



girl scouts
river valleys

The 2024

Girl Scout Cookie Program Guidebook

TROOP COOKIE MANAGER EDITION



Your guide to all things cookies.



FIRST AND FOREMOST...

THANK YOU FOR YOUR COMMIT-MINT AND INVOLVE-MINT THIS COOKIE SEASON!

Because of you, the Cookie Program is possible and accessible for River Valleys Girl Scouts.

Thank you for leading the troops in your service unit through what we hope will be an incredible cookie season. Together with volunteers like you, we can help all Girls Scouts “Own the Magic” of cookies and reach their goals—while building skills that last a lifetime. We recognize and celebrate the “can-do” spirit of our Girl Scouts and amazing volunteers like you!





The Girl Scout Cookie Program gives millions of Girl Scouts across the country the opportunity to power amazing experiences, while also learning critical life skills and taking the lead (like a Girl Scout!) to change the world. As a parent/guardian, volunteer, or mentor (or all three!) you are integral in supporting their success during the cookie season. You'll be there to help build essential life skills and watch as they soar in confidence, unleash their inner leaders, and step up in powerful, extraordinary ways!

All year long, Girl Scouts use their cookie proceeds to fund amazing adventures and complete incredible projects in their communities. All proceeds from our cookie sales stay local and are invested back into River Valleys Girl Scouts-because they are absolutely worth it!

TEAMING UP FOR GIRL SCOUTS SUCCESS



Cub

GIRL SCOUTS RIVER VALLEYS IS GRATEFUL TO CUB FOODS, OUR COOKIE PROGRAM PARTNER AND YOUR LOCAL GROCERY STORE.



We are thankful to celebrate another year of Cub generously providing cookie booth space at their locations and ensuring our leadership programs are accessible for all Girl Scouts and families through financial assistance.

HOW TO USE THIS GUIDEBOOK



PRO TIP

Look for this light bulb icon for quick tips to help you with your Cookie Program experience. Many cookie manager pros have been in your shoes, and we're here to share their wisdom and encouragement!



CHECK IT OFF THE LIST

On pages 6-7, you'll find a cookie manager checklist that includes important tasks and deadlines before, during, and after the cookie sale. A similar checklist can be found in your Troop Cookie Companion so you can check them off as you go!



FIND IT ONLINE AT COOKIE CENTRAL

You'll also notice that some text is **bold and purple**. Click directly on that text to open up a web page. You can also access the info by going to the [Cookie Central](#) page on the Girl Scouts River Valleys website. This where you will find all the important cookie resources you need in one spot. Talk about one-stop shopping! Using your mobile device, scan the QR code here to access.

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TROOP COOKIE MANAGER CHECKLIST

BEFORE THE SALE

- Receive your [Troop Cookie Companion](#) & review this **online Troop Cookie Manager Guidebook**.
- Receive Cookie Program materials from your Service Unit Cookie Manager.
- Complete training as directed by your Service Unit Cookie Manager.
- Watch for an email to register your Smart Cookies & Digital Cookie account for the season.** Log in to Smart Cookies and enter your number of Girl Scouts selling under Troop Information. This will ensure all selling will earn the 2024 Year Bar patch (if your troop follows the Cookie Calculator recommendation for total cookie case count).
- Verify or enter your troop's bank account information in Smart Cookies.
- Distribute cookie materials to Girl Scouts.
- Host a virtual or in-person [Family Cookie Business Meeting](#).
- Verify all families have completed the online [Family Cookie Responsibility Form](#). You will receive a notification by email each time a family has completed a form.
- By January 14:** Enter selections for the booth lottery (if participating in booths).
- Starting January 17:** Sign up for additional cookie booths in a first-come, first-served round process (if your troop is participating in booths).
- January 19:** Submit the troop initial cookie order in Smart Cookies. Select a delivery location/time if your troop is assigned to a Mega Drop delivery.
- By February 1:** Complete the online [Troop Cookie Responsibility Form](#).
- Arrange for pickup of the troop's initial cookie order on your delivery date.
- Establish a cookie schedule. Let families know when orders are due and when cookies will be ready for pickup each week. Inform families of the date when all unsold cookies can be returned to the troop before the end of the sale.

- Inform families that online orders and pre-sales begin February 8.
- Count your initial order delivery once you get home and report miscounts to Girl Scouts River Valleys within 24 hours.

DURING THE SALE

- February 16: Cookie Go Day & Booth Go Day!**
- Read every edition of The Cookie Press for important updates for your role.
- Visit a cookie cupboard to pick up additional cookies, if needed. Troops that use a Regional or Regional Express Cookie Cupboard will place a planned order by the posted deadline.
- Use **Smart Cookies** to manage troop inventory and distribute cookies to girls. Monitor families' cookie inventory and be ready to arrange cookie transfers between girls, if needed. Troops can also track online sales progress in Digital Cookie.
- March 15:** First ACH withdrawal made from troop bank account.
- March 24:** Sale ends.

AFTER THE SALE

- April 2:** Troop reward order entry due in Smart Cookies.
- April 2:** Ensure final deposits are made in the troop bank account. If needed, complete an online Finance/Inventory Issue Form to report any issues.
- April 26:** Final ACH withdrawal from troop bank account.
- Late May-Early June:** Pick up rewards from your Service Unit Cookie Manager and distribute them.
- Complete the 2024 Cookie Program survey.
- Celebrate a job well done!**



1. Cookie Program Overview

The Girl Scout Cookie Program is a hallmark of Girl Scouts. People know us for our cookies, but it's also been the largest girl-led entrepreneurial program in the world since 1917! Girl Scouts learn how to make financial decisions, manage money, and develop customer service skills which help them become the strong, confident leaders that they all have the potential to be.

[CLICK ON ANY OF THE LINE ITEMS BELOW TO JUMP TO THAT SECTION](#)

THE FIVE SKILLS

THE COOKIE PROGRAM MAKES GIRL SCOUTS POSSIBLE

HIGHLIGHTS FOR 2024

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THE FIVE SKILLS OF THE COOKIE PROGRAM

	<p>GOAL SETTING</p> <p>Girl Scouts and Troops learn how to plan and aim for success.</p>
	<p>DECISION MAKING</p> <p>Girl Scouts and Troops choose how to sell and how to use their funds.</p>
	<p>MONEY MANAGEMENT</p> <p>Girl Scouts and Troops learn how to be fiscally responsible.</p>
	<p>PEOPLE SKILLS</p> <p>Girl Scouts and Troops learn how to approach and sell to customers.</p>
	<p>BUSINESS ETHICS</p> <p>Girl Scouts learn the impact business has on the world around us.</p>

THE COOKIE PROGRAM MAKES GIRL SCOUTS POSSIBLE

When customers buy Girl Scout Cookies, they're helping power amazing experiences for Girl Scouts and Troops that broaden their worlds, help them learn essential life skills, and prepare them to practice a lifetime of leadership. Cookie proceeds stay local, which means after the costs of baking the cookies and program logistics (like transporting them!), **79% of the cost of each box is reinvested in River Valleys Girl Scouts!**

SO, WHAT EXACTLY DOES YOUR CARAMEL DELITE® OR THIN MINT® DO?

- Supports troops' activities and service projects that benefit their communities
- Keeps Girl Scout Camp and other programming available and affordable
- Provides financial assistance so Girl Scouts is accessible for everyone interested in joining Girl Scouts.

[CLICK TO JUMP TO BEGINNING OF CHAPTER](#)

COOKIE HIGHLIGHTS FOR 2024

Ta-da! It's time for that sweet cookie magic to begin! This year, we own that magic (it's our theme after-all) with innovation, flexibility, opportunity, and most of all fun for both volunteers and Girl Scouts. With your support, Girl Scouts can discover the magic that makes them unique and unstoppable! View more details in this online Troop Cookie Manager Guidebook. Here are the highlights:



Meet Bubbles the Axolotl! Axolotls like Bubbles live in the wild and are found in only one lake in the whole world...Lake Xochimilco, Mexico. Axolotls are having a moment thanks to TikTok and the popular video game Minecraft. These amazing creatures come in a wide range of colors, have a life span of 10+ years, and can completely regenerate lost limbs and organs-now that is magic! Review our 2024 Rewards Flier in your cookie materials or visit Cookie Central for complete rewards details.



New and improved online selling site for Girl Scouts: The new Digital Cookie online selling platform allows Girl Scouts to sell cookies through their personalized site or by using a mobile app. They can curate their customer list, track purchases, track deliveries, manage online sales, and more.



Badges, patches, & learning never go out of style: What do Girl Scouts love as much as cookies? Badges and patches, of course! We have refreshed opportunities to engage in River Valleys own cookie patch programs. Plus, the Cookie Business Badges and Cookie Entrepreneur Family Pins help Girl Scouts to work on those famous five skills they learn through participating in the program.



We'll cover your Digital Cookie credit card fees. Girl Scouts River Valleys will cover the fees for Girl Scout and troop credit card transactions when they use Digital Cookie and the Digital Cookie mobile app to process customer cookie payments. The mobile app allows for optical scanning of cards to improve the payment process.



Discounted shipping fees when a customer: 1) chooses to have cookies shipped to their home and 2) purchases 6 or more packages during the shipping promotion time period. View the shipping rate information on Cookie Central.



Online payment options: Fewer trips to the bank, we'll take it! Girl Scouts are able to collect online payment from friends and family who purchase cookies through their Digital Cookie site. Families are also able to use mobile payment services when paying troops for their cookie inventory.



Help the environment through the rewards program! We are giving Girl Scouts the chance to give back. As part of the LemonAID Program, they can choose to make a donation to Friends of the Mississippi River instead of receiving an item at the 130 package sales level.



“A-lotl” handy cookie contact information: Digital Cookie has *Contact Us* and *Help* links built into the site to direct families, volunteers, or customers to FAQ's or customer service staff when they have questions on the site. For Smart Cookies technical support, email ABCSmartCookieTech@hearthisidefoods.com



2. Key Duties

We hope you're excited! As a Troop Cookie Manager, you have a large role, but we truly believe the benefits of helping Girl Scouts learn new skills and grow their confidence, is just as big of a reward.

CLICK ON ANY OF THE LINE ITEMS BELOW TO JUMP TO THAT SECTION

ROLE OVERVIEW

READ THE COOKIE PRESS

- Distribute Materials
- QR Codes

SET GOALS

Tips for Setting Troop Goals

2024 Cookie Proceeds

Tips for Setting Individual Goals

HOST A FAMILY COOKIE BUSINESS MEETING

- Meeting Activity Ideas

COOKIE RALLY

WORK WITH GIRL SCOUTS AND FAMILIES

MANAGE SMART COOKIES SOFTWARE

DISTRIBUTE REWARDS

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ROLE OVERVIEW

As a Troop Cookie Manager, your main responsibility is to oversee the Cookie Program for your troop. That means running what is known as a Family Cookie Business Meeting, helping Girl Scouts to set goals, managing the cookie inventory, and distributing rewards. To help you complete these duties, bookmark Cookie Central for a wealth of cookie resources: cupboard schedules, online training, a Smart Cookies Guide and tutorials, a Digital Cookie Guide and tutorials, real-time updates and more. Trust us, it will be your BFF during cookie season.

READ THE COOKIE PRESS

This weekly e-newsletter contains all the timely information you need, when you need it. The Cookie Press is sent to your inbox each Thursday. We highly recommend that you read it for reminders, alerts, and inspirational stories to keep you going. And of course, always feel free to reach out to your Service Unit Cookie Manager. They are here to help you along the way!

DISTRIBUTE MATERIALS

Your Service Unit Cookie Manager will distribute these materials to you:

RESOURCES FOR YOU TO KEEP:

- Troop Cookie Companion
- Receipt booklets
- Cookie Booth & Sales Kit: You'll find cookie selling tools, like display posters and fliers, booth guide, booth tally sheet, and a payments accepted sign.
- One package of Lemonades for your troop to sample.

RESOURCES TO HAND OUT TO GIRLS (ONE EACH PER GIRL):

- Rewards flier
- Business card sheet
- Door hanger sheet
- Money envelope
- Family Guide
- Order card (additional order cards can be provided if needed)

IS YOUR TROOP LOOKING FOR MORE MATERIALS?

Connect with your Service Unit Cookie Manager to obtain additional items if you've added members to your troop.

QR CODES

You will note many of our resources have a space to paste in the QR code. QR codes are available in Digital Cookie to copy and paste on door hangers, business cards, or cookie fliers.



Check out Cookie Central for printable versions of many of these sales materials.

SET GOALS

One of the most important lessons learned through selling Girl Scout Cookies is how to set and reach goals. It's one of the five key skill builders of the Cookie Program. We recommend helping your troop define SMART (Specific, Measurable, Achievable, Relevant, and Timely) goals.

TIPS FOR SETTING TROOP GOALS

- Invite your troop to brainstorm what they want to do with their cookie proceeds. What would that cost? How many cookies will they need to sell to make it happen? Once they have settled on a goal, discuss what they will need to do to reach it. Report out progress towards the goal throughout the sale to keep them motivated.
- For returning troops, review your previous year's sales or look at the recommendation in the cookie calculator. Discuss with your troop how they would like to adjust their goal for this season.
- For new troops, use [cookiecalculator.org](https://www.cookiecalculator.org) to review a recommendation based on your troop's Girl Scout grade level (Daisies, Brownies, etc.). Questions? Connect with your Service Unit Cookie Manager for advice. After all, they've been there, done that!

2024 COOKIE PROCEEDS

TIER NAME	TIER REQUIREMENTS	TROOP PROCEEDS PER PKG. SOLD*
Base	Base	\$0.90
PGA + Early Bird† (EB)	EB + met PGA of 235	\$1.00

**Senior and Ambassador troops can choose to opt-out of girl rewards and receive an additional \$0.05 per package by emailing girlscouts@girlscoutsrv.org by April 1, 2024.*

† Troops that qualified for the Early Bird bonus received an email this past spring. If you're not sure if your troop qualified, get in touch with us and we'll find out!

TIPS FOR SETTING GOALS

- Discuss individual goals with each member of the troop. Do they feel the goal is achievable?

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How do they plan to reach the goal? What skills do they hope to grow and develop? Did they participate last year? Share their sales information from last year. Do they have a reward level they're motivated to achieve? Reflect on their experiences selling in the previous season and how things may be different this season, get a feel for them and their family's comfort level.

- Are they new to cookies? What are ways they feel comfortable selling? Are they aware of the rewards and want to earn certain items?
- Include the parents/guardians! Do they agree with the goal? Is it realistic? The Family Cookie Business Meeting is the time to make sure parents/guardians are on board with all of the goals.

HOST A FAMILY COOKIE BUSINESS MEETING

Family Cookie Business Meetings are critical to the success of the program. They help provide a foundation of understanding and agreement for both volunteers and families. We recommend hosting a meeting in January. Girl Scouts and their families come together with their troop leader(s) to talk about the upcoming Cookie Program and discuss their goals, share best methods for staying in contact (i.e., text, phone, email), and agree on roles and responsibilities. Use the Cookie Business Meeting Activity Plan to prepare for and hold this important meeting.

MEETING ACTIVITY IDEAS:

- Connect with your troop and families to determine whether you will host your family meeting in-person or virtually (or both!).
- Direct families to the online [Family Cookie Responsibility form](#) and open the meeting up to questions and clarifications. Provide families with your email address to enter in the form. You will receive an email each time the form is completed. Inventory cannot be given to a family until this form is completed.
- Share the [Girl Rewards Flier](#) with the troop. (You know they're excited!)
- Discuss and encourage volunteer opportunities with parents/guardians such as initial order pickup, cookie sorting, and cookie booth supervision.
- Share important dates and review the program calendar.
- Share if the service unit is hosting a Cookie Rally and the information on the council-sponsored Cookie Rally.
- Establish a cookie calendar with the families so they are aware when they need to report any additional cookie needs to you, when you will be able to transfer cookies, etc.
- Review the information in the Family Guide and write in the cookie return date. This is the date when families can return unsold inventory to the troop. The remaining cookies then can be redistributed to others or used for final, additional sales (like a final Cookie Booth).
- Use the [Troop Family Cookie Business Meeting Activity Plan](#) on Cookie Central to help you prep for and run the meeting.



Complete the online [Troop Cookie Responsibility Form](#).

Don't forget to have families complete the online [Family Cookie Responsibility Form](#) on Cookie Central before they are given cookie inventory.

Host a Family Cookie Business Meeting. Add the Family Return Date to each girl's Family Guide and distribute either before or during this meeting.

COOKIE RALLY



There's nothing like a pep fest to get Girl Scouts pumped about participating in the Cookie Program. That's exactly what a Cookie Rally is for! Check with your Service Unit Cookie Manager to see if a local Cookie Rally will be held either in-person or virtually. Check out more details in The Cookie Press on our council-sponsored Cookie Rally coming February 6.

WORK WITH GIRLS AND FAMILIES

The best part of being a Troop Cookie Manager is that you work directly with your troop on achieving their goals and developing smart business skills. The Girl Scout Cookie Program is no joke when it comes to training on the essential—but sometimes tough—decisions that come with running a business. One big part of that is managing their cookie inventory, including knowing when to pass that inventory along to another seller, and seeing if someone else is capable of taking on additional inventory.

MANAGE SMART COOKIES SOFTWARE

[Smart Cookies](#) is your online cookie management assistant during the program. It's where you sign up for booths, order cookies, transfer cookies, order rewards, and review your troop finances. Almost everything you do will connect back to Smart Cookies in some way. Keep a look-out for Smart Cookies key dates throughout this guidebook.

DISTRIBUTE GIRL REWARDS

The main benefit of the Cookie Program is the opportunity to learn and practice skills, but we all know Girl Scouts are super excited to have their hard work recognized by receiving their rewards. Rewards arrive in May to your Service Unit Cookie Manager. They will contact you to arrange a day and time when you can pick up these highly anticipated items.



3. Engaging Girl Scouts in Cookie Sales

The Cookie Program is available to all girls and they (and their families) can choose their preferred participation pathway: Online, Hybrid, or In-Person. Girls will set their goals, reach customers, and learn the five key business skills and lessons that last a lifetime. Let's dive in!

CLICK ON ANY OF THE LINE ITEMS BELOW TO JUMP TO THAT SECTION

WAYS TO SELL

- Door-to-Door Sales
- Workplace Sales
- Business-to-business Sales
- Cookie Booths
- Online Sales
- **Cookie Finder Sales Link**

PARTICIPATION OPTIONS

COOKIE CARE DONATIONS

ALL ABOUT COOKIE BOOTHS

REWARDS

- Girl Rewards and Cookie Credits
- Cookie Badges
- LemonAID Program

2024 COOKIE FLAVOR VARIETIES

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WAYS TO SELL

There are lots of options for Girl Scouts to engage with cookie sales! We know flexibility and options are important, so we've created sales channels, tips, and kits to help them reach their goal, whether that's through a computer screen or in person. Check out our participation options chart in this guidebook that will help you see all options available.



DOOR-TO-DOOR SALES

Door-to-door sales, are the keystone to the Cookie Program's success and we know there are lots of neighbors eagerly awaiting a Girl Scout to come knocking at their door! Girl Scouts can leave a doorhanger or business card, or ask customers to scan a QR code for online credit card payment and delivery. With the individual sales link (QR code), neighbors can scan, order, and pay online to make a porch drop-off a breeze!



WORKPLACE SALES

Parent/guardian workplaces provide a great selling opportunity. To keep it girl-led, a personal statement should be written that can be left with the order card or send co-workers an email. The personal statement gives the customer the chance to learn more about what their cookie purchase is going towards. After orders are completed, encourage your Girl Scout to write a thank you note or help in delivering cookies. Working from home? Cookie sellers can draft an email with their link for shipped cookie orders or porch drop-off and parents/guardians can send it to their coworkers.



PHONE OR TEXT

Digital Cookie sales links can easily be shared by text for direct-ship, local delivery, and donation orders. Girl Scouts can also call customers to collect orders for local delivery or to place a direct ship order.



BUSINESS-TO-BUSINESS (B2B & COMMUNITY) SALES

A lot of businesses are looking for creative ways to engage their customers. What better way than by offering customers a package of Girl Scout Cookies! Cookies can be sold to local businesses who in turn give them to their customers or clients. Real estate agents can serve them at open houses, car dealerships can keep them in their lobbies, restaurants could add a package of cookies to their take-out orders, or a sales firm may use them as thank you gifts. Connecting with a community organization to set up a time to sell cookies to members during a meeting or even connecting with businesses to set up a cookie break are also great options to try!



COOKIE BOOTHS

Selling as a group not only develops individual skills, it also teaches troops how to work together as a team. Whether it's virtual, in a store front, or at home Lemonades™-Stand style, booths are a great option for troops who want to practice selling together. Cookie sellers have fun, and customers get their favorite cookies-talk about a win-win!



ONLINE SALES

Through the the Girl Scout's unique Digital Cookie sales link, customers can choose the **shipped cookie option** to have cookies shipped right to their door, or have them delivered by the Girl Scout and their parent/guardian with the Girl Scout Cookie Delivery option. Online sales allow customers and sellers (Girl Scouts) to connect more easily than they ever could before. Have your troop jump on board with online sales by logging in to Digital Cookie right away. Did you know? Girl Scouts that use Digital Cookie to power their sales sell 190 packages more than those that don't use this powerful tool.

Girl Scouts may use the Internet and social media sites to share their Cookie Program sales link as long as they follow Girl Scouts of the USA (GSUSA)'s guidelines around online marketing. These guidelines are available on Cookie Central: [Cookie Program Digital Sales & Social Media Policy](#).

COOKIE CARE DONATIONS



Giving back to the community is what Girl Scouts is all about. That's why we have two great ways our customers can give directly to their local communities. Not only do Girl Scouts get the satisfaction of giving back through the power of Girl Scout Cookies, they can also earn special donation rewards.

Girl Scouts River Valleys-donated cookies: Cookies donated directly to community organizations such as: food pantries, school lunch programs, the American Red Cross, and more. Girl Scouts simply collect money from customers and Girl Scouts River Valleys facilitates getting the cookies to our partner organizations.

Troop-donated cookies: Troops select a nonprofit organization such as their local food shelf, hospital, faith organization, or shelter for which to donate cookies. It's up to them to learn about their local services and make philanthropic business decisions.

GSUSA COOKIE FINDER

Starting February 8, customers will be able to use the Cookie Finder to search for Girl Scout Cookies in our area. The national Girl Scout Cookie Finder will be featured on the River Valleys website and at girlscouts.org. Customers will enter their zip code in the Find Cookies field. Then, they'll view a list of in-person booths within their search radius. Starting February 16, customers will also be able to view troop shipped cookie links for orders to place online for shipment to their homes. Set up your troop's shipped only cookie link in Digital Cookie to be included in this opportunity. Check out our tip sheet and video for setting up your troop site on Cookie Central. The list of troops sales links rotates between all participating troops in the zip code. Your troop is credited for these sales generated from this link.

ALL ABOUT COOKIE BOOTHS

Cookie Booths are any sales that troops participate in together. This can be in public businesses, on private property, or virtually. They are either arranged by Girl Scouts River Valleys (council-secured) or by the troop (troop-secured). Cookie Booths are a great way for your troop to learn how to work and set goals together.

Check out the Cookie Booth Guide for everything you need to know about selling as a group.



You can host a cookie booth on your own property, just like a lemonade stand (a Lemonades™ stand—get it?).



Before January 14: Make selections for the booth lottery (if your troop is participating).

Starting January 17: Sign-up for additional cookie booths in a first-come, first-served round process (if your troop is participating).

February 16: Cookie booth sales begin.

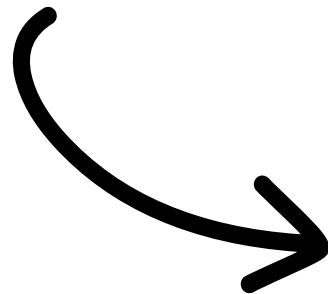





Find more info on booths on Cookie Central. There you will find an online version of the cookie booth guide. You can view a calendar of dates and times for booth selections, and much more.

COOKIE PARTICIPATION OPTIONS

Selling Girl Scout Cookies is one of the most iconic activities Girl Scouts engage in. This program is flexible and customizable to fit the needs of every Girl Scout. Troops and Girl Scouts can choose to participate in one, two, or all three levels of participation: online, hybrid, and in-person. Cookie volunteers can use the ideas below as a guide to get started. Encourage Girl Scouts to check off all the options they want to try this season or have them brainstorm a few of their own!

Note: Troops are financially responsible for all inventory picked up from the initial order and/or cookie cupboards. Cookies can be picked up by the case or package at cookie cupboards. No exchanges are allowed except to replace damaged cookies.



PARTICIPATION OPTIONS			
	ONLINE COOKIES: SHIPPED COOKIES	HYBRID COOKIES: ORDER-TAKING & DELIVERY	IN-PERSON COOKIES: COOKIES ON HAND
DIGITAL COOKIE ONLINE ACCOUNT	<input type="checkbox"/> Set up your Digital Cookie site for shipped cookie orders and donations.	<input type="checkbox"/> Set up your Digital Cookie site for shipped orders, donations, and local delivery orders.	<input type="checkbox"/> Set up your Digital Cookie site for shipped cookie orders, donations, and local delivery orders.
PHONE OR TEXT	<input type="checkbox"/> Share your Digital Cookie site by text for shipped orders and donation orders. <input type="checkbox"/> Call customers to place shipped cookie orders through your Digital Cookie site.	<input type="checkbox"/> Share your Digital Cookie site by text for shipped orders local delivery, and donation orders. <input type="checkbox"/> Call customers to collect orders for local cookie delivery or to place shipped cookie orders.	<input type="checkbox"/> Text customers to set a time/day to visit them with cookies in hand <input type="checkbox"/> Call customers to set a time/day to visit them with cookies in hand.
COOKIE BOOTHS	<input type="checkbox"/> Create a flier with your troop's Digital Cookie Troop Shipped Only link or QR code to post online or in the community. <input type="checkbox"/> Host an online event with your troop and share the Troop Shipped Only link for shipped cookie orders and donations.	<input type="checkbox"/> Share your troop's Virtual Booth Link to promote upcoming booth/Lemonades™ stand information, take online orders/payments, then customers pick up their orders on site. <input type="checkbox"/> Host an online event with your troop, and share the troop Virtual Booth link to take online orders/payments then pack & deliver orders	<input type="checkbox"/> Participate in booths at storefronts or in the community with your troop. <input type="checkbox"/> Set up a Lemonades™ Stand at your residence or on private property. <input type="checkbox"/> Team with your troop to set up drive-thru or pop-up booths in the community
DOOR-TO-DOOR & MOBILE SALES	<input type="checkbox"/> Add your Digital Cookie site link or QR code for shipped cookie orders to door hangers or business cards to leave at residences.	<input type="checkbox"/> Go door to door to take orders with a cookie order card and then deliver the cookies later. <input type="checkbox"/> Leave door hangers or business cards for customers who aren't home.	<input type="checkbox"/> Go door to door with cookie inventory on hand. <input type="checkbox"/> Leave door hangers/business cards for customers who aren't home. <input type="checkbox"/> Use a wagon or sled to load up cookies to participate in mobile sales in the community.
WORKPLACE SALES	<input type="checkbox"/> Team with your caregiver to collect email addresses of customers, then send emails through Digital Cookie or share your cookie site link for shipped cookie orders.	<input type="checkbox"/> Write a personal statement to leave with a cookie order card at a caregiver workplace. Orders are collected, then cookies are delivered at a later date.	<input type="checkbox"/> Visit caregiver workplaces with cookie inventory, take payment, give cookies to customers
BUSINESS-TO-BUSINESS (AKA B2B) COMMUNITY SALES	<input type="checkbox"/> Schedule a time to make a virtual pitch to a local business, share the Troop Shipped Only link or your Digital Cookie site for shipped cookie orders and donations. <input type="checkbox"/> Share your Digital Cookie site with a community organization for shipped cookie orders and donations.	<input type="checkbox"/> Schedule a time to make a cookie pitch to a local business to sell cookies in bulk. Take the order(s) then deliver cookies later. <input type="checkbox"/> Set up a time to make a cookie pitch to a community organization to take orders from members, then deliver cookies later.	<input type="checkbox"/> Connect with local businesses to set up a time to sell to staff (who doesn't love a cookie break?). <input type="checkbox"/> Connect with a community organization to set up a time to sell cookies on hand to members during a meeting. <input type="checkbox"/> Connect with local businesses to purchase cookies as gifts for staff or customers

REWARDS

REWARDS & COOKIE CREDITS

The main benefit of the Cookie Program are the skills learned, but we all know that Girl Scouts are super excited to have their hard work recognized and receive their rewards. Rewards include fun items like hoodies, patches, t-shirts, and the highly sought-after mascot plush.



At select levels, cookie sellers can choose to receive either the reward item or Cookie Credits to cover other costs like camp, events, shop items, their Girl Scout membership fee, and more! We offer Troop PGA rewards if troops reach certain PGA (per girl average) sales levels. The PGA is calculated by taking the total number of packages sold and dividing it by the number of individuals selling in the troop. Troops can earn these extra rewards at the 240, 340, and 440 PGA levels. Watch for more details on these rewards and how they are tracked in Smart Cookies in The Cookie Press.

COOKIE BADGES

When meeting with your cookie sellers, set aside some time to look over the [program badges](#) that are associated with entrepreneurship. The five business skills are a core component of the Cookie Program, and Girl Scouts can wear these badges with pride. These badges will be available in all River Valleys Shop locations.



Visit Cookie Central to find a complete list of [cookie rewards](#) and [cookie badges](#).

THE LEMONAID PROGRAM

We are offering sellers the chance to give back instead of picking an item at a reward level. With the **LemonAID Program**, Girl Scouts can choose to make a donation to benefit the Friends of the Mississippi River organization.

Donations will be used to support this local organization that helps to protect, restore, and enhance the Mississippi River and its watershed in the Twin Cities region. Those donating will earn a special patch when they make a donation. You'll make the choice in Smart Cookies when you order the rest of the rewards in April.



2024 GIRL SCOUT COOKIE VARIETIES

All varieties of Girl Scout Cookies (including gluten-free) are sold at \$6 a package. For allergen information, visit [GirlScoutsRV.org/Cookies](https://www.girlscoutsrv.org/Cookies).

ALL VARIETIES
\$6
PER PACKAGE



CLICK TO JUMP TO BEGINNING OF CHAPTER



4. Finance

Here's your guide to everything from collecting money to sending it to the bank! Read on to learn about how cookie money works, and what to do at the end of the sale.

CLICK ON ANY OF THE LINE ITEMS BELOW TO JUMP TO THAT SECTION

HOW COOKIE MONEY WORKS BANK DEPOSITS

- Juliette Process
- Returned Checks or Bank Fees

END-OF-SALE BANKING

- Finance/Inventory Issue Forms
- Excess Troop Inventory
- Unpaid Cookies
- Stolen Product/Money or Counterfeit Money Received

CLICK TO GO TO TABLE OF CONTENTS PAGE

HOW COOKIE MONEY WORKS

1. The troop gets cookies from the Intial Order, a Cookie Cupboard, or from another troop. Once the troop receives these cookies, **they are financially responsible for them.**
2. Participating Girl Scouts receive cookies that they plan to sell from their troop. Document this transaction in Smart Cookies by transferring these cookies to the Girl Scout.
3. Girl Scouts and families then sell the cookies and collect payment from customers. They will then give all of the payments back to their troop. **Families must have 50% or more of the total money due turned in before being provided with more cookies.** Receipts must be provided for all cookie and money transactions. Families should retain copies of all receipts provided by the troop. Families can use approved mobile payment services when paying troops for their cookie inventory.

***Note:** When using the Digital Cookie mobile app, troops and individual sellers receive credit for the payment and financial transactions are created for the sales. Customer credit card payments from Digital Cookie can be viewed in the Orders tab for both Girl Scout and Troop transactions. You can also view credit card payments in Smart Cookies in the Finances tab under Financial Transactions, and also on the Troop Balance or Girl Balance Summary Reports.*

BANK DEPOSITS

Troops deposit all cookie money into their troop's bank account. Girl Scouts River Valleys will withdraw these proceeds via an **Automated Clearing House (ACH) withdrawal twice during the season.** You'll be responsible for ensuring the troop bank account information is in Smart Cookies, there are enough funds in the troop account, and to deposit all money at least three days before the ACH date.

BANK DEPOSIT PROCESS FOR GIRL SCOUT JULIETTES

Girl Scout Juliettes are individually registered girl members. Juliettes deposit their total sales into Girl Scouts River Valleys' Wells Fargo account using special encoded council deposit slips. These slips will be mailed to the Juliette's adult mentor before Cookie Go Day.

RETURNED CHECKS OR BANK FEES

If your troop encounters **returned checks** (a check deposited into the troop account had non-sufficient funds to cover the funds) or incurs **bank fees** due to high deposit activity, please see the [Finance/Inventory Issue Form FAQ](#) or the Finance/Inventory Issue form on Cookie Central for information on how to request ACH reimbursement.



MANAGING DEPOSITS

- Deposit cookie money weekly.
- Never have more than \$1,000 in your possession at any time.
- Before depositing, endorse all checks with “for deposit only”.
- Work with your troop leaders to coordinate who will be making the deposits into the troop’s bank account. The person making deposits does not need to be a signer on the account, but may be asked to show identification when making deposits, including cash.



Keep copies of all deposit tickets and bank receipts until December 31, 2024. Make sure that they include all of the details and they must include records of all individual checks deposited (i.e., over-the-counter deposit slips, Excel files, calculator tapes, etc.).

ACH withdrawal dates are March 15 and April 26.



For more information on withdrawals, visit the [Automated Clearing House \(ACH\) FAQs](#) on Cookie Central.

To track your deposited checks, use the [Deposit Slip Check Listing Sheet \(PDF\)](#).

END-OF-SALE BANKING

FINANCE/INVENTORY ISSUE FORMS

You may encounter a few clean-up tasks at the end of the sale. If you do, complete a [Finance/Inventory Issue Form](#) by April 1. Here are a few examples of tasks that require this form to be completed to alert our staff so we can assist you with the issue.

EXCESS (UNSOLD) TROOP INVENTORY

At the end of the sale, your troop may have excess (unsold) packages that you're planning to sell to friends and family. If your excess (unsold) cookies affect your ability to finalize payment, complete the form to request additional time to sell the inventory. The troop is still financially responsible for these cookies and by filing a Finance/Inventory Issue Form you are only extending the amount of time you have to settle with Girl Scouts River Valleys.

UNPAID COOKIES

If families have unsold packages, they will need to assume financial responsibility for them. Please review the online [Family Cookie Responsibility Form](#) to see more about this topic. Completing the Finance/Inventory Issue Form will ensure your troop is not financially impacted by the family cookie debt.

STOLEN PRODUCT/MONEY OR COUNTERFEIT MONEY RECEIVED

If families or troops have product/money stolen or receive counterfeit funds, complete the form to request reimbursement. Note: additional documentation from troops is required for these issues.



Troops that participate exclusively in online sales will receive their troop proceeds through an ACH deposit into the troop bank account on April 19.



Complete the Finance/Inventory Issue form, and fill out as needed if you encounter any of these problems with your end-of-sale banking by April 2.



5. Managing the Cookies

Managing your troop's cookies will depend on your troop's participation pathway. If your troop is participating in the hybrid or in-person cookie option, we've got you covered with how to get the cookies, transfer them to the Girl Scouts, and visiting the cookie cupboards. The Smart Cookies online platform will help you manage the cookie inventory.

CLICK ON ANY OF THE LINE ITEMS BELOW TO JUMP TO THAT SECTION

HOW TROOPS AND GIRLS GET COOKIES

TIPS FOR MANAGING YOUR TROOP'S COOKIES ALONG THE WAY

INITIAL COOKIE ORDER

WHAT TO EXPECT FOR YOUR INITIAL ORDER DELIVERY

- Mini Drops and Mega Drops
- Your Role

COOKIE CUPBOARDS

- Types
- Planned Orders

HAVE EXTRA COOKIES?

CLICK TO GO TO TABLE OF CONTENTS PAGE

HOW TROOPS AND GIRL SCOUTS GET COOKIES

Check out this handy cookie chart to know how to support your troop's cookie inventory:

COOKIE INVENTORY PICK-UP OPTIONS			
PARTICIPATION OPTIONS			
	ONLINE COOKIES	HYBRID COOKIES: ORDER-TAKING & DELIVERY	IN-PERSON COOKIES: COOKIES ON HAND
HOW TO GET THE COOKIES	<p>No troop/Girl Scout inventory. Cookies shipped from vendor.</p>	<p>Troops set a schedule with families to report cookie needs, then visit cupboards for cookie inventory. Distribute inventory to Girl Scouts and/or retain for booth/Lemonades™ stand sales.</p>	<p>Troops place an initial order; visit cupboards to restock cookie inventory. Distribute inventory to Girl Scouts and/or retain for booth sales.</p>

THERE ARE THREE WAYS TO GET COOKIES:

INITIAL COOKIE ORDER



If your troop is participating in the in-person option, you'll want to place an initial order. Placing an initial order means your troop will have cookies in-hand on Go Day so they start selling and deliver cookies to customers right away.

COOKIE CUPBOARDS



Cookie cupboards are places where cookies are stored, and they open once the sale has started. Your troop can gather orders from customers, tally up what cookies you need, and then head to a cupboard to get the cookies. You can make as many trips to the cupboards as you need.



FROM OTHER TROOPS



Troops can transfer cookies to other troops, both inside and outside of your service unit. To connect with troops outside of your service unit, check out River Valleys online Cookie Swap. This is a great way to manage troop inventory, so anyone with too many of one kind can share with others whom don't have enough. It's all part of the Girl Scout Law to use our resources wisely. This can also be a great way to get cookies when cupboards are closed.



TIPS FOR MANAGING YOUR TROOP'S COOKIES ALONG THE WAY



MAINTAIN GOOD RECEIPTS & RECORDS

Always issue receipts any time that cookies or money are exchanged with families. Review your transfers in Smart Cookies from cookie cupboard visits through the end of the sale, just in case of issues.



SCHEDULE A WEEKLY CHECK-IN TIME WITH FAMILIES

Sunday evenings are a good time so that you can plan the upcoming week. You can talk about what you expect from them at your Family Cookie Business Meeting. Tools like a troop Facebook page, shared Google Doc, or Rallyhood are ways to gather your families cookie needs (if they need more to fill orders, or if they have too many cookies).



ASSIST IN MOVING COOKIE INVENTORY BETWEEN GIRLS

With your eagle-eye view, you'll know the best connections to make between families to get everyone to their selling goal. Establish a day/ time each week when inventory can be transferred between the families and the troop.



HAVE THE FAMILIES AGREE ON A RETURN DATE

Agree on a date that all unsold cookies will be returned to the troop. Write this date in the Family Guide. Remind them that they will be financially responsible for cookies they have on hand after this date.



REMIND FAMILIES THAT COOKIES MUST BE KEPT IN SELLABLE CONDITION

Let them know that they should be stored in secure areas free of extreme temperature changes, pests, smoke, or other damaging effects. The troop has the right to refuse cookies from a family that do not meet quality standards.

INITIAL COOKIE ORDER

Placing an **initial cookie order** helps your troop(s) have the inventory you need on-hand for Cookie Go Day. But wait, there's more! Placing an initial order assists your troop in getting the sale started on the right foot. You'll get cookies in time to transition inventory to families before Cookie Go Day. Plus, you can order cookies for your first rounds of booth sales too. That may save you a trip to the cupboard on opening weekend.

If your troop is participating in Cookie Booths or in-person sales, you can hold back 20-30% of the initial order to save as troop inventory. Does the troop have several Cookie Booths scheduled for the start of the sale? You can order cookies for these booths with your troop initial order.

When your troop places an initial order, and follows the case count recommendation from the **Cookie Calculator**, each Girl Scout selling will receive the exclusive 2024 Year Bar patch! The Cookie Calculator is a resource you can use to determine your troop's initial order, whether or not your troop participated last cookie season. The calculator provides a recommendation for an initial cookie order, based on troop PGA (per girl average) and the historical sales by cookie variety for our council. *Note: the Cookie Calculator will provide a recommendation in cases for each variety. When you place your initial cookie order in Smart Cookies, it is also made in full cases. There are 12 packages of cookies in each case.*

REMINDER: After receiving an initial inventory, families must have 50% or more of the total money due turned in before being provided with more cookies.



Use the **cookie inventory options chart** to help you know how and when to pickup cookies. Use the **Cookie Calculator** to help determine your troop's initial order.



For step-by-step instructions on how to place your troop's initial order, check out the **Smart Cookies Guide** on Cookie Central. Don't forget to enter the anticipated number of Girl Scouts selling before you submit your order.

WHAT TO EXPECT FOR YOUR INITIAL ORDER DELIVERY

Once Girl Scout Cookies are ordered, it's time to plan for delivery. If you haven't yet seen a cookie delivery, it's quite a sight! Dozens of semis deliver tens of thousands of cases of cookies to our council, and there's a great excitement and Girl Scout spirit at the pickup sites.

We call this first big delivery the initial order delivery, and there are two types: **Mini Drop** and **Mega Drop**. You can find out if your service unit has a Mini or Mega Drop from your Service Unit Cookie Manager or on Cookie Central.

MINI DROPS

Mini Drops are primarily located in smaller communities. At these deliveries, all the cookies for the service unit are delivered to one location at one time. Your Service Unit Cookie Manager will confirm the date, time, and location and share it with you.

MEGA DROPS

Mega Drops are located mostly in the Twin Cities metro and other larger communities. Individual troops sign up for a location and time during the initial order process. It's like a drive-thru for cookies! You'll move through a lane and stop at each cookie station. For troops that participate in a Mega Drop, you'll sign up for a day, time, and location in Smart Cookies.

WHICHEVER TYPE OF DELIVERY YOUR TROOP IS ASSIGNED TO, YOUR ROLE INCLUDES:

- Arranging for pickup of the initial order.
- Printing the order confirmation to bring to the delivery location to confirm totals.
- Verifying the cookie totals by variety at both the delivery location and again before distributing to families.
- Contacting Girl Scouts River Valleys within 24 hours of initial order pickup about any miscounts or damages.
- Setting a day and time for families to pick up their inventory.
- Issuing receipts to families of total cookies picked up, by variety of cookie.



Find the list of available Mega Drops on Cookie Central.



January 19: Delivery location signup due for troops assigned to a Mega Drop.

Pick up initial cookie order delivery on your chosen delivery date.

Count your initial order delivery once you get home. Report miscounts to River Valleys with 24 hours.

COOKIE CUPBOARDS

Cookie cupboards are physical locations where the cookies are stored. Typically, they're local warehouses and/or homes of volunteers that are gracious enough to host them. This is where you can pick up additional cookies and replace damaged product.

TYPES OF COOKIE CUPBOARDS

- 1. Council Cupboards:** These are located in metro areas (Twin Cities, Mankato, and Rochester) and are open to all troops.
- 2. Council Express:** There are also two Council Express Cupboards that will require a planned order each week. These cupboards are located at our delivery agent warehouses. The addresses and hours of operation will be shared on Cookie Central and in The Cookie Press.
- 3. Regional:** Assigned to troops in service units without proximity to a council cookie cupboard. These are usually held at a volunteer's home. Troops must place a planned order through Smart Cookies each week.
- 4. Regional express:** Similar to the regional cookie cupboard, these are assigned to troops in Service Units that are not within close proximity to a council cookie cupboard. Note: These cupboards close after the third week of the sale.

TIPS FOR A SMOOTH CUPBOARD EXPERIENCE

Each cupboard location varies in accessibility and traffic flow, so be sure to review the cupboard information on the volunteer website. To make your cupboard experience go smoother, follow these important steps:

- Remove obstacles from your vehicle to ensure it is ready to be loaded.
- Have your order organized and ready to go before you are greeted by the cupboard staff.
- Check out the [Inventory Dashboard](#) on Cookie Central (especially near the end of the sale) to ensure the Council Cupboard is stocked with the cookie flavor(s) you're looking for.
- Stay in your vehicle for the entire visit. Cupboard staff will approach your vehicle and take your order. The cupboard staff will also confirm the order with you and load the cookies into your vehicle. The cookies will be transferred to your troop in Smart Cookies.

OTHER IMPORTANT NOTES

- The gluten-free Caramel Chocolate Chip cookies are not guaranteed to be in stock at any cupboard location.
- The Rochester and Mankato council cupboards are located in smaller spaces and do not carry the same volume as the cupboards in the Twin Cities metro area.
- The troop contacts in Smart Cookies will receive an email when cookies are transferred **to the troop** from a cupboard.
- No exchanges or returns will be allowed at any cupboard location. Troops may only exchange damaged cookies for non-damaged cookies of the same variety at cookie cupboards.

PLANNED ORDERS

All Regional, Regional Express, and Council Express Cupboards will require a planned order. Log into Smart Cookies and place a planned cookie order pickup to ensure you have the exact amount of cookies you need, when you need them.

These orders are due Monday mornings by 8am. For regional and regional express cupboards, refer to your cupboard's hours of operation for pickup.

Deliveries, if needed, will occur on Thursday or Friday each week to these locations. For Council Express Cupboards refer to [The Cookie Press](#) or visit Cookie Central for planned order deadlines and hours of operation.



When placing a planned order at a regional or regional express cupboard, the default day and time in Smart Cookies will show as Thursday morning, but this is not the time to pick up the order. Refer to your cupboard's hours of operation on the Smart Cookies dashboard.



IF YOU NEED MORE COOKIES

Visit a Council Cupboard or place a planned order for cupboard pickup by the posted timeline, depending on the type of cupboard your troop utilizes.



More information on the Council Cupboard schedules, addresses, and location-specific information will be posted on Cookie Central before Cookie Go Day.

Details on Council Cupboard locations will be posted on Cookie Central before Cookie Go Day.

FOR TROOPS ASSIGNED TO REGIONAL AND REGIONAL EXPRESS CUPBOARDS

Find your local cookie cupboard and its hours on the Smart Cookies dashboard (or ask your Service Unit Cookie Manager).

HAVE EXTRA COOKIES?



TROOP-TO-TROOP TRANSFERS

To help fellow volunteers connect and use each other as a resource, Girl Scouts River Valleys created the [Cookie Swap](#) an online forum for cookie volunteers to exchange (you guessed it) Girl Scout Cookies.



USE THE COOKIE SWAP TOOL TO:

- Find troops around or outside your city who may need additional cookies. This works well for any remaining packages left in your troop's inventory.
- Find cookies on days a cookie cupboard may not be open.
- Remember, it's part of the Girl Scout Law to use resources wisely! Your troop can help a troop that may have excess troop inventory.



CONNECT WITH YOUR SERVICE UNIT COOKIE MANAGER

Your local Service Unit cookie manager is ready to help! They can assist in connecting you with other troops in the service unit that are looking for cookies to initiate a transfer. Chances are, they'll have a system already set up to connect troops looking for cookies to troops that have extra inventory.



COOKIE CARE DONATIONS

We often hear that the donation program is an excellent way to use any unsold inventory at the end of the sale. Monetary donations can be collected by individual Girl Scouts or by the troop at cookie booths. You'll total up the donations collected at the end of the sale to determine the number of packages from your remaining inventory you can donate to the organization selected by your troop.



Check out [The Cookie Swap instructions](#) to learn more.



6. A Quick Guide to Smart Cookies & Digital Cookie

Smart Cookies is the online platform that helps you and your troop through all the phases of the Cookie Program. Once logged in, you can track your troop's cookies, sign up for cookie booths, and more. Digital Cookie is used by Girl Scouts to set up their online sale to reach customer's virtually (cozy bunny slippers over snow boots, anyone?) and track their goals and progress. Troop volunteers can also utilize Digital Cookie to engage in online sales and monitor activity.

CLICK ON ANY OF THE LINE ITEMS BELOW TO JUMP TO THAT SECTION

WHAT IS SMART COOKIES?

HOW TO GET STARTED

- Learn how to Transfer Cookie Inventory
- Learn all about Cookie Booths
- Remember these Useful Reports

Learn how to Order Rewards

What is Digital Cookie?

Reviewing the Digital Cookie tabs

Troop Site Lead

Credit Cards & Digital Cookie

CLICK TO GO TO TABLE OF CONTENTS PAGE

WHAT IS SMART COOKIES?

Smart Cookies is here to make your life easier during the cookie season. With this online platform, hosted by ABC Bakers, you'll be able to:

- Manage your inventory
- Select cookie booths
- Transfer cookies to other troops
- Track troop finances
- Submit planned orders
- Order rewards



At the start of the season, two registered troop volunteers and all registered Girl Scouts will be uploaded to Smart Cookies. An email will be sent to the troop volunteers in late December inviting you to complete registration. If you see someone is missing, anyone can be added by contacting Girl Scouts River Valleys. To protect the troop finances, anyone added to Smart Cookies must be registered Girl Scout members.



After you receive your registration email, log into Smart Cookies and enter your number of Girl Scouts selling under troop information.

Verify your troop's bank account information in Smart Cookies.



Training guides and videos for almost anything in Smart Cookies are posted on Cookie Central.

WHAT IS DIGITAL COOKIE?

Digital Cookie (digitalcookie.girlscouts.org) is used primarily by Girl Scouts and their families to engage in online cookie sales. Troop volunteers will also have access to the system before Girl Scouts. In your Troop cookie volunteer role, most of the work you'll do will be in Smart Cookies. However, using your Digital Cookie account will be necessary for a few functions. Look for our Digital Cookie Guides for both Families and Troops on Cookie Central. Plus, Digital Cookie features videos, tip sheets, and a Help section built right into the site.



LEARN ABOUT THE TROOP DASHBOARD

Your Digital Cookie Troop site will feature the following tabs: Dashboard, Orders, My Troop, My Troop Orders, Troop Cheers, and Virtual Booths.

From the dashboard, you can:

- Set up your Troop cookie link for shipped cookie orders and the Troop virtual booth link.
- View pending orders for the Troop or a Girl Scout in the Troop.
- Set the Troop rewards deadline if you wish to capture the reward choices for the Troop using Digital Cookie.
- See the sales for the Girl Scouts in your Troop at a glance in the Troop Online Sales & Marketing section.
- Run reports to help you manage the Troop's activity.



TROOP SITE LEAD

The first time a leader or cookie volunteer for the Troop logs into their volunteer role in Digital Cookie, they will see a place to begin the process to have a virtual booth link. You will be asked to enter a zip code for your Troop. You will also select a name from the drop-down of one of the volunteers from the Troop to serve in the role of the Troop site lead. This volunteer will be responsible for working with the Troop to set up the Troop site and approve orders. The Troop site lead can be changed at any time. If you've assigned yourself as the site lead, your dashboard will be updated to look similar to the Girl Scout dashboard. You'll complete the same process to register the site like a Girl Scout. It is important to leave the preferred first name as it appears so it is clear this is your Troop site.

Once the site is published and online sales have begun, you will view two links: Troop virtual booth link and the Troop ship only link.

The Orders tab: You will see the information here if you need to look up order details for any order in your Troop. You can then refund an order if necessary. For more information, see the Digital Cookie Guide for Troops.

The My Troop tab: Use this tab to see sale details for each member of your Troop. See progress towards the Troop goal. View the Girl Scouts in the Troop that has set up their Digital Cookie sites. View if families have any in-person cookie delivery orders that need approval. With the See Details option, you can bring up the details of the girl's orders. Finally, if you have published your Troop cookie link, you can see any sales that have come in from that link.



MY TROOP ORDERS

This tab offers info regarding Digital Cookie online orders including orders that are awaiting approval, orders that have been approved that need to be delivered, and the ability to export reports to pick and pack pre-paid orders that have come in from the Troop Digital Cookie site.

The final tabs are Troop Cheers and Virtual Booths tab. Both tabs feature optional activities for you as a Troop volunteer to engage in with Digital Cookie.



LEARN HOW CREDIT CARDS ARE USED

The Digital Cookie app (available on iPhone and Android) allows Girl Scouts to take credit card payments for cookie orders. You must set up the Troop site on a web browser before downloading the Digital Cookie app. You'll use the same email and password as your login with the Digital Cookie app.

Don't forget: Girl Scouts River Valleys will cover the credit card processing fees for payments made through Digital Cookie. Troop volunteers can also take credit card payments using your Digital Cookie app at cookie booths. Find the step-by-step instructions in the Digital Cookie Guide on Cookie Central.



Don't forget: Girl Scouts River Valleys will cover the credit card processing fees for payments made through Digital Cookie. Troop volunteers can also take credit card payments using your Digital Cookie app at cookie booths. Find the step-by-step instructions in the [Digital Cookie Guide](#) on [Cookie Central](#).

HOW TO GET STARTED



LEARN HOW TO TRANSFER COOKIE INVENTORY

Troop-to-girl (allocating packages to Girl Scouts) and **girl-to-troop** (Girl Scouts returning packages to the troop) transfers occur within the Smart Cookies system. Once you complete a transfer to a girl, you can track how much money they still owe to the troop. This is also how girls get credit for rewards. Troops can transfer inventory to other troops by doing a **troop-to-troop** transfer.



LEARN ALL ABOUT COOKIE BOOTHS

In Smart Cookies, troops will be able to enter the **booth lottery**, reserve other council-secured booth locations, and see any special instructions related to specific booth locations. Troops will also submit **troop-secured booth locations** into the system for Girl Scouts River Valleys approval.

You will also record booth sales in Smart Cookies. This is done using the **Smart Booth Divider**. You should complete a Smart Booth Divider for each booth location, and split the packages sold between the girls who were at that booth location.

Troops can hold **virtual booths!** Digital Cookie will provide a link to collect orders that are then credited to the troop (instead of an individual). You will then be able to distribute packages in Smart Cookies—just like you would with the Smart Booth Divider.



REMEMBER THESE USEFUL REPORTS

Running reports in Smart Cookies is a quick and easy way to understand and manage your cookie inventory.

Here are some super-duper helpful reports:

- **Troop On-Hand Inventory Report:** Tells you the total amount of cookies that are in your troop's inventory that have not been allocated to individual Girl Scouts.
- **Girl Cookie Totals Summary Report:** Tells you how much inventory a specific seller have been allocated or sold so far in the sale.
- **Troop Balance Summary Report:** Tells you how much inventory has been allocated to the troop, how much money has been collected in total by sellers, and the troop per-girl average (PGA).
- **Girl Balance Summary:** Tells you how many cookies each Girl Scout sold both individual and at cookie booths. You can also see how much money each still owes the troop. Girl Scouts are not financially responsible for cookies sold at booths, so this report will only see how much money each one is owed to the troop from individual sales.



LEARN HOW TO ORDER REWARDS

Ordering cookie rewards is easy! Smart Cookies automatically calculates the rewards. Your main role in reward selection will be to reach out to each girl once all of her cookies have been allocated, and ask if they would prefer Cookie Credits or reward items for those levels where they have a choice. New this year: Girl Scouts can enter their reward choices in Digital Cookie! You can download a report with their choices to then use to enter into Smart Cookies. By reaching a PGA of 240 or more, the individuals selling can start earning Troop PGA rewards. Learn more about ordering these items in The Cookie Press later in the sale.



Reward orders are due **April 2**.



For step-by-step instructions, find your Smart Cookies Guide, Digital Cookie Guides, and training videos on Cookie Central. Please note that if any member of the troop is missing a choice at a sales level where there is a choice between an item and a Cookie Credit, they will be defaulted to Cookie Credits once the reward deadline has passed which can be used toward camp fees, Girl Scout shop items, and more!

7. We're Here to Help



GIVE US A CALL AT 800-845-0787

Phone line hours: M–F, 9:00 AM–5 PM. Closed on the weekends.



SEND US AN EMAIL AT GIRLSCOUTS@GIRLSCOUTSRV.ORG

READ OUR COOKIE PRESS E-NEWSLETTER



Make sure your preferred email isn't blocked from girlscouts@girlscoutsrv.org so that you can receive The Cookie Press e-newsletter. It's your go-to resource to stay in the loop before, during, and after the cookie sale.

For easy access, bookmark [the Cookie Press](#) in your web browser on all of your devices.



VISIT US ONLINE AT GirlScoutsRV.org

Go online to find additional cookie resources like Cookie Central for more info on all things cookies.



ADD COOKIE CENTRAL TO YOUR INTERNET BOOKMARKS

For easy access, bookmark [Cookie Central](#) in your web browser on all of your devices.



CONNECT WITH RIVER VALLEYS ON SOCIAL MEDIA

Follow and “Like” our [main Girl Scouts River Valley Facebook page](#).

Join the [Girl Scouts River Valleys Troop Product Program Volunteers group](#) to connect with other troop volunteers.



CONNECT WITH YOUR SERVICE UNIT COOKIE MANAGER

Your Service Unit Cookie Manager is the local volunteer who's ready to support you and answer your questions. Reach out to us if you need assistance connecting with the volunteer in your area.

2024 GIRL SCOUT COOKIE SEASON

KEY DATES*

**The dates listed below are subject to change. See Cookie Central for the most up-to-date dates and information.*

Cookie booth lottery open for selections	January 7
Cookie booth lottery runs in Smart Cookies	January 14
Cookie booth first-come, first-served sign-up begins in Smart Cookies	January 17
Troop initial order entry due in Smart Cookies	January 19
Service unit initial order entry due in Smart Cookies	January 20
Preorders and online sales begin	February 8
Initial order delivery dates	February 8-15
Cookie & Booth Go Day	February 16
Cookie Cupboards open	February 16-March 24
First ACH withdrawal from troop bank account	March 15
Cookie sale ends	March 24
Troop reward order entry due in Smart Cookies. Finance/Inventory Issue forms due (if applicable) Include Money deposited to troop bank account.	April 2
Service Unit reward order entry due in Smart Cookies	April 3
Second ACH debit	April 26
Girl rewards shipped to service units	Week of May 27