

2025 Cookie Program

Troop Product Coordinator Manual



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There's no limit to what Girl Scout Entrepreneurs can achieve with your help, and we know you're excited to get started. So go ahead, explore possibilities!



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Password:

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Timeline & Checklist



November/December 2024

- ☐ Troop Product Coordinators Attend Cookie Training
- ☐ Review Girl Registrations & Girl Information
- ☐ Host Girl Scout Cookie Program Meeting With Caregivers

January 2025

- ☐ January 6 - Digital Cookie Is Live
- ☐ January 8 - Smart Cookie Booth Scheduler Round 1 @ 6am
- ☐ January 10 - Smart Cookie Booth Scheduler Round 2 @ 6pm
- ☐ January 12 - Smart Cookie Booth Scheduler Round 3 @ 9am
- ☐ January 13 - TPCs Initial Order Due In Smart Cookie By 5pm
- ☐ January 18 - Cookie Rally
- ☐ January 21 - Penny Sweep
- ☐ January 28 - GSSNV Rewards Opt-Out Form @ 5pm



February 2025

- ☐ February 1 - Mega Drop
- ☐ February 3 - Cookie Cupboard Open For Reorder
- ☐ February 7 - Cookie Booths Start
- ☐ February 18 - First ACH Sweep - 25% Of Current Amount Owed To Council
- ☐ February 25 - Second ACH Sweep - 50% Of Current Amount Owed To Council
- ☐ February 26 - Delinquent Forms Open



March 2025

- ☐ March 3 - Cookie Program Ends
- ☐ March 7 - Delinquent Form Due By 5pm
- ☐ March 11 - Final ACH Sweep -Remaining Amount Owed To Council
- ☐ March 13 - TPCs Submit Final Rewards By 9pm
- ☐ March 18 - "Me & My Guy" Patch Submission Due By 5pm



Cookie Terminology

Service Unit Entrepreneurship Coordinator (SUEC)

Handles all aspects of the service unit's product program and reports/works directly with council.

Troop Product Coordinator (TPC)

Handles all aspects of the troops product program and reports to their SUEC.

Entrepreneurship Team

Comprised of Service Unit Entrepreneurship Coordinators (SUEC), GSSNV Director of Product Programs, and anyone else assisting with the product program.

Caregivers

Legal guardians of Girl Scouts.

Caregiver Permission & Financial Responsibility Agreement

In order for a Girl Scout to participate in the product programs, this form must be filled out. TPCs keep this form in their file.

Smart Cookie

The system used to input and track troop and girl progression during Cookie Product Program.

Digital Cookie

The system used to launch and track the online sales of the girls. Digital Cookies speaks with Smart Cookie.

Troop Balance Summary

The Troop Balance Summary is viewable in Smart Cookie. To view it, go to the "Report" tab, then click on "Finance" and then "Troop Balance Summary" to see the amount owed to council.

ACH (Automatic Clearing House)

The debit system used to pay for troops product purchases. An automatic withdrawal debits the troop account and removes the balance owed to council. This is often referenced to as a "sweep".

Penny Sweep

A test sweep used to verify troop bank accounts. Council will take one penny from the troop bank account and then replace the penny.

Delinquent Account Form

Form used to remove responsibility from the troop for collecting money from caregivers who are delinquent with their payment.

Online Girl Delivery Orders

An order placed online and paid for in advance, where the customer has requested in-person delivery by a Girl Scout.

Cookie Share

Council sponsored donation program. Purchased units are donated on customers' behalf to military, shelters, and other community partners in need.

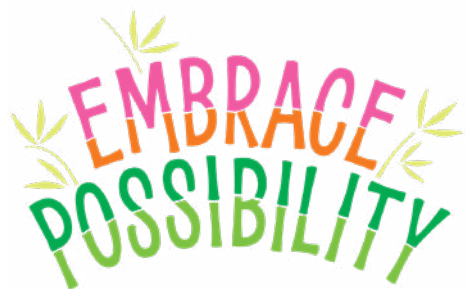
Product Case

A case contains 12 of the same units. Example: 1 case of Thin Mint contains 12 individual Thin Mint boxes.



Sell like a pro! Know the lingo and talk cookies like an expert.

Introduction: Embrace Possibilities



Embrace Possibility reflects the boundless opportunities girls can explore through the entrepreneurship program. The theme encourages them to step outside their comfort zones, try new things, and believe in their ability to achieve anything they set their minds to!

This year's theme also inspires girls to look towards what's possible and to embrace those "what-ifs" as they pursue their dreams and goals. The world is full of new paths and possibility!

The Girl Scout Entrepreneurship Program fosters the growth of five key life skills, allowing girls to proceed with courage, confidence, and character. This cookie season encourage girls to go from "I don't know," to "I know I can do it!" with the help of the five skills on the right!



It's a fact: Cookie season couldn't happen without the hard work of our volunteers. Thank you for serving as a Troop Product Coordinator!

Five Essential Skills

Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.

How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.

Decision Making

Girl Scouts learn to make decisions on their own and as a team.

How you can help: Talk about how they plan to spend the troop's cookie earnings.

Money Management

Girl Scouts learn to create a budget and handle money.

How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

People Skills

Girl Scouts find their voices and build confidence through customer interactions.

How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

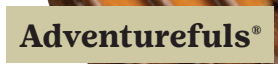
Business Ethics

Girl Scouts learn to act ethically, both in business and life.

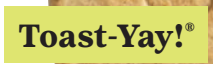
How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

A cartoon illustration of a happy panda sitting on green bamboo leaves. The panda is white with black ears, eye patches, and limbs. It has a pink tongue and is smiling. A small portion of a golden-brown dumpling is visible in the bottom left corner.

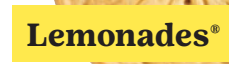
And At Only \$6 A Box!



*Indulgent brownie-inspired cookies with
caramel flavored crème and a hint of sea salt*



*French Toast-inspired cookies
dipped in delicious icing*



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Iconic shortbread cookies inspired by the original Girl Scout recipe



*Crispy chocolate wafers dipped
in a mint chocolaty coating*



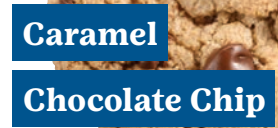
*Crispy cookies layered with peanut butter
and covered with a chocolaty coating*



*Crispy cookies topped with caramel,
toasted coconut, and chocolaty stripes*



*Crisp and crunchy oatmeal cookies
with creamy peanut butter filling*



*Caramel, semi-sweet chocolate chips, and
a hint of sea salt in a delicious cookie**

*Limited availability






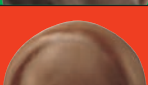






Girl Scout Cookies®

2025 Food Allergens Guide



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

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

Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program®, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie®

Is your Girl Scout interested in the e-commerce world and taking their digital media skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to develop their people skills and practice sales pitching! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course.)

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Encourage her to experience having her own Brick-and-Mortar business with her own Cookie Stand! Cookie stands are set up in front of a residence on a private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a pre-approved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the Cookie Entrepreneur Program empowers Girl Scouts' entrepreneurial spirit and adventures throughout the year! It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

Create your Digital Cookie Passport

for email address: parentemail@domian.com

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, including 1
number, capital letter and lowercase letter, with
optional special characters !, @, or \$

Confirm password

SUBMIT

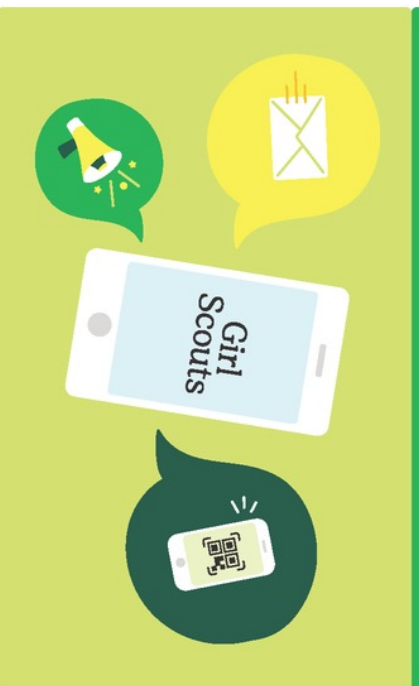
Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

2. Set Up Your Site

[illegible]

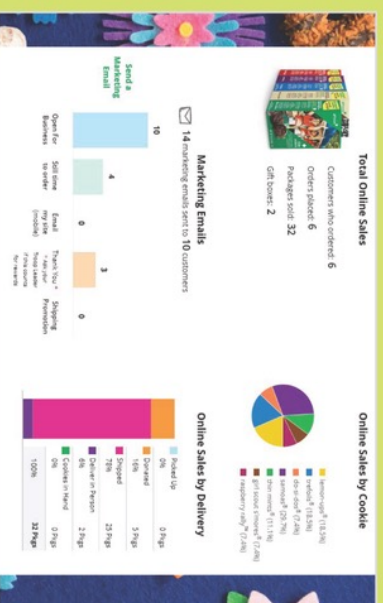
Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.

Digital Cookie®

**Use the
Digital Cookie®
app to sell cookies
wherever you go!**

The app makes it easy
for you to take payment
from customers
purchasing cookies.



New Resources For Entrepreneurs







































ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	www.facebook.com/abcbakers
Lemonades Facebook	Product sales and marketing tool	www.facebook.com/LemonadesCookie
Lemonades Instagram	Product sales and marketing tool	@Lemonadescookie
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	www.abcsmartcookies.com/resources
Cookie Theme Information	Gallery of images, clip art, certificates	www.flickr.com/photos/abcbakersvolunteergallery/albums
Cookie Varieties	Product descriptions and recipes	www.abcbakers.com www.abcsmartcookies.com
Rally Guide	Fun ideas for troop rallies	www.abcsmartcookies.com/resources
Standard Forms	Parent permission slip, count it up activity	www.abcsmartcookies.com/resources
Troop Goal Poster	Poster	www.flickr.com/photos/abcbakersvolunteergallery/albums
Volunteer And Girl Videos	How-to videos on a variety of topics	www.youtube.com/user/ABCCouncils

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you're not just sharing yummy treats—you're learning how to set goals, make smart decisions, manage money, practice good business, and talk to people like a pro! You'll pick up tons of super useful skills that all entrepreneurs use to run their own businesses. Plus, each year you rock your cookie sales, you can earn awesome badges and pins to show off your skills.

You can even dive into your own business ideas and earn the Entrepreneur badge! It's your chance to dream big, take charge, and have fun while you do it. Who's ready to crush it and become a business superstar?

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

Participation Policies & Guidelines

In order for a troop to participate in the Girl Scout Cookie Program, the following must be met:

- TPCs have an active adult membership for 2024-2025 (can be completed online www.girlscoutsnv.org).
- Cleared Criminal Background Check (CBC) on file with GSSNV.
- Completed the 2025 Girl Scout Cookie Program Training.
- Completed and submitted the 2024-2025 Troop Product Coordinator Agreement.
 - By signing the agreement form, you agree to be responsible for all product, payments, and paperwork for the cookie program.
- Completed 2024 Annual Treasury Report for returning troops.
- Have a leader, co-leader, and a minimum of five participating Girl Scouts or be open in the Troop Opportunity Catalog.
- Have a current bank account (New Troops: please work with your Membership Support Specialist) and submitted the ACH Debit Authorization Form.
- Be debt-free.
 - Failure to meet the above requirements will result in not having access to Smart Cookie.

In order for a Girl Scout to participate in the Girl Scout Cookie Program, the following must be met:

- Have a current 2024-2025 membership.
- The Caregiver Permission & Financial Responsibility Agreement Form MUST be signed by the caregiver.
- Caregivers should be in good standing and no debt owed to Council.

Caregiver Permission & Financial Responsibility Agreement Form

The Caregiver Permission & Financial Responsibility Agreement Form will be available online or provided by your SUEC or Council (depending on the training you attend).

- The form MUST be signed by the caregiver PRIOR to the girl participating in the cookie program in ANY way.
- This form covers both the participation in the program and the selling of cookies (door-to-door, online, and at cookie booths).
- The Troop Product Coordinator will keep all signed forms in their troop files.
- Do not turn this form into Council unless the Delinquent Form is submitted or if GSSNV requests it.

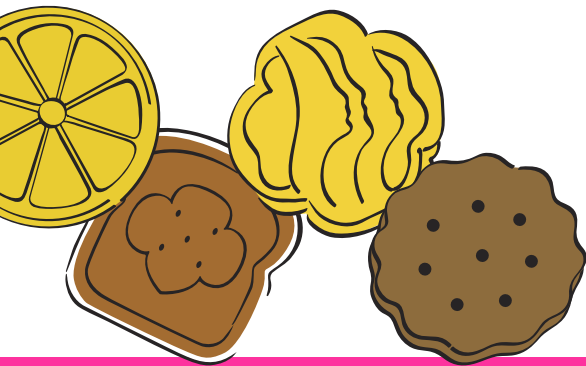
Girl Code Of Conduct

Girl Scouts are held to the highest standards in the community. Girls are very visible to the public while wearing their Girl Scout uniforms and selling cookies. Therefore, their behavior is extremely important to the Girl Scouts Movement. Girls are representing a world-wide organization and must act accordingly. Poor behavior can jeopardize the opportunity to conduct cookie booths in the future. Placing cookie booths to sell from are an opportunity and privilege businesses extend to Girl Scouts.

Girls, Troop Leaders, Caregivers Should:

- Be at their booth at their chosen time and location
- Not argue in any way shape or form
- Not yell, scream, run around or climb nor sit on store displays
- Not eat or drink at the booth table
- Not leave consumables on booth
- Help set-up, restock, and tear down the booths
- Greet their customers in a friendly manner
- Say "Thank you" after a sale
- Be gracious and respectful even if someone isn't interested in buying cookies
- ALWAYS follow the Girl Scout Promise and Law

*** Disregarding any cookie program standards and guidelines outlined in this manual may result in loss of booth privileges, loss of highest girl rewards earned, loss of troop proceeds, and/or removal from the cookie program, determined on a case-by-case basis.***



Adult Code Of Conduct

Volunteers, chaperones, and caregivers should ALWAYS follow the Girl Scout Promise and Law when engaging and communicating with others.

The following behaviors may result in immediate suspension or termination of any involvement in Girl Scouts:

- Violating GSSNV and GSUSA policies
- Misusing troop funds and refusing to submit an accurate and timely Annual Treasury Report
- Failing to maintain a positive representation of GSSNV and GSUSA at all Girl Scout activities and events
- Harassing, intimidating, or committing violence of any kind that creates a hostile environment with other volunteers and/or council staff
- Slandering/defamation of character or using inappropriate/abusive/offensive language on social media or while communicating with others
- Smoking, using or being under the influence of drugs and alcohol while at Girl Scout activities and events
- Neglecting, causing physical injury, or emotional maltreatment of others, including verbal and/or sexual abuse
- Failing to fulfill the conditions of the volunteer agreement, omitting, or falsifying any information on the volunteer application form and/or council records

Whistleblowers

If guidelines are not followed and a complaint is warranted, the following requirements are to ensure honesty and fairness in lodging the complaint:

- The person filing the complaint must be directly involved and willing to face the accused in a mediation meeting facilitated by Council.
- The complaint must be in writing, with clear and concise descriptions of which guideline(s) are being broken and signed by the accuser.
- Volunteers, chaperones, and caregivers should ALWAYS follow the Girl Scout Promise and Law when engaging and communicating with others.
- The following behaviors may result in immediate suspension or termination of any involvement in



Meet The Panda!

Use these panda fun facts to kick-off your cookie season with some fun. Will you turn them into jeopardy? How about a box of cookies as a prize for whoever gets the most correct!

- Giant Pandas spend nearly 12 hours a day eating.
- 99% of their diet consists of different types of bamboo.
- Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.
- Giant Pandas are one of the few bear species that do not hibernate.
- Natural habitat is only in the mountain ranges of central China.
- Giant Pandas are able to climb a tree backwards, like a hand stand, to leave scent markings as a way of communicating with each other!



Ways To Sell

Girl Scout Cookie Entrepreneurs can grow their selling skills in a variety of ways. Be sure to practice safety when considering any of the ways to sell.

Girl Scouts and their supervising parent/guardian must read, agree to, and abide by the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, and the Supplemental Safety Tips for Online Marketing before engaging in online marketing and sales efforts through the cookie program. You'll find all of these documents and everything else you need in your council's Safety Activity Checkpoints.

Walkabouts (Door-To-Door)

Every year we receive calls from customers anxiously awaiting a Girl Scout to knock on their door! Encourage girls to spread the Girl Scout Cookie love to their entire neighborhood. Take orders or load packages into a wagon or car and leave no doorbell unrung throughout cookie season!

- Walkabouts should not be conducted in parking lots, malls, or other areas where one can be escorted off property

Cookie Stands

Cookie Stands are a lemonade stand-style selling option. These cannot be set up on a dirt lot or empty parking lot without council approval. Approval is not needed for stands directly in front of the Girl Scout's home. Please contact your SUEC if you have any questions.

Virtual Cookie Booths

Using a troop leader or caregiver account for safety, set up a virtual cookie "booth" to bring customers to you on FacebookLive, Google Meet, Zoom, etc.

Workplace Sales

Girls can make sales pitches to local businesses or go with a caregiver to their workplace to take orders.

Social Media

For Girl Scout entrepreneurs 13-years-old and older, social media is a great way to spread the word about their cookie goals. As a girl-led program, online marketing and sales should be led by a Girl Scout while supervised by her caregiver:

- Friends and family of a girl participating in the Girl Scout Cookie and Fall Product Programs must not

market or share a girl's contact information, sales links, or sales information on public-facing online sites. They should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines). Please contact council before appearing on any news outlet.

- Be aware using a dollar sign(\$) on a post in Facebook can create a Marketplace posting, so disable this automated function. Should any online marketing activities be identified as in violation of guidance, GSUSA and GSSNV reserves the right to intervene and request removal of the post.
- Consequence to these violations will be that Girl Scout's selling platform will be turned off until post is removed. If refusal to remove the post, girl proceeds can be affected.

Learn More:

- girlscoutcookies.org/troopleaders
- abcsmartcookies.com/resources
- Get info from your council regarding approved methods of delivery. Safety resources are available at girlscoutcookies.org/troopleaders and with your local council.
- girlscouts.org/cookiebadges
- girlscouts.org/digitalcookie

Essential Volunteer Safety Information

Ask your council about the Volunteer Essentials and Safety Activity Checkpoints. You'll get just about everything you need including basic facts, forms, and tips for planning outdoor activities, managing troop finances, promoting safety, arranging trips, and selling cookies.

Cookie Sale Toolkit

Use the tools and tips in this action planner to help girls organize booths for both in-person and virtual cookie sales. You'll find resources to support a wide range of selling environments, from DIY work place order stations to customizable social media posts.

Cost Of Cookie & Troop Proceeds

Each box of cookies is \$6. Troops will earn \$1 from each box sold.

Cookie Booths

Cookie booths are another avenue for girls to sell their cookies and grow their cookie business. Securing permission from businesses to have cookie booths will be facilitated by council and SUECs. TPCs need to coordinate with SUECs if they would like to help secure booths for all troops. If you have any questions or concerns before, during, or after your booths, be sure to contact your Service Unit Entrepreneurship Coordinator. Please DO NOT ask the store manager.

- All booths must be entered into Smart Cookie for insurance and liability purposes.
- The girls' safety is of utmost importance, therefore locations deemed inappropriate or unsafe for girls will not be approved (for example, dirt lots, marijuana dispensaries, adult entertainment venues, etc.)
- All booths must adhere to the booth hours and staffing guidelines.

Drive-Thru Booths

Setting up cookie booths as a drive-thru in parking lots will allow girls to participate in the cookie booth program while maintaining and practicing social distancing. Drive-thru booths are facilitated by council and the locations have been granted permission by the property management company. These booths will be available to reserve in Smart Cookie.

Cookie Booths at Your Own Business

If TPCs, troop leaders, or caregivers OWN their own business (not a relative or a friend), they may host cookie booths at their place of business. The Booth Authorization Form must be completed and returned to your SUEC. Owning a business does not allow you to create your own sales hours or dates. This booth can be used exclusively by the troop but MUST be open to all girls in the troop.

Booth Scheduler

See page 3 for timeline of booth selection rounds. Specific Rounds guidelines will be emailed to TPCs prior to Round 1 on Jan. 8, 2025.

Booth Hours

Booths will be scheduled as follows (dependent on store restrictions):

- Monday through Friday: 1:00pm through 8:00pm
- Saturday and Sunday: 8:00am through 8:00pm

We recommend that Daisies should not booth after dark.

Cooperating with Businesses

Please follow any guidelines set forth by store management (located in the booth note section in Smart Cookie) or GSSNV. This is KEY to maintain these relationships with these important partners. We want to be able to return next season. This extends to girl etiquette. Girls should be on their best behavior.

Additional GSUSA Booth Location Policies

(Find More Information In Volunteer Essentials and Safety Activity Checkpoints)

- Certain locations are inappropriate for younger Girl Scouts. These locations may negatively impact the cookie program experience for girls, and/or may negatively impact our brand in your community.
- Girls should not sell in or in front of establishments that they themselves cannot legally patronize.
- Additionally, with respect to marijuana dispensaries, we have been steadfastly combating the unauthorized uses of the Girl Scouts trademark by the cannabis community which has been marketing (without our authorization) certain cannabis products under our youth-appealing brand. We are continuing to aggressively fight these unauthorized uses of the Girl Scouts brand and hope that our councils and volunteers will join GSUSA's efforts by discouraging cookie booths at such locations.



Ways to Sell (continued)

Booth Staffing

- A minimum of 2 adults and 2 Girl Scouts (maximum of 4 girls at a door) must be present at all times during troop booth sales.
- One adult must be registered and cookie trained with a clear background check. This adult can be trained by the TPC. The second adult can be a caregiver, grandparent, or any responsible adult over the age of 18.
- Talk to caregivers about their schedule before selecting booths and send a sign-up sheet after selecting booths.
- Use a “booth kit” (tablecloth, posters, etc) for every booth. Keep 2-4 booth kits ready to go to make preparations easier. Make sure to display your troop number and fundraising goal prominently!
- Up to 2 Girl Scouts to 1 Adult Cookie Booths for Cadettes, Seniors, and Ambassadors ONLY
- This ONLY applies to girls who are Cadettes, Seniors, and Ambassadors and their cookie booth trained adult. No exception to the rule, up to 2 Girl Scouts to 1 adult only.
- Juliettes may participate with 2 Girl Scouts to 1 adult booth as long as they meet the Girl Scout level and adult requirement.
- They must wear identifying Girl Scout attire. Adults should also wear Girl Scout identifying attire.
- Multi-level troops may have booths that are 1:1 or 2:1 Girl Scouts to Adult ratio but can only have girls in grades 6th through 12th participating at the one adult booth.

Setting-Up and Closing Down Your Booth

Start and end on time. Start prepping to close down about 10 minutes before the booth ends. Be respectful of each other's booth times. You can finish the sale you're working on but all additional sales belong to the next troop (even if a customer promises to return but does not until after your time slot ends.) Credits for sales only apply to YOUR scheduled time slot. When time is up, clear the area so the next troop can start to set up on time. You can continue packing your supplies away from the booth area so that the next troop can begin selling when their time begins.



Booth Selling Tips:

Offer a Girl Scouts Cookie Share option!

During booth sales, ask customers to donate cookies to a worthy program. Promote the option with posters, t-shirts, and a special box (or wagons) for donated cookies.

Share goals with customers!

Customers love to know how girls are investing their cookie proceeds, so encourage girls to make posters, banners or t-shirts to get the word out.

Hand out recipe cards!

Encourage customers to stock up and make recipes featuring their favorite Girl Scout Cookies!

Bundle up!

Combine cookie varieties into bundles with a ribbon and handmade card.



During Your Booth

- Bring your own equipment and supplies. Use a covered table to display your cookies, and use publicity posters, troop banners, etc for your display. It's your time to shine so BLING YOUR BOOTH.
- DO NOT GIVE COOKIE SAMPLES to customers as it is a risk factor concern and possibly against store regulations (placing our partnership in danger).
- Girls AND adults should wear Girl Scout appropriate attire (preferably, uniform vest/sash or troop t-shirt.) Always wear the Girl Scout membership pin.
- Girls AND adults should not wear short-shorts, low-cut shirts, extremely ripped jeans, cut-up shorts, etc. Remember to maintain a positive representation of GSSNV and GSUSA.
- Practice money safety. Never leave money or personal valuables unattended and/or on top of the booth table. If a theft occurs, move to a safe place and contact council for the next steps. Call the Emergency phone number, 702-971-1402, if after hours.
- Siblings and pets MUST be left at home. Tag-a-longs (non-registered Girl Scouts) are not allowed at a booth sale.
- Girls should take their breaks away from the booth and NEVER eat at a booth.
- Do NOT block store entrances or exits. Customers should be approached only upon exiting the store. Abide by store rules!
- Leave your area clean by taking trash bags and taking your empty cardboard cases with you. Do not leave them at the store or in the store's trash cans. Remember, Girl Scouts Leave No Trace!

Recommended Booth Supplies

- A card table and Girl Scouts tablecloth
- An extra sash or vest
- Brochures, cookie recipes, pens, calculator, tape
- A pocketed tie-on apron to take money and give change
- A heavy duty, zippered money bag or cash box.
- Handmade signs! Girls can promote their service projects, sales strategies, goals, etc.
- A binder with girls' emergency contact information, signed permission slips, booth location Smart Cookie printout, contact numbers (Cookie Team, SUEC, Troop Leader, etc) and tracking sheet for inventory and cash
- Smiles! Remember to always have fun.

Booth Cancellations

- Go into Smart Cookie and release your booth time slots if you are unable to make them. Ask your SUEC for help if you are unable to release the booths yourself or if you have any booth concerns.
- Troops may face a penalty if they do not release a booth location in Smart Cookie and "no show" to their time slot, as it affects Cookie Finder.



Inventory Management

Initial Order (January 13, 2025)

Submitting your initial order helps GSSNV ensure we have enough cookies in supply for the entire season and ensures that your girls have cookies on day one. Your initial order should include inventory for your first weekend of cookie booths. Your first troop cookie payment is not due until February 20th so you will have plenty of time to sell through some of your initial order to cover the payment.

How To Enter Your Troop's Order In Smart Cookie

- Log into Smart Cookie.
- Go to Orders tab on the Dashboard
- Click on Troop Initial Order.
- Scroll to each flavor to enter the quantities (by the case)
- Click on Save once complete.
- Once Initial Order is Save, you will be taken to select the location/time for Mega Drop.

Mega Drop

There are three locations for Mega Drop on February 1, 2025 (check with your SUEC). Follow the instructions given at the location you are picking up your troop's cookies. Verify the cookie count after pick up. TPCs have 48 hours to report any errors.

- Children and pets are NOT allowed at Mega Drop sites.
- Print a copy of your initial order from Smart Cookie.
- Make sure you have enough vehicles to load all your cookies. See page 24 for guidelines.
- Check in at your scheduled pick up time
- There will be a \$35 fee for no shows and for no communications for being late.
- Sign the receipt and make sure to get one for your records.
- Contact your SUEC if arrangements are needed for a substitute pick up person and/or date.
- Contact your SUEC within 48 hours of pick up to report errors. There is no guarantee for correction past the 48 hours.

Reorders MUST be placed in Smart Cookie by noon the day BEFORE the pickup date.

Cookie Cupboard Hours

MOVE 4 LESS CUPBOARD

Wednesday	2/5, 2/12, 2/19, 2/26	9am to 3pm
Friday	2/7, 2/14, 2/21, 2/28	9am to 3pm

GSSNV COUNCIL CUPBOARD

Thursday	2/6, 2/13, 2/20, 2/27	11am to 7pm
Saturday	2/8, 2/15, 2/22, 3/1	9am to 12pm
Sundays	By appointment only	

The TPC transferring out the cookies will enter the transaction into Smart Cookie to ensure financial responsibility is transferred from their troop.

Girls earn rewards. Troops receive the funds from the Cookie Program. Know the difference!

Set up Digital Cookie for all girls. It's easy and requires less cash handling!

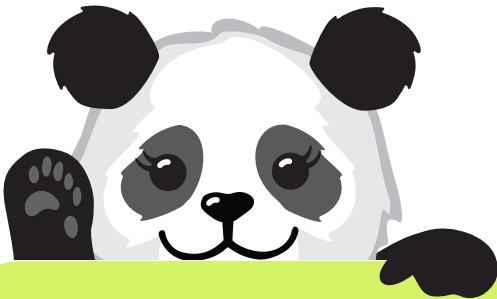
Direct sales will save you time! Customers get instant gratification.

Tips For Management

- Document EVERY SINGLE transaction. Caregivers should verify counts (money and cookies) and sign a receipt for every transaction. This protects the troop and caregiver in the event of a discrepancy. Keep deadlines in mind. Think about sale dates, when ACH cookie payments are due, your schedule, and when you are able to facilitate cookie check-outs and money collection.
- Limit the amount of cookies a girl can check out at once and be mindful of previous pickups. We strongly recommend you have families turn in money from previous pick-ups before allowing them to reorder more cookies. Release cookies only to caregivers who have signed the permission form. If a girl lives in two households, collect a permission form from both and monitor what each caregiver has received.
- Don't reorder more than you can reasonably sell. Please remember you can always pick up more cookies at a cupboard. It may be beneficial for your troop to make frequent smaller pickups, rather than large orders to avoid having excess inventory at the end of the sale.
- Update Smart Cookie regularly (at minimum on a weekly basis). This helps you have a better grasp of the overall troop and girl inventory. Updates also help your SUEC track your troop's progress and see if you need any help.
- Practice good record keeping at booths. Make sure to keep track of inventory at all times and to take only as much as traffic levels at the location requires. If possible, designate an additional adult to be a "runner" to pick up more cookies during a booth.
- Regularly count troop inventory. Count, count, and recount! Make sure that your receipts, Smart Cookie, and physical inventory match on a weekly basis. This will keep you organized
- We encourage cookie swaps and transfers between troops.

Returns & Exchanges

- Plan accordingly. Be reasonable in your initial order. You can reorder later.
- You may allow caregivers to return unsold boxes to you in good condition at your discretion, if you feel you can sell them.
 - REMEMBER, troops are then financially responsible for accepted returns from caregivers.
- GSSNV will accept warehouse-damaged boxes in exchange for the same variety.
- Troop transfers and/or exchanges of cookies are encouraged. Contact your SUEC to assist with this as needed.



Financial Policies

Troop Product Coordinator (TPC) Financial Responsibility

Troop Product Coordinators are responsible for the cookie inventory, keeping track of the balance owed to council, and required to keep accurate records. All cookie movement between you and your girls/caregivers require receipts signed by both parties verifying that cookies have changed hands. All payments from families to the troop also require that receipts be issued. Cookies that are transferred in or out with another troop also require receipts. In the event that there is a cookie discrepancy and the TPC does not have accurate receipts, the coordinator can be held personally financially responsible for monies owed to council.

Banking

GSSNV uses a process called Automated Clearing House (ACH) to debit money from troops for the cookies. It is an electronic funds transfer from your troop bank account to GSSNV.

What is the ACH Debit Authorization Form?

- Every troop must fill out and sign this form granting GSSNV the authority to debit money from the troop bank account through ACH.
- The person signing the form needs to be a signer on the troop bank account.
- A new form must be signed each year, even if you have done so the previous year.
- Once your troop has submitted a TPC Financial Responsibility Agreement AND ACH Debit Authorization Form to your SUEC your account will be established in Smart Cookie.

Penny ACH Sweep - January 21, 2025

ACH Debit Sweeps February 18

25% of Current Balance

February 25

50% of Current Balance

March 11

Remaining Balance

If you have a delinquent caregiver, or do not feel your troop will be able to cover the sweep, you must contact customerservice@girlscoutsnv.org two days before the sweep and submit delinquent account paperwork. If Council is not notified, the entire balance due to Council less troop proceeds will be debited from the account. NOTE: The troop is responsible to deposit sufficient funds to cover these 3 ACH debits and will be responsible for any resulting non-sufficient funds (NSF) charges.

Delinquent Payments

If a caregiver has an outstanding balance due to the troop, the TPC should submit a Delinquent Account Form (opens February 26, 2025) to council. The Delinquent Account Form removes the responsibility of collecting the money due to the troop and allows council to step in and help the troop. Once the form and all required documents have been turned in, council will start the process of collecting the amount due. Council attempts courtesy calls to the caregiver with the balance to let them know they need to submit payment to council by a certain date. If they have not submitted payment by the due date or set up a council approved payment plan, their account will be turned into collections. GSSNV will reimburse troops up to \$500 per girl for nonpayment. Troop Product Coordinators should not release more cookies to caregivers if money has not been turned in for previous cookies. It is highly recommended that a Girl Scout/caregiver should only have 100 boxes of cookies at a time.

What does this mean for your troop?

- If the form is submitted by Close of Business (COB) Friday, March 7, 2025, the troop's final sweep will be adjusted to exclude the delinquent amount.
- If the form is NOT submitted by COB Friday, March 7, 2025, your troop's final sweep CANNOT be adjusted, and the troop will have to wait until the account goes to collections to receive a credit from the amount owed to the troop (over a 90-day to 120-day process).

What if the caregiver pays the troop and not council before the final sweep?

If the caregiver pays the troop instead of council, please contact council as soon as possible to let us know. If your troop has already been credited for the delinquent payment, we can SWEEP the adjusted amount owed from the troop account. If your troop has NOT been credited for the delinquent payment, we will remove the balance from the account but will NOT sweep the account. (Banking information SHOULD NOT be changed after Penny Sweep has been conducted.)



Zero Tolerance

GSSNV has a zero-tolerance policy for misuse of Girl Scout funds. Any adult accepting responsibility for handling money is accountable for its proper use and safekeeping. Unresolved debt will be referred to a collections agency and misuse of funds may result in legal action with law enforcement and termination of volunteer service. In order to minimize the risk of loss, TPCs should regularly collect payments from caregivers throughout the sale and make prompt deposits into the troop's bank account. Please provide weekly/monthly financial updates to caregivers for full transparency. We appreciate your understanding and support of the Cookie Program. The intent of the program standards are to ensure a positive experience for all.

Girl Money

Payment is collected when girls deliver cookies. Payments should not be accepted during the initial order, nor should cookies be delivered without receiving payment in full. ONLY exception is for donation orders also referred to as Cookie Share (CS). Cookie funds should be collected from girls and safeguarded by caregivers immediately. Girls should avoid accepting bills larger than \$20 to help avoid receiving counterfeit bills. Girls may NOT accept checks. Caregivers are not allowed to deposit cookie funds into their own personal accounts. Cookie funds should be submitted to the Troop Product Coordinators promptly and frequently from caregivers. Troops must receipt every transaction (e.g. cookies and money given and received from girls) for clarity and reconciliation. Always count cookies and money with the caregivers and fill out a receipt for product taken and money received.



Troop Money

ALL Troop proceeds stay with the troop and do not follow a Girl Scout if she moves, transfers, or leaves a troop. Troops will deposit all cookie funds into their troop bank account "promptly and frequently".

All council proceeds will be collected from troops via ACH (Automatic Clearing House) debit. An automatic withdrawal that will hit the troop account and removes the balance owed to council.

Example of 1st ACH:

If a troop owes council \$1000 on February 18, council will only sweep \$250 (25% of what is owed to council). You will find the total of what you owe in Smart Cookie in the "Sales Report" tab, under "Amount You Owe Council" but you have to do your own math for the percentage of the sweep.

Please prepare your troop for the ACH sweep by setting a troop money collection date of Friday, February 14. Allow yourself enough time to get to the bank before Tuesday, February 18. Credit card swipes connected via phone/laptop/tablet/etc. offer a safe alternative to cash. The Mobile Payments program allows troops to utilize different company's options. All mobile payment funds MUST be deposited in the troop account- not a personal bank account.

- Troops are responsible for any fees or liabilities.
- Troop payments must still be made to GSSNV in full through the scheduled ACHs.

Financial Policies (continued)

Troop Disbandment/Divorces

Troop disbandment/divorces occasionally occur. This can stem from differences of opinion regarding how the leader is running the cookie program, especially in the way cookies are being credited and how the proceeds will be spent. Troops MAY NOT disband, divorce, separate, or split-up during the product programs. Troops experiencing problems should fill out the Product Program Grievance Form immediately. The Entrepreneurship Team will help resolve the situation until permanent solutions can be agreed upon after the program.

NOTE: If things in a troop progress to the point that they can no longer work together, then the troop's cookie program will come to an immediate stop. The balance due will be withdrawn from the troop bank account and the troop's program will be officially finished. At that point, the situation will be turned over to council Membership staff. The troop and all caregivers are still financially responsible for any cookies in their possession. Council cannot accept a return on cookies.

Transfers Out Of Troop

During a Product Program, there are NO transfers out of the troop. Per GSUSA regulations, money does not follow a Girl Scout and Troop Proceeds belong to the troop and never become property of an individual Girl Scout.

Suggestions From A Cookie Pro and Bank Teller

How do you know if someone might be trying to give you a counterfeit bill?

In some cases, a perpetrator will favor an aggressive role: They will raise their voice, speak fast and angry, push a girl to hurry up, bully adults, etc. They want to add pressure and fear in a person trying to give outstanding customer service. If you hear a customer getting loud with a girl or get a sense that she is tense or frightened, intervene immediately. Please do not let her or yourself be bullied. Tell them up front you are not able to accept their method of payment and to consider using a card, or, if the bill is over \$20, insist they break it down to smaller amounts. No girl or troop leader should be afraid to lose a sale by standing up for themselves. On the other hand, you may get yourself a "charmer" or a "fast-talker". Their goal is to distract or charm their way into throwing a girl off her guard. They may be overly complimentary or change subjects anytime they get the sense the girl is on to them. Consider practicing during a meeting the different scenarios and the best way for the girls to handle them. Together you can prevent your troop taking a loss this cookie season.





Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up.** Always use the buddy system. It's not just safe, but it's way more fun!
- **Plan ahead.** Be prepared for emergencies and always have a plan for safeguarding money.
- **Protect privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

In-Person Sales

- **Partner With Adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles!

Digital Sales

- **Be safe online.** Girl Scouts must have their caregivers' permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



Helpful Information

Average Sales Per Cookie Variety

Deciding how many packages to order isn't an exact science, but the average sales* per cookie variety can help give you an idea of how much of each variety to order!

Where The Money Goes

Girl Scout Cookie™ fans are especially eager to support Girl Scouts when they have a clear picture of where the money goes. Help them see how proceeds stay local by powering amazing year-round experiences for local Girl Scouts that prepare them for a lifetime of success.

- 55% Council-sponsored programs, events, priorities, training and other support
- 25% Girl Scout Cookies®
- 4% Rewards
- 16% Troop Earnings

Girl Scout Cookie Pick Ups

Picking up your cookie order is exciting, and there are a few steps you can take to make sure everything goes smoothly. First, be aware that troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!

Tips For A Smooth Pick Up:

- Know exactly how many cases you ordered of each variety
- Arrive at your scheduled pickup time
- Make sure you have enough vehicles to load your order.
- Line up your vehicles at the same time
- Check in and receive your pickup ticket
- Give your pickup ticket to the loader and count cases as they're loaded in
- Sign for your order and take your receipt

Opting Out Of Girl Rewards

Troops can earn an additional \$0.10 per box if they choose to "Opt-out" of the rewards program. Only Cadette, Senior, and Ambassador troops can Opt-Out of the recognitions program. Troops that Opt-out will still receive patches and achievement bar numbers.

To qualify, all girls and caregivers must sign the Opt-out form. This form is due to Council on Tuesday, January 28 by 5pm and can be emailed to customerservice@girlscoutsnv.org. Late forms WILL NOT be accepted.



How much should I order?

Adventurefuls	10%
Toast-Yay	5%
Lemonades	9%
Trefoils	7%
Thin Mints	24%
Peanut Butter Patties	13%
Caramel deLites	21%
Peanut Butter Sandwich	8%
Caramel Chocolate Chip	3%

**Data From 2024 Girl Scout Cookie Season*

How much can I carry?

Compact Car	23 Cases
Hatchback Car	30 Cases
Standard Car	35 Cases
SUV	60 Cases
Station Wagon	75 Cases
Minivan	75 Cases
Pickup Truck	100 Cases
Cargo Van	200 Cases

Volunteer Planner



The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the information you need to support entrepreneurs as they own their magic!

Important Dates to Remember

Adult Volunteer Info

Troop Goals/Girl Goals

Cookie Booth Info



Set Your Cookie Goals!

The Girl Scout Cookie Program begins January 6, 2025. You may not take orders or sell cookies before this date.

Make sure to pay attention to the dates and requirements for the incentives. There are no makeup dates or vouchers given for the experiences. Camp incentives expire on September 30th, 2025.

girl scouts
of southern nevada

girlscoutsnv.org
702-3850-3677

<div>25+ Pkgs</div> <div></div> <div>2025 Patch</div>	<div>35+ Pkgs</div> <div></div> <div>Participation Patch</div>	<div>50+ Pkgs</div> <div></div> <div>Theme Patch</div>	<div>100+ Pkgs</div> <div></div> <div>Mood Cup</div>	<div>150+ Pkgs</div> <div></div> <div>Panda Necklace with Charm</div>	
<div>200+ Pkgs</div> <div></div> <div>Panda Toast YAY® Charm</div>	<div>250+ Pkgs</div> <div></div> <div>Coin Purse</div>	<div>300+ Pkgs</div> <div></div> <div>Panda Lip Balm OR Plush Backpack Clip</div>	<div>350+ Pkgs</div> <div></div> <div>Clear Crossbody Bag OR Journal</div>	<div>400+ Pkgs</div> <div></div> <div>Panda Neck Pillow OR Panda Planter <i>Plant shown for display purposes</i></div>	
<div>500+ Pkgs</div> <div></div> <div>500+ Club Patch AND Girls Night In March 28, 2025 OR Plush, Small Panda</div>			<div>600+ Pkgs</div> <div></div> <div>My26 Girl Scout Membership OR Panda Pompom Beanie OR Panda Waffle Maker</div>		
<div>650+ Pkgs</div> <div></div> <div>VIP Night at GSSNV Shop OR Panda Mini Backpack</div>	<div>702+ Pkgs</div> <div></div> <div>Girls Day Out May 10, 2025 OR Plush, Large Panda OR Panda Blanket</div>		<div>800+ Pkgs</div> <div></div> <div>Sport Bottle OR Hoodie OR Panda Mini-Karaoke Machine</div>		
<div>1000+ Pkgs</div> <div></div> <div>Lifetime Membership for Graduating High School Senior OR Sock Panda 6 Months Subscription OR Meow Wolf</div>	<div>1250+ Pkgs</div> <div></div> <div>A GSSNV Summer Camp Session OR Build-A-Bear Workshop May 4, 2025 OR Cowabunga Parks Season Pass</div>		<div>1500+ Pkgs</div> <div></div> <div>2025 American Girl Doll OR Camping Bundle</div>		
<div>2000+ Pkgs</div> <div></div> <div>Hamilton at the Smith Center—May 27, 2025 OR 3D Printer</div>	<div>3000+ Pkgs</div> <div></div> <div>Executive Experience: San Diego May 29-31, 2025 OR Bow & Arrow with Lesson at Impact Archery</div>		<div>24+ Pkgs</div> <div></div> <div>Cookie Techie Patch <i>sold online shipped only</i></div>	<div>15+ Pkgs</div> <div></div> <div>Cookie Share Patch <i>virtual Cookie Share</i></div>	<div></div> <div>Volunteer Patch <i>2 per troop</i></div>

San Diego is open to Cadettes and up.
Impact Archery is open to Brownies and up.

All rewards are cumulative. Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.



EMBRACE POSSIBILITY

All resources can be found at
girlscouts.org/cookieresources

About Girl Scout Cookies®
Troop Leader Resources
Cookie Business Badges
Cookie Entrepreneur Family Pin Digital Cookie®

Girl Scout Safety Guidelines

One of the most essential steps you can take to have a magical season is to review all safety guidelines with troop members and their caregivers.

For more information visit:
girlscouts.org/cookieresources

Enjoy the Cookie Entrepreneurship
Cam recaps on our social media!



Follow Us @girlscoutsnv

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Website: girlscoutsnv.org

