

**BRAVE.
FIERCE.
FUN!**

girl scouts
of southeastern
new england



2025-2026 Troop Cookie Guide



Embrace the cookie season!

Dear GSSNE Cookie Program Volunteer,

As we kick off another exciting Girl Scout Cookie season, I want to take a moment to extend a warm welcome and express my heartfelt thanks to each of you—our incredible volunteers. Your dedication, energy, and passion play a pivotal role in the success of the cookie program, and I am deeply grateful for all that you do to support our Girl Scouts.

This year, we are especially thrilled to introduce a brand-new cookie to the lineup—**Exploremores**, a chocolate sandwich cookie with a rocky road-inspired cream filling. We can't wait to see the excitement it brings to our Girl Scouts and their communities!

The Girl Scout Cookie Program is about so much more than selling cookies. It's about building future leaders and teaching invaluable life skills that will last a lifetime. With your guidance, girls gain confidence and learn to chase their dreams while developing essential skills, including:

- **Goal Setting:** Girl Scouts set sales goals for their cookie business, learning focus, determination, and the value of planning. Whether they are saving for camp, funding a community project, or reaching personal milestones, goal-setting empowers them to achieve their dreams.
- **Money Management:** Handling cookie sales teaches budgeting, tracking, and financial responsibility, giving girls hands-on experience in managing money wisely.
- **Business Ethics:** Running their cookie business helps girls understand the importance of honesty, integrity, and making ethical decisions that build trust with customers.
- **Decision-Making:** Girl Scouts take ownership of their cookie sales strategy—deciding how many cookies to order, where to sell, and how to allocate their earnings. This independence fosters confidence and critical thinking.
- **People Skills:** Interacting with customers builds communication, persuasion, and leadership skills that serve them in school, work, and life.

Other valuable benefits include teamwork and collaboration, giving back to the community through the Cookie Share program, and learning modern marketing skills through the Digital Cookie platform.

From organizing cookie booths to managing inventory and supporting girls in reaching their goals, your contribution makes a lasting impact. You are the backbone of this program, and your tireless efforts ensure that each Girl Scout has the opportunity to succeed, learn, and grow.

As we embark on this season, please know that we are here to support you every step of the way. We recognize the time, energy, and care you pour into this program, and we are committed to providing you with the resources and assistance you need to make this cookie season a success.

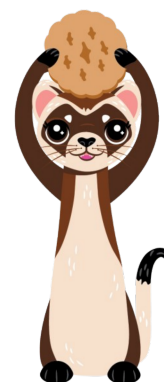
On behalf of the entire team at Girl Scouts of Southeastern New England—and especially our amazing Product Program team—thank you for your unwavering commitment to our mission. Together, we are making a difference in the lives of Girl Scouts across our community.

Here's to a fantastic cookie season ahead!

With gratitude,
Ginger Lallo
Chief Operating Officer
Girl Scouts of Southeastern New England



Table of Contents



Topic	Page
Important Dates	4
Safety	5
Troop Cookie Manager Responsibilities	6-7
Cookie Resources and Skills	8
Meet the Cookies	9
Cookie Facts	10
Ordering and Booths	11
Finances and Debt	12-13
Digital Cookie	14
Proceeds	15
Rewards	16
Giving Back and Cookie Share	17-18
ABC Instructions and Report Information	19-23



Important Dates



Date	Event
Before December 19th	Service unit cookie trainings held. Be sure to attend yours.
December 20th	Cookie program officially starts. Girl Scouts can start taking orders online and in-person.
December 24th—January 1st	Council office closed for holiday break.
January 5th	Last day for troops to enter initial orders.
January 19th	Council office closed for Dr. Martin Luther King, Jr. Day
January 21st—January 25th	Initial cookie deliveries to all service units.
January 24th	First day of cookie booths.
January 28th	Reorder deliveries begin—a partial payment must be made to place a reorder.
January 31st	Last chance to remove Girl Scouts from your ABC rosters.
February 1st	Partial payment due—troops should have 30% of their initial order paid for by this time.
February 15th	Partial payment due.
February 20th—22nd	National Girl Scout Cookie Weekend.
March 1st	Partial payment due—troops should be 50% paid by this time.
March 15th	Partial payment due.
March 29th	Last day of online, in-person and booth sales.
April 3rd	Final payments and reward orders due to council. Leaders will be locked out of ABC at 11:59pm.
May—June	Reward orders shipped to service units.
September 30th	All cookie paperwork must be kept until this date.

Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear your Girl Scout membership pin, vest, sash or other 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.
- **Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

In Person Sales

- **Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.** Sell during daylight hours.
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge and the GSUSA Internet Safety Pledge.
- **GSUSA policy on online selling, marketing and social media:** No Girl Scout, or adult acting on behalf of Girl Scout members, can collect money online for Girl Scout products or a money-earning activity online. The exception to this is GSUSA approved product programs.





Volunteer Responsibilities



Pre-Season Responsibilities

- Read the entirety of this guide and adhere to all the deadlines and guidelines in it.
- Attend a cookie season training held by your service unit's Product Program Coordinator (PPC).
- You must have a troop bank account. Cookie funds should not be passing through personal accounts.
- Read and sign the Troop Cookie Manager Description and Agreement form found on gssne.org.
- Hold a cookie meeting for the Girl Scouts in your troop and their families. Make sure to discuss goal setting, reward options (including opt-out if applicable) as well as cookie program options including Cookie Business badges. Make sure they understand timelines for ordering, and when payments are due.
- Have guardians sign permission forms for all Girl Scouts participating in the cookie program. Each participant needs their own signed form and it is your responsibility to track them.
- Ask for help if you need it! This is a complex job with a lot of moving parts. Enlist the help of other troop volunteers or family members. If you have questions, reach out to your PPC or customercare@gssne.org.

Check your ABC roster. If there are any changes that need to be made, fill out the Roster Change Request form on gssne.org. Girl Scouts can only be removed from ABC because they are no longer participating in Girl Scouts with your troop. Removal requests must be completed by January 31st at 11:59pm. Girl Scouts can be added at any time throughout the sale.

During Cookie Season

- Collect and submit your troop's orders following the schedule outlined by your PPC.
- Pick up your orders at your agreed times and make sure you get a signed receipt for each order received.
- Distribute orders to Girl Scouts and be sure to collect money frequently. Keep signed receipts for all product and monetary transactions!
- Use ABC to mark transfers to the Girl Scouts in your troops as well as payments they make. Instructions can be found on page 20 of this guide.
- Work with your PPC to schedule any booth sales your troop is interested in doing. Make sure you schedule them with your Girl Scouts as well.
- Work with troop leadership to deliver cookie programming to your troop. This can include any cookie badges, attending a cookie rally, learning about this year's mascots—Ferrets and more!
- Keep the troop updated on your progress towards your goals.
- Continue to ask for help when needed. Other volunteers, your PPC and council are all here to help make sure you have a fun and successful cookie season.



After Cookie Season

- Make sure all of your cookies have been distributed. Run your **Troop On Hand Inventory Report** and confirm all varieties are at 0. If not, please distribute the remainder of the cookies.
- Collect any remaining outstanding payments from the Girl Scouts in your troop. If you have any outstanding debt from Girl Scouts, please make sure to follow the debt procedures outlined on page 13 of this guide.
- Complete the recognition order for your troop. Full instructions can be found on page 22 of this guide.
- Run your **Troop Balance Summary Report** or **Troop Balance Summary Snapshot** to see what your outstanding balance is. Make sure you make a payment if needed. Save a copy for when you complete your troop finance report later in the year.

All of these steps must be completed by April 3rd. You will be locked out from transfers and rewards after that date. Your PPC will have one extra day. If council has to do this after April 4th, all cookies will be distributed evenly to all Girl Scouts in your troop and reward options will be a guess and not exchangeable.



Cookie Resources and Skills



Web Resources

- **GSSNE.org**—Your home for all local cookie resources. Find information for troop volunteers, Girl Scouts, families and more. You can also find downloadable copies of this manual plus many other forms.
- **ABCsmartcookies.com/resources**—Baker specific resources including goal charts, artwork, recipes, and allergen information.
- **Flickr.com/photos/abcbakersvolunteergallery/albums**—ABC’s image library for troops to use in marketing their cookie program.
- **Facebook.com/abcbakers**—Follow ABC for success stories, technology tips, and more.
- **Youtube.com/user/ABCCouncils**—ABC’s Youtube channel with how-to videos for troop volunteers.
- **Girlscouts.org/cookies**— The GSUSA website has many national resources for leaders, Girl Scouts and families including safety information and cookie programming.

Customer Service and Technical Support

- GSSNE customer care: 401-331-4500 or customercare@gssne.org
- ABC Smart Cookies tech support: 855-444-6682 (9 am to 12 am EST) or email ABCSmartCookieTechSupport@makerspride.com

Through the Girl Scout Cookie Program, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



Goal Setting: Girl Scouts learn how to set goals and create a plan to reach them.



Decision Making: Girl Scouts learn to make decisions on their own and as a team.



Money Management: Girl Scouts learn to create a budget and handle money.

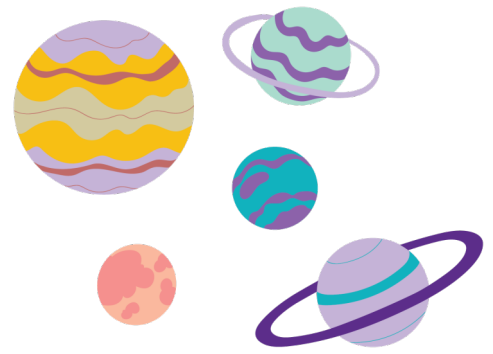


People Skills: Girl Scouts find their voice and build confidence through customer interactions.



Business Ethics: Girl Scouts learn to act ethically—both in business and life.

Meet the Cookies



Adventurefuls: An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt .



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.



Peanut Butter Sandwich: Crisp and crunchy oatmeal cookies with creamy peanut butter filling.



Trefoil : Traditional shortbread cookies featuring the Girl Scout Trefoil.



Peanut Butter Patties: Crispy vanilla cookies layered with peanut butter and covered with a chocolaty coating.



Exploremores: The newest cookie to the Girl Scout lineup! Rocky road ice cream inspired sandwich cookies.



More Cookie Information:

- Troops are not permitted to set prices higher or lower than council prices.
- Cookies must be stored in a cool, dry, pet-free, pest-free, smoke-free and insured environment at all times.
- Gluten free Carmel Chocolate Chip cookies are pre-ordered in the fall and not available for reorders. Council will have a very limited supply of additional gluten free available on a first come, first served basis. Because of the limited availability they are not included on the order form or available for online Girl Delivery and should only be sold directly or at a booth sale once delivered.
- Cookies are not returnable to council. Work with your PPC to swap cookies with other troops if possible. Council may offer full case variety swaps depending on availability.

Cookie Facts

Proceeds stay local!

**12 Packages
Per Case**

**\$6 Per
Package**



72%
Funds Council
Programs &
Camp

27%
Troop and SU
proceeds,
rewards and
Camp credits

1%
Other
Expenses

How much can I pickup?

Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station Wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases

Product Mix

Based on average sales per cookie variety in the past, we recommend you order based on the below mixture:

Thin Mints	24%	Trefoils	6%
Caramel deLites	19%	Peanut Butter Sandwich	8%
Peanut Butter Patties	16%	Exploremores	12%
Adventurefuls	6%	Caramel Chocolate Chip	1%
Lemonades	8%		

The oven that bakes Trefoils is as long as a football field.

ABC uses enough peanut butter in Peanut Butter Patties to fill 6 swimming pools.

**Fun
Facts!**

A cookie season of Caramel deLites needs as much coconut as 6 blue whales weigh.

Girl Scouts have been selling Lemonades since 2006.

Explore the Possibilities

Ordering

- All ordering for troop initial orders will be done through ABCsmartcookies.com. To submit your initial order, from the dashboard click **Orders** then click **Troop Initial Order**. Detailed instructions can be found on page 19 of this guide.
- Any order after the initial is called a reorder. Reorders can be handled a little differently by service unit and are at the discretion of your PPC. Please make sure you are clear on their instructions and timing.
- Any time you pick up an order from your PPC or distribute orders to the Girl Scouts in your troop, make sure you count everything together and sign a receipt that both parties get a copy of.
- Make sure you have enough room in your vehicle to hold any orders you pickup from your PPC.



Booths

- A booth sale is when a troop sets up an in-person sale of cookies in public. They are traditionally held in front of businesses or public places like government buildings, places of worship, or post offices. They must **always** be done with permission of the leadership of the building/business.
- All booth sales should have at least 2 Girl Scouts and 2 registered adults present at all times.
- Booths should be scheduled with your service unit's PPC. They report the booths to council to be entered into the ABC system and the GSUSA cookie finder.
- No booths should be scheduled in another service unit without permission of the PPC from that area. No booths are allowed outside of GSSNE boundaries.
- Throughout the cookie season, council runs booth lotteries. These are pre-arranged cookie booths booked all over GSSNE territories. Any troop can enter the lottery to win one of these booths, regardless of where it is in the council. Be on the lookout for an email fully outlining lottery times and instructions.
- Make sure that your troop follows all booth etiquette rules. Keep out of the way of driving and pedestrian traffic, mind your volume, and keep your space neat.
- Non-members like siblings or friends are not allowed to be at cookie booths.
- Most booths take place outside. Make sure everyone is dressed for the weather. If weather is cold, have Girl Scouts take shorter shifts at the booth sale for safety.
- Use the **Cookie Booth Tally Form** found on gssne.org to track how many cookies you sell at a booth.
- After the booth deposit money into the bank ASAP and use the smart booth divider to distribute cookies sold. Instructions for that can be found on page 21 of this guide.
- If your troop will not be able to attend your cookie booth, notify your PPC asap and also cancel it in ABC. Instructions for that can be found on page 21 of this guide.

Payments

- Troops should be making payments for cookies throughout the program. Key payment due dates are outlined in the important dates section. You should not be picking up more cookies without first making a payment for cookies you already have.
- There are several ways to make payments. The easiest way is to use GSSNE's ePayment system to draw money right from your troop's bank account. Visit **<https://sne.gsachonline.com>** to make a payment this way. Some PPCs will allow you to give them money to make a cash deposit into GSSNE's bank account. GSSNE will also allow walk-in troop payments anytime during business hours.
- Please note that it takes several days for payments to be reflected on your troop's balance in ABC. If you've made a payment, and don't see it reflected within a week please reach out to customercare@gssne.org about it.
- Make sure that Girl Scouts in your troop are also making periodic payments. They should not be taking additional cookies without paying for at least some of the cookies they already have. Keep in mind that some online Girl-Delivery orders are paid via credit card. Those payments count towards those Girl Scouts' and the troop's balances.
- **Any time money changes hands either between you and a Girl Scout (or their family), you and another troop volunteer, you and your PPC, or you and council—make sure both parties get an accurate, signed receipt.**
- When you have collected money from Girl Scouts or at a booth sale, it should be counted by 2 volunteers for accuracy and then deposited right into your troop's bank account unless it's being brought directly to your PPC or GSSNE to use as a payment. No cookie money should ever be deposited into a personal bank account.
- Troops can use Digital Cookie to take credit card payments at cookie booths. Council also has Clover credit card readers available to borrow for credit card payments. Please note that you need to have an existing Clover account prior to using a reader.
- Some troops also opt to use apps like Venmo or CashApp to take payments for cookies, but that is at your discretion and that money should be linked right to your troop's bank account.
- If you accept checks for payment, please follow the check accepting rules on the next page of this guide.



Refunds

If the cookie season ends, and your troop's balance due on your *Troop Balance Summary Report* is negative (in parentheses) that means your troop has overpaid for cookies and are owed a refund. Troops need to have a current ACH Registration Form on file with GSSNE in order for overpayments to be sent to your troop account. The form can be found at gssne.org.



Debt

GSSNE takes debt very seriously. Please follow the guidelines below. Refer to the 2025-2026 PPS for the bad debt policy information as well.

- Collect payments frequently from families to minimize the risk of delinquency. Do not distribute more cookies to families who have not made payments.
- Keep a signed receipt for each payment accepted to ensure good record keeping should a collection issue arise.
- If a collection issue happens, notify GSSNE as soon as possible by filling out the Unpaid Funds Collection Assistance Form which can be found on gssne.org. Notify your PPC as well so they know you're working with council on this.
- Please note that council can not assist with debt collection without a signed permission form for the Girl Scout.
- **Do not use troop proceeds to cover unpaid debt from families.** If the season ends with outstanding family debt, leave the amount of that debt unpaid to council as well. If you've filled out the form listed above, council will be working with you on collecting that debt from the family and will not be reaching out to your troop about an unpaid cookie balance.

Checks

The following guidelines **must** be followed for accepting checks. GSSNE will be unable to help with the collection of debt for a bounced check if these are not all followed.

- Only collect checks from friends or 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 (pre-printed), phone number, license state and number, Girl Scout and troop number on memo line.
- Verify that the written amount of the check matches the dollar box.
- No starter checks.
- Do not accept post dated or second party checks.

Digital Cookie—What to Expect

For Troops and Volunteers:

Troop volunteers have a unique online cookie experience. You will be working in two software systems—ABCsmartcookies and Digital Cookie. The Girl Scouts in your troop will use Digital Cookie to run their entire digital sale. As a troop volunteer, you'll use Digital Cookie to track their online sales, cheer them on, and see troop level orders. In ABC you will place troop orders, manage transfers, booth sales, finances and rewards.

- Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- Girl Scouts can send "cheers" to one another by choosing from an assortment of encouraging and congratulatory images.
- Girl Scouts can make sales on the go by taking credit card payments at cookie booths.

Some things to note for troop store pages:

- Troop stores have to be launched in order for the troop to process booth credit card payments.
- Launching your troop page also allows it to show up on the GSUSA Cookie Finder. Every year, the cookie finder allows Girl Scout cookie enthusiasts to find cookies near them. During booth season, it will show scheduled cookie booths near their zip code, and starting on January 6th, it will also give them the option to order direct ship cookies from a troop local to them. These cookies will be credited to your troop, increasing your proceeds and you won't have to do anything—they're shipped right to the customers. Your troop links will only show up on that page if your storefront is launched, so make sure you get that done by January 6th to take advantage of it as long as you can.



For Girl Scouts and Families:

In Digital Cookie, your Girl Scouts will be able to set goals, send emails, track inventory, chose rewards and also explore cookie programming like badges and the cookie entrepreneurial pins. You can see in one place information about girl delivery orders including what needs to be approved.

Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.

- The option to turn girl delivery off for customers based on family preferences and cookie availability.
- The ability to turn cookie varieties on or off to match available inventory.

Proceeds



Main Troop Proceeds

Troop proceeds are calculated based on your per girl average (PGA) of packages sold by all of the **registered Girl Scouts** within a troop.

Troop Cookie Dough

If your troop has a PGA of 350+ you will be able to pick a troop cookie dough option. You will be awarded either a \$25 credit to the GSSNE shop, or a \$25 credit to use toward a troop camping reservation at any GSSNE site to be used by 12/31/26. Only one will be awarded per troop eligible, and troops that opt-out of rewards are not eligible. Instructions on picking your option are on page 22 of this guide.



Service Unit Bonus

If your service unit exceeds their package sold quantity from the 2025 cookie season by 3% or more, the service unit will earn \$0.01 per package sold to use towards service unit programs or expenses.

Summer Camp Cookie Credits

Summer camp cookie credits begin at \$12 for 50 packages of cookies sold and go up in \$6 increments for every 25 additional packages sold. Credits may be pooled by siblings in the same family. Summer camp cookie credits cannot be transferred outside of families and can only be applied to GSSNE summer camp. The credits expire September 30, 2026 and are not applicable towards troop camping.

PGA	Proceeds Per Package Sold
1—159.99	\$0.85
160—199.99	\$0.95
200+	\$1.05

Packages Sold	Summer Camp Cookie Credits Earned
50	\$12
51-75	\$18
76-100	\$24
Every Additional 25 Pkgs.	\$6 more

Reward Opt-Out

Cadette or older troops can choose to opt-out of traditional rewards in exchange for additional proceeds. This is a decision that must be made by the entire troop. Troop Cookie Managers must follow the opt-out instructions found on page 22 of this guide. Girl Scouts who opt out will be eligible to receive patches, but no other rewards including Camp Cookie Credit. Troops will also not be eligible for Troop Cookie Dough.

PGA	Proceeds per box
1-159.99	\$0.05
160—199.99	\$0.07
200+	\$0.10

Rewards

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BRAVE. FIERCE. FUN!



BRAVE. FIERCE. FUN!



36+ Pkgs  Theme Patch	75+ Pkgs  BFF Bead Bracelet	180+ Pkgs  Plush Ferret Standing	215+ Pkgs  Goal Getter Patch AND T-Shirt
250+ Pkgs  Roll Up Duffle Bag	350+ Pkgs  Long Sleeve Shirt AND Bandanna	500+ Pkgs  Plush Ferret Backpack OR BFF Mesh Back Cap	
750+ Pkgs  2026-2027 GSSNE Membership	1,000+ Pkgs  BFF Socks AND Fuzzy Journal		
1,250+ Pkgs  Ferret Blanket	1,500+ Pkgs  \$30 Amazon Voucher OR Convention Cash	2,000+ Pkgs  \$40 Amazon Voucher OR Convention Cash	2,500+ Pkgs  \$50 Amazon Voucher OR Convention Cash
3,000+ Pkgs  \$60 Amazon Voucher OR Convention Cash	First Time Seller 36+ Pkgs  My 1st Cookie Sale Patch	Virtual Cookie Share 5+ Pkgs  Cookie Share Patch	Crossover  Cross Over Patch Create your avatar and send 16+ emails during the Fall Product Program, and sell 275+ packages of cookies and earn a personalized combined Cookie and Fall Product Program Patch!
Troop PGA  Troop Cookie Dough Troops with 350+ PGA will earn \$25 TROOP COOKIE DOUGH. Troop Cookie Dough can be used towards council shop or troop camp reservations at any GSSNE site to be used by 12/31/26.	Achievement Bar  500+ Achievement Bar Begins at 500+ earned and awarded at the highest level achieved (non-cumulative and earned in increments of 500 with a max of 5,000)	Top 10 Council Sellers  Sleepover Set and Bus Fare Top 10 Council Sellers will receive a sleepover set and one ticket on the GSSNE bus trip to the Girl Scout Convention in July 2026. Non-transferable.	Top Council Seller  Great Wolf Lodge Top Council Seller will earn 2 single-day passes to Great Wolf Lodge in Mashantucket, CT. Must be booked before 9/30/2026. Waterpark passes only. Food and lodging not included.



Giving Back During Cookie Season

Virtual Cookie Share

Virtual cookie share is a way for customers to support Girl Scouts and other organizations by purchasing Girl Scout Cookies. Girl Scouts will collect \$6 per package for virtual cookie share, but neither the troop nor the Girl Scout has to handle or deliver the cookies. Troop leaders simply enter these cookies as Virtual Cookie Share in ABC (see page 20 for instructions) and include the money as part of their cookie payments. At the end of the program, council distributes these packages to local nonprofit organizations. **All Girl Scouts who sell 5 or more packages of virtual cookie share will receive a cookie share patch.**

Troop Cookie Share

Troop cookie share is a donation project implemented on a troop level. Before the season, the troop can decide on which organization(s) in their area they would like to support with this donation. These cookies are entered into ABC just like any other sale, and are a great way to help get rid of any extra cookies at the end of the season. They do not count towards the cookie share patch.

Virtual Cookie Share vs. Troop Cookie Share

The distinction between these two ways of giving back can sometimes be confusing. Virtual cookie share cookies are handled and donated by council, the only thing the troop has to do is pay for them. Troop cookie share donations originate from the troop, and are supplied out of your existing stock of cookies. They are paid for and tracked like any other cookie sale. If a box of 'cookie share' cookies is purchased from an order card, booth sale, or online Girl Scout delivered with other cookies, it can be recorded as either virtual or troop cookie share. If a customer selects cookie share on a direct ship purchase, or Girl Scout delivered with ONLY donation cookies it is automatically tallied as virtual cookie share.

Cookie Program Community Service Project

Each year GSSNE selects a local organization to be the recipient of our annual Cookie Program Community Service Project. The 2026 recipient is Glimmer of Hope. Glimmer of Hope Foundation is a 501(c)(3) nonprofit founded by Alison "Ali" Hornung in honor of her late friend Ella, who passed away from leukemia in 2019. Dedicated to supporting children and families impacted by childhood cancer, Glimmer of Hope provides unique programs such as bald dolls that help children feel represented, Best Day Ever photoshoots, Hope for the Holidays family sponsorships, the Courageous Moms Collective, and the annual Glimmer Gala runway event. Since its founding, the organization has raised over \$700,000, donated thousands of dolls, and partnered with hospitals, schools, and businesses to bring light and comfort to families in the darkest of times, ensuring that no child fights cancer alone. This is a great opportunity for Girl Scouts to learn about the importance of giving back to their communities. If your troop donates \$50 or more, every cookie seller in the troop will earn a special patch!





Cookie Share: Best Practices

Anytime a customer purchases cookies for donation from a booth sale, on a paper order card, or through an online order that is Girl Delivery AND includes other cookies, those cookie shares have to be assigned to that Girl Scout in ABC by a troop cookie volunteer. Only Direct Ship cookie donations and Girl Delivery that **only** include donations are allocated automatically.

Troops have the option to decide if they want to assign these cookies as Virtual Cookie Share or Troop Cookie Share. See the previous page for a full explanation of the differences between them.

Troop volunteers are encouraged to make these allocations as the season goes on, and not at the end. Since the money for these orders is collected either online or in-person, it is applied to the Girl Scout's balance. If the cookies are not also assigned to that Girl Scout via either troop or virtual cookie share, the Girl Scout will look like they've collected more money than needed. For example: if a Girl Scout gets an online order for 8 packages of Thin Mints plus 2 packages of cookie share, their Girl Balance Summary report would show a collection of \$60 for 10 packages. If only the 8 packages of Thin Mints are transferred without the cookie share being allocated, it will show that this Girl Scout has overpaid by \$12. With multiple transfers happening with multiple Girl Scouts in the troop, it's difficult to track the payments for cookie share if the troop waits until the end of the sale to credit the individual Girl Scouts.

Troop volunteers are encouraged to add cookie share to receipts exchanged with Girl Scouts and families. This can also help tracking.

If a Girl Scout has a negative balance on their *Girl Balance Summary* report, that is a really good indication that some transfers were not done. Again, there's no way to know if they're cookie share or not but it should definitely be looked into. Typically it is an indication that online orders were placed (and paid for) that were not transferred to that individual Girl Scout.

This can sometimes be a difficult thing to track. ABC has come up with a new report that can help. This report is called **Pending Manual Cookie Share Report** and it will calculate the total number of cookie share packages that need to be manually allocated by a troop volunteer for each Girl Scout in your troop. If you're allocating these packages as virtual cookie share, the system will track how many of those have already been allocated throughout the season, and show a balance of what is left. Please note, if you are using troop cookie share instead, this report will always show a balance but it will still tell you the total number of packages that need to be manually allocated, so it will be helpful.

Volunteers should be ensuring these transfers are done regularly. Otherwise the Girl Scouts and their Troops will have taken in money for cookies that Girl Scouts did not get credit for, and customers will have given money for a donation that didn't happen.



ABC Instructions



First Log In

- Troop volunteers will receive an email from noreply@abcsmartcookies.com in mid-November that will invite you to register for an account. If you had an account last year, it will have been deleted and a new one will need to be created.
- Once you log in, click **My Troop** then **Troop Information**. Make sure the contact information on this page is accurate and that it includes your zip code.
- Next, click **My Troop** then **Troop Roster** and check this list for accuracy. If there are any changes that need to be made, fill out the Roster Change Request form on gssne.org. Girl Scouts can only be removed from ABC because they are no longer participating in Girl Scouts with your troop. Removal requests must be completed by January 31st at 11:59pm. Girl Scouts can be added at any time, but if they are not on your roster, you can not place an order for them.

Place Initial Order

- Click **Orders** then **Troop Initial Order**.
- You will see a list of all cookie varieties. Enter the total quantity you want to order next to each variety in CASES.
- Make sure that your totals are correct at the bottom and click **Save**.

Place Planned Order

- First, please note that not all service units utilize the planned order function in ABC. Please confirm with your PPC before using this functionality.
- From your ABC dashboard, click **Orders** then **Planned Order**.
- Click the cupboard for your service unit listed on the page and then click the **Continue** button.
- You'll see a list of dates the cupboard is available for pickup. Select a date that works best for you and click **Continue**. Next select a timeslot on that day for your pickup and click **Save**.
- You will now see the cookie varieties below. Please note the unit of measurement for ordering at the top of the order input column. Enter the quantity for each variety you'd like and click **Save**.
- Once the order is saved, an option to print receipt will appear. This is a confirmation for you of your order as well as the date/time requested. Please note this is not a finalized receipt. That will come once you pick up the order.
- Weekly planned orders must be submitted by troops by 7am on the Monday of that week.



ABC Instructions



Transfer Cookies

- Transferring is how ABC credits individual Girl Scouts with the sale of a package of cookies. That in turn helps to track inventory, finances and rewards.
- When you distribute cookies to a Girl Scout (and have a signed receipt), go to ABC and click **Orders** then **Transfer Order**.
- In the top of the white box, there is a dropdown list of transfer types. If you've distributed cookies to an individual Girl Scout, choose *Troop to Girl* from this list. The other options on this list include *Girl to Troop*, *Troop to Troop*, and *Girl to Girl*.
- When *Troop to Girl* is selected, click the arrow at the far right side of the white row that has your service unit and troop information in it. Click the name of the Girl Scout and then click **Apply**.
- Enter the quantity of cookies distributed by variety in the *Packages* column. Make sure these quantities match the signed receipt you have.
- When you're finished, click **Save** on the bottom. A transfer order number will appear on the top of the screen. A good practice is to write that order number somewhere on your copy of the receipt so you know you've done the transfer, and can reference it later if needed.

Record Payments

- From your ABC dashboard click **Finances** then **Financial Transactions**.
- In the top part of the white box, click **Girl Transactions** then at the bottom of the page click **Add Girl Transaction**.
- A window will pop up for the new transaction. You'll have drop down menus to select the Girl Scout you're adding this transaction to, the transaction type, and the method of payment. There's also a spot to select the payment date. You can also add a reference number or notes which are optional fields.
- Make sure the amount you're putting in matches what's on your signed receipt.
- A good practice is to put something in the reference number section that you can then write on the receipt you have. This way you'll know you've logged the payment and will be able to reference it later.
- When you've filled out all the fields, click **Save**.

Virtual Cookie Share

- To track virtual cookie share in ABC from your dashboard click **Orders** then **Virtual Cookie Share**.
- You'll be brought to a page with a list of all troop members. Enter the quantity for each Girl Scout in packages.
- When all orders are entered, click **Save** at the bottom.

If cookie share is purchased at a booth sale, and you'd like to count toward virtual cookie share, you can also enter it on the smart booth divider tool. This will automatically allocate the virtual cookie share without following the above steps.



ABC Instructions



Checking your Booth Schedule

- To see the booth sales your troop has scheduled, from your dashboard click **Booth** then **My Reservations**. This will list all booths for your entire season.
- If you've scheduled a booth with your PPC and don't see it on the list, please reach out to customercare@gssne.org about it.
- If you need to cancel the booth, click the little three dots on the right side of the row. Please note, if you can't see those dots, you have to scroll over. The scroll bar is at the bottom of the white box and is hidden until you put your cursor over it. A menu will pop out when you click the dots. Click **Cancel Booth**.

Booth Sale Distribution

- From your ABC dashboard, click **Booth** then **My Reservations**.
- This page will list all of the booths sent to council by your PPC as well as any lottery booths won. Find the booth you'd like to distribute for and click the little three dots on the right side of the row. Please note, if you can't see those dots, you have to scroll over. The scroll bar is at the bottom of the white box and is hidden until you put your cursor over it. A menu will pop out when you click the dots. Select **Smart Booth Divider** from the options.
- In the boxes on the screen enter the package quantity sold for each variety. Click **Save and Distribute**.
- A list of Girl Scouts will pop up. Select everyone you'd like to take any credit for this booth's sales and click **Confirm**.
- ABC will split each variety as evenly as possible among all Girl Scouts, however there will likely be some left over. For example, if you have 3 Girl Scouts and sold 10 boxes of Adventurefuls, it would give each person 3 boxes and have 1 leftover. Those leftovers will be along the bottom in red. These extras need to be manually distributed to the Girl Scouts. Try to be as even as possible. Click **Save** when completed. These cookies will be automatically transferred to these Girl Scouts as booth cookies so they'll impact rewards but not finances.





ABC Instructions



Assigning Rewards

- When the season is over, one of the last things you'll do is assign rewards for each member of your troop. As you transfer cookies sold by each Girl Scout, ABC starts to build the reward order so it's all calculated for you, but there are still a couple of steps for you to complete. Please note—it is easiest to do this after all cookies have been transferred to the Girl Scouts in your troop. Run your **Troop On Hand Inventory Report** to make sure you have no more cookies to distribute. If everything is listed as 0 packages, you're ready to start.
- Go to Digital Cookie and run the **Rewards Selection report** for your troop. This will tell you which reward options were selected by the Girl Scouts in your troop.
- From your ABC dashboard, click **Rewards** then **Recognition Order**.
- From the dropdown, select **Main**. When you select that, a list of the Girl Scouts in your troop will populate below.
- The first time you view this screen, all Girl Scouts will be listed as 'unread' and some will have a red triangle that has an exclamation point inside next to it as well. These are the Girl Scouts who have choices to make for their rewards.
- Click the arrow next to that symbol for the first Girl Scout you'd like to edit. Each of the reward tiers they reached will be listed on the next screen. You'll see that red triangle again next to any reward tier with an option or size that needs to be picked.
- Click those arrows to expand the field and make any applicable choices.
 - If this is the first cookie sale for this particular Girl Scout, click the **Extras** tab at the top. You'll be able to select the 'My First Cookie Sale' patch there.
- Once you've completed this and no longer see any triangles, you can click **Save**.
- Click the button on the top left that says **Recognition Order**. This will bring you back to your list of Girl Scouts. Make sure the one you just worked on no longer has the triangle.
- Follow the previous three steps for every Girl Scout in your troop until you no longer see any triangles.
- When you're done, click **Manage Recognition Order** at the bottom. This page will show the order you just did along with buttons to edit it if needed.

Reward Opt-Out

- If your Cadette or older troop has decided to opt-out of rewards to earn additional proceeds, you must change your reward type in ABC.
- To make this change from your ABC dashboard, click **My Troop** then **Troop Information**.
- In the drop downs listed **Proceed Plan** and **Main Recognition Plan** select *Older Girl Opt Out Plan*. Click **Update Information** at the bottom of the screen.

Troop Recognition Order

- To create a troop recognition order from your dashboard click **Rewards** then **Recognition Order**.
- From the dropdown, select **Troop**. If your troop's PGA is over 350, you'll have the choice of troop cookie dough options. Select one and click **Save**.

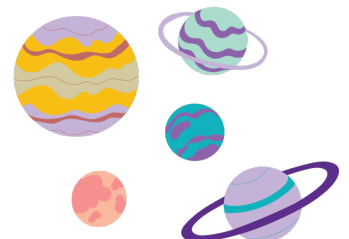


ABC Reports



Here you'll find a list of the most popular ABC reports and what they'll tell you! (Listed alphabetically)

- **Girl Balance Summary:** Once cookies have been transferred to a Girl Scout, this report will track their financial balance owed to the troop. The report will show the number of cookies they are credited with and all payments applied. If the Girl Scout made online sales paid by a credit card, these transactions carry over automatically.
- **Girl Cookie Order Summary:** Looking for a condensed list of all Girl Scouts in your troop and how many cookies they've sold? This is the report for you.
- **Pending Manual Cookie Share Report:** This report will show you a total per Girl Scout of all cookie share orders that need to be tracked manually by a troop volunteer. If they're being tracked using virtual cookie share, it will also tell you how many still need to be logged.
- **Recognition Order Summary By Girl:** Once the rewards come in after the season closes, this report will show you who gets which rewards.
- **Smart Booth Divider Sales Export:** Use this report to show how many cookies you sold at each booth throughout the season. This is also a helpful tool to run in the archives if you repeat booths from year to year and are looking for ordering estimates.
- **Transfer Order Summary:** This report will show you every transfer made involving your troop. You can filter it by transfer type, so for example if you select the *Troop to Girl* filter, you will only see instances where cookies were transferred from the troop to the Girl Scouts. It does list by variety, but be sure you note which unit of measure you pick on the filters as well.
- **Troop Balance Summary:** This report is a thorough overview of your troop's entire cookie season. On this report you'll see your PGA, every transfer into and out of your troop, and every single financial transaction applied to your troop's balance including all credit card transactions for individual Girl Scout orders. The bottom of this report will also show what your balance due is. This is the total of what is still owed to council at any given point assuming all the transfers to your troop are completed. Please note, because EVERY transaction is listed, this report can become quite lengthy especially towards the end of the season.
- **Troop Balance Summary Snapshot:** This is a more condensed view of the above report. It's all the same information except that the individual financial transactions are not listed—they're totaled instead.
- **Troop On Hand Inventory:** Much like the name implies, this report will show you your troops current inventory based on all transfers that have been completed so far. It's good practice to run this report periodically and verify that it's accurate. If the numbers on the report don't match the physical count of cookies you have, that means something went wrong. The more often you check it for accuracy the smaller the timeframe you'll have to check for a mistake will be.





Customer Service and Technical Support

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

ABC Smart Cookies tech support: 855-444-6682 (9 am to 12 am
EST) or email ABCSmartCookieTechSupport@makerspride.com

