



2024 Cookie Volunteer Manual



Own your magic this cookie season!

Welcome to the 2024 Cookie Program!

Girl Scout Cookie Season is a time for council, service units, troops, and families to come together to help our Girl Scouts raise funds that invest in things they want to do. Each package of cookies represents the goal of a Girl Scout reaching new heights, helping them to earn a week at camp or a plane ticket to a faraway destination.

This manual will serve as a guide for basic policies and should be used throughout the Cookie Season as a reference. The Product Program Team will also be a guide by sending timely information as we navigate the Cookie Season together.

Get ready for a great 2024, we've got this!

— The Product Program Team

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**This Girl Scout
Cookie™ season,
we are inspiring
Girl Scouts® to own
the magic that makes
them unique and
unstoppable!**



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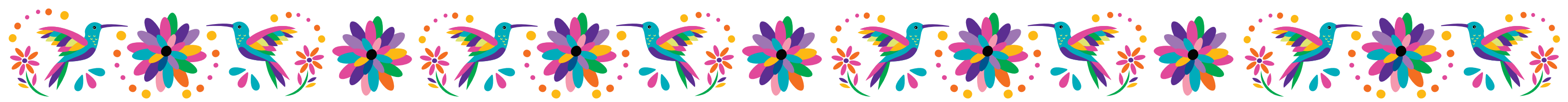
Cookie Calendar

Activity	Date
Service Unit Cookie Manager Training	October 10-12
Troop/Service Unit Gluten Free Orders Due	October 22
Troop Initial Orders Open in Smart Cookies	November 7
Troop Level Cookie Manager Training	November
Initial Order Home Delivery Request Forms Due	November 27
Initial Orders Close in Smart Cookies for Troops	December 1
Girl and Family Level Cookie Training	December
Initial Orders Due/Finalized by SUCMS	December 6
GSEP Offices Closed	December 25-January 1
Girl and Family Level Cookie Training	January
Initial Order Pick up and Deliveries	January 5-14
Cookie Program Starts!	January 18
Sweep #1 Snapshot	January 25
Sweep #1 Extension Request Deadline	January 30
Sweep #1	February 1
Sweep #2 Snapshot	February 15

Activity	Date
National Cookie Weekend	February 16-18
Sweep #2 Extension Request Deadline	February 20
Sweep #2	February 22
Last Day of Cookie Program!	March 10
Begin Cleaning up Smart Cookies	March 11
Troop Recognition Order Due	March 22
Last Day for SUCMs to Edit Recognition Orders	March 25
Sweep #3 Snapshot	April 4
Sweep #3	April 16
Top 1,000 Event	May 11
Top 100 Weekend	June 14-16
Top 5 Trip	July

Troop Volunteer Responsibilities

SUCM Volunteer Responsibilities



To participate in the Girl Scout Cookie Program, a troop must have:

- **Two unrelated, registered, cleared, and appointed troop leaders in MYGS**
- A registered adult appointed in MYGS as a Troop Cookie Manager
- A bank account ready and confirmed with GSEP's finance team

Additional Responsibilities:

- Attend troop cookie training hosted by the Product Program Team and your SUCM
- Sign the Troop Cookie Manager Volunteer Agreement Form, to be collected by your SUCM
- Provide training and mentoring to troop girls and family members participating in the Cookie Program
- Review troop profit and recognition options with Girl Scouts and families
- Collect and maintain all G-1 Girl Permission Forms for all participating Girl Scouts
- Ensure all cookie or money exchanged between caregivers and/or volunteers is documented and signed for
- Review all Cookie Program dates and complete transfers and tasks before deadlines

Set your troop up for success before Cookie Season by logging into MYGS to check for the following:

- Are all Girl Scouts listed on my roster and their membership active for the 2024 membership year?
- Are all grades correct for my Girl Scouts?
- Is my Girl Scout level correct for my troop?
- Is my email address accurate, this is the email that will be used for Smart Cookies?

Responsibilities:

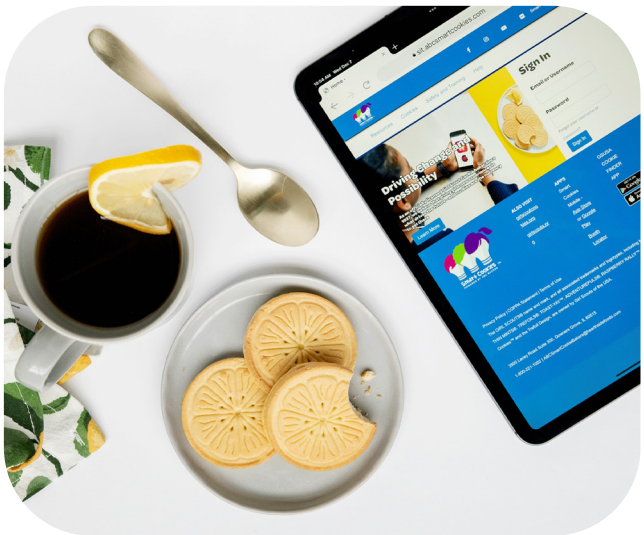
- Attend GSEP Cookie Training, relaying that information back to their troops, and develop and deliver service unit specific Cookie Training for all troops within their Service Unit
- Complete the online SUCM Volunteer Agreement Form
- Receive, manage, and distribute all cookie materials and paperwork, as well as recognition prizes
- Offer support to troops with entering and editing initial orders, cookie transfers, planned orders, inventory, recognition orders, etc. throughout the duration of the cookie season
- Act as liaison between troop level volunteers and Product Program Team to communicate resources to all troops within their Service Unit
- Attend or review recordings of all meetings hosted by the Product Program Team
- Collect and turn in Troop Balance Summary Reports as directed by Product Program Team

SUCM-Specific Resources

- SUCM Check In Meetings
- Frequent SUCM update emails from Product Program Team
- Cloud drive access with GSEP resources and service unit reporting
- The Product Program Team and other GSEP staff are also here to help!
 - Email memberservices@gsep.org with your questions. Be sure to put a specific subject line on your email and always include the word 'Cookies' so the email gets routed to the team quickly.



Smart Cookies



Add noreply@abcsmartcookies.com to your safe sender list!

Smart Cookies is the website for council, service units, and troops to manage the Cookie Program. Within this system you will place cookie orders, credit packages to girls, manage finances, enter cookie booths, and more. You can access GSEP specific how to videos in gsLearn on how to navigate through the system or see general trainings on the ABC Baker YouTube channel above.

You will receive important emails from the Product Program Team through the Smart Cookie email system. Those emails come from the email address noreply@abcsmartcookies.com.

New for 2024!

While you as a volunteer will still use Smart Cookies to manage inventory and sales, Girl Scouts and families will be managing their Cookie Program through a platform called Digital Cookie. Learn more on the next page.



Digital Cookie®

We're moving your online cookie sales to a platform called **Digital Cookie**. Going forward, Girl Scouts will be using the new Digital Cookie application to sell cookies to customers online, track progress towards a goal, and manage sales. Selling Girl Scout Cookies online and reaching their goals just got easier!

Digital Cookie features make selling cookies a fun, universal experience for all entrepreneurs.

For Girl Scouts/Troops:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video
- 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 at cookie booths

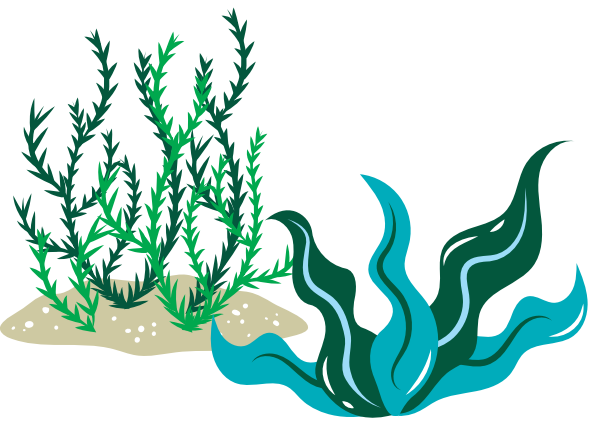


New Features:

- 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

Training:

- The Product Program Team will have training available for SUCMs, TCMs, and girls/families
- TCM training will be mandatory for all troops and will be conducted virtually and one in person



Resources

	WHAT TO FIND	WHERE TO FIND IT
ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	www.facebook.com/abcbakers
GSEP Website	Find all electronic forms and resources at your fingertips	www.gsep.org/forvolunteers
gsLearn	Find how to videos and recordings of trainings	Log into your MYGS to access your gsLearn
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	www.abcsmartcookies.com/resources
Cookie Theme Information	Gallery of images, clip art, certificates	https://www.flickr.com/photos/abcbakers/volunteergallery/albums
Stack Team App	Get up-to-minute information for inclement weather and important notifications	www.gsepcookies.teamapp.com
Rally Guide	Fun ideas for troop rallies	www.abcsmartcookies.com/resources
Standard Forms	Parent permission slip, count it up activity	www.abcsmartcookies.com/resources
Troop Goal Poster	Poster	www.flickr.com/photos/abcbakers/volunteergallery/albums www.abcsmartcookies.com/resources
Volunteer and Girl Videos	How-to videos on a variety of topics	www.youtube.com/user/ABCCouncils
GSEP Customer Care	Contact Product Program Team directly, add "Cookies" in the subject line	memberservices@gsep.org

Your Girl Scout Cookie favorites are back!

Adventurefuls® made with vegan ingredients
Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt

Toast-Yay!® made with vegan ingredients
French Toast-inspired cookies dipped in delicious icing

Lemonades® made with vegan ingredients
Savory slices of shortbread with a refreshingly tangy lemon flavored icing

Trefoils®
Iconic shortbread cookies inspired by the original Girl Scout recipe

Thin Mints® made with vegan ingredients
Crispy chocolate wafers dipped in a mint chocolaty coating

Peanut Butter Patties® made with vegan ingredients
Crispy cookies layered with peanut butter and covered with a chocolaty coating

Caramel deLites®
Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes







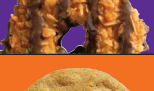

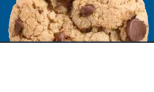
Peanut Butter Sandwich
Crisp and crunchy oatmeal cookies with creamy peanut butter filling

Caramel Chocolate Chip made with vegan ingredients
*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**
*Limited availability

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Girl Scout Cookies® 2024 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Toast-Yay!®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M	Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M	Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M	Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y	Y	Y	Y	Y			Y
 Caramel Chocolate Chip						Y	Y	Y	Y	Y	Y	Y



For complete nutrition facts and ingredients, visit girlscoutcookies.org or www.abcbakers.com for more information.

Facts to Know

Package Prices

Gluten Free: \$6
All Others: \$5

**Prices may not be adjusted or additional fees added*

12

Cookie Packages Per Case

Most Popular Cookies



25%
Thin Mints

17%
Caramel deLites

16%
PB Patties

How much should I order?

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

Thin Mints®	25%
Caramel deLites®	17%
Peanut Butter Patties®	16%
Lemonades®	10%
Adventurefuls®	8%
Trefoils®	8%
Peanut Butter Sandwich	8%
Toast-Yay!®	5%
Caramel Chocolate Chip	2%

How much can I pick up?

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

Fun Facts!

The oven that bakes Trefoils® is as long as an American Football field.

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

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

Girl Scouts have been selling Lemonades® since 2006.

Ordering Cookies

Initial Orders

Initial Orders are an opportunity for troops to get an inventory of cookies before the official start of the Cookie Program. This is important because it helps streamline inventory management and sets your troop up for a successful cookie season. Initial orders are due in Smart Cookies by **December 1, 2023 at 11:59 PM**. As a reminder, times, dates, locations, and amounts cannot be changed after this deadline.

Troops that placed a Gluten Free cookie order will have those cases added to the Initial Order by GSEP staff after the deadline. If a troop did not place an Initial Order, one will be created by GSEP to allow the troop to obtain their Gluten Free cases.

Gluten Free cookies must be picked up during the Initial Order dates. Any Gluten Free cookies not picked up will be forfeited and removed from the troop's inventory.

Initial Orders will be available for pickup at a variety of locations **January 5-14, 2024**. The schedule will be available on Stack Team App before orders open.

Cookie payments by troops don't start until February 1, after Cookie Season has started and your troop has had a chance to sell. Be sure to check page 23 for full details.

GSEP will not take back cookies after they have been signed for by the troop.

SUCM Notes

As SUCM, you have extra days in Smart Cookies to edit, review, and add Initial Orders for your troops. Encourage all your troops to

place an Initial Order. Make sure that they all have a scheduled delivery appointment (for the correct day, time, and location) and that no one has placed orders in packages, instead of cases. SUCM Deadline for Initial Orders is **December 6**.

Home Delivery Request

A Home Delivery is a specially arranged cookie delivery where orders of cookies are delivered to a convenient location of your choosing. If you are interested, fill out the **Home Delivery Request** form available on GSEP.org under the Cookies+ tab. Select the "For Volunteers" drop down and there you will see the form. Initial Order Home Deliveries must be submitted by **November 27 and must be for 600 cases. GSEP will not take back cookies after they have been signed for by the troop.**

New for 2024: Home deliveries will be limited to 65 locations for initial orders. Priority will be given to locations who have placed orders for the past two years in a row.

This service is available throughout Cookie Season for restock orders, simply fill out the same webform to place your order. All restock orders must have a minimum of 400 cases and will be limited to 10 locations per week. Orders must be placed by Friday at noon the week prior to the requested delivery date. Locations not selected for home delivery will be notified with enough notice to place a Planned Order.

Planned Order

Troops can place a weekly order for pickup at a location and time through Smart Cookies. Planned Order locations are available throughout our council Tuesday through

Saturday. Orders must be placed by Sunday at 11:30 PM, the week before your pickup. The 2024 Planned/Unplanned Order Schedule will be available to view in Stack Teamapp or on the GSEP website under "For Volunteers" page of the Cookies+ section. **GSEP will not take back cookies after they have been signed for by the troop.**

Planned Order Guidelines:

- All orders must be placed by 11:30 PM the Sunday before your desired pick-up date.
- To help reduce wait times, each Planned Order location will have an hourly limit of 400 cases. Smart Cookies will only show available timeslots (that have not reached the hourly limit) for you to select. If no time slots are available, please, contact memberservices@gsep.org for assistance. Please arrive during your scheduled time to help avoid backups and lines.
- Please have your vehicle ready prior to arrival. For example, seats down, kids secured, clear trunk.
- Partial Order pickups are not accepted. For example: if your Planned Order is for a total of 50 cases, you must pick all 50 cases or no cases at all. Orders that are not picked up will be deleted in Smart Cookies within two weeks.
- Do not place orders that you do not intend to pick up. The Product Program Team will be monitoring order locations for pick up accuracy.
- Be sure to count the cases before you leave the location! Any discrepancies must be reported within 48 hours by completing the Cookie Order Adjustment webform available under the For Volunteers section of the Cookies page of the GSEP.org website.

Unplanned Order

GSEP has specific days and times allotted for troops to pick up cookies without having to pre-order. You can see the schedule of locations and times on the 2024 Planned/Unplanned Order Schedule, located in Stack Teamapp under the Documents tab and on the GSEP website under "For Volunteers" page of the Cookies+ section. **GSEP will not take back cookies after they have been signed for by the troop.**

Here are some tips before you go:

- You will need a T8 Transfer form—fill it out ahead of time for faster service.
- Inventory at Unplanned Stations is not guaranteed. Inventory will be released weekly before the opening of the truck
- Troops may pick up to 50 cases. For larger orders, please place a Planned Order.





Cookie Support

Cookie Order Adjustments

The best practice is to count all cookies while at a pickup location to avoid any missing or overage. If you happen to have a discrepancy, like missing cases or if you received too many cases in the inventory you received, an order adjustment request needs to be submitted to the Product Program Team within 48 hours of your pickup.

Simply fill out the Cookie Order Adjustment webform found on the “For Volunteers” listing under the Cookies+ page through the GSEP website. You will need all the pertinent information about the pickup including troop number, date and location of pickup, order number (found in Smart Cookies), and the case count discrepancy. Please allow up to two weeks for the adjustment to be corrected in Smart Cookies.

Damaged Cookie Packages

Did you receive a damaged case of cookies at a pickup location? No worries! You can place a Damage Order in Smart Cookies and get credit for the damaged cookies.

Before you place a damage order, please do the following:

Open the case and inspect the cookie packages. Often it may seem that the case is damaged, but not all packages are.

Once you have inspected all packages and determined how many packages need to be damaged.

1. Log into ABC Smart Cookies
2. Under the Orders tab, select Damage Order
3. Enter the quantity of damaged packages
4. Click Save

What should I do with the damaged packages?

If the package seal is not broken, the damaged inventory can be used as samples at Cookie Booths or can be disposed of appropriately.

Remember: *Damaged orders are placed in packages, not cases. Troops with high or unusually damaged packages may be audited by GSEP and further information or proof can be requested.*

Cookie Transfers and Inventory Management

What is a Cookie Transfer?

A cookie transfer is the movement of cookies in the Smart Cookies system. Every troop must maintain an accurate inventory and record of any movement of cookies. At the end of the Cookie Program, the troop inventory must be zero and all packages transferred.

Cupboard-to-Troop

When troops pick up cookies at a GSEP cookie location, they will be transferred to the troop inventory via a Cupboard-to-Troop transfer. All of these transfers will be in full cases. These transfers are verified by the planned order report signed at the time of a Planned Order pickup or by the T8 signed at the Unplanned location. Please see page 16 on how to log a Cookie Order Adjustment if there are any discrepancies.

Troop-to-Troop

Packages of cookies can be transferred between troops. This transfer should be completed in Smart Cookies by the troop providing the cookies. Be sure to fill out a T8 Form when doing troop transfers so both parties have an account for the transaction. These transfers are logged by the package, not by a full case.

Troop-to-Girl

It is especially important that the TCM does regular transfers to the Girl Scouts in their troop to ensure an accurate record of sales, we suggest doing this weekly. This transfer removes inventory from the troop and credits the Girl Scout for the sale. These transfers are logged by the package, not by a full case.

Transferring cookies to participating Girl Scouts calculates the troop's Per Girl Average (PGA) that will determine the troop's proceeds. The girl's parent/guardian is then financially responsible for packages transferred to her, apart from cookie booth sale-related transfers.

Troop-to-Girl transfers also help the Product Program Team track the top events and allow us to give updates to troops. Regular transfers help the Girl Scouts have more accurate goals and know how to achieve them.

A-lot-l Things to Know

There are many ways that troops and Girl Scouts can participate in the Cookie Program. Let's break it down!



GIRL PARTICIPATION

The Product Program team will run weekly uploads of Girl Scout names into the cookie database. Once a girl has been uploaded into the cookie system, the parent/guardian will receive an automated email (to the email address listed in their MYGS) to register their Girl Scout to participate in the cookie program. Uploads are done by the Product Program Team starting in December and then weekly throughout Cookie Season as new girls join troops. After the registration is complete, the Girl Scout can start their journey of cookie entrepreneurship!

Order Card

Each Girl Scout should be given a Cookie Order Card that they can use to take orders from friends, family, and neighbors. Girls can collect orders and, when ready, request cookies from the Troop Cookie Manager to fulfill her orders.

Digital Cookie

Girl Scouts can participate in the Cookie Program right through Digital Cookie by downloading the app on a mobile phone or through the website. Once the Girl Scout is registered into Digital Cookie, they have access to share ordering links, take orders, take credit card payments, and monitor their recognitions earned. Girl Scouts can even send encouraging 'cheers' to their fellow troop members!



Girl Scouts can take two types of orders:

1. Girl Scout Delivery

This type of order is placed through the online ordering link via Digital Cookie and is fulfilled by the Girl Scout. When the customer places an order, an email is sent to the parent/caregiver to approve or decline. Once approved, the Girl Scout should fulfill the order from cookies on hand using the troop inventory. The order can be pre-paid with a credit card, eliminating the need for money exchange. These orders must be transferred to the girl using a Troop to Girl Transfer by the TCM for the Girl Scout to get credit for those packages.

2. Direct Ship

This type of order is also placed through Digital Cookie but is fulfilled by the bakery. The order is placed using a credit card, including any shipping costs, then shipped right to the customer. This is perfect for out-of-town family and friends that want to support your troop! There is also the option to place an online donation. These orders are automatically credited to the girl and no transfer is needed by the TCM.

Cookie Stand

Girl Scouts can set up a lemonade style stand in front of a residence on private property. Families can team up together and get as creative as they want to market to passersby.

Family Booth

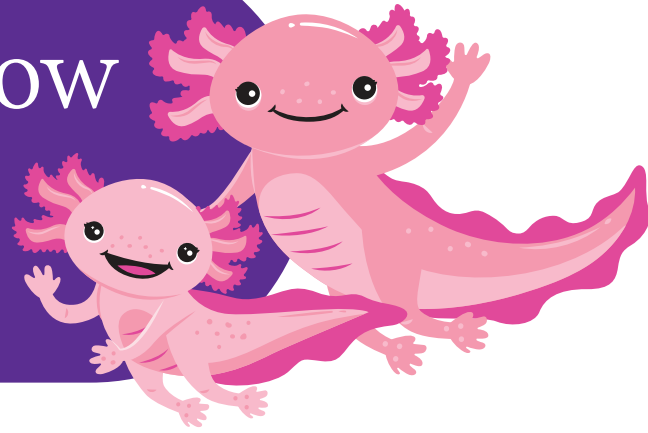
Families can work with their troop and service unit to set a cookie booth at a business to sell cookies. Family booths must be pre-approved by the troop and service unit and only one family is permitted to attend. **A cookie booth is defined as selling of cookies at a public or private business or organization and is not considered the family's residence.**

The Girl Scout Cookie Program is intended to teach girls the 5 Essential Skills and how to run a successful business. We understand that families and friends want to help their Girl Scout be successful however, the following rules must be followed:

- Only registered Girl Scouts can participate
- Third-party sales are not permitted (for example, a local store cannot set up a display and sell cookies without the Girl Scout present)
- Door-to-door sales should only take place within the girls' residential neighborhood
- Girls and Troops should only sell within their Service Unit, unless approved by the Service Unit Cookie Manager of the neighboring service unit

A-lot-l Things to Know

There are many ways that troops and Girl Scouts can participate in the Cookie Program. Let's break it down!



TROOP PARTICIPATION

Cookie Booths

Booths are a great way to get your troop working as a team to boost goals and raise funds. Service units will secure booth locations at public or private businesses/organizations for troops to utilize.

Each booth must have at least two GSEP registered, unrelated, and cleared volunteers supervising the Girl Scouts.

Troops can collect payment at Cookie Booths in a variety of ways including cash and electronic payments. While troops can use their own credit card service, it is easy and convenient to use Digital Cookie at a Cookie Booth to take credit card payments. **GSEP is paying the transaction fees for all Digital Cookie credit card transactions!**

Council Booth

Secured by the Product Program team and available through Smart Cookies to any troop within council or designated areas.

Troop Booth

Organized in accordance with your service unit rules and approved by your SUCM. Booths must be within the service unit boundaries and should never be outside GSEP's nine

county footprint. If you would like to hold a booth outside service unit boundaries, your SUCM must request permission from the neighboring SUCM. All booth communications must go through the service unit booth liaison and troops may not set up their own booths.

Virtual Booth

A troop can create a Virtual Booth through Digital Cookie where the troop can share one link to collect orders. These orders are reported through Digital Cookie for cookie fulfillment. These pre-paid orders can be delivered by troop members, or you are able to set up a pickup location for customers to pick up orders at a specified date and location.

Troop Direct Ship Link

Troops can also share a social link to collect Direct Ship orders from customers. Visit your Troop Information tab in Smart Cookies to find your link and start sharing. Orders placed through this link must be distributed to girls, as you would like a Cookie Booth to give your troop girls credit for the packages.

Social Media

Social media is certainly a major part of everyday life and a great way to get the message out about the Cookie Program. Please follow these important Policies related to girl and troop posts.

Girls may only advertise their individual cookie program and cookie social link on personal social media pages. Community, marketplace, business, and neighborhood type sites are not permitted to promote individual girl sales. Sites with the direct purpose of selling items (such as marketplace, craigslist, and yard sale type sites) are not permitted.

Troops may advertise their cookie booth and virtual troop booth links and activities on personal, business, community, or neighborhood (i.e, NextDoor) social media sites. Sites with the direct purpose of selling items (such as, marketplace, craigslist, yard sale type sites) are not permitted.

Shipping and Promotions

2024 Digital Cookie Shipping Fees

Digital Cookie’s minimum order for shipping is 4 packages. The base shipping price is 4-8 packages at \$12.99 and 9-12 packages at \$14.99. Below is a list of shipping costs for cookie orders at the different levels. Shipping promotions will be announced at a later date.



Packages	Shipping Cost
4-8	\$12.99
9-12	\$14.99
13-20	\$27.98
21-24	\$29.98
25-32	\$42.97
33-36	\$44.97
37-44	\$57.96
45-48	\$59.96
49-52	\$72.95

The above pricing is calculated as follows:
 • 13 packages of cookies: tier B (12 packages) + tier A (1 more package) = \$27.98
 • 25 packages of cookies: tier B x 2 (24 packages) + tier A (1 more package) = \$42.97

There is a \$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands

Paying for Cookies: Sweeps

Sweeps

Cookies are paid for via sweeps, electronic ACH financial transactions from the troop bank account. Sweeps will happen three times during the Cookie Season and are based on the number of cookies transferred to your troop inventory before the sweep takes place. Troops and service units must have an ACH form, found on GSEP.org to participate in the Cookie Program.

Each sweep will take place on a Thursday, according to the schedule below. The sweep will include inventory transferred to your troop as of the Thursday before the sweep date. The sweep will not include any packages that were ordered through Direct Ship, only on-hand inventory will be included. Any credit card payments made to the troop through Smart Cookies and the Troop Profit will be deducted from the balance owed for each sweep.

All sweeps will be logged on your Troop Balance Summary Report approximately two weeks after the actual bank transaction occurs.

Troops and service units are responsible for making sure any money collected throughout the program is deposited into the appropriate bank account ahead of sweeps. An email will be sent approximately one week ahead of a sweep with the amount to be swept and instructions on how to request an extension.

In preparation for all upcoming financial sweeps, and to ensure that all bank account information is correct, GSEP will do a test sweep of \$0.01 for troops that placed an Initial Order. **This test sweep is scheduled for January 4, 2024.** This sweep will ensure the accuracy of banking information and will be reflected on your Troop Balance Summary as payment.

2024 ACH Sweep Dates

<p>Sweep #1 <i>15% of troop inventory</i></p> <p>Inventory Cut-Off: January 30</p> <p>Sweep: February 1</p>	<p>Sweep #2 <i>35% of troop inventory</i></p> <p>Inventory Cut-Off: February 15</p> <p>Sweep: February 22</p>	<p>Sweep #3 <i>100% of troop inventory</i></p> <p>Inventory Cut-Off: April 4</p> <p>Sweep: April 16</p>
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Cookie Donations

The Cookie Program offers donation options for Girl Scouts to have the opportunity to learn philanthropy and community service. Troops are encouraged to advertise donations at Cookie Booths and girls should mention it when selling door-to-door or taking orders from friends and family. Customers who do not want to buy cookies for themselves may want to purchase donation packages or make a monetary donation to give cookies to others while supporting Girl Scouts at the same time.

All donations during Cookie Season must go to support the Cookie Program through the purchase of cookie packages.

Cookie donations are categorized in two separate ways:

Troop On-Hand Inventory—donations from cash and girl delivery cookie purchases

GSEP Inventory—donations purchased through direct ship, cookie booth credit card, cookie booth Smart Divider, and/or Virtual Cookie Share

Troop Inventory

Cash and Girl Delivery Purchased Donations

Troops who collect **cash** donations or Girl Scouts who have donations purchased through their **Girl Delivery link**, can choose a group/organization as their Hometown Heroes. These cookies come from their troop on-hand inventory. Hometown Heroes can be any nonprofit organization such as: shelters, fire or police houses, blood bank, food banks, etc. Cash donations received are used to

“purchase” cookies from the troop’s on-hand inventory. Girl Delivery donations are paid for with the Digital Cookie credit card. Both types of collections use **troop on-hand inventory**. You may gather these packages together and deliver them to the Hometown Hero of your troop’s choice. Donated packages are to be transferred in Smart Cookies as a Troop-to-Girl Transfer.

The TCM must look at the **Mobile and ECard Summary report in Smart Cookies**, to identify Girl Delivery donations to be included with your Hometown Heroes.

If the troop receives more monetary or Girl Delivery donations than they have left in physical inventory, the TCM should create a **Virtual Cookie Share** order in Smart Cookies. These are virtual packages and will be managed by GSEP for delivery to local organizations. **This will transfer the responsibility of the donation from the troop to GSEP, but the girls will still get credit for the purchase.**

To place a Virtual Cookie Share order:

1. Log into Smart Cookies and hover over the Orders tab. Select Virtual Cookie Share.
2. You will see a list of your troop girls to attribute the donations to. Give girls credit for the full amount of packages donated.
3. Once all packages have been attributed to girls, click save.
4. Packages included in Virtual Cookie Share orders count towards the total packages sold by girl.

**Did you know that you can do one or multiple Virtual Cookie Share transactions to make sure all donations are accounted for?*



GSEP Inventory

Credit Card/Online Donations

Donations that are purchased through direct ship, purchased at a booth using Digital Cookie credit card feature, distributed using the Smart Cookies Smart Booth Divider, and Virtual Cookie Share are **fulfilled by GSEP** at the end of the Cookie Program using GSEP inventory and **do not** get set aside from your troop’s on-hand inventory.

These packages are considered “Gift of Caring” donations. Gift of Caring donations do not get fulfilled from troop inventory. GSEP donates Gift of Caring packages to organizations such as food banks, military bases, and the USO throughout our council.

Let’s break down the Credit Card/Online Donations:

Direct Ship Donations

Donations paid for through the Direct Ship option are all considered Gift of Caring and will be fulfilled by GSEP. These packages will be credited to the girls automatically, no troop-to-girl transfer is necessary. Troop

Direct Ship packages will get credited once the TCM distributes the packages to the girls.

Booths/Smart Booth Divider

Only donations paid for through the Digital Cookie credit card feature will count toward Gift of Caring and will be fulfilled by GSEP. These donations will be distributed to the girls when you use the **Smart Booth Divider**.

**If you receive a cash donation at a cookie booth and want to account it as a Troop Inventory donation, do not log the purchase as a donation while using the Smart Booth divider when crediting the packages to the girls. Simply log it as a regular cookie flavor to account for the purchase and set that package aside for donation.*

Virtual Cookie Share

This donation type is logged by TCMs when the troop received a cash or Girl Delivery donation but do not have the physical inventory to fulfil the donation. **This will transfer the responsibility of the donation from the troop to GSEP, but the girls will still get credit for the sale.**

Troop Proceeds

Through participating in the Girl Scout Cookie Program, troops earn monetary profit based on the Per Girl Average (PGA). The troop's PGA is calculated by taking the number of packages the troop sold divided by the number of girls selling (at least one package transferred to them). A registered girl who has not had any cookies transferred to them, will not affect the troop's PGA even if they show on the troop roster.

In addition, girls can earn recognition prizes in appreciation for participating in the Girl Scout Cookie Program. Troops and girls can decide which plan they would like to work towards. Below is an explanation of the difference between the Proceed Plans and recognition options.

Troops have two options for the money earned during the Cookie Program. Regardless of plan, every girl will receive any patches, achievement bars, as well as special celebrations based on their overall sales.

The Proceed Plan must be discussed and agreed upon by the Girl Scouts and families in the troop, as it will affect girls' individual recognitions.

Troops will earn an additional bonus for all girls who reach 500 Club (500 packages sold) and Cookie Boss (1000 packages sold) levels. Troop bonuses are not cumulative.

500 Club Bonus Per Girl: \$25
Cookie Boss Bonus Per Girl: \$50

Based on the Troop's Per Girl Average, the troop will earn the following profit per package:

PGA	Proceed per box
1-129	\$0.70
130-159	\$0.75
160-199	\$0.85
200-299	\$0.90
300-499	\$0.95
500+	\$1.00

Option 1—Traditional Proceeds with Recognitions

The troops that select this plan will earn monetary profit while also opting for girls to earn physical prizes or credits toward programming and travel.

Option 2—Higher Proceed Plan without Recognitions

The troop must reach a Per Girl Average (PGA) of 300 packages or more to be eligible. Please note, the PGA will not be rounded up. Once eligible, the troop will earn **\$0.25 per package in addition to the traditional proceeds**. If this option is chosen, it applies to the entire troop and the girls participating in this troop **will not** receive any cumulative prizes, including free membership. Girls will receive patches, achievement bars, and special event celebrations for top sellers.

Girl Recognitions

Girls in troops who select **Option 1—Traditional Proceeds with Recognitions** will have the option of the following two recognition plans. Please note, the cookie system will default to the Cumulative Prize Plan, unless otherwise selected.

Cumulative Prize Plan

This plan is open to all age levels and features themed items and includes free membership for the next Membership Year. These items are cumulative and are earned based on the number of packages sold by each individual girl.

***Note:** If the size for a clothing item is not selected when orders are due, the size ordered will default to **Adult Medium**.

Cookie Dough

This plan is offered to all age levels and is **not cumulative**. Girls must sell a minimum of 200 packages to qualify for this option. Cookie Dough cannot be combined, transferred, or redeemed for cash.

Cookie Dough can be redeemed by selecting Program Credits in MYGS for programming, in person at a GSEP shop, or by filling out the webform on the GSEP.org website for other expenses. Emails with the total amount of Cookie Dough earned will be sent to the parent/guardian email on file at the close of the Cookie Season. See the Recognition flyer on page 28 for the redemption calculations.

Cookie Dough earned during the 2023 Cookie Program must be redeemed by September 30, 2025, but can be used for future trips. Girls who opt for Cookie Dough will receive all patches, achievement bar, and special event celebrations for top sellers, but will not receive any other cumulative prizes, including free membership.

Cookie Dough can be redeemed for:

- GSUSA Destinations Trips
- GSEP Summer Camp and Programs
- Troop Trips
- GSEP Shop Purchases
- Silver/Gold Award Expenses
- Membership (including Lifetime Membership)
- School Expenses
- ...and more!



Set Your Cookie Goals!

The Girl Scout Cookie Program Begins January 18, 2024

Achievement Bars

One patch for the highest level achieved: 100, 200, 300, 400, 500, 600, 700, 800, 900, 1,000, 2,000, 2,500, 3,000, 3,500, 4,000, up to 5,000 packages!

Cookie Dough Credits

Packages	Credits
200	25
250	50
300	75
400	125
500	200
750	300
1,000	400
1,250	500
1,500	600

My 2024 Cookie Goal

..... packages



25-59 Packages
Participation Patch



60-99 Packages
Axolotl Vinyl Sticker



100-149 Packages
Lanyard



150-199 Packages
Theme Patch &
Axolotl Water Game



200-249 Packages
Theme T-Shirt



250-299 Packages
Axolotl Small Plush
& Mood Straw



800-999 Packages
Hoodie



1,000-1,499 Packages
Beanie Hat & Cookie Boss
Yeti Mug and Patch



1,500-1,999 Packages
Camp Light & Head Lamp
& Playing Cards



2,000-2,499 Packages
Beach Towel & Dry Backpack
& Axolotl Large Plush Pillow



300-399 Packages
GSEP Free Membership
& Super Patch



400-499 Packages
Axolotl Cross-Stitch Craft Set*
OR Mood Cup & Axolotl PBJ
**recommended for ages 8+*



500-599 Packages
Axolotl Plush Backpack Clip &
500 Club T-Shirt and Patch



600-799 Packages
Belt Bag OR 10 Cookie Dough



2,500-2,999 Packages
Custom Vans Shoes OR
65 Cookie Dough



3,000-3,499 Packages
Cotopaxi Allpa Travel Pack
OR 85 Cookie Dough



3,500-3,999 Packages
Astronomy Package: Telescope,
4 tickets to Franklin Institute,
Zoom with Astronomy Expert
OR 100 Cookie Dough



4,000+ Packages
Schwinn Hybrid Bike OR
2 PA Renn Faire
Season Tickets OR
200 Cookie Dough

**Some prizes may differ from what is pictured*



Girls who collect 24+ packages of Virtual Cookie Share will earn this Cookie Share patch!



Girls that sell 36+ Direct Ship packages will earn this Online patch!

The top 3 Cookie Entrepreneurs for each Girl Scout level (Daisy, Brownie, Junior, Cadette, Senior, Ambassador) will be recognized at the GSEP Annual Meeting in May. The Top Entrepreneur for each level will receive a free week at camp during the summer of 2024.

Top Seller Events



- **Sibling Benefit for Cookie Boss!**
Households with multiple participating Girl Scouts who reach the following levels will receive the Cookie Boss Level and gifts.
- **Households with 2 participating siblings**
Reach 1,500+ total packages sold, and each will receive the Cookie Boss Class of 2024 patch and Cookie Boss branded item.
- **Households with 3 or more participating siblings**
Reach 1,700+ total packages sold, and each will receive the Cookie Boss Class of 2024 patch and Cookie Boss branded item.

Top 1,000 Event

On May 11, 2024, GSEP will be hosting an after-hours private event at Adventure Aquarium for top entrepreneurs and a chaperone! This will be a celebration with special access to exhibits, educational experiences, food, and fun! Parking is included.

Top 100 Event

On June 14-16, 2024, GSEP will be hosting our amazing Top 100 Girl Scouts at Camp Mosey Wood! Save the weekend for an experience at camp like never before! This will be exclusive for the Girl Scout only with a day option for our Daisy and Brownie friends.

Top 5 Cookie Entrepreneurs

The overall top 5 highest sellers from the council will get a special experience with the Product Program Team, to be announced before the Cookie Season starts!

500 Club

Every Girl Scout who sells 500 or more packages, regardless of the recognition plan they choose, will earn a special 500 Club shirt and patch. Individual Girl Scouts must sell 500 packages to become part of the 500 Club (there are no sibling benefits for this level). Troops will receive a \$25 bonus for each Girl Scout that reaches this level.

Cookie Boss Class of 2024

Every Girl Scout who sells 1,000 or more packages, regardless of the recognition plan they choose, will earn a Cookie Boss Patch and Cookie Boss branded item. Troops will receive \$50 for each Girl Scout that reaches this level (noncumulative with 500 club bonus, troop receives one bonus or the other). Special sibling benefits are available for this level to include the whole family with your Cookie Program.

Safety

Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear the 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, its 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.**
- **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. Avoid alleys.
- **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.

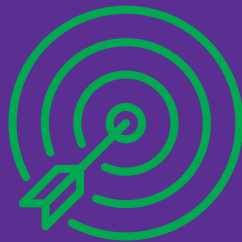
Digital Sales

- **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.
- **Read and agree** to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



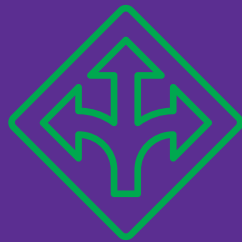
Include the 5 Skills

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.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	My First Cookie Business	Cookie Goal Setter	Money Explorer	My Money Choices	Year 1 and 2 Cookie Entrepreneur Family Pins	Toy Business Designer		
Brownie	My Cookie Customers	Cookie Decision Maker	Budget Builder	My Own Budget	Year 1 and 2 Cookie Entrepreneur Family Pins	Budding Entrepreneur		
Junior	My Cookie Team	Cookie Collaborator	Budget Maker	My Money Plan	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Jumpstart		
Cadette	My Cookie Venture	Cookie Market Researcher	Cookie Innovator	Budget Manager	My Money Habits	My Dream Budget	Year 1, 2, and 3 Cookie Entrepreneur Family Pins	Business Creator
Senior	My Cookie Network	Cookie Boss	Savvy Saver	My Financial Power	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Startup		
Ambassador	My Cookie Business Resume	Cookie Influencer	Financial Planner	My Financial Independence	Year 1 and 2 Cookie Entrepreneur Family Pins	Entrepreneur Accelerator		

Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

*Members may substitute for the word God in accordance with their own spiritual beliefs.

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
and responsible for what I say and do,
and to respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.



Notes



Have a magical Cookie Season!

girl scouts 
of eastern
pennsylvania

