

girl scouts of southeastern new england

2026-2027 PPC Cookie Guide

Product Program Coordinator (PPC)
Role Overview

The Product Program Coordinator (PPC) serves as a key volunteer resource for the GSSNE Cookie Program, helping Service Unit teams and troop Cookie Managers prepare for and successfully manage the annual cookie sale.

Key Responsibilities:

- Train and support volunteers: Help troop Cookie Managers understand cookie procedures, deadlines, ordering, inventory management, payments, recognitions, and program guidelines.
- Share timely information: Communicate GSSNE updates, reminders, training opportunities, and important deadlines with Service Unit volunteers and troops.
- Support booth planning: Help volunteers understand booth selection procedures, booth guidelines, safety expectations, and use if the Smart Booth Divider.
- Provide guidance and troubleshooting: Answer routine questions, share available resources, and connect volunteers with GSSNE staff for issues requiring additional support.
- Encourage participation and success: Promote participation across troops, including new and lower-participation troops, and encourage girls to develop their goal setting, decision-making, money-management, people-skills, and business-ethics skills.
- Promote a positive cookie experience: Help ensure the program is organized, safe, inclusive, and focused on the girls.

The PPC's Goal: Empower volunteers with the knowledge, tools, and support they need to help girls have a successful and rewarding Girl Scout Cookie Program.

I would add a section to the Guide that explains why online-exclusive cookies are part of our strategy, why promoting them matters, and how PPCs can help troop Cookie Managers and girls answer questions from customers. The goal is to make sure volunteers understand the reasoning behind the decision and feel confident explaining it positively.

Explore the Cookie Season!

Dear Product Program Coordinators,

Thank you for the time, energy, and dedication you bring to the Girl Scout Cookie Program each year. Your hard work and commitment make a tremendous difference - not only in the success of the program, but in the lives of every Girl Scout and volunteer you support.

By guiding and encouraging troop volunteers, you play a vital role in helping Girl Scouts build courage, confidence, and character. Because of your leadership and hard work, they gain skills in goal setting, decision making, money management, people skills, and business ethics. The opportunities you make possible - whether funding a troop adventure, supporting a service project, or building lasting memories - are experiences that will stay with them for a lifetime.

A couple of years ago, we started a contest just for PPCs. Each month throughout the cookie season, a PPC will win a chance to pick Michelle's next hair color. We are continuing that tradition this year. Somewhere in this guide is the first contest clue. Find it, and respond appropriately to win December's pick.

On behalf of the GSSNE Product Program Team, and all the staff of GSSNE, we are so happy to have your support for the 2027 cookie program and look forward to another successful cookie season. We are especially excited about the two new online-exclusive cookies - Sparkables, an allergen friendly cookie and Patch Pals, the first Girl Scout cookie made for dogs!

This guide contains valuable information to support you throughout the season. When used alongside the Troop Cookie Guide, you'll find tips, tools, and resources to help guide you every step of the way. If there are any changes you'd like made for future guides, please don't hesitate to let us know.

Wishing you a successful cookie season!
Your GSSNE Product Program Team
Ginger, Rebecca, and Michelle

Dates & Updates

Role - Specific Cookie Dates

Event	PPC Date	Troop Date
Access to ABC apx.	Mid-November	Mid-November
Access to Digital Cookie apx.	December 18	December 18
Initial Order Due	January 4	January 3
Final Transfers and Rewards Due	April 3	April 2



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

2 New online exclusive cookies
This year we have 2 new cookie varieties that are available online for shipping only: Sparkables and Patch Pals.
Sparkables are allergy friendly and dotted with colorful sprinkles, these delicious oatmeal chocolate chip cookies—created in partnership with our baker besties at Partake—help more of us join in the yum.
Patch Pals created in partnership with our friends at Bark, are the first ever Girl Scout cookie for dogs! Baked with blueberries and honey, they turn everyday moments into something special.
Online exclusives give Girl Scouts something new to share, help customers discover more ways to support girls, and create opportunities to strengthen digital entrepreneurship skills—all while keeping booths and in-person selling an important part of the Cookie Program.

Troop Training Checklist

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

- Make sure that all troop volunteers have signed the role description and agreement online.
- Remind everyone that only registered Girl Scouts can participate in the cookie program. Remind them to check their rosters in MyGS for accuracy.
- Girl Scouts can not start selling before the start date of December 20th. They will get an email with access to Digital Cookie the day before.
- Outline a communication plan for your service unit based on what works best. Some service units communicate strictly through email, some use texts, some use outside platforms like Band or Rallyhood. Figure out what works best for everyone, and make sure that you have the appropriate contact information for each troop. Share your contact information with them as well.
- Make sure you review safety guidelines and the GSUSA policy on online selling, marketing & social media found on page 6 of the troop guide.
- Review the different methods of selling (order card, booths, online etc.) and the different cookie varieties.
- Go over proceeds and recognitions. Remember to talk about the opt-out option for older troops. Explain the service unit bonus as well and encourage troops to work together so everyone can benefit.
- Encourage goal setting and programming to be included in troop activities.
- Make sure to outline deadlines for orders and pickups. Highlight any differences in your service unit's schedule from those set by council.
- Review the booth sale process for your service unit with troops. Let troops know how they are booked in your service unit and go over etiquette. Make sure they know they can't book a booth in another service unit without the permission from the other area's PPC.
- Remind troops that cookies are not returnable to council. Encourage them to trade cookies among themselves, or reach out to troops in other service units if needed.
- Go over Cookie Share and the Community Service Project with troops.
- Give them an overview of ABC including transferring cookies and tracking finances. Remind them to do these tasks regularly.
- Talk about options for making payments including a schedule for that.
- Really emphasize WRITING AND KEEPING RECEIPTS FOR EVERYTHING.



Program Start, IRMs, and Deliveries

Cookie season has started. You trained your service unit volunteers. Now what happens?

- Make sure that troops place their initial orders on time.
- Use your cupboard manager role in ABC to place an initial order for your service unit's cupboard if you keep one. To do this, log into ABC and in the role selection click Cupboard Manager. From the dashboard click Orders then Cupboard Initial Order. This is where you place your service unit's cupboard order. This order is placed in CASES and is due by January 5th. Initial deliveries run Jan 21-24.
- Consider the following when choosing your delivery station:
  - Make sure the site is large enough to accommodate the entire order.
  - Be prepared for any weather - especially if you have an outdoor delivery planned.
  - Make sure driveways and walkways are clear of snow and ice.
- On delivery day, make sure you count all product before people start sorting orders. Confirm the quantity you receive matches what is on your delivery ticket. If you are short at all, mark that in the appropriate space on the ticket and then email both Rebecca and Michelle to let us know. If you are given more cookies than the ticket lists, be sure to give them back to the delivery drivers. What you sign for on your delivery ticket is what your service unit will be marked as having in ABC. It's your responsibility to accurately count.
- Here's your hair color contest clue. Email Michelle the name of your favorite book by December 13th to be entered.
- Pickup is available for initial orders at the warehouse as well. If you choose to have your initial order as a pickup, be sure your troops know where to go. Astro is located at 773 Victory Highway, West Greenwich, RI 02817. Each service unit doing pickups there will be allocated at least one delivery bay to work from depending on the size of your order and how many other service units are there at the same time. You'll need to go in, count and sign for your order then start distributing to troops. It is suggested that you schedule their pickup times so you only have one troop at a time picking up. If you opt for warehouse pickup, you can still have your cupboard order delivered to your home if you want.

Individually Registered Members and the Cookie Program

If an IRM would like to participate in the Cookie Program, they will be added in Smart Cookies under a fake troop number. PPCs should work with their service unit's IRMs to help them participate.

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.

Cookie Dough can be used in our council shop or applied to GSSNE Summer Camp. Cookie Dough expires on September 30, 2027.

Cookies Sold	Cookie Dough Earned
100-199 pkg	$25
200-349 pkg	$50
350-499	$75
Every 100 pkg	$25 more

Reorders and Booths

Reorders

As a PPC, you can set guidelines for how you structure the reorder process in your service unit. You can order cookies from council as often as once a week. If your order is larger than 150 cases, it can be delivered by Astro. Smaller orders need to be picked up. Deliveries run Wednesday - Fridays from 8am-2pm based on volume and availability and pickups can be done at Astro Thursdays - Fridays 1pm - 3:30pm.

Here are some things to keep in mind for reorders:

- Troops should be making payments before taking more cookies. Please make sure your troops are keeping up with this rule.
- Encourage troops to be making transfers in ABC so that their inventory is accurate. Make sure you are also making your cupboard to troop transfers frequently to maintain accuracy as well.
- All reorders must be submitted to council by 9am on Monday mornings.
- All deliveries and pickup requests are subject to approval by Astro. We will send confirmation emails to you once we can confirm your requested day/time.
- As with your initial delivery, be sure to count your reorders. What you sign for on your delivery ticket is what we transfer into your cupboard in ABC.

Booths

- Work with your troops throughout the season to book booth sales.
- Make sure to reach out to your fellow PPC for permission if one of your troops wants to have a booth sale in their service unit.
- Encourage troops to enter the council-run booth lottery held twice throughtout the season and to sign up for First Come First Served booths once the lottery ends.
- Remind troops about the 5 for Five booth sale contest.
- Use the booth spreadsheet to send booth information to council. This is how booth are loaded into the ABC/DC systems which allows for credit card payments as well as smooth booth sale distribution.
- Send this spreadsheet to Michelle early and often. Booth spreadsheets should be in Michelle's inbox by 11am on the Friday before the booth sale at the latest. Late spreadsheets will not be uploaded.
- Teach troops how to cancel booths in ABC if they can't attend. If they are cancelled during FCFS, the booth will automatically go there. If you want it removed, email Michelle.
- Walmart booths will continue to be booked through council. Council will request booths from Walmart throughout the season. Any Walmart approved booths that the service unit can't fill will go into the FCFS system.

Payments, Debt, and Wrapping up

Payments

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

Debt

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

Wrapping Up

- Make sure all your cupboard to troop transfers have been completed so troops have been allocated all the cookies they sold.
- Have every troop complete all the troop to girl transfers required to empty their inventory. Instructions for this can be found on page 20 of the troop guide.
- After transfers are done, troops should complete reward orders. These instructions are on page 22 of the troop guide.
- IIf the troop volunteers do not complete these actions by April 2nd, you as the PPC will have the weekend to complete them. After April 4th, council will do it. If council has to distribute cookies or pick rewards, we will distribute cookies evenly among all Girl Scouts in the troop, and any reward choices will be a guess and not exchangeable.
- Rewards will be shipped to you in May/June. Check your order for accuracy. Any shortages or damages MUST be reported to council within 2 weeks of receipt. If a short or damaged item is requested after that time, ABC will not guarantee replacement, and items will be sent to council if available.

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Customer Service and Technical Support
GSSNE customer care: 401-331-4500 or customercare@gssne.org
ABC Smart Cookies tech support: 855-444-6682 (9am-12am EST) or email ABCSmartCookieTechSUpport@makerspride.com

