell phone or tablet. Tips, ideas and cookie recipes can all be found here.

**Traditional Cookie Share** - The collection of monetary donations by a girl or troop to be used for the purchase of cookies. Cookie share cookies are to be donated to a non-profit organization. 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.

**Virtual Cookie Share** - Virtual cookie share offers the opportunity for customers to donate cookies and support Girl Scouts. Virtual Cookie Share will be ordered in the Smart Cookies database and are donated to local nonprofit organizations by GSSNE.



# 2021 GIRL RECOGNITIONS



## SET YOUR Cookie Goals

The Girl Scout Cookie Program  
Begins 12/14/2020

You may not take orders or  
sell cookies before this date.

girl scouts  
of southeastern  
new england

www.gssne.org | 401-331-4500

### My Goal:

1/4/2021: Initial Orders Due From Service Units

1/21/2021: Initial Deliveries Begin and Cookie Booths Begin

3/30/2021: Final Cookie Payments Due to Council:



**Lemonades Cookie Pouch**  
Troop Leader Recognition  
for 300+ PGA



**Lanyard**  
Troop PGA Bonus, 300+  
packages per girl  
average receives one per  
girl participating



**Online Patch**  
36+ Packages Sold or more  
through Smart Cookies  
Direct Ship



**First Cookie Sale Patch**  
36+ Packages Sold as First  
Time Seller



**Cookie Share Patch**  
Troops selling 4 cases or  
more to council virtual  
cookie share earn a patch  
for each girl participating



**Crossover Patch**  
Create your avatar, send  
15+ Fall Product Emails  
and sell 250+ packages  
of cookies to earn a  
personalized Cookie & Fall  
Product Program Patch



**Achievement Bars**  
Begins at 500+ earned and awarded at  
highest level achieved  
(non-cumulative and earned in increments of 200)



**Participation Patch**  
36+ Packages Sold  
(Non-Cumulative)



**Theme Patch &  
Drawstring Bag**  
75+ Packages



**Journal with Gel Pens** OR  
**Small Bee Plush**  
170+ Packages



**T-Shirt, Flashlight & Goal  
Getter Patch**  
210+ Packages



**Flower Pillow**  
250+ Packages



**Hoodie & Super Patch**  
350+ Packages



**Large Bee Plush** OR  
**Sport Bottle**  
500+ Packages



**Sunglasses & Beach Towel**  
OR **\$20 Cookie Dough\***  
750+ Packages Sold



**Crossbody Bag**  
OR **\$25 Cookie Dough\***  
1000+ Packages Sold



**Yoga Mat & Amazing Socks** OR  
**2022 GSSNE Girl Membership**  
1250+ Packages Sold



**Magic Sequin Pencil  
Pouch & Workout Towel**  
1500+ Packages Sold



**Bee Blanket**  
2000+ Packages Sold  
(styles and colors may vary)



**Popcorn Machine**  
2500+ Packages Sold  
(styles and colors  
may vary)



**Disney+ 12 Month  
Subscription** OR  
**Video Projector**  
3000+ Packages Sold  
(styles and colors may vary)

#### Top 15 Council Sellers



**Disney  
ON  
BROADWAY**  
Disney on Broadway  
Virtual Experience



**Apple AirPods**

#### Top Council Seller

\*Cookie Dough may be used in the GSSNE Council Shop or can be applied to GSSNE Summer Camp.



# WRAPPING UP THE PROGRAM CHECKLIST

**Final payments are due to your service unit's Product Program Coordinator or council by Monday, March 30, 2021. Please coordinate with your PPC to make your final payments and turn in your troop's paperwork.**



- Make sure you have no cookies remaining in your troop cupboard/inventory. All cookies should be sold or donated by the end of the sale. To see your troop's remaining inventory, pull a *Troop on Hand Inventory* report by going to *Reports* then *Inventory & Delivery*. Please note: your troop is responsible for paying for any donated cookies.
- Transfer all cookies from your troop cupboard in ABC Smart Cookies to the girls in your troop.
- Collect final payments from all girls in your troop. To find out what each girl owes, visit ABC Smart Cookies, go to *Reports*, then *Finance*, and pull a *Girl Balance Summary* report.
- Complete the recognition order for your troop.
  1. Confirm the recognition items that your girls will be receiving. Please note that if a girl reaches certain sales level, she will have a choice between multiple recognition options or t-shirt/sweatshirt sizes. Please have parents/caregivers choose their girl's option on the parent permission form at the beginning of the cookie season and save them until the end of the sale for recognition order verification.
  2. If your troop is selecting to opt out of recognitions to receive older girl proceeds, you 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, you will need to select the older girl proceeds option in ABC Smart Cookies and turn in an Older Girl Form with the rest of your paperwork for each girl in the troop.
- Print your troop's *Troop Balance Summary* report from ABC Smart Cookies.
  1. To find this report, go to *Reports*, then *Finance*.
  2. The bottom of the report will say *Balance* and list the remainder that your troop owes to council. This amount will already have your troop's proceeds (including proceeds from online sales) and any partial payments or payments from online sales subtracted from it.
  3. Your troops proceeds are calculated based on the *Average Packages Sold Per Girl Registered*
  4. If your troop is opting for Older Girl Proceeds, these will be distributed to your troop by council in the form of a separate check after final payments have been made and processed.
- Use your *Troop Balance Summary* to help you complete your final payment form and determine what your troop owes council. There are multiple ways of paying your troop's balance to council:
  1. Submit your payment as an ACH deposit through our ePayment system. Print or email a copy of your confirmation email and turn in with a completed final payment form to your PPC.
  2. Write a check from your troop account to GSSNE. Turn in your troop check with a completed final payment form to your PPC.
  3. Deposit money directly to GSSNE at a bank by using one of the GSSNE deposit slips. GSSNE deposit slips can be obtained from your PPC or from council. Turn in a completed final payment form and a copy of the deposit receipt from the bank to your PPC.
  4. Hand in cash, checks and a completed final payment form to your PPC.
  5. All payment forms now available online and should be sent to your PPC.
- Recognition items and patches will be shipped to your service unit's Product Program Coordinator in May or June and will be distributed to you upon arrival. **Distribute recognitions to the girls in your troop as soon as you receive them.** To find out which girl earned which recognition items and patches, visit ABC Smart Cookies, go to *Reports*, then *Rewards*, and pull a *Recognition Order Summary by Girl* report.



## New Features!

These allow for more touchless and cashless transactions next season to ensure safe selling.



### Ecards

Added prepayment by credit card as an option



### Social Media Link

A girl's social media link now includes a local delivery option on orders paid by credit card.



Check out additional training resources at [abcsmartcookies.com](http://abcsmartcookies.com)

## New Cookie!

French Toast inspired cookie dipped in delicious icing and full of flavor in every bite!

hip-hip hooray!



The classic taste of French Toast and everything you love about it in a delicious cookie. **Yay!**

For more info, visit [abcbakers.com](http://abcbakers.com)



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