



The 2024



Troop Cookie Companion

YOUR HANDY-DANDY SIDEKICK
FOR THE COOKIE SEASON



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



WELCOME TO THE COOKIE SEASON

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

This season is filled with a mix of exciting, new things along with returning elements such as selling resources and participation pathways that offer opportunity and flexibility for engaging in the program. Our main commitment is to ensure that your troop has a smooth and successful season.

Here's what you can expect:

- Participation options to fit every Girl Scout's needs—online, hybrid, and in-person.
- Clear communication, tips, and resources to make sure your Girl Scouts have all the cookies they need when they need them to reach their goals.
- Selling resources for each Girl Scout that includes: a personalized online cookie sales site, marketing tools like business cards and door hangers, plus the ability to take online payment through Digital Cookie, no matter where they are selling: door-to-door, at a booth, or just on the go!

Use this Troop Cookie Companion to keep you on-task before, during, and after the sale. Read on to find a handy checklist, a cookie calendar, and an overview of the highlights of the 2024 program. We've got all the ingredients you need for sweet, cookie success: training, online resources, print items, and information delivered right to your e-mail inbox.

And, don't forget, your Service Unit cookie manager and our team are here to guide you throughout the way. We'll be there to give you a "high-five" when you share your successes, and offer support when you need it. We're grateful to team up with you to make the 2024 cookie season a rewarding experience for your troop.

Yours in Girl Scouting,
The Girl Scouts River Valleys Product Program Team

CONFIDENCE. CHOCOLATE. CARAMEL. THE WHOLE PACKAGE.

When customers buy cookies, they're helping to fund ambitions for Girl Scouts that expand their worlds and help them learn, what we call, the five essential skills: goal setting, money management, business ethics, decision-making, and people skills. All proceeds stay local, which means that after the cost of baking the cookies and program logistics, 79% of the cost of each package is reinvested in River Valleys Girl Scouts.



COOKIE RESOURCES

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

Smart Cookies (abcsmartcookies.com): The online system used by volunteers to manage the Cookie Program. Use this to order and transfer cookies, monitor progress, run reports, and order rewards. You'll receive an email with a link to set up and register your Smart Cookies account for the new season. Find your Smart Cookies Guide and training videos on Cookie Central.

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

As a troop cookie volunteer, you may access Digital Cookie to: set up a virtual booth link, find the troop shipped only cookie link, monitor online sales, and more. Troops will also use the Digital Cookie mobile app to take booth credit card payments. You'll receive an email with a link to register your Digital Cookie account in mid-January. Girl Scout caregivers will receive an email to register their account on February 1. We'll feature a full toolkit of tip sheets, training videos, and support resources on Cookie Central.

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

Cookie materials: Your Service Unit cookie manager will provide you with your printed materials and a package of cookies to sample. Of these, you'll keep the receipt booklets, the Cookie Booth & Sales Kit, and a sample package of Lemonades. You'll give the other items to each girl in the troop. These items include: a cookie order card, girl rewards flier, Family Guide, a door hanger and business card sheet, and a money envelope.

River Valleys Cookie Calculator (www.cookiecalculator.org): Visit this online tool to get your recommendation on how many cookies to order for your troop's initial cookie order.

COOKIE VARIETIES

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

Note: Troops are financially responsible for all inventory picked up from the initial order and/or cookie cupboards. Cookies can be picked up by the case or package at cookie cupboards. No exchanges are allowed except to replace damaged cookies.

COOKIE PROCEEDS

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

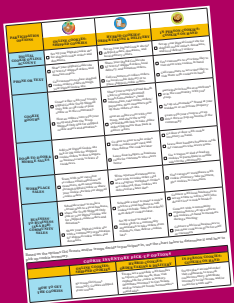
TIER NAME	TIER REQUIREMENTS	TROOP PROCEED PER PKG. SOLD*
Base	Base	\$0.90
PGA + Early Bird† (EB)	EB + met PGA of 235	\$1.00

*Senior and Ambassador troops can choose to opt-out of girl rewards and receive an additional \$.05 per package by emailing girlscouts@girlscoutsrv.org by April 1, 2024. Girl Scouts will still receive Cookie Program patches. † Troops that qualified for the Early Bird Bonus Proceeds registered at least one troop leader and half of the # of 2022-2023 members in the troop during the Early Bird campaign.

COOKIE PARTICIPATION OPTIONS

When Girl Scouts participate in this iconic program, they learn the realities of running a business while gaining things that are priceless, like confidence in themselves and their abilities. This program is flexible and customizable to fit the needs of every Girl Scout. Troops and Girl Scouts can choose to participate in one, two, or all three levels of participation: online, hybrid, and in-person. Cookie volunteers can use the ideas in the chart below to get started. Encourage Girl Scouts to check off all the options they want to try this season or have them brainstorm a few of their own!

		
ONLINE COOKIES: SHIPPED COOKIES	HYBRID COOKIES: ORDER-TAKING & DELIVERY	IN-PERSON COOKIES: COOKIES ON HAND



VIEW THE COOKIE PARTICIPATION OPTIONS CHART



COOKIE HIGHLIGHTS FOR 2024

Ta-da! It's time for that sweet cookie magic to begin! This year, we own that magic (it's our theme after-all) with innovation, flexibility, opportunity, and most of all fun for both volunteers and Girl Scouts. With your support, Girl Scouts can discover the magic that makes them unique and unstoppable! View more details in the online Troop Cookie Manager Guidebook. Here are the highlights:



Meet Bubbles the Axolotl! Axolotls like Bubbles live in the wild and are found in only one lake in the whole world...Lake Xochimilco, Mexico. Axolotls are having a moment thanks to TikTok and the popular video game Minecraft. These amazing creatures come in a wide range of colors, have a life span of 10+ years, and can completely regenerate lost limbs and organs-now that is magic! Review our 2024 Rewards Flier in your cookie materials or visit Cookie Central for complete rewards details.



New and improved online selling site for Girl Scouts: The new Digital Cookie online selling platform allows Girl Scouts to sell cookies through their personalized site or by using a mobile app. They can curate their customer list, track purchases, track deliveries, manage online sales, and more.



Badges, patches, & learning never go out of style: What do girls love as much as cookies? Badges and patches, of course! We have refreshed opportunities for girls to engage in River Valleys own cookie patch programs. Plus, the Cookie Business Badges and Cookie Entrepreneur Family Pins help Girl Scouts to work on those famous five skills they learn through participating in the program.



We'll cover your Digital Cookie credit card fees. Girl Scouts River Valleys will cover the fees for Girl Scout and troop credit card transactions when they use Digital Cookie and the Digital Cookie mobile app to process customer cookie payments. The mobile app allows for optical scanning of cards to improve the payment process.



Discounted shipping fees when a customer: 1) chooses to have cookies shipped to their home and 2) Purchases 6 or more packages during the shipping promotion time period. View the shipping rate information on Cookie Central.



Online payment options: Fewer trips to the bank, we'll take it! Girl Scouts are able to collect online payment from friends and family who purchase cookies through their Digital Cookie site. Families are also able to use mobile payment services when paying troops for their cookie inventory.



Help the environment through the rewards program! We are giving Girl Scouts the chance to give back. As part of the LemonAID Program, they can choose to make a donation to the Friends of the Mississippi River instead of receiving an item at the 130 package sales level.



“A-lotl” handy cookie contact information: Digital Cookie has *Contact Us* and *Help* links built into the site to direct families, volunteers, or customers to FAQ's or customer service staff when they have questions on shipped orders. For Smart Cookies technical support, email ABCSmartCookieTech@hearthisidefoods.com

SETTING GOALS

Girl Scouts and troops set cookie sales goals and, with their team, create a plan to reach them. This matters because they'll need to know how to set and reach goals to succeed in school, on the job, and in life. Sharing these goals inspires customers to give their support. After all, who doesn't want to help someone achieve a goal? Here are a few tips for goal setting:

TROOP GOALS

- Invite all Girl Scouts to brainstorm what they want to do with their cookie proceeds. What would that cost? How many cookies will they need to sell to make it happen? Once they have settled on a goal, discuss what they will need to do to reach it. Report out progress towards the goal throughout the sale to keep them motivated.
- New troops: Use [cookiecalculator.org](https://www.cookiecalculator.org) to review a recommendation based on your troop's Girl Scout grade level (Daisies, Brownies, etc.). Questions? Connect with your Service Unit cookie manager for advice. After all, they've been there, done that!
- Returning troops: Review your 2023 sales or look at the recommendations at [cookiecalculator.org](https://www.cookiecalculator.org). Discuss with your troop how they would like to adjust their goal for this season.

GIRL SCOUT GOALS

- Discuss individual goals with each member of your troop. Do they feel the goal is achievable? How do they plan to reach the goal? What skills do they hope to grow and develop?
 - Did they participate last year? Share the sales information from last year. Do they have a reward level they're motivated to achieve? Reflect on experiences selling in the previous season and how things may be different this season, and get a feel for the family's comfort level.
 - Are they new to cookies? What are the ways they feel comfortable selling? Are they aware of the cookie rewards and want to earn certain items?
- Include parents/guardians! Do they agree with the goal? Is it realistic? The Family Cookie Business Meeting (you'll learn about this in the online guidebook) is the time to ensure families are on board with both the Girl Scout and troop goals.

INITIAL ORDER REWARD

Troops that place the recommended initial order (based on the Cookie Calculator total) will receive an exclusive *2024 Year Bar patch* for each Girl Scout selling. Plus, each troop will receive two cookie theme car coasters (1 per Juliette) for the adults in the troop. The patches and coasters will be shipped with the rest of the girl rewards in May to the Service Unit.

HOW TO GET COOKIES

There are three main ways that troops get cookies:

- **Initial order:** Placing an initial order ensures girls have the cookies they need to start their sales on February 16. Use our handy Cookie Calculator ready to help you enter the order that fits with your troop's participation selections.
- **Cookie Cupboards:** Need cookies for booths or for additional sales? Visit a Cookie Cupboard for a restock. Cookies can be picked up by the case or package.
- **From other troops:** Troops that have too much inventory can connect with troops that need inventory. Connect with your Service Unit cookie manager to learn about the tools your Service Unit uses to move cookies or check out the River Valleys Cookie Swap site.

HOW COOKIE MONEY WORKS

Your troop is financially responsible for cookies from the initial order, a cupboard, or another troop when picked up.

Girl Scouts receive cookies from the troop. You will transfer these cookies to the Girl Scouts in Smart Cookies. Girl Scouts/families will collect money from customers and then provide payment to the troop. When customers pay by credit card, these payments are credited to the Girl Scouts in Smart Cookies. After being provided with their initial cookie order, families must have 50% or more of the total money due turned in before being provided with more cookies. Receipts must be provided for all cookie and money transactions. You'll ensure that money is deposited into the troop bank account. We recommend deposits are completed on a weekly basis.

The payment for the cookies and council proceeds will be removed from the troop bank account in two ACH withdrawals-one during the sale and another a few weeks after the sale ends. Your Troop Balance Summary in Smart Cookies will give you a full overview of the troop inventory, proceeds, PGA, cookie transfers, and more.

TROOP COOKIE MANAGER CHECKLIST

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

BEFORE THE SALE: NOW-EARLY FEBRUARY

- Receive Cookie Program materials from your Service Unit cookie manager.
- Complete training as directed by your Service Unit cookie manager. (Online options are available!)
- Watch for an email to register your Smart Cookies & Digital Cookie account for the season. Add noreply@abcsmartcookies.com & email@email.girlscouts.org to your safe senders list to ensure you receive the emails. Login to Smart Cookies and enter the number of girls selling under Troop Information. Verify or enter your troop's bank account information.
- Distribute cookie materials to Girl Scouts.
- Host an in-person or virtual Family Cookie Business Meeting. Instruct all families to complete the online Family Cookie Responsibility Form.
- Before January 14 at 11 AM:** Go to Smart Cookies and enter your booth selections (for troops participating in the cookie booth lottery).
- Starting January 17:** Start signing up for additional cookie booths as part of a first-come, first-served process (if your troop is participating).
- By January 19:** Go to Smart Cookies and submit the troop initial order. Select a delivery location/time if your troop is assigned to a Mega Drop delivery.
- Arrange for pickup of the troop's initial cookie order on your chosen delivery date.
 - o Count your initial order delivery once you get home and report miscounts to Girl Scouts River Valleys within 24 hours.
- By February 1:** Complete the online Troop Cookie Manager Responsibility Form.
- Set a cookie schedule. Let families know when orders are due and when cookies will be ready for pickup each week. Inform families of the date when all unsold cookies can be returned to the troop before the end of the sale.

DURING THE SALE: FEBRUARY 16-MARCH 24

- Read every edition of The Cookie Press for important updates for your role.
- Need additional cookies? Visit a cookie cupboard or place a planned order by the posted deadline (for troops that utilize Council Express or Regional/Regional Express cupboards).
- Monitor families' cookie inventory and be ready to arrange cookie transfers between girls, if needed.
- Use Smart Cookies to manage troop inventory and distribute cookies to girls.

AFTER THE SALE: MARCH 25-JUNE 15

- By April 2:** Make reward choices for girls.
- By April 2:** Ensure final deposits are made in the troop bank account. If needed, complete the online Finance/Inventory Issue Form to report any issues.
- By early June:** Pick up rewards from your Service Unit cookie manager and distribute them to girls.
- Complete the 2024 Cookie Program survey.
- Celebrate a job well done!**

2024 GIRL SCOUT COOKIE SEASON

KEY DATES*

Cookie booth lottery open for selections	January 7
Cookie booth lottery runs in Smart Cookies	January 14
Cookie booth first-come, first-served sign-up begins in Smart Cookies	January 17
Troop initial order entry due in Smart Cookies	January 19
Service Unit initial order entry due in Smart Cookies	January 20
Online sales and pre-sales begin	February 8
Initial order delivery dates	February 8-15
Cookie & Booth Go Day	February 16
Cookie Cupboards open	February 16-March 24
First ACH withdrawal from troop bank account	March 15
Cookie Program ends	March 24
Troop reward order entry due in Smart Cookies. Finance/Inventory Issue Forms Due (if applicable)	April 2
Service Unit reward order entry due in Smart Cookies	April 3
Final ACH withdrawal from troop bank account	April 26
Rewards shipped to Service Units	Week of May 27

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

Call: 800-845-0787 | Email: girlscouts@girlscoutsrv.org

Online: Search for Cookie Central at GirlScoutsRV.org
or use the QR code to be automatically directed

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

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