



girl scouts  
river valleys

The 2024

# Service Unit Cookie Notebook

YOUR HANDY-DANDY SIDEKICK  
FOR THE COOKIE SEASON



Scan the **QR Code** with a  
mobile device or visit us online at  
**GirlScoutsRV.org/CookieCentral**  
to access our hub for all  
things cookies!

# WELCOME TO THE COOKIE SEASON

**Here's a fact:** *Because of you, the Girl Scout Cookie Program is possible and accessible for Girl Scouts in your area! You make the power of cookies happen for our Girl Scouts so they can experience life-changing adventures, learn invaluable skills, and have a whole lot of fun!*

This season is filled with a mix of exciting, new things along with returning elements including selling resources and participation pathways that offer opportunity and flexibility for every Girl Scout. Our main commitment is to ensure that you, the troops, and Girl Scouts in your area have a smooth and successful season. This means clear communication, tips, resources, and access to the cookies your Girl Scouts need when they need them to reach their goals.

This notebook contains your handy checklist, a cookie calendar, and an overview of the highlights of the 2024 program. Cookie Central is our online hub that provides you with the most current information possible, like your Service Unit and Troop Cookie Manager Guidebooks, cupboard schedules, and information on how to use Smart Cookies and the new Digital Cookie platform. You'll receive the information you need for your role online, in your email, or delivered to your door. As the service unit cookie manager, you'll be:



## THE TRAINER

After first receiving training from Girl Scouts River Valleys, you'll use the Troop Training Toolkit to determine the training option (virtual and in-person) that works best for how you want to deliver training to your troops. Training is crucial as it ensures your troops are ready to take on the cookie season.



## THE RESOURCE

For troops, you are the information source for all things cookies—from distributing key program materials, to directing them to helpful resources.



## THE HELPER

Assist with and respond to troops who have issues or concerns—like too many cookies or finance problems, and try to be proactive. New troops will especially need the extra support.



## THE COOKIE CHAMPION

The cookie season is a joyous, but sometimes hectic, time of year. You are the troops' #1 cookie supporter, so take time to re-energize them throughout the sale.

And, don't forget that our team is here to: guide you throughout, give you a high-five when you share your successes, and offer support when you need it. We're grateful to team up with you to make the 2024 cookie season a rewarding experience for girls.

***Yours in Girl Scouting,***

The Girl Scouts River Valleys Product Program Team

# 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 the online Service Unit and Troop Cookie Manager Guidebooks. 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 girls love as much as cookies? Badges and patches, of course! We have refreshed opportunities for girls 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 the advertised number of cookie packages in the shipping promotion. 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 the Friends of the Mississippi instead of receiving an item at the 130 package sales level.



**"A-lot!" 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 shipped orders. For Smart Cookies technical support, email [ABCSmartCookieTech@hearthsidefoods.com](mailto:ABCSmartCookieTech@hearthsidefoods.com)

# COOKIE RESOURCES

**Cookie Central:** Your online one-stop hub for all things cookies! Use your mobile device's camera to scan the QR code on the first page or visit [GirlScoutsRV.org](https://GirlScoutsRV.org) and click on the Caramel deLite cookie on the top of the page. From there, you can access online resources such as your Service Unit Cookie Manager Guidebook, Troop Cookie Manager Guidebook, Smart Cookies Guide, Digital Cookie Guide, cookie cupboard information, online training, printable resources, and more.

**Smart Cookies ([abcsmartcookies.com](https://abcsmartcookies.com)):** The online system used by volunteers to manage the Cookie Program. Volunteers use Smart Cookies to order and transfer cookies, monitor progress, run reports, and order rewards. You'll receive an email with a link to set up and register your Smart Cookies account for the new cookie season. Find step-by-step instructions and helpful videos in the Smart Cookies Guide located on Cookie Central.

**Digital Cookie ([digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org)):** The system used by Girl Scouts for online cookie sales. Girls can personalize their Digital Cookie site to reach customers in several ways: send emails, share their site on social media or by text, or create a QR code for use on marketing materials with options of getting in-person cookie delivery or direct shipment of cookies to their homes. Girl Scouts will use the Digital Cookie mobile app to take credit card payments at a booth or for other in-person sales.

Some troops may access Digital Cookie to: set up a virtual booth link, find the troop shipped only cookie link, monitor online sales, send cheers to troop members, and more. Troops will also use the Digital Cookie mobile app to take booth credit card payments. Service Unit volunteers can access the site to monitor troop online activity.

You'll receive an email with a link to register your Digital Cookie account in mid-January. Girl Scout caregivers will receive an email to register their account on February 1. We'll feature a full tool kit of tip sheets, training videos, and support resources for both volunteers and families on Cookie Central.

**The Cookie Press:** It's a must-read during the cookie season! A weekly e-newsletter sent to your email and found online at Cookie Central for cookie volunteers. The Cookie Press includes helpful tips and reminders throughout the program.

**Looker:** Service unit volunteers use this online tool to access real-time membership data. Find details on how to use Looker at [Volunteers.GirlScoutsRV.org/Using-Looker](https://Volunteers.GirlScoutsRV.org/Using-Looker).

**Cookie materials:** You'll be responsible for distributing items to each participating troop as they are shipped to you in late December. Items include: cookie order cards, rewards fliers, receipt booklets, Cookie Booth & Sales Kits, copies of the Troop Cookie Companion, Family Guides, and money envelopes. You'll also receive an 8-pack sampler of cookies for service units to use and Lemonades sample packages for each troop (one per troop).

# COOKIE VARIETIES

ABC Bakers, Girl Scouts River Valleys baker-partner for the season, offers nine cookie varieties for customers to choose from: Toast-Yay!, Thin Mints, Caramel deLites, Peanut Butter Patties, Adventurefuls, Lemonades, Trefoils, Peanut Butter Sandwich, and the gluten-free Caramel Chocolate Chip. All cookie varieties are \$6 per package.

*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.*

# COOKIE PROCEEDS

For the 2024 cookie season, we’ve refreshed and updated our troop proceeds to make it easier for volunteers and Girl Scouts to track their earnings and progress towards their goals.

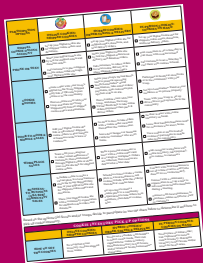
TIER NAME	TIER REQUIREMENTS	TROOP PROCEED PER PKG. SOLD*
Base	Base	\$0.90
Early Bird† (EB) + PGA	EB + met PGA of 235	\$1.00

*\*Senior and Ambassador troops can choose to opt out of girl rewards and receive an additional \$.05 per package by emailing [girlscouts@girlscoutsvr.org](mailto:girlscouts@girlscoutsvr.org) by April 1, 2024. Girl Scouts will still receive Cookie Program patches. † Troops that qualified for the Early Bird Bonus Proceeds registered at least one troop leader and half of the # of 2023-2024 members in the troop during the Early Bird campaign.*

# COOKIE PARTICIPATION OPTIONS

When Girl Scouts participate in this iconic program, they learn the realities of running a business while they gain things that are priceless, like confidence in themselves and their abilities. 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 from our cookie participation options chart 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!

		
<b>ONLINE COOKIES: SHIPPED COOKIES</b>	<b>HYBRID COOKIES: ORDER-TAKING &amp; DELIVERY</b>	<b>IN-PERSON COOKIES: COOKIES ON HAND</b>



VIEW THE COOKIE  
PARTICIPATION  
OPTIONS CHART



# SERVICE UNIT COOKIE MANAGER CHECKLIST

Use this checklist to ensure you're on track with completing tasks before, during, and after the sale.

## BEFORE THE PROGRAM: NOW-EARLY FEBRUARY

- ☐ December 2-5: Attend one of the virtual Service Unit Cookie Training Sessions. If you are unable to attend a virtual session, online training will be available. Service units need at least one person trained to qualify for their Service Unit proceeds by February 1.
- ☐ Review the online Service Unit Cookie Manager Guidebook and Troop Cookie Manager Guidebook to learn about your role and the troop responsibilities.
- ☐ Connect (see suggestions on next page) with troops in your Service Unit.
- ☐ Week of December 25: Receive the cookie materials shipment.
- ☐ Inform troops of their training options and distribute materials to troops. Refer to your Troop Training Toolkit for options available.
- ☐ By December 20: Complete order for Cookie Rally supplies (if applicable).
- ☐ By February 1: Verify all troop cookie managers have completed the online Troop Cookie Responsibility Form. You will receive a notification by email each time a volunteer has completed their form.
- ☐ January through Cookie Go Day: Inform troops of Cookie Rally opportunities (including a council-sponsored rally) to get girls excited and prepared for the season.

## DURING THE PROGRAM: FEBRUARY 16-MARCH 24

- ☐ Communicate with troops to see if any have on-hand cookie inventory issues—too many or too few—and help them get connected using tools such as Rallyhood, a service unit Facebook group, a text group, or a shared Google Doc.
- ☐ Keep up the cookie spirit by offering support, sharing helpful tips, and inspiring stories of girls accomplishing awesome things through the power of cookies.
- ☐ Read The Cookie Press e-newsletter for important updates for your role and to reinforce with troops.

## AFTER THE PROGRAM: MARCH 25-JUNE 9

- ☐ By April 3: Make reward choices for any troops that missed their reward deadline.
- ☐ Week of May 27: Receive the reward shipment and distribute to troops.
- ☐ By June 15: Report any reward shipment miscounts to River Valleys.
- ☐ Complete the 2024 Cookie Program survey.

# NOTES

## REACHING OUT TO TROOPS

1. Use Looker to run a troop roster report, which will provide you with a list of troop volunteer emails and phone numbers.
2. Send a message to your troops 1) introducing yourself 2) providing them with your preferred contact info, and 3) offering to answer any immediate cookie-related questions. Recommended methods:
  - **EMAIL:** Send an email through Smart Cookies.
  - **RALLYHOOD:** Post a message in the Troop Cookie Manager Rally.
  - **SOCIAL:** Post on a Service Unit social media account.

2024 GIRL SCOUT COOKIE SEASON

# KEY DATES\*

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
Online sales and pre-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 Program ends	March 24
Troop reward order entry due in Smart Cookies. Finance/Inventory Issue Forms Due (if applicable)	April 2
Service unit reward order entry due in Smart Cookies	April 3
Final ACH withdrawal from troop bank account	April 26
Rewards shipped to Service Units	Week of May 27

GOT QUESTIONS? GIRL SCOUTS RIVER VALLEYS IS HERE TO HELP.

Call: 800-845-0787 | Email: [girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org)

Online: Search for Cookie Central at [GirlScoutsRV.org](https://www.girlscoutsrv.org)  
or use the QR code to be automatically directed

Social: To connect with other volunteers on Facebook, search  
“Girl Scouts River Valleys Service Unit Product Program Volunteers”

Rallyhood: Council Wide Service Unit Product Program Volunteers-GSRV

*\*All dates subject to change, refer to Cookie Central and The Cookie Press for the most current information.*