Congratulations! You've completed your first steps in leading your troops through the upcoming cookie season. Now that you've finished your Service Unit Cookie Training, reviewed your Service Unit Cookie Notebook and the online Service Unit Cookie Manager Guidebook, what happens next? Before you receive the shipment of the Troop & Girl Scout cookie print materials, you'll want to focus on how to train your troops. After all, we hear from experienced Service Unit Cookie Managers that training your troops is the most important part of your role.

Use the Service Unit Cookie Manager Checklist in your Service Unit Notebook to keep you on track through the season. Don't forget to review the online resources on Cookie Central so you can direct troops to this one-stop hub for their important cookie information. If you have any questions, connect with the Product Program Team. Not only can we answer your questions, but we can also connect you with a member of our Product Program Advisory Committee (we call them PPAC). Our PPAC volunteers are available to provide peer-to-peer guidance on how to train your troops.

Girl Scouts River Valleys: girlscouts@girlscoutsrv.org or 800-845-0787

The items in this toolkit include:

Troop Training options

Cookie materials distribution tips Training outline

Introduction template

In-person training tips

Virtual training tips

River Valleys online training tips

Troop Responsibility Tracking Form

Troop training PowerPoint presentation

Customizable cookie flier (Word doc)

Troop Training Options

Determine which troop training option works best for you and the troops in your service unit. Connect with troop leaders and cookie managers in December to introduce yourself and inform them of their training options. Choose one of the training options below:

Training options:	What you do:
In-person*	Select a location, set a date & time for training session, invite troop volunteers to attend. Use provided outline and presentation to review important program information & distribute cookie materials. Track troop volunteer attendance.
Virtual	Select a date & time for a virtual training session, invite troop volunteers to attend. Use provided outline and presentation to review important program information. Track troop volunteer attendance. Arrange for days/times for troops to pick up sales materials.
River Valleys Online	Direct troops to complete River Valleys online training modules, found on Cookie Central. Provide troops with any service unit specific information via email, social media, text, or using Rallyhood. Troop volunteers will forward an email confirmation to verify training completion. Arrange for days/times for troops to pick up sales materials.

Troops should be trained in early January, ahead of the initial order deadline. Send an invitation at least 2-3 weeks in advance of your training date. If you are holding an in-person or virtual session and a troop volunteer is unable to attend, direct the volunteer to complete the River Valleys online training. For virtual training, you can also choose to record your session so volunteers can play it back later.

All new troop volunteers must watch the Troop Cookie Basics Tip Sheet prior to any training. This resource can be found on [Cookie Central](#).

No matter which type of training you offer, each Troop Cookie Volunteer must complete the online Troop Cookie Responsibility Form on Cookie Central. Provide each troop volunteer with your email address so you'll receive a confirmation email each time a volunteer completes the form. Forms must be completed by February 1. Reach out to the troops as the deadline approaches to remind them to complete the form.

Cookie Materials

One of your roles is to distribute the cookie materials to each troop. These materials will be shipped to you the week of December 25. Use the large envelopes to pack the following supplies for each troop:

Troop materials (one per troop)	Girl materials (one per girl)
- Troop Cookie Companion - Cookie Booth & Sales Kit - Receipt booklets (3-4 per troop) - One package of Lemonades	- Family Guide - Girl Scout reward flier - Order card - Money envelope - Door hanger sheet - Business card sheet

You'll also receive an 8-pack sampler of cookies. The sample packages of cookies can be used as refreshments at an in-person training or as door prizes for troops that attend a virtual training (hold a special drawing for all volunteers that attend).

For an in-person training, set out the materials and have troop volunteers set up an assembly line to pick and pack the items in the large troop envelopes. For virtual or online training sessions, schedule pickup times for troops using a tool, such as Sign-Up Genius or share a date and timeframe of when volunteers can pick up their items from your location.

If you need additional materials, email girlscouts@girlscoutsrv.org with the number of items needed and your mailing address and we will ship the items to you.

Training Outline

Use the Troop Training PowerPoint presentation to follow the outline below. You'll find these topics also in our online Troop Cookie Manager Guidebook and in the Troop Cookie Companion:

Introductions

Agenda
- Program Overview
- Engaging Troop & Girls
- Cookie Product Updates
- Managing the Cookies
- Managing Cookie Finances
- Smart Cookies
- Digital Cookies
- Q&A

Key Dates for 2024

New for 2024
- New Cookie mascot & theme
- New cookie price & proceeds
- New sales platform for Girl Scouts & Troops for online sales
  - Digital Cookie
- Updated shipping promotion

Popular features are back
- GSRV will cover 100% of credit card transaction fees
- Updated shipping promotion
- Refreshed patch program opportunities

5 Skills of the Cookie Program

Cookie Varieties

Cookie Manager Role Overview

Cookie Business Meeting
- Family Cookie Business Meeting Resources available on Cookie Central

Goal Setting

Cookie Resources
- Online resources: Cookie Central
- Troop & Girl Scout print materials

Cookie Program Participation Options
- Online
- Hybrid
- In-person

Cookie Booths
- LY 2023 Stats
- Council Secured Partners
- Cookie Booth Sign-up Calendar and Lottery
- Troop-secured Cookie Booths
  - Location ideas
  - Booth tips
- Cookie Booth Resources

Cookie Pro Patch Program
- New for 2024 (replacing the Cookie Booth of the Week contest)

Cookie Care Donation and LemonAid Program
- Two Donation Options Return for 2024
  - River Valleys Donations (Virtual Cookie Share)
  - Troop Donations (Tracked Cookie Share)

Cookie Rewards & Badges
- New & returning items
- Cookie Credits & Camp Coupon
- Troop PGA rewards

Parent/Guardian Participation

Cookie Rallies
- Service Unit Rally Resources
- Councill-wide Virtual Cookie Rally on February 6
  - Details in The Cookie Press

Cookie Policies
- Find all policies on Cookie Central
- No changes from 2023
- Digital Sales Policies remain in place
  o Contact GSRV with questions

Cookie Retail Open Houses

Initial Orders
- Order due January 19
- Cookie Calculator
- Why and how to place your Initial Order
- Initial Order Deliveries will arrive February 8-15

Gluten Free Caramel Chocolate Chip Cookie Orders
- Email reminder in early January
- What happens if you didn't place a pre-order

Cookie Cupboards
- Three types
  o On-demand Council Cupboards
  o Express Council Cupboards
  o Regional Cookie Cupboards
- How to use Cookie Cupboards
- Cookie Pick-up Options

Managing the Cookies
- How troops get cookies
- Deliveries
  o Note: Inform troops of the type of delivery your SU is participating in
- Cupboards
  o Note: Inform troops of the type of cupboard they will utilize
  o Council cupboards are open to all troops
- Inventory Management

Managing the Cookie Finances
- Customer payment options
- Troop deposits
- Family payment options
- ACH Withdrawals
- Finance/Inventory Issue Form Uses

Online Responsibility Forms
- Available on Cookie Central
- Family Responsibility Form due by February 1st
  o Must be completed before families can receive cookie inventory

Payment Options for Troops & Families
- Troop bank deposits
  o Make weekly deposits
- Automated Clearing House (ACH) Information
- Finance/Inventory Issue Form (FIIF)

Smart Cookies
- Access date Dec. 18, 2024
- Updates for 2024
- Resources for learning

Digital Cookie
- New Online Platform for Girl Scouts and Caregivers
- Access Dates: Troop Leaders and Cookie Managers, Jan. 22, Girl Scouts & Families, Feb. 1, 2024
- Girl Scouts can use their Digital Cookie account to set up their online account sales link which they can share by email, text, social media, or even their parent/guardian workspaces
- Offers great new features

Brief Digital Cookie Training
- Logging on and setting up your site
- How to view sales progress, manage orders, turn off/on cookie varieties, approve online orders, opt in/out of in-person delivery, make rewards selections, and more
- Digital Cookie Mobile App
  - Your Digital cash register for in-person & booth sales
- Digital Cookie Help Center

Your Cookie Support System

Wrap up with a thank you!

Introduction template

To help make your communication with troops as easy as possible, we have provided a template below that you can use to introduce yourself to TCMs and share the details about the troop training you will be hosting. You can send this in an email, or feel free to modify the information to post on social media or Rallyhood:

Hello,

My name is [your name here], and I am the Service Unit Cookie Manager for the [your SU name] service unit. This means I am your first point of contact for questions and information about the 2024 cookie program before, during, and after the sale. I am here to support you no matter if this is your first cookie season or if you are a seasoned cookie pro.

There are a variety of ways girls can sell this year, and I look forward to sharing those details with you and more at our troop cookie manager training on [date] at [time]. [Provide virtual meeting login/access details here OR in-person meeting details.] Since this training is mandatory, please let me know as soon as possible if you cannot attend so that we can make alternative arrangements to get you caught up. If you are still unsure whether your troop will be participating in the program, I encourage a volunteer from your troop to attend to learn about how selling cookies benefits girls, troops, and how easy it can be to sell.

Let me know if you have any questions ahead of our training, and I'm looking forward to a fun, successful, and memorable cookie program!

Note: if you are directing troops to complete the River Valleys online training, modify the message above to direct them to Cookie Central to access the training videos.

In-Person Training

Tips Getting Started

- Inclusion and access are critically important as Girl Scouts plan in-person activities. Make sure that you have considered access and inclusion as you make your plans. Here are some prompts to get you started:
    - o Do all volunteers have access to transportation? How about internet and devices?
    - o Consider planning a training that volunteers can participate in virtually or in person, according to each person's circumstances and comfort level.
- Girl Scouts River Valleys Properties can be reserved to hold training sessions: Visit camp.girlscoutsrv.org/rentals to request a free space to hold an in-person training.

Cookie Program Overview

Provide troops with a high-level overview of the program, why it's important, what participation does for girls, how the sale impacts the community, and general how to's. Some suggestions:

- Follow the outline in this document to ensure you cover all the important topics

- Use the Troop Cookie Manager Training Presentation
- Share tips and tricks that you have found to be helpful for the sale—especially about managing inventory, cookie cupboards, and cookie booth tips
- Connect first-time cookie volunteers with seasoned pros to continue sharing ideas and best practices

Smart Cookies and Digital Cookie Trainings

Show troops how to find the step-by-step Smart Cookies Guide and videos as well as the Digital Cookie training materials on Cookie Central. If you'd like access to our Smart Cookies training site in order to perform a live demo in the site, request an account at girlscouts@girlscoutsrv.org.

Cookie Central

Cookie Central is filled with resources to help troops before, during, and after the sale. Show the troops how to access Cookie Central at GirlScoutsRV.org or using the QR code found on your cookie materials. Empower your troops to view the web as their friend, showing them how to access information quickly at the tips of their fingers.

Virtual Training Tips

Getting Started

There are many platforms that can be utilized to hold and run a successful virtual meeting. River Valleys does not endorse any one platform and you are welcome to use any platform you feel comfortable using.

Below are some options:

Zoom https://www.zoom.us/ • Screen sharing and document sharing • Chat function • Video options, audio over computer • Can record meeting • Host must have a Zoom account • Zoom account is not necessary to join a meeting	Microsoft Teams https://teams.microsoft.com/start • Screen sharing and document sharing • Chat function • Video optional, audio over computer • Can call in via phone, must turn audio off • Can record meeting • Host must have a Microsoft Teams account, for users with Office 365 through work • Teams account not necessary to join meeting • Not compatible for Mac users
Skype https://www.skype.com/en • Free service for 2-50 people • Document sharing • Chat function • Video optional, audio over computer • Can record meeting	Google Hangouts https://hangouts.google.com • Two features – Chat or Video/Voice • Free service, video up to 25 people, Chat up to 150 people • Video optional, audio over computer

	• Requires a google account for all members, good for Google Groups users • Screensharing • Can use computer or phone • Chat is only functional on computer • Screenshare is only functional on computer

Getting Started

- Make sure your training invitations include the link to the virtual training. For some volunteers, virtual training may be new. Instruct them to create an account or provide any tips that would be helpful if they are attending their first virtual training

Running a Successful Virtual Training

Many platforms allow you to record the meeting, but you need to let everyone know you are doing so at the start of the meeting

- o Recording can be nice for those who are unable to attend the meeting
  - o Anyone who doesn't want to be recorded can turn off their video and go to audio only, or just wait for the meeting notes.
  - o Recording is optional
- Facilitator tips:
  - o To allow for everyone to participate, try asking someone directly to contribute or ask questions, especially if you notice someone is getting spoken over or hasn't shared much during the meeting
  - o The presenter should make sure to leave space/pauses while talking or asking for questions to allow for lags in video and to allow for people to type in the chat
- Participant tips (to share with your volunteers and leaders):
  - o Everyone should try to find a quiet, distraction-free space to participate in the virtual meeting
  - o If you're new to virtual meetings, it's a good idea to open the meeting five to ten minutes early, which allows for time to work through any technology problems you might have
  - o Be courteous and patient
  - o No multi-tasking
  - o Video (when possible) and microphone should be on, but muted (unless you want to contribute to the conversation)
  - o Stay on topic, especially in the chat
- Tips on using the chat feature:
  - o This feature makes it easy to take turns sharing ideas and asking questions, especially if you have a large group
  - o You can share files in the chat during the meeting
  - o You can ask a question any time in the chat, and it can be answered any time as well
  - o One person (ideally not the facilitator) should monitor the chat and then verbally ask those questions
- Thank everyone for making space to participate remotely

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River Valleys Online Training

We've got you covered if life is too busy for you to host a troop training session. Follow this checklist when using this option:

- Connect with the troops to introduce yourself and provide your preferred contact method(s)
- Direct troops to complete the online training on Cookie Central. Troops will watch a series of videos focusing on different topic areas for the program:

    - Once finished, the volunteer will complete an online form and receive a confirmation email
    - Remind the troop volunteers to forward their email confirmation to you to verify their training completion

- Provide troops with any service unit specific information, such as: the type of delivery and cupboard they will utilize, cookie rally information, service unit arranged sales or cookie booth opportunities, etc.

Inform troops to reconnect with you if they have any questions or need clarification.

Online Troop Responsibility Form Tracking Tool

You'll receive an email each time a volunteer has completed their online Troop Responsibility Form. cord the information below when you receive the confirmation email. Forms are due by February 1. Reach out to any troops who miss this date to remind them to complete the form.

Troop #	Volunteer Name	Date Email Received