

girl scouts  
of the desert southwest  
southern new mexico  
& west texas



# 2024 Cookie Guide





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This Girl Scout Cookie™ season, we are inspiring Girl Scouts® to own the magic that makes them unique and unstoppable!



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# Include the 5 Skills

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 key skills and learn to think like entrepreneurs!



## **Goal Setting**

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



## **Decision Making**

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



## **Money Management**

Girl Scouts learn to create a budget and handle money.



## **People Skills**

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



## **Business Ethics**

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

# Your Girl Scout Cookie favorites are back!



**Adventurefuls®**

made with  
vegan  
ingredients

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



**Toast-Yay!®**

made with  
vegan  
ingredients

*French Toast-inspired cookies dipped in delicious icing*



**Lemonades®**

made with  
vegan  
ingredients

*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

made with  
vegan  
ingredients

*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter**

**Patties®**

made with  
vegan  
ingredients

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



**Caramel deLites®**

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



**Peanut Butter**

**Sandwich**

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



**Caramel**

**Chocolate Chip**

made with  
vegan  
ingredients










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



# Girl Scout Cookies®

## 2024 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	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	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	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](https://girlscoutcookies.org) or [www.abcbakers.com](https://www.abcbakers.com) for more information.

# Entrepreneurship Badges & Pins

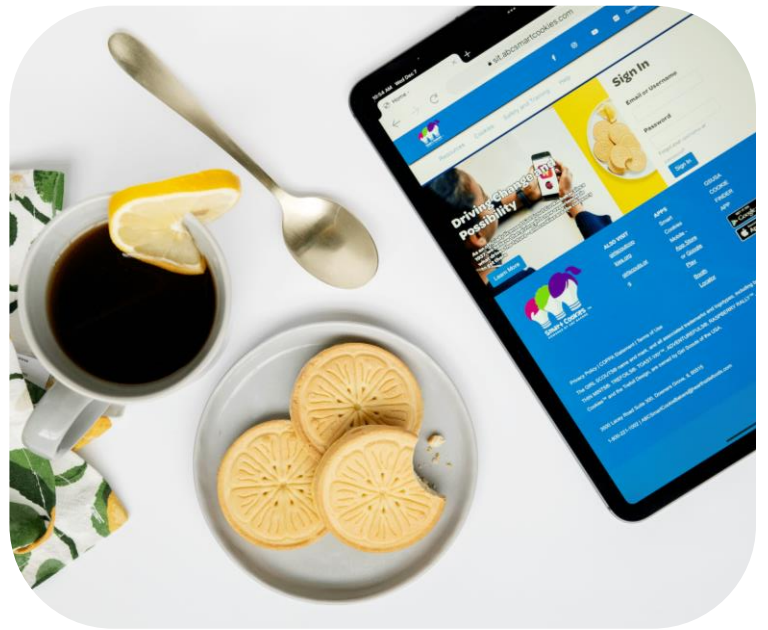
When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	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	



ABC Bakers provides YouTube training videos to guide you every step of the way!  
Training can be accessed directly from

[www.abcsmartcookies.com/safety-and-training](http://www.abcsmartcookies.com/safety-and-training)



## Be on the lookout for this important email!

**From:** [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) <noreply@abcsmartcookies.com>  
**Sent:** Tuesday, November 29, 2022 4:34 PM  
**To:** [abcbakers.troop+test@outlook.com](mailto:abcbakers.troop+test@outlook.com) <abcbakers.troop+test@outlook.com>  
**Subject:** ABC Smart Cookies Registration

Add [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) to your safe sender list!

Dear Girl Scout Volunteer,

Girl Scout Cookie season is starting soon! To help you get ready for a great cookie season please set up your account and register on the ABC Smart Cookies website, click the link below to get started:

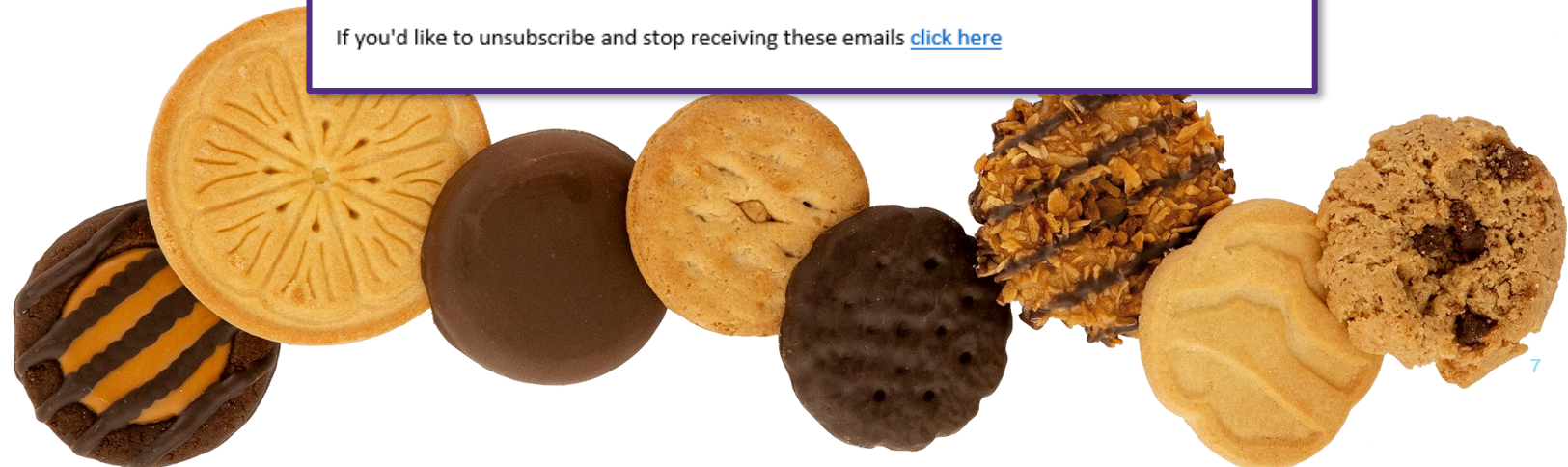
<https://app.abcsmartcookies.com/#/registration?token=88273fb7-c1e7-4531-9d3e-577860f90a53>

By registering on ABC Smart Cookies website, you will be able to complete your profile, start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Thank you,

The ABC Smart Cookies Team

If you'd like to unsubscribe and stop receiving these emails [click here](#)





# 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,<sup>®</sup> 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<sup>®</sup>

Is your Girl Scout ready to take their digital marketing 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 perfect their sales pitch! 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? Cookie stands, similar to lemonade stands, are set up in front of a residence on 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 preapproved 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 program helps power Girl Scouts' 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.



# Cookie Team

Meet your Cookie Team!!



## Name

## Role

## Contact

Teresa King

Chief Mission Delivery Officer

[tking@gsdsw.org](mailto:tking@gsdsw.org)

Dani Akers

Virtual Lead / Product Program Specialist

[dakers@gsdsw.org](mailto:dakers@gsdsw.org)

Argelia Moreno

Product Program Specialist

[amoreno@gsdsw.org](mailto:amoreno@gsdsw.org)

Eli Roe

Product Program Specialist

[eroe@gsdsw.org](mailto:eroe@gsdsw.org)

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**Service Unit Chair Name**

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**Email**

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**Phone**

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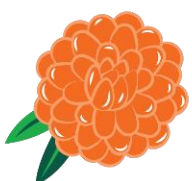
**Service Unit Manager**

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**Email**

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**Phone**



# Promotions



## Cookie Share

Girl Scout Cookies purchased through “Cookie Share” are donated to a charitable organization chosen by the Girl Scouts’ troop or council. The Girl Scout will receive credit for your cookie donation purchase, as will the troop.

## How to Account for Donations

In Smart Cookies you will enter packages under each girl for every \$6.00 collected in donations.

The Council will be responsible for collecting the funds owed for the donated packages via the scheduled ACH withdrawals.

At the end of the program, the Council Product Team will begin disbursing donated cookies to the community.



## 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, its 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 caregiver's 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.





# Volunteer Responsibilities



## Before the sale

- Complete Position Agreement
- Complete training in gsLearn
  - Take any additional trainings through the Just-in-Time Series in gsLearn
- Submit Gluten Free Order to council no later than Thursday, October 26, 2023
- Verify your Volunteer Toolkit Roster is up to date
  - Verify you have the minimum required girls and adult volunteers active in your troop
  - Notice a Girl Scout in your roster that is no longer active? Contact [info@gdsdw.org](mailto:info@gdsdw.org) to remove her no later than Tuesday, November 28, 2023.
- Have a Parent Meeting with members of your troop
  - Each parent must complete a Parent/Guardian Permission & Responsibility Form (one per girl) for participating Girl Scouts
- Set a troop goal with Girl Scouts in your troop
- Place your Initial Order by Variety in Smart Cookies
- Place your Troop Initial Order Rewards in Smart Cookies

## During the sale

- Check gsLearn for the Just-in-Time Training Series for additional information
- Select Booths and assist the girls in participating in the booths selected
  - Use the Booth Divider tool to help transfer booth cookies to the girls that participated
- Transfer cookies from the troop to the girl regularly through the season
  - Parent get the yellow copy of the receipt, Troop keeps white copy
- Place Planned Orders through Smart Cookies for Cupboard pick up in your area
- Manage your cookie inventory through Smart Cookies to ensure everything balances through the season
- Collect money from parents and deposit into the troop bank account for ACH withdrawals
  - Track ACH withdrawal amounts through Smart Cookies and Council emails
- Place Reward order in Smart Cookies and ensure all girls have made selections if needed

## After the sale

- Submit any Girl Delinquencies to [info@gsdsw.org](mailto:info@gsdsw.org) no later than Thursday, March 7, 2024
- Communicate with the Service Unit Cookie Chair in your area to pick up all rewards
  - Hand out rewards no later than three (3) weeks after you have received them
  - This helps to ensure no rewards get misplaced
- Note: Girl Moves/Removes to and from troops resume on Monday, March 11, 2024



# Facts to know!



## Proceeds stay local!



55%	29%	16%
Girl Scout Mission	Program Expense	Proceed to Troop/SU

12 cookie packages per case

\$6 per package



## How much should I order?

Based on average sales per cookie variety in the past, we recommend you order based on the below mixture:

Thin Mints®	22%	Adventurefuls®	9%
Caramel deLites®	22%	Trefoils®	8%
Peanut Butter Patties®	12%	Toast-Yay!®	6%
Peanut Butter Sandwich	9%	Caramel Chocolate Chip	3%
Lemonades®	9%		

## How much can I pick up?

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

The oven that bakes Trefoils® is as long as an American Football field.

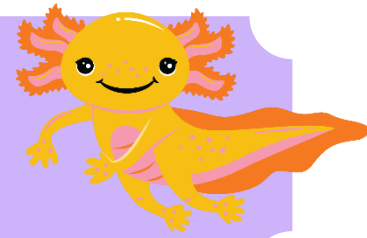
A cookie season of Caramel deLites® needs as much coconut as 6 blue whales weigh.

## Fun Facts!

ABC uses enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.

Girl Scouts have been selling Lemonades® since 2006.

# Initial & Planned Orders



## Initial Cookie Order Submission

- Go to [www.abcsmartcookies.com](http://www.abcsmartcookies.com)
- Click the Orders tab
- Locate the Troop Initial Order option
- Enter quantities by variety in cases
- Ensure your order is correct and click save at the bottom of the screen

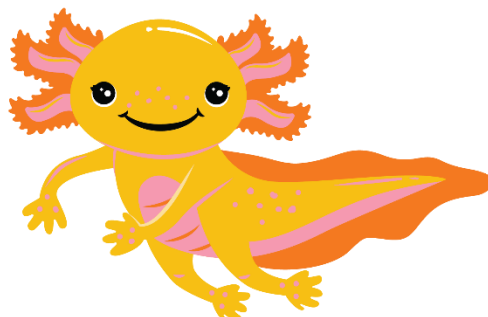
## Delivery Locations – Initial Order

- Select a delivery day and time that works best for your troop
- NOTE:
  - El Paso troops will pick up in the El Paso Mega Drop location
  - Midland and Odessa will pick up at Mega Drop location
  - All other areas will pick up at the nearest Cookie Cupboard to your troop

Do not forget to click save!

## How to Create Planned Orders

- Go to [abcsmartcookies.com](http://abcsmartcookies.com)
- Go to the Orders tab
- Locate Planned Orders tab
- Select the Cupboard on the left side of screen and click continue
- Finalize your planned order date, time, and order details
- Be sure to confirm your planned order



# Booth Information



The rules restrict booths per chain, not only per store location. The individual store will come under the chain rule, this is to prohibit troops from selecting all of one type of store. As an example: In the first round, troops will only be able to select three Walmart locations.

Date	Time	Number of Slots
Tuesday, January 16, 2024	6:00AM MST 7:00AM CST	Early Bird Booth Selections
Wednesday, January 17, 2024	6:00AM MST 7:00AM CST	Select 8 slots Maximum 3 booths per chain
Thursday, January 18, 2024	6:00AM MST 7:00AM CST	Select 10 slots Maximum 4 booths per chain
Friday, January 19, 2024	6:00AM MST 7:00AM CST	Select 12 slots Maximum 5 booths per chain
Saturday, January 20, 2024	6:00AM MST 7:00AM CST	Unlimited Booth Selections

## Selecting a Booth Location:

- Click the Booth tab
- Locate Scheduled Booths option
- Click on the Troop you would like to secure a booth for
- Click on desired location from the list on the left or use the search option to locate a specific location.
- Click on desired month and date you would like to hold the booth
- Click the available booth appointment that works best for your troop
- Click save (a successful message will appear at the bottom of screen)

## To Locate your Reservations:

- Go to the Booth tab
- Click Troop Reservations
- If a booth was selected in error, you can click the menu option to the right of the booth location and click delete.





# Cookie Booth Management

In the interest of providing a quality program, ensuring safety, and assuring future booth opportunities for our Girl Scouts, the following guidelines have been developed.

- Adults should understand that we have assured location managers of all booth locations that these guidelines will be followed.
- Reports of a troop's failure to comply with these guidelines may jeopardize the troop's ability to participate in future booths.
- Inappropriate activities and behavior of one troop can ruin opportunities for all troops. You are all Girl Scouts working for the same cause. Adults must set a good example

## Before you Arrive

- Food and drinks should never be consumed during a booth.
- Dress for the weather. Most booth locations are outside.



## When you Arrive

- Arrive at your booth location no more than five minutes early.
- Check in with the store manager before you set up.
- Thank them for the opportunity and identify the adult in charge during your shift.
- If a troop is already participating at the location, let them know you are there. Please make the transition smooth. Exiting troops may not wait with the cookies. Never involve store management in a cookie booth dispute.
- Stay within the area specified by the management. Booth must not interfere with the business's activity, including the flow of its customer/patrons. Managers have the right to ask you to leave if their instructions are not followed or patrons are bothered.

## During your Booth

- Make safety a priority. Never leave your booth unattended; always have two adults at the booth. Girls should never be left alone. The troop is responsible for safeguarding the money and inventory.
- Remember to abide by any specific requirements identified on your current sign-ups print out. The Council Booth Coordinator that arranged the booth opportunity, has listed anything you need to know there.
- Let the girls run the booth with adult support, as much as possible. Adults should monitor all transactions.
- Count cookies and money before and after each sale and/or when adults change shifts.

## At the end of your Booth

- Ensure the area is neat and clean when you leave.
- Do not throw away cookie trash at the location.
- Leave on time. Thank the store manager and let them know you are heading out.
- Leave as a group. Each girl should be picked up by her parent/guardian before you leave (regardless of the girl's age).

# Cookie Booth Etiquette Contract

Girls and adults are representing all Girl Scouts while at a booth. Discuss proper behavior with your troop.

- Have girls and adults review and sign the Booth Etiquette Contract available below and online.
- Remind girls and adults that they are representing the entire Girl Scout organization. People will form opinions about Girl Scouts from their perceptions of both girls and adults.
- Girl Scouts are always friendly, respectful, polite, and leave a place better than they found it. They should wear proper attire and have the proper attitude. Everyone should make sure the area is neat and clean when they leave.

On my honor, I \_\_\_\_\_ will follow the rules listed below while working at my Troops cookie booth.

I will:

- Be polite and friendly.
- Remember that my behavior reflects on all Girl Scouts.
- Obey the booth starting date.
- Arrive and leave on time.
- Wear my uniform, vest or sash, or my pins to identify me as a Girl Scout.
- Keep the table and area neat.
- Say THANK YOU to all approached customers.
- Remove empty boxes and recycle if possible.

I will not:

- Get in the way of customers or block entrances.
- Ask a customer to buy cookies more than once.
- Go into the store while working at the cookie booth.
- Talk loudly, run around, or play while selling at a cookie booth.
- Eat, drink, or chew gum while at the cookie booth.



Girl Scout Signature \_\_\_\_\_

Parent Signature \_\_\_\_\_

Booths give girls the opportunity to learn new skills, promote Girl Scouting, live the Girl Scout Promise and Law and sell more cookies. With this opportunity comes the responsibility to follow safety, public relations, and business guidelines.

Selling Girl Scout Cookies at Booths is a privilege granted to us by local businesses. This privilege, if abused (even unintentionally), could cause all Girl Scouts to lose the opportunity for additional sales at these places of business. Please be considerate of the business's customer and property. If complaints arise you may be asked to leave.

# Personal Booth Information



A Personal Booth is one that has limited public exposure and limited access for customers: Generally, retail locations would not be considered a personal booth. A personal booth would be something like a special event at a house of worship or an organization (e.g. parish picnic or a Kiwanis banquet).



## Requesting a Personal Booth

Troops must request a Personal Booth approval in the Smart Cookies system, where the Council Product Team will then approve or deny the requests. Please do not approach an established business for a personal booth. The Cookie Booth Coordinator is responsible for contacting business and may have already requested slots to which the business had previously decided, for whatever business reason, not to allow Girl Scout cookie booths.

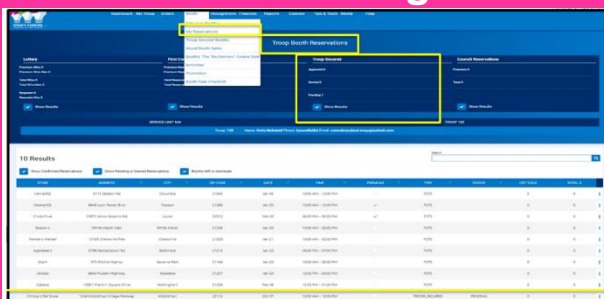
## How to request in Smart Cookies

- On the Booth tab, click the drop-down menu on the top right and select “Troop Secured Booths”.
- Fill out all booth information
- Click “Request Appointment Times” and select the times and days. Click Save
- Click “Go to Troop Reservation”
- Add the Booth Agreement form to [info@gsdsw.org](mailto:info@gsdsw.org)
- Your request is in a “Pending” status until reviewed. It must be approved by a Council Product Team member before the booth can take place.

**Note:** Personal Booth requests need 3 business days for approval.



## Checking Booth Request Status



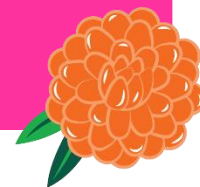
- Go to Booths Tab
- My Reservations
- Under Troop Secured you will see
- Approved, Denied, and Pending Options
- Click “Show Results”

### Important:

Please keep Booth Scheduler in Smart Cookies up to date with your troop’s booth slots. If you find a reserved booth slot no longer fits your troop’s schedule, be a sister to every Girl Scout and release it so another troop may add it.



# ACH Troop Cookie Payment



## ACH Authorization, Dates & Payments

To sell cookies, your troop must have a troop bank account registered under Council's tax ID and input the Troop Bank Account Information into Smart Cookies, no later than **Sunday, December 10, 2023**. It is the expectation that **ALL NEW** Troops will have a bank account prior to placing an order for cookies.

**Troops will not be authorized to pick up their Initial Order on Saturday, January 13, 2024, if the bank information is not in Smart Cookies.**

Troops should deposit all collected cookie program payments (from families and from booth) into the troop account in a timely fashion. This isn't just to ensure there is enough money in the troop account at the time of scheduled ACH payments, but it's also a good business practice to ensure customers' checks are promptly deposited. Council will process debit payments from the troop's bank account based on the schedule below.

**\*\*Council does not accept checks\*\***

ACH #	Date	Amount of ACH
1	Thursday, February 1, 2024	50% Balance Due as of Monday, January 29, 2024
2	Thursday, February 15, 2024	50% Balance Due as of Monday, February 12, 2024
3	Thursday, February 29, 2024	50% Balance Due as of Monday, February 26, 2024
4	Thursday, March 14, 2024	Final Clean Up

**Insufficient Funds:** Troops without sufficient funds in their account to cover the amount they owe for each payment will fail that round. Troops that fail will not be allowed to pick up from the cupboard until the payment is paid in full.

**Potential Debt:** Council will email the amount of your troop's payment before the scheduled withdrawal. If the troop is concerned that your troop might not have sufficient funds in the troop bank account, you must email [info@gdsdw.org](mailto:info@gdsdw.org) to alert Council no later than the Sunday before the ACH withdrawal.

**Bank Account Changes:** If your troop changes bank accounts after entering the ACH information, you must notify Council and update the information in Smart Cookies before the next ACH cut-off date.

# Checking and Credit Cards



## Checking troop bank account information on Smart Cookies

- Click the Finances tab to enter your banking information before Sunday, December 10, 2023
- Click Update Troop Bank Info
- Enter your troops bank account number and routing number and save
  - The last 4 digits of account number, and routing number will be visible to troop leaders and Service Unit Chairs. Only Council staff has access to full bank account details in Smart Cookie
- If there are any issues with your troop bank account number alert your Service Unit Cookie Chair and Council immediately

## Accepting Checks

- Accepting checks is a troop decision
- Recovery of monies lost from a bounced check is the responsibility of the troop
- Check with your bank to see if they offer any services that can assist with bounced check recovery. Make sure to ask about fees that might be associated with check recover service
- If your troop decides to accept checks:
  - Checks should be made payable to “GSDSW Troop#(your troop)” and deposited into the troop account
  - Be deliberate about who you accept checks from. Your troop WILL BE responsible for any fees associated with bounced checks. If a check is returned, it is recommended the troop accepts only money order, cashier’s check, or cash as replacement
  - Endorse the back of each check with a signature for the bank



Should your troop choose to **NOT** use Digital Cookie to process all credit card payments the following information will apply.

Transaction fees charged by your credit card processor are the sole responsibility of the troop and will be netted against proceeds from the sale transactions OR charged to the troop’s bank account.

**DO NOT** pass these fees on to your customers.

Troops are totally responsible for choosing which credit card mobile reader to use.





# Rewards

Smart Cookies Final Rewards order submission due  
Monday, March 4, 2024

Verify that all cookies received from the cupboard or through a troop-to-troop transactions are correctly posted to the troop. Confirm that all cookies from additional orders or both have been properly credited to each girl on the Girl Order tab.

## **Girl Rewards:**

Cumulative rewards are set to automatically calculate based on girl sales as posted on the Girl Orders tab. Ensure all cookies are distributed to girls for correct reward ordering. Additionally, indicate each girl's t-shirt size on the Girls tab. It is required by the Smart Cookies system for t-shirt rewards.

## **Troop Rewards:**

Once each girl's reward order has been submitted, submit the Troop Reward Order. Review the troop PGA in the Rewards tab or Troop Sales Report (on the Sales Report tab) to determine the eligibility of the troop to receive the Troop Rewards on their order card.

## **Volunteer Rewards:**

Depending on your troop size, troops can order Troop PGA reward for volunteers.

**Example:** You have 12 Girl Scouts in your troop, you will earn 2 troop volunteer PGA rewards for the leaders in your troop. If you have 18 Girl Scouts in your troop, you will earn 3 troop volunteer PGA rewards for the leaders in your troop.

**Note:** You can only submit your order once. Be sure it is correct before submitting. If you have changes after submission, contact your Service Unit Chair immediately. Council will not be responsible for supplying rewards to troops who fail to order correctly or fail to pay their bill. Rewards may not be purchased to correct errors.

## **Reward Distribution:**


Rewards are generally received by the Service Unit Cookie Chair around the end of April, beginning of May. Meet with your troop leader to review sales, performance, turn over proceeds and records, and plan a reward ceremony or celebration for the troop.

## **Final Reporting:**

Your troop will need to:

- Keep a copy of your troop records
- Delinquent Account Information – complete a delinquency form and submit to Council no later than Thursday, March 7, 2024, for processing.

Troop Cookie Records must be retained by troop leadership for three years.



Lucy + Lottie the axolotls are wishing you a gill-y successful Girl Scout Cookie® season!

# Cookie Cupboard Knowledge

## Things to do at a Cookie Cupboard

- Replace a package or case of cookies that were damaged upon delivery or is not up to standard. Exchanges of same cookie variety only. No credit will be issued for the replacements.
  - Email [info@gsdsw.org](mailto:info@gsdsw.org) of the damages with photos.
  - Product Team will approve the replacements and let your Cupboard Coordinator know to contact you regarding pick up of the replacement cookies.



## Requesting Cookies (Submitting and Pending Orders)

- Troops must place pending orders for additional cookies directly with the cupboards of their choice. Using this system helps Council anticipate inventory needs by locations so that we can keep the cupboard fully stocked.
- Click on the Transactions tab in Smart Cookies. “Click add transaction”.
- Select a cupboard from the drop-down menu on the far right, cupboards are listed by the city, click location to get the up-to-date address, hours of operation, and specific contact information.
- Enter the number of packages and varieties of cookies you would like to request. Enter the date and time you will pick up the cookies. Schedule the pickup within the cupboard open hours.
- Enter the contact information for the troop representative picking up your cookies (Name, phone number, and email).
- Click “save/print” to save and print your receipt once you have completed the request. Bring your receipt with you to the cupboard.
- The cupboard will be notified of the pending order and will contact you only in the event of an issue. Order remains pending until picked up.
- Cupboard may have cookie variety restrictions based on availability.



## Things you need to know about Cookie Cupboards

- Volunteers run the cookie cupboards: they try to arrange a convenient cupboard schedule around their work and life schedules. Please be respectful of the services they offer.
- Cupboards have a limited supply of cookies: a cupboard will not be able to fill any orders without a placed planned order in Smart Cookies.
- The troop does the work: You will count, verify, and load your own cookies.
- Keep the troop copy of the cupboard transactions for your records: the transaction will be posted in Smart Cookies and the cookies will be charged to your troop.
- Keep a copy of the transaction record in the event of any discrepancies.
- Cupboard transactions are processed electronically, please have the Smart Cookies app loaded on your phone and know your log in credentials.
- Cupboards cannot fill initial orders without prior arrangements: Late starting troops that need to pick up a large Initial Order need to make arrangements by contacting [info@gsdsw.org](mailto:info@gsdsw.org).

# Delinquencies



## Cookie Delinquencies at the end of program:

**Individual/Family Debt: Any family that has not submitted money by your deadline is delinquent.** Don't assume that the family will pay. Every family signed a Parent/Guardian Permission & Responsibility Form that makes them financially responsible for cookies received and monies owed. Council will take responsibility for collections of past due accounts, if the following is completed by the deadline:

- Complete the Delinquent Account Form: The form must be filled out completely with accurate information.
- Parent/Guardian Permission & Responsibility Form: Submit the troops copy for the delinquent family.
- Submit all signed product and money receipts signed by the parent/guardian.
- Smart Cookie Girl Transactions Report: Submit a printable copy for the delinquent family.

All of the above items must be submitted to Council no later than **Thursday, March 7, 2023**, to be processed. If any items are missing the request will not be processed and the troop will be responsible for all monies owed to Council.

Once the documentation has been received by Council the troop will be notified of approval or denial of the request.

If approved your next steps are:

- Order her rewards with the Troop's Final Reward Order. The Service Unit Cookie Chair will hold her rewards until **Thursday, June 15, 2023**.
- Hold Rewards: Girls with family delinquencies do not receive cookie rewards until the debt is satisfied.
- Council will hold rewards until the delinquency has been resolved. Girl experiences will be forfeited if debt is not paid prior to the trip or program registration deadline.
- Once a parent has been turned into Council as delinquent, troops **DO NOT** accept payments from them. The parent must pay Council directly.

**Council will contact the responsible adult to request payment. If Council collection attempts fail the account will be sent to a collection agency.**

## TROOP/TROOP COOKIE COODINATOR DEBT

If a Troop and/or Troop Cookie Coordinator fails to provide the proper paperwork to document delinquent families, they are responsible for any shortages in troop payments to the Council. In the case of a troop debt – not linked to an individual – the troop would be responsible for paying Council directly.





# Resources

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



# Glossary

ABC Baker	Girl Scout of the Desert Southwest Council's cookie bakery partner. Only two bakeries produce all Girl Scout Cookies in the USA: the other baker is LBB.
ACH (Automated Clearing House)	The method of paying Council for their portion of cookie revenue. What your troop owed Council will be debited from your troop bank account according to a pre-determined schedule.
Booth	A location in your area approved by business owner or store manager, secured through the Council Booth Coordinator for girls to set up and sell cookies at specific times selected in Smart Cookies.
Care 2 Share	This is a great way for girls and customers to help others in their community. Monetary donations given by customers to go to back to their local hometown heroes.
Case	Each case of cookies contains 12 individual packages of the same variety of cookie.
Cookie Cupboard	Where you can pick up additional packages/cases of cookies. Geographically dispersed through the Council and ran by volunteers.
Cookie Program Audit	Council verifies that all cookies ordered, Cupboard transactions, and ACH payments are correct on each troop sales report tab. Troop cookie records are to be retained by troop leadership for three years.
Cookie Rewards	<b>Cumulative Rewards</b> – Individual girls receive items based on individual accomplishments up to the package level reached. <b>Additional Proceeds</b> – Girl Scouts Cadette and above vote to opt-out of the cumulative rewards and choose to earn an extra five cents per package sold.
Cookie Rookie	New Girl Scout selling cookies for the first time.
Gluten-Free	Gluten-free diet is a diet that excludes the protein gluten. Gluten is found in grains such as wheat, barley, rye, and crossbreeds of these grains
Initial Order	Information submitted via Smart Cookies by the Troop Cookie Coordinator. The initial order includes the number of packages of cookies needed to fill the individual girls' orders . The initial order must be in full cases.
Per Girl Average (PGA)	Divide the total number of packages your troop sold by the number of girls in your troop who are participating in the Cookie Program.
Service Unit Cookie Chair (SUCC)	The volunteer who coordinates cookie program activities in your Service Unit. They are your best source for information and support during the cookie program period.
Troop Deposits	Deposits are to be made into the troop bank account for all cookie funds collected during the cookie program. Deposit funds in a timely manner to cover the ACH debit schedule.
Troop Cookie Coordinator (TCC)	The volunteer who coordinates cookie program actives for your Troop. The Troop Cookie Coordinator works closely with your Service Unit Cookie Chair.

# FAQ

## **I have an IRG that wants to participate with a troop, what should I do?**

- The girls' parent must request a transfer to another troop by emailing [info@gsdsw.org](mailto:info@gsdsw.org).
- The deadline for girls already in troops to be moved or removed is Tuesday, November 28, 2023.

## **Do the earned proceeds belong to the girl?**

- The troop proceeds for the girls' participating in the Cookie Program are the property of the troop she participates with. This is in accordance with Volunteer Essentials, which states the income from money earning activities never becomes the property of individual members – girls or adults. In the case of Individually Registered Girls, the girl simply receives the rewards she earns.

## **My Troop has earned the Troop PGA Rewards, but one girl is delinquent – What do I do?**

- A troop can still earn Troop PGA Rewards. The Troop Sales Report details the per girl average (PGA) based on the total number of package sold, including those sold by the girl who is delinquent. If the per girl average meets the requirement, the troop qualifies, and Troop PGA Rewards are ordered in Smart Cookies with the final reward order.

## **How do you come up with cookie rewards?**

- The cookie rewards offered by our baker have been approved by GSUSA and meet all safety testing. Careful consideration is used in choosing items to motivate girls and keep the profit margin sound.

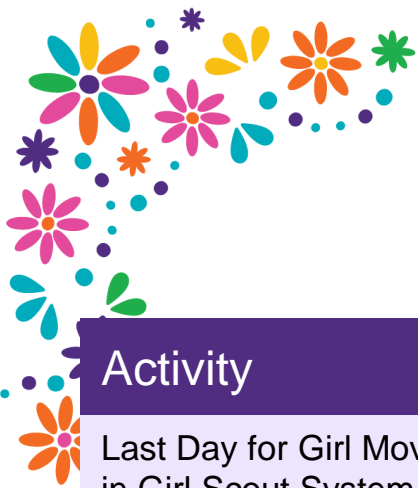
## **Does any part of the Girl Scout Cookie revenue support other organizations besides the Girl Scout Council?**

- One hundred percent of the net revenue raised through the Girl Scout Cookie Program stays with the local Council and Troops. Girl Scout troops set goals on how to spend their proceeds on program-related activities, such as paying their own way to a communicate events or museum, or funding other programmatic outings. Girl Scout troops may also choose to use proceeds to purchase materials for a Take Action or Service Project to benefit the community.





Activity	Available in gsLearn
Registering Your Volunteer Account in Smart Cookies	Thursday, November 30, 2023
Initial Order by Variety	Thursday, December 7, 2023
Managing Troops Initial Order Reward	Thursday, December 7, 2023
Troop/IRG/Parent Digital Cookie Training	Thursday, December 14, 2023
Troop Secured Booth Request, Selecting a Booth, and Booth Etiquette	Thursday, December 21, 2023
Initial Order Pick Up	Thursday, January 4, 2024
Cookie Program Q&A via Zoom	Thursday, January 4, 2024
How to Place a Planned Troop Order	Thursday, January 11, 2024
Allocating Cookies to girls	Thursday, January 18, 2024
Cookie Program Q&A via Zoom	Thursday, January 18, 2024
ABC Smart Cookie Reports	Thursday, January 25, 2024
Cookie Program Q&A via Zoom	Thursday, February 1, 2024
Cookie Program Q&A via Zoom	Thursday, February 15, 2024
Finalizing your troop Cookie Program & Rewards	Thursday, February 29, 2024
Cookie Program Q&A via Zoom	Thursday, February 29, 2024
How to submit a Delinquency Report	Thursday, March 7, 2024



Activity	Date
Last Day for Girl Moves/Removes to and from troops in Girl Scout System	Tuesday, November 28, 2023
ACH Information Due in Smart Cookies	Sunday, December 10, 2023
Troop/IRG Initial Order Due in Smart Cookies	Monday, December 11, 2023
Troop/IRG Initial Order Rewards Due in Smart Cookie	Monday, December 11, 2023
Troop Opt-Out Forms Due to <a href="mailto:info@gdsdw.org">info@gdsdw.org</a>	Thursday, December 14, 2023
Digital Cookie Start Date – Direct Ship Program	Monday, January 1, 2024
Mega Drop @ El Paso, Midland, Odessa	Saturday, January 13, 2024
First Day of Cookie Program	Sunday, January 14, 2024
Booth Selections Begin	Monday, January 15, 2024
First Day of Booth Program	Saturday, January 20, 2024
ACH #1 – 50% Balance Due as of January 29, 2024	Thursday, February 1, 2024
ACH #2 – 50% Balance Due as of February 12, 2024	Thursday, February 25, 2024
ACH #3 – 50% Balance Due as of February 26, 2024	Thursday, February 29, 2024
Last Day of Cookie Program	Sunday, March 3, 2024
Troop/IRG Rewards Due in Smart Cookies	Wednesday, March 6, 2024
Delinquency Reports Due to <a href="mailto:info@gdsdw.org">info@gdsdw.org</a>	Thursday, March 7, 2024
Girl Moves/Removes to and from troops Resume	Monday, March 11, 2024
ACH Final Clean Up	Thursday, March 14, 2024

Have a magical  
program!

girl scouts   
of the desert southwest  
southern new mexico  
& west texas

