

# Service Unit Cookie Manager Basics: An overview for new Service Unit Cookie Managers

As a Service Unit Cookie Manager, you guide Troops on their cookie journey. You are...

- **A Trainer:** Provide training to the Troops in your area to ensure they are set up for success and know what to expect.
- **A Resource:** Distribute materials, direct Troops to resources, and assist with questions. Distribute rewards at the end of the season.
- **A Helper:** Assist Troops with issues or concerns.
- **A Champion:** Keep Troops energized and excited during cookie season!

## Cookie Timeline

### BEFORE THE SALE

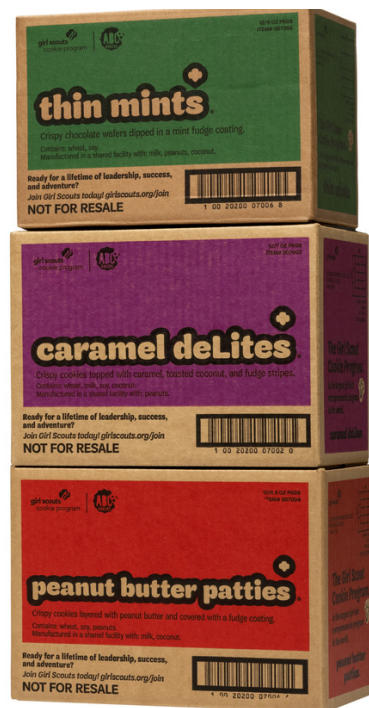
- Attend the annual Service Unit Cookie Manager Training
- Know your cookie resources
- Connect with and train your Troops
- Distribute cookie materials
- Verify Troop Cookie Manager Responsibility forms are completed

### DURING THE SALE

- Answer questions from Troops
- Read The Cookie Press & share reminders with Troops
- Keep a pulse of Troop inventory
- Spread the Cookie Spirit

### AFTER THE SALE

- Remind Troops to:
  - Wrap up in Smart Cookies
  - Complete bank deposits
  - Enter reward choices
- Receive and distribute rewards
- Celebrate/reflect on the season



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