

2022 - 2023

Girl Scout Cookie Program

Troop Cookie Manager Guide



GO
BRIGHT
Ahead

girl scouts 
of southeastern
new england

Welcome to the 2022-2023 Girl Scouts of Southeastern New England Cookie Program!

Dear GSSNE Cookie Program Volunteer,

Welcome to the 2023 Girl Scout Cookie Program. The Girl Scout Cookie Program is more than just a money earning opportunity, proceeds from the program remain in the local community to help fund troop trips and activities, community service projects, and more! Girl Scouts are given the tools they need to be successful leaders now and throughout their lives.

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.

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. 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 2023 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 2022 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 2023 cookie season and I want to thank each of you who help to make it possible for Girl Scouts to pursue their dreams.

Wishing you a successful cookie season!

Ginger

Ginger Lallo
Chief Operating Officer
Girl Scouts of Southeastern New England



TABLE OF CONTENTS

Page #	Contents
2	Welcome Letter
3	Table of Contents and Contacts
4-5	Important Dates
6	The Benefits of the Girl Scout Cookie Program
7	NEW Raspberry Rally
8	Girl Scout Safety & Technology
9	Resources
10	Meet the Cookies
11	Cookie Basics and Planning Checklist
12	ABC Smart Cookies
13	Phenom and Adding a Troop Cookie Manager Role
14-17	Proceeds, Money Matters, and Payments
18-19	Booth Guidelines & Etiquette
20	Cookie Share, Community Service Project, and Cookie Rally
21	Getting to Know Cookie Vocabulary
22	Recognitions
23	Wrapping Up the Program Checklist
Back Cover	Introducing Raspberry Rally!

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
500 Greenwich Ave., Warwick, RI 02886

ABC Bakers:

Smart Cookies Tech Support:
1-800-853-3730 or ABCtech@westonfoods.com

Direct Ship Support:
abcsmartcookiesdirect@westonfoods.com

IMPORTANT DATES

December 2022

- December 9-12—Council office closed
- December 16 or before - Service Unit trains troops, troops and Girl Scouts.
- December 17 - Girl Scouts start taking orders and online marketing begins. Registered members 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 23-January 2- Council office closed for holiday break

January 2023

- January 4 - Initial orders due in Smart Cookies from all service units
- January 16 - Council office closed for Martin Luther King, Jr. Day
- January 19-22 - Initial deliveries for all service units
- January 20 - Cookie booths begin
- January 20 - Last day for removing Girl Scouts that do not belong in your troop. A member CANNOT be removed just because they are not participating in the cookie program
- January 26 - Reorders begin. A partial payment must be made in order to place a reorder



February 2023

- February 1- Your 1st partial payment is due to your PPC or council on or before February 1st. 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 15- Partial payment due
- February 17-19 - National Girl Scout Cookie Weekend

IMPORTANT DATES (continued)

March 2023

- March 1 – A minimum of 50% of your troop’s total cookie bill is due
- March 13 - Regular season booths continue until this date. Clear out the cupboard booths run through the end of the month
- March 15 - Partial payment due
- March 26 - Last day of booths
- March 26 - Online program end
- March 27 - Final payments and recognition orders are due to council. Be sure to have transferred all cookies to the Girl Scouts and entered their recognition orders in Smart Cookies. Remember to verify t-shirt sizes, sweatshirt sizes and any optional recognitions with them before you reconcile their recognitions



May-June 2023

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

September 30, 2023

- 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 Girl Scouts throughout the program. 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 1– 1st partial payment is due. This should be at least 30% of your initial order.

February 15 – Partial payment due

March 1 – A minimum of 50% of your troop’s total cookie bill is due

March 15 – Partial payment due

March 27 – 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 themselves and for their community through the development of five essential skills: goal setting, decision making, money management, people skills, and business ethics.

- **Goal Setting:** Girl Scouts 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:** Girl Scouts decide as a team how they will spend their money, which allows for collaboration and critical thinking.
- **Money Management:** When Girl Scouts process orders or participate in a booth, 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:** Girl Scouts 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:** Girl Scouts 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 they learn throughout Girl Scouting.



Introducing Raspberry Rally!

New to the cookie lineup this year is the Raspberry Rally. The thin, crispy cookie is the ‘sister’ to the Thin Mint, infused with raspberry flavor instead of mint and dipped in the same delicious chocolate coating. GSUSA decided to make this new cookie will be the first in the Girl Scout Cookie lineup to be exclusively offered for online sale via direct shipment only, enhancing the e-commerce sales and entrepreneurial skills of the Girl Scouts.



Some FAQ from GSUSA about the Raspberry Rally:

Why is the Raspberry Rally online only:

Expanding the Girl Scout Cookie lineup through an online exclusive allows us to provide Girl Scouts additional opportunities to grow their digital sales and more rapidly respond to ecommerce trends and consumer desires for innovative Girl Scout cookie options. As ecommerce continues to grow and expand, online only exclusives are a common experience for consumers. During the pandemic, Girl Scouts successfully pivoted to online-only cookie sales tapping into their creative and entrepreneurial skills to meet their cookie goals.

Can I purchase a large quantity and distribute them to sell at booths?

The Raspberry Rally cookie is only available for purchase on digital platforms. It is not available for in-person sales and economically purchasing cookies at retail value and paying shipping fees isn't a sound business decision.

What about customers who ask at my booth?

Raspberry Rally can be ordered and shipped directly to the customer by using an ABC Smart Cookie link. Girl Scouts can also work with troop leaders and/or parents to create a QR code that can be shared with customers who visit the booth. Additional ordering information is available on a postcard-sized handout that customers can refer to when they are ready to reorder anytime.

Remind customers that the online-only option applies to Raspberry Rally only at this time. The primary Girl Scout Cookie varieties are readily available at the booth and on our approved digital selling platforms, including top sellers like Thin Mints and the new Adventurefuls that debuted last year. Customers can pick up their Girl Scout Cookies at the booth and replenish their supply for delivery to their home at a later date.

Is Raspberry Rally Vegan?

The Raspberry Rally cookie is made with vegan ingredients.

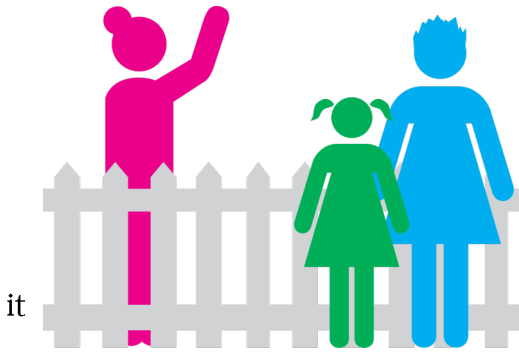


Girl Scout Safety and Technology

Girl Scout 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 Girl Scouts participating in online Girl Scout activities should read and sign the Girl Scout Internet Safety Pledge. Below are some other tips for having a safe and successful Girl Scout Product Program:

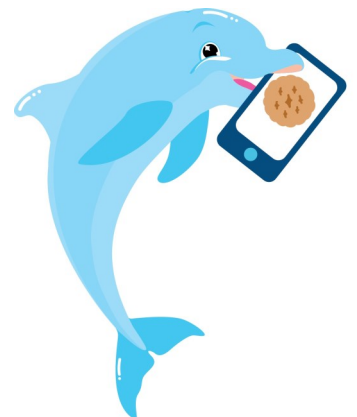
- **Show you're a Girl Scout:** Always wear the Girl Scout membership pin, vest/sash/tunic, and/or Girl Scout clothing to identify yourself as a Girl Scout.
 - **Buddy up:** Always use the buddy system. It's not just safe, it's more fun!
 - **Be prepared:** If selling door-to-door, become familiar with 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. Girl Scouts 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:** Full 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 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.

- **The Girl Scout Product Programs are girl-led programs, and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by their parents or caregivers.**
- Friends and family of a Girl Scout participating in Girl Scout Product Programs must not market or share their 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, Girl Scouts 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 Scouts don't personally know. As a reminder, Girl Scouts 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.

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.

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

GSSNE - gssne.org

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

ABC Smart Cookies - 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 Girl Scouts, 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 Girl Scouts 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

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

ABC Bakers YouTube Channel - youtube.com/ABCCouncils

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

GSUSA - girlscouts.org/cookies

The GSUSA website is a great resource for leaders, parents and Girl Scouts 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



Twitter: @GirlScoutsofSNE



Instagram: @gssne



Youtube:
youtube.com/GSSNE

Customer Care
401-331-4500

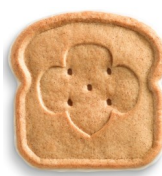
customer care@gssne.org
www.gssne.org

MEET THE COOKIES!

GSSNE works with ABC Bakers to provide delicious, high quality cookies to Girl Scout troops. There are 9 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.



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



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.



Trefoil :
Traditional shortbread cookies featuring the Girl Scout Trefoil.



Thin Mints®:
Crispy chocolate wafers dipped in a mint chocolaty coating.



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



Caramel deLites®:
Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolaty stripes.



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



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.



Raspberry Rally:
Thin, crispy cookie infused with raspberry flavor and dipped in chocolaty coating

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 or 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 2022. 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 paper order cards, and Girl Scouts 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 Scout 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** Girl Scouts 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 Girl Scouts 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 Girl Scouts and their parents/caregivers. Product materials should not be given to anyone who has not yet registered for the 2022-2023 membership year or who have outstanding debt from a previous sale.
- **Have the parents/caregivers of all members participating complete, sign, and submit the online permission form. Troop assumes financial responsibility for any debt if unpaid AND troop doesn't have the signed permission form.**
- Set troop and individual goals for those participating. Get them thinking about what they could do with their troop proceeds! They may decide to take a trip, buy troop supplies or support a local community service project.
- Discuss troop proceeds and recognitions. Do they 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 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 Girl Scouts and volunteers must read and follow the Cookie Booth Rules, Etiquette & Tips available at gssne.org.



Ways to Sell

Booth Sales/Direct Sales

A cookie booth is a group of Girl Scouts 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 Girl Scouts at all booths for safety reasons. All troop cookie booths should be coordinated with the service unit Booth Sale Coordinator or PPC.

Order Taking

Girl Scouts 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 Girl Scouts will receive an email from ABC Smart Cookies to register with the site and set up their very own online cookie business! They 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 – 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 2023. 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 Scout 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 everyone sold to make transferring easier and more accurate.

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

Phenom and Adding a Troop Cookie Manager

Going to Phenom?

Are you going to the Phenom Girl Scout event in July 2023? GSSNE is offering some unique cookie incentives just for you! If you sell 2,023 packages of cookies in the 2023 Cookie Program, and renew your membership for the 2023-2024 membership before April 15, 2023, GSSNE will reimburse your already purchased Phenom conference registration cost. Please note, this will ONLY apply towards conference registration cost (\$375 max), not hotel, airfare or other costs. There are no substitutions, and ONLY will be applicable for the 2023 Phenom conference. Recipients will need to show proof of registration for reimbursement to be provided.

Additionally, any Troop or Girl Scout who earns one or more levels of cookie dough, and is also going to Phenom can choose to have their Cookie Dough or Troop Cookie Dough issued as a gift card to use toward their costs. Proof of Phenom registration will be need to be submitted for confirmation.



Registering as a Troop Cookie Manager

1. Head to your [MyGS](http://www.mygs.girlscouts.org) account (www.mygs.girlscouts.org) and log in
2. Click My Account and then My Household
3. Scroll to the adult you wish to add a role for, click **Add a new Role**
4. Enter the following information in the search filters:
 - Zip Code**
 - Radius:** 20 miles
 - Membership Year:** October 1, 2022 – September 30, 2023
 - Position:** Troop Cookie ManagerClick **Search**
5. Click **Add Role** to place the role in your cart
6. Click **Add Volunteer** to begin the check out process.
7. Add your membership details:
 - Participation Type:** already chosen for you
 - Volunteer Position(s):** Troop Cookie Manager
 - Select an existing member:** if this applies to you, then click This is Me OR If you were not an existing member, enter your information in the remaining fields
 - Choose a Membership Year:** October 1, 2022 – September 30, 2023
 - Choose payment type**
8. Click **Submit Member Details**
9. Click **Review Cart**
10. Review the **Girl Scout Promise and Law** on the right and check off the box to agree.
11. Click Add Payment Details
12. Enter your credit card information. If you have selected Financial Aid, these boxes will not appear. If you already have a current membership, the boxes will default to \$0.
13. Click Submit Payment, and a confirmation will be sent to you



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 Girl Scouts 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) recognition program. Troops who opt out of recognitions still receive patches and Troop Leaders are still required to transfer cookies to Girl Scouts and submit a recognition order at the end of the sale. Older girl proceeds are based on the number of Girl Scouts who participate in the sale. Older 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

Council needs a copy of the signed older girl permission slip for every member of a troop opting out of rewards. If the form is filled out online, council receives it automatically, otherwise a paper copy can be used and submitted to our office. Troops who choose this option give up the ability to receive 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. The older girl permission slips can be found at gssne.org.

Service Unit Proceeds

Service units who exceed their package sold quantity from the 2022 Cookie Program by 1-3% will receive an additional half a cent (\$0.005) per package sold, 4-9% will receive an additional one cent (\$0.01) per package sold, and 10% or more will receive one and a half cents (\$0.015) per package sold to help with expenses in their service unit! Any outstanding debt/unpaid packages do not count towards this goal.

The deadline for transferring Girl Scouts who are no longer attending troop meetings is January 20, 2023. Leaders must complete the online roster change form before that date. A Girl Scout CANNOT be removed just because they are not participating in the cookie sale.

MONEY MATTERS

Summer Camp Cookie Credits

Summer Camp Cookie credits begin at \$10 for 50 packages and go up in \$5 increments for every 25 packages sold. 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**. Summer Camp Cookie Credits expire on September 30, 2023 and cannot be used for troop camping.

GSSNE aims to ensure that any Girl Scout who wants to go to camp has that opportunity, regardless of their family's ability to pay! Camperships will also still be available to those who need them. Unused Summer Camp Cookie Credits do not go to waste. They are applied to financial aid and to support other council run programs.

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 packag-	Goes up by \$5

IRM Sales Levels & Cookie Dough Earned	
Level 1: 100-199.99 packages	\$25
Level 2: 200-349.99 packages	\$50
Level 3: 350-499.99 packages	\$75
Each level goes up by 100 packages	Goes up by \$25

Individually Registered Members

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, they will be recorded in Smart Cookies under their service unit's 5000 number troop, for example, 5001 or 5029. Anyone who is actively participating in a troop cannot be considered an IRM for the Product Programs. To participate, IRMs/ caregivers can contact their service unit's Cookie Product Program Coordinator or council.

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

What is Cookie Dough?

Cookie Dough is a credit that is an option for Girl Scouts to select in lieu of recognitions at certain sales levels. These credits can be used in the GSSNE Council Shop or applied to 2023 GSSNE Summer Camp. Cookie Dough credit is nontransferable. For 2023 only, Girl Scouts who are attending Phenom can also receive their Cookie Dough as credit to use at the event. See page 13 for more information.

Troop Cookie Dough

New to the 2023 cookie season is Troop Cookie Dough! If a troop has a PGA of 350 or above, the troop will receive \$25 in Cookie Dough that can be distributed as a gift card to the GSSNE shop, or used as credit toward a troop camping reservation. This year troops can also choose to have their Troop Cookie Dough issued as a gift card to use towards their costs at Phenom. See page 13 for more information.

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, Girl Scouts, 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 makes 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. **payment forms are not required for ePayments.** Visit <https://sne.gsachonline.com> when you are ready to make your payment.
2. Deposit funds into your troop account and write a check from your troop account to GSSNE. Turn in your troop check with a payment form to your PPC.
3. Deposit money directly into the GSSNE account at a Citizens Bank branch by using one of the GSSNE deposit slips. GSSNE deposit slips can be obtained from your PPC or from council. Turn in a payment form and a copy of the deposit receipt from the bank to your PPC.
4. Hand in cash, checks and a payment form to your PPC.



Refund Policy for Troops who Pay Council Their Proceeds

New this year, GSSNE has started using ACH to return overpayments to troops. We will also use this for any Older Girl Proceeds or Service Unit Bonuses due. This will prevent the need for mailing a check then going to the bank for deposit. Troops and Service Units will have to request a refund by filling out an online form that confirms the account information for where the money is going. The deadline for this year is April 30, 2023. This process is going to be optional for the 2022-2023 troop year, but will be the only way we issue refunds starting with the 2023-2024 troop year.



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, phone number, license state and number, Girl Scout (first name last initial) 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 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 any 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

Girl Scouts and troops will be able to take credit cards through the ABC Smart Cookies app on their phones! This option will be available for Girl Scouts when they deliver cookies to customers and troops will be able to use this tool at cookie booths! See gssne.org for more information.

Additional Money Earning Activities

If a troop is interested in additional money earning activities, please see the 2022 - 2023 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.



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. Girl Scouts and their parents/caregivers don't have to take orders, followed by repeated visits to deliver products.

Tracking Booth Sale Inventory

When transferring cookies to Girl Scouts in ABC Smart Cookies, you will need to transfer to each member 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. Give a copy of this sheet to your PPC for future reference!

When transferring cookies to Girl Scouts 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 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. Leaders are able to delete booths if unable to attend, or let council know in advance.



Booth Sale Checklist

- Council requires at least two registered Girl Scouts 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 people on stand-by to make cookie cupboard runs should more cookies be needed 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 Girl Scouts 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 all of the retailer's policy regarding booth sale 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 Girl Scouts 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.
- Girl Scouts should share roles at the booth allowing each participant a chance to practice all the roles at the booth sale.
- Display courteous manners at all times. There should 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 Girl Scouts 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 20-March 27, 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) at the time of purchase and PPCs or troop leaders must return all entries to GSSNE by April 6, 2023. On April 13, 2023, 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 Girl Scouts and other organizations by purchasing Girl Scout Cookies. Girls Scouts 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 Scout 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!



All Girl Scouts who sell 5 or more packages of virtual cookie share will receive the cookie share patch. This patch is no longer distributed on a troop level.

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 2023 recipient will be House of Hope.** At House of Hope they affirm safe, stable housing as a basic human right. They address the trauma of homelessness by empowering constituents, delivering high impact innovative services, diversifying housing options, and advocating for policies to counter structural inequalities. Since their beginnings in 1989, they have made it their mission to end homelessness in RI. Built on grassroots values, they believe in helping their community through programs like PATH Street Outreach, Shower to Empower, and Peer Mentor Employment & Training. This is a great opportunity for girls to learn about the importance of giving back to their communities!



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

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 Scout who sells cookies will earn \$10 for the first 50 packages sold and \$5 for every 25 after which may be applied as a discount to the cost of GSSNE's Summer Camps. These must be used during the 2023 summer camp season and are not transferrable to other programs.

Cookie Booth - A cookie booth is a group of Girl Scouts 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 Girl Scouts at each booth. All troop cookie booths should be coordinated with the service unit Booth 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 Girl Scouts 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 2023. 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 is a program designated for

individually registered Girl Scouts without a troop designation.

Opt Out - When an older Girl Scout troop decides to forfeit receiving recognition items for additional troop proceeds per package sold by the troop. Members 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 individual 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 earns for each package of cookies sold. Proceeds are automatically totaled on abcsmartcookies.com and are reflected in your Troop Balance Summary report

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 Girl Scouts for achieving sale volume levels. Levels and items are outlined on the recognition sheet. Older 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 Scout sales and recognition items. Also the online version of the order card which allows Girl Scouts to email friends and family for promised orders and they 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 Scout 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.



Rewards



Participation Patch
**2021 cumulative*



Mood Cup **AND** Theme Patch



Small Plush **OR** Ankle Socks



T-Shirt, Landyard **AND** Patch



Sports Bag



Hoodie **AND** Patch



Large Plush



Beach Towel **OR** \$20 Cookie Dough



Cross Body Bag **OR** \$25 Cookie Dough



GSSNE Membership **OR** \$2oz Mood Sports Bottle **AND** Go Bright Ahead Cap



Chirp Wireless Speaker



Confetti Tumbler



Sleeping Bag **AND** Mess Kit



\$100 gift certificate to Theatre by the Sea **OR** Providence Performing Arts Center

Additional Patches



Cookie Techie Patch
**through smart cookies direct ship*



First Cookie Sale Patch
**sell as first time seller*



Cross Over Patch

**Create your avatar and 15+ emails during the Fall Product Program, and sell 250+ packages of cookies and earn a personalized combined Cookie and Fall Product Program Patch!*



Cookie Share Patch

**Girls who sell 5 or more to-council direct cookie share earn a patch.*

Troop Cookie Dough



Troop Cookie Dough
**Troops with 250+ PMA will earn \$25 Troop Cookie Dough. Troop Cookie Dough can be used towards council shop or troop camp reservations.*

Achievement Bars



500+ achievement bar
**Begins at 500+ earned and awarded at the highest level achieved (non-cumulative and earned in increments of 100)*

Top 15 Council Sellers

The top 15 cookie sellers will be invited to a Girl Scout cosmic pajama party at The Poddy in Cumberland RI, April 29, 2023 at 6 pm. Any Girl Scout unable to attend the party will be able to get a take-home kit.



Top Council Seller



Apple AirPods

Phenom 2023

It's our time to shine! Going to Phenom in Orlando this July? Sell 2023 packages of cookies, renew your membership for 2024 by April 15, 2023, and receive a \$100 rebate on your ticket purchase to Phenom. Up to \$175, valid only for registration to Phenom 2023 Convention, no substitutions. Must show proof of Phenom ticket purchase for reimbursement.

WRAPPING UP THE PROGRAM CHECKLIST

Final payments are due to your service unit's Product Program Coordinator or council by **Monday, March 27, 2023**. 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 Girl Scouts in your troop.
- Collect final payments from all Girl Scouts in your troop. To find out what each person 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 troop will be receiving. Please note that if a Girl Scout reaches certain sales level, they will have a choice between multiple recognition options or t-shirt/sweatshirt sizes. Please have parents/caregivers choose their Girl Scout 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 recognition item isn't chosen by a Girl Scout in ABC, council will select the first item.
 3. If your troop is selecting to opt out of recognitions to receive older girl proceeds, you will still need to transfer cookies to the members who sold in the troop and complete a recognition order so they 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 person in the troop or have completed one online.
- 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 previous 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 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 to your PPC.
 2. Write a check from your troop account to GSSNE. Turn in your troop check with a completed payment form to your PPC.
 3. Deposit money directly into the GSSNE account at a Citizens Bank branch by using one of the GSSNE deposit slips. GSSNE deposit slips can be obtained from your PPC or from council. Turn in a payment form and a copy of the deposit receipt from the bank to your PPC.
 4. Hand in cash, checks to your PPC with a completed payment form.
- 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 your troop as soon as you receive them.** To find out who earned which recognition items and patches, visit ABC Smart Cookies, go to *Reports*, then *Rewards*, and pull a *Recognition Order Summary by Girl* report.

Introducing Raspberry Rally™!

Thin, crispy cookies infused with
raspberry flavor, dipped in chocolaty coating

Exclusively sold online for shipment only.
Available while supplies last.



made with
vegan
ingredients

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