



Welcome to the 2021 Cookie Program!

Thank you for volunteering your time, energy, patience and dedication to be the Troop Cookie Chair. Because of you, the girls in your troops will learn the 5 skills to help guide them into being tomorrows leaders.

WHAT IS THE COOKIE PROGRAM

The Cookie Program is one of two Council sponsored Programs to help your girls learn skills in a way that no other experience can teach them. The program allows them to set goals for themselves and their troop to earn individual recognitions and proceeds for the troop. This Program will encourage girls to see themselves as a true influencer in the cookie business. The Cookie Program is the largest girl-led business in the world.

THIS YEARS COOKIE THEME IS:

be AMAZING 

YOUR ROLE

This guide is designed to give you the necessary information you will need to carry out your role as the Troop Cookie Chair.

You will need to:

- Attend the Troop Cookie Chair training in your area
- Communicate with your Community Cookie Chair and Parents throughout the program
- Have a parent/girl meeting to train the girls in your troop
- Hand out girl order cards and girl money envelopes
- Make sure all parents sign a Parent Permission Form (WuFoo or Paper Form)
- Enter your Bank account information into Smart Cookies by the deadline
- Keep Smart Cookies up to date with transfers and girl payments
- Meet all the deadlines set for your troop

Contact Information

My Community _____

Community Cookie Chair _____ Phone Number _____

Email _____

Dates to Know

<p>November & December 2020</p>	<ul style="list-style-type: none"> • Troop Cookie Chairs are Trained • Parents/Girls are Trained • Banking Information MUST be entered into Smart Cookies
<p>January 2021</p>	<ul style="list-style-type: none"> • January 6 – Troop Initial Order must be entered into Smart Cookies • January 23 – Mega Drop • January 24 - Cookie Program Begins • January 31 – First Planned order entered into Smart Cookies by 10 pm
<p>February 2021</p>	<ul style="list-style-type: none"> • February 5 – Booths Begin • February 16, 2021 - ACH First Withdrawal Make bank deposits frequently into your Troop Account. 40% of the initial order balance due to Council will be ACH debited from your troop account. This debit will be calculated based on the full price of \$5.00 per box of cookies. (\$6.00 per box of Gluten Free). Please be sure deposits are made on or before first ACH debit date to allow checks to clear in time for automatic debit. • February 19 – 21 – National Girl Scout Cookie Weekend (NGSCW) • February 28 – Cookie Program Ends
<p>March 2021</p>	<ul style="list-style-type: none"> • March 1 – 7 – Clean up week • ACH - Second Withdrawal - March 2, 2021 40% of the remaining balance of your Initial Order. • March 8 – Online Sales ends • March 9 – Troops are locked out of Smart Cookies • ACH - Final will be debited as each Community is reconciled . To view the amount due to council revisit the Troop Balance Summary report in SMART COOKIES. After each ACH debit the Troop Balance Summary will reflect the current amount due. (This amount may change after Council settles the troop reports)



Girl Scout Cookie Terms

ACH - Automatic Clearing House

The banking method in which the Council withdraws the money from your troop bank account to pay for cookie products through-out the program.

Booth Locator

Used by customers to locate Girl Scout Cookie Booths by entering their zip code. Booth locations and addresses will appear - Booth Scheduler and Booth Locator are also linked to Google Maps.

Community Cookie Chair (CCC)

The registered and background checked adult troop member responsible for coordinating the cookie program on behalf of the community.

Cookie Booth

One way to sell cookies, it can consist of a troop of girls and adults that set up a stationary table, usually in front of a store, to sell cookies. (Note: Only 2 adults and 4 girls at any one location at a time.)

Virtual Booth

Virtual Booths posted on Social Media give girls a way to achieve their sales goals and help others in their Community from home. In fact, girls may find this allows them to discover new ways to take the lead in their booth business and stay connected through virtual means.

Cookie Cupboards

Cookie cupboards are set up as a location where troops can pick up additional cookies throughout the program after entering their planned order into SMART COOKIES.

Initial Order

The first order for cookies placed by your troop. They are based on expected sales for the first two weekends of the sale and placed prior to the beginning of the program in early January.

Care to Share

A program developed to send product to military personnel or military organization and to the Second Harvest Food Bank. Girls can collect donations in person, online or at booths that are used to purchase Care to Share Cookies.

Planned Order

Method in which troops enter additional cookie orders needed for their troop. These orders are entered into SMART COOKIES by 10:00 PM on every Sunday evening of the program.

Recognitions

Items earned by girls for achieving sales milestones.

SMART COOKIES

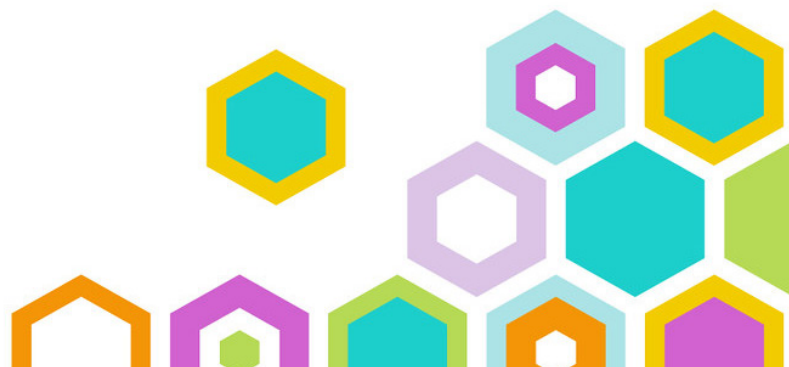
A computer program provided by ABC Bakers for troops to assist with their troop's inventory and financial management.

SMART COOKIES DIRECT SHIP

Online cookie website to track sales, send e-vites to friends and family and make plans for girls to reach cookie goals.

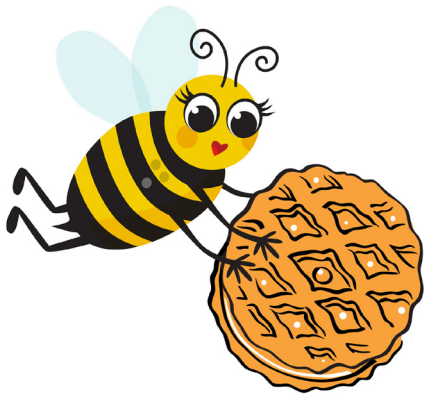
Troop Cookie Chair (TCC)

The registered and background checked adult troop member responsible for coordinating the cookie program on behalf of the troop. This person must be identified as the TCC in MYGS for the troop.



How the Cookie Crumbles

Sales Price	\$5.00
Cost to Bakery	\$1.10
Recognitions	\$0.17
Girl Proceeds	\$0.80 - \$1.10
Council Operational Revenue	\$1.05 - \$2.63



What does “Council Revenue” Support?

38% Contributes to the development and execution of educational activities and programs that support the GS Leadership Experience

30% Supports direct services to volunteers and girls

13% Supports maintenance and Improvements on all council program centers/properties

8% Business Administration and Operations overhead

6% Community Relations and Community Partner Development

5% Supports funds, grants and donor development to enrich council programing



Troop Cookie Chair Training

- You must mark the Troop Cookie Chair Role in Salesforce under MYGS. This will identify you as the chair so you can be uploaded into Smart Cookies.
- Attend a Zoom training in your Community that is provided by the Council.
- You will need to fill out the online Troop Position Agreement.
- After you receive training from your Community Cookie Chair: schedule a troop meeting with girls and parents to explain the Cookie Program procedures using the outlines in this Guide and guidelines from Volunteer Essentials and all addendum's. **This meeting is very important! Communication with troop parents and your Community Cookie Chair is vital to a successful Cookie Program.**
- Make arrangements with your Community Cookie Chair to pick up your troop material.
- Follow up with your parents to make sure they signed their WuFoo Parent Permission Form.
- Do not distribute Girl Order Cards or Girl Money Envelopes until just before the start of the program.
- Schedule virtual or face to face meeting with your girls and their parents.
- Make sure your bank account information is entered into Smart Cookies by the **deadline**.
- Cookies are the troops responsibility. If a girl has cookies that she can not sell have her bring them back to the troop so the other girls can help her sell them or sell them at booths.
- Contact your Community Cookie Chair before putting in a planned order. The CCC can help transfer cookies between troops before getting planned orders from the cupboards.
- Keep in constant contact with your parents and Community Cookie Chair to ensure your troop does not get stuck with excess product.

Communication

Communication is the most important part of your role as the Troop Cookie Chair. Communicating with your Community Cookie Chair, your parents and the girls is key to a successful program. Everybody has different ways that they communicate. You can use various means of communication to keep in contact with your parents and girls, such as setting up a troop Facebook page, conduct Zoom meetings with your girls and parents, email, text and or call. Keeping everyone in your troop in the know of what is happening throughout the program, will ensure that your troop and you will have a successful and smooth program.





Parent/Girl Meeting

Getting Started - Parent Meeting

- Hold a girl/parent meeting either face to face or in a Zoom meeting. Ask for volunteer help now! Remember: This is the Troop's Cookie Program. Make sure parents help you. Be specific about what you need and your expectations.
- Have Parents fill out the WuFoo Parent Permission Form. A parent/guardian of each registered girl must sign the parent permission form prior to a girl's participation. This will ensure that the girl(s) are covered under the Girl Scout insurance.
 - Distribute girl materials needed for the Cookie Program.
 - Distribute your contact information (email and phone).
 - Review safety guidelines.
 - Always follow safety checkpoints. (See Volunteer Essentials) Money Safety and Product Safety is key to a successful program.
 - Talk about Goal Setting: What is your troop's goal?
 - What is each individual Girl Scout's personal goal?
 - What recognition is she working towards?
 - Check with the girls in your troop: Help them register ONLINE.
 - Remind them to send e-vites to their friends and family.
 - Encourage parents/girls to attend the Council sponsored Zoom meetings just for parents. A schedule will be sent to everyone through Smart Cookies.
 - Have parents check their message board on Smart Cookies for hints and messages from you, the Community Cookie Chair and Council.

Ordering Guidelines

How much a family should order?

- The PGA for Citrus Council Girl Scouts in 2020 was 220 packages.
- Refer to the "Recommended Initial Order for Existing Troops" and your "Troop Goal Sheet" to help guide you with your Initial Order.
- Talk about the individual girls goals and the troops goals. How many cookies would the girl/troop need to sell to meet their goals.
- What does the troop (Girl Led) want to do with the proceeds?
- **All cookies are the troops responsibility.**

Who can help out at booths?

All parents must be background checked and registered in order for them to help with booths. Only 2 adults and 4 girls are allowed at any one location at a time. If an adult male is working the booth, there must be one other non-related female adult present at this booth.



What do girls gain from the Cookie Program?

Go over 5 Business Skills girls learn by participating in the Girl Scout Cookie Program:

The Cookie Sale is a Program!

It is important for Troop Cookie Chairs to know that the Cookie Program is actually a program for them to learn the 5 Key Business Skills, Girls learn by participation and experience.

Goal setting: A Girl Scout sets cookie sale goals then creates a plan to achieve those goals all while developing cooperation and team building skills along the way.

Decision Making: A Girl Scout helps decide how she (and her troop) will spend cookie money, furthering critical thinking and problem-solving skills.

Money Management: A Girl Scout takes cookie orders, handles customers' money and gains valuable and practical financial skill and know-how.

People Skills: A Girl Scout learns how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolutions skills.

Business Ethics: A Girl Scout is honest and responsible at every step of the cookie program. Her business ethics reinforce the positive values she is developing as a Girl Scout.

NOTICE: Girl Scouts are honest and fair and don't begin taking orders before January 24, 2021.



Girl Meeting

Getting Started - Girl Meeting

- Use Troop Goal Setting chart available at www.abcsmartcookies.com. A printable version is found under the resource tab.
- Let the girls determine what they want to do with their cookie proceeds. Once they've settled on some ideas, estimate the projected cost with the girls and decide how many boxes of cookies the troop will need to sell to be able to do their activity.
- Girls should identify themselves only by first name, troop number and the reason why they are trying to raise money.
- Be Proud. Wear your Girl Scout uniform or pin. (Must be identified as a Girl Scout)
- Teach your girls how to explain your troop goals, where you are going and what service project you are planning.
- Go over the Recognition's with the girls and let the girls choose what recognitions they want to earn. This will help them set their goals.
- Make sure girls are knowledgeable of all varieties of cookies and the price per package. Cookies sell for \$5.00 per package with the exception of Gluten Free, which are \$6.00 per package. Make sure the girls understand the definition of Gluten Free.
- Discuss safety tips and courtesy. Always say thank you.
- Help girls practice the 5 key skills they learn from participating in the cookie program. (See 5 Skills in the Parent Meeting Section)
- Encourage girls to take orders throughout the Cookie Program.
- Have girls practice selling to their families first. Making those first cookie sales builds their self-esteem and helps them feel more comfortable when selling to other people.
- Have girls role play with each other on the following:
 - Customers who purchase a product.
 - Customers who don't purchase a product.
 - Is the potential customer on a diet or reluctant to buy? Remind them of our Care to Share program which benefits our Military and the Second Harvest Food Bank.
- Making deliveries, remembering safety.
- Collecting money and making change. (**Remember we do not recommend checks, if your troop receives a check have it made out to your troop and deposit into the troop bank account**)
- Collect money as you give the cookies to your customer. Never collect money upfront. The only exception is for the Care to Share Program.
- Review Online Selling. Help girls register online at abcsmartcookies.com.

- Remind girls to tell customers that Girl Scout Cookies are not available in stores and that the cookies freeze well and make great gifts.
- Use last year's order card to get repeat customers!
- Allow girls to sell the cookies, not the parents.
- Remind girls and parents of the Girl Scout Promise and Law.

Making a Difference: Your Cookie Program Troop Proceeds

EVERYONE		
Per Girl Avg.	BASE	EARLY BIRD
1 - 145	\$0.80	\$0.85
146 - 180	\$0.90	\$0.95
181 +	\$1.00	\$1.05

OPT OUT		
Per Girl Avg.	BASE	EARLY BIRD
1 - 145	\$0.85	\$0.90
146 - 180	\$0.95	\$1.00
181 +	\$1.05	\$1.10



Important Tips

- All girls must be registered to participate in the cookie program. A parent/guardian of each registered girl must sign the parent permission form prior to girl's participation.
- Explain recognition program to girls and their families during your family cookie meeting.
- Our "Care to Share" Program is a great opportunity for anyone who chooses to support our brave men and women in all branches of the military and the Second Harvest Food Bank serving all 6 of our Citrus Counties.
- Distribute no more than 100 packages of cookies to a family at one time. Be sure to collect all money owed before distributing more cookies - and make frequent deposits. Have parents sign the M3 Receipt for cookies received and money they turned into the troop.
- 1 Receipt per Girl Scout. (Even if they are in the same family!)
- Think cookie safety! Make sure the cookies are kept in cool, safe and dry places. (cupboards cannot take back melted product)
- Encourage girls to take orders throughout program, this will help them reach their goals.
- Troops, not girls, are responsible for the total amount due council.

Entering Troop Banking Information

- Log into abcsmartcookies.com
- Hover over the "my troop tab"
- Click on Troop Information
- Scroll down to Bank Account and enter your troop's bank account number
- Scroll to Bank Routing and enter your troop's bank routing number
- Click "update"



Online Girl Scout Cookies

Please refer to the ABC training videos on how to sell cookies on line using: www.abcsmartcookies.com.

Care to Share Program

- Customers sponsor packages of Girl Scout Cookies that are sent to our men and women in uniform stateside and overseas. New this year we will be sending cookies to the Second Harvest Food Bank.
- Customers have the opportunity to purchase cookies for the Care to Share Program. (These cookies are virtual and will not come from your troops inventory.)
- Collect \$5.00 per package of cookies sponsored.
- Record the number of packages sponsored on the Care to Share Form.
- Money collected for the Care to Share Program is turned into the Troop Cookie Chair.
- Actual cookies will be delivered to various military branches and Second Harvest Food Bank from Citrus Inventory.
- Girls earn recognitions and your troop will receive troop proceeds on the packages sold.
- In 2020, approximately 22,000 packages of Girl Scout Cookies were sent to the military.
- Enter all Care to Share orders on the Care to Share Form. This form should be filled out completely.
- Remember, customers will also be able to purchase donation packages (Care to Share) online through Smart Cookies with a credit card.

Damaged Cookies and Customer Complaints

If a customer complains of damaged cookies, ask them to contact ABC Cookies Directly:

Phone: 1-800-221-1002

Visit us online at <https://abcbakers.com/contact-us/> and fill out the form

Managing a Direct Sale Program

What's a direct cookie sale? Simplicity! Order and delivery are combined in one simple transaction: knock on the door, sell the cookies, collect the money, hand-off the cookies. With a direct sale Citrus Girl Scouts have boxes of cookies in-hand to sell door-to-door to family, friends, and neighbors. In addition to direct sale, troops can also hold Booth Sales throughout the cookie season.

- Discuss the quantity of troop cookies with girls and parents, then submit your initial troop order online at www.abcsmartcookies.com no later than January 6, 2021 by NOON.
- Troops need to order enough cookies for the first two weeks of Walkabouts and the first weekend of booth sales to ensure your customer has a variety of cookies to choose from. We encourage existing troops to order 85% of their last year's total sale and new troops to order 187 PGA to begin. This is equal to 85% of last years Per Girl Average from all girls last year.
- Troops and girls can always get more cookies if they run out.
- Troop Cookie Chairs can transfer cookie amounts to the girls selling in the troop.
- The Troop Cookie Chair must check in with families WEEKLY to see who may need more cookies and who needs less. Exchanges can be coordinated among the Troop Cookie Chair and troop members.

- It is imperative for the TCC to keep in touch with the CCC before putting in any planned orders each week to make sure all troops are using their current inventory first. Troop Cookie Chairs must stay in communication with their CCC throughout the program.
- Remember! You are ordering by the case, not the package.
- Once a planned order is placed in Smart Cookies, you will have until 10 pm on Sunday to make any edits to the order. After 10 pm the order is submitted and the planned order must be picked up as ordered in Smart Cookies, This helps with the management of the inventory and controls over ordering by Council.
- Troops can pick up their cookies during the specified hours at the cookie cupboard they selected in their planned order. Be sure to enter the correct cupboard when entering your order. The cookies you order will only be at the cupboard you ordered them from.
- All cookie cupboards will be closed on Mondays and Tuesdays.





Troop ChairTips!

- **GET ORGANIZED** -This is critical! Keep all paperwork filed by date, track all transfers in SMART COOKIES and be mindful of all the cookie deadlines.
- **SHARE YOUR CONTACT INFORMATION**
- Make sure your troops know how to contact you.
- **COMMUNICATE! COMMUNICATE! COMMUNICATE!** -Have a telephone tree, email group or Facebook page so troops can help out troops (through transfers) who are struggling with sales. Make sure they are WELL informed on where and how to pick up more cookies.
- **THINK AHEAD** - Plan your cookie sale season. How many cookie booths will your troop hold? Where and how are you going to sell your cookies?
- **BE CREATIVE!** - This is a girl-led program so make sure they're involved. Let the girls help strategize and think of fun, inventive ways to sell cookies.

Initial Order

How to Place an Initial Order in SMART COOKIES

Place order no later than January 6, 2021 by NOON

- Log on to abcsmartcookies.com
- Enter User Name and Password
- On the Main Dashboard, hover over the Orders tab, click on Troop Initial Order

*Remember to order enough cookies on your Initial Order to cover the first 2 weeks of walkabouts and the first weekend of booth sales. This is to ensure the cupboards are not overstocked on the first planned order.

Many of these cupboards are in volunteers homes and storage units and cannot accommodate large volumes of cookies. Ordering properly on the Initial Order will not only prevent this from happening but also ensure the bakery continues to bake the cookies so we do not run short during the sale. The baker forecasts their baking schedule based on the Initial Order.

- Save the order.

NOTE: If no Initial Order is placed by the troop, the first planned order will become the Initial Order. The first ACH will apply to this order. Troops will need to fill out a Statement of Responsibility for this planned order. The first planned order will not be submitted until January 31, 2021.



EXISTING TROOPS

How much and what kind of cookies should I order?

The average Citrus Council Girl Scout sold 220 packages of cookies during the last sale. We know that Thin Mints, Peanut Butter Patties and Caramel deLites are the best sellers.

Best ordering advice?

Order heavy on Thin Mints, PB Patties, Caramel deLites. Use your girls order cards to determine what sold by variety to help with your mix for booth sales. If you need any help determining how much to order, contact your Community Cookie Chair.

- How much did your troop sell in 2020? Use the data in Smart Cookies to guide this years Initial Order.
- Login to www.abcsmartcookies.com using your Log-In and the password sent to you by Smart Cookies.
- On the main dashboard, hover over the orders tab, click on troop initial order.
- For returning Troops the following information will be available on the initial order screen:
 - The Total number of packages sold last season, and the total for the current year.
 - The PGA from last season will be shown and the PGA will update for this season as it progresses.
- The Troop Initial order from last season will be shown and this seasons quantity will display once entered.
- The Troop order total sales from last season and this season will be shown.
- You can also use the "Recommended Initial Order for Existing Troops" Form
- Place the order for the entire Troop by variety.
- Enter the total of each variety in the correct unit of measure in cases. (Please note the correct unit of measure for your order entry in upper right of the order grid.)
- You cannot change the unit of measure for the order.
- Order Booth Extra Cookies and Save Order
- The "Total" of the Troop's Initial order is shown in Dollar amount and in Total Package quantity
- There is a box to place any "Order Notes"
- Click the "Save" box to save the order.
- You have the option to edit any part of the order up until the Order Due date which is listed in red at the top of the Initial Order Screen
- If your order is complete, you can slide the "ready for review" button to the left to let your Community Cookie Chair know that your order is complete and ready for processing. You have up until the order due date to slide that button back, make any edits that you need to make and then indicate when the order is "ready for review".
- After the Order Due date (Date shown at the top of the Initial Order page in red), the CCC will review and submit to Council.
- If the Troop needs any changes made to the order after the due date, the CCC must be contacted to make the updates before the CCC's order due date.

Factors to Determine Your Troops Order

- Troop Sales Goal
- Girls personal sales' goals for 2021
- Number of planned Troop Cookie Booth Sales
- Number of Girls Selling
- Remember: The per-girl selling average in Citrus is 220 packages.
- Review your archived data to see your troop's sales. Let that be your guide.

New Troops

On average, the Per Girl Average is 220 packages of cookies during the Cookie Program. That is an average and your troop may sell more or less. 85% of the PGA is 187 packages. This is a great starting point for new troops based on the criteria below. There will be a writable worksheet for new troops on our resource page for troops to estimate their Initial Order.

How to Get Started Estimating Your First Order

At the troop cookie meeting, discuss the troop goals for the cookie program. Consider these factors when establishing the troop sales goal. What activities and programs are the girls planning for the year? Cookie money can pay for those events and outings and also pay for Early Bird, memberships, badges, uniforms etc.

- Are the girls working on an award or bridging?
- Do they have a special community service project to achieve?
- Each Girl Scout, with her family, should set a sales goal.
- The troop will use the sales goals to help finalize the troop's goal.
- Do not feel pressured to order a large amount. You can order more cookies weekly on your planned order.
- Remember if girls want to take orders they can. **The Troop Cookie Chair will place the troops planned order into SMART COOKIES on Sunday evenings by 10 pm.**

For New and Existing Troops

Initial Order Deadline Placed in SMART COOKIES by January 6, 2021 at Noon.

If you miss the deadline, you will place a Planned Order in SMART COOKIES by 10 pm on January 31, 2021. Cookies can be picked up from the cupboard you selected for your planned order at the end of that week. During the remainder of the program, have girls take orders with their order card, compile the order and then place the planned order in SMART COOKIES every Sunday evening throughout the program.

REMEMBER! Always check with your CCC before placing your planned order for the week.

Mega Drop - January 23, 2021

Preparing for Mega Drop

- All troops will pick up their cookies at Central Moving and Storage located at 2002 Directors Row, Orlando, FL 32809
- Ask parents to help pick up Troop's cookie initial order.
- Determine the appropriate sized vehicles(s) needed.
- If you have multiple vehicles, all vehicles must arrive at the same time to pick up the troops cookies.
- All cookies will be loaded into the car/cars. Specific orders cannot be separated at the bays.
- Print a copy of your Troop Initial Order Report from SMART COOKIES to take to the delivery site for verifying the Troop's order.
- Please have your vehicle emptied and seats down if necessary.
- Please have a maximum of 2 passengers per vehicle. If at all possible, please leave all children at home - especially those needing car seats and boosters.

At the Mega Drop

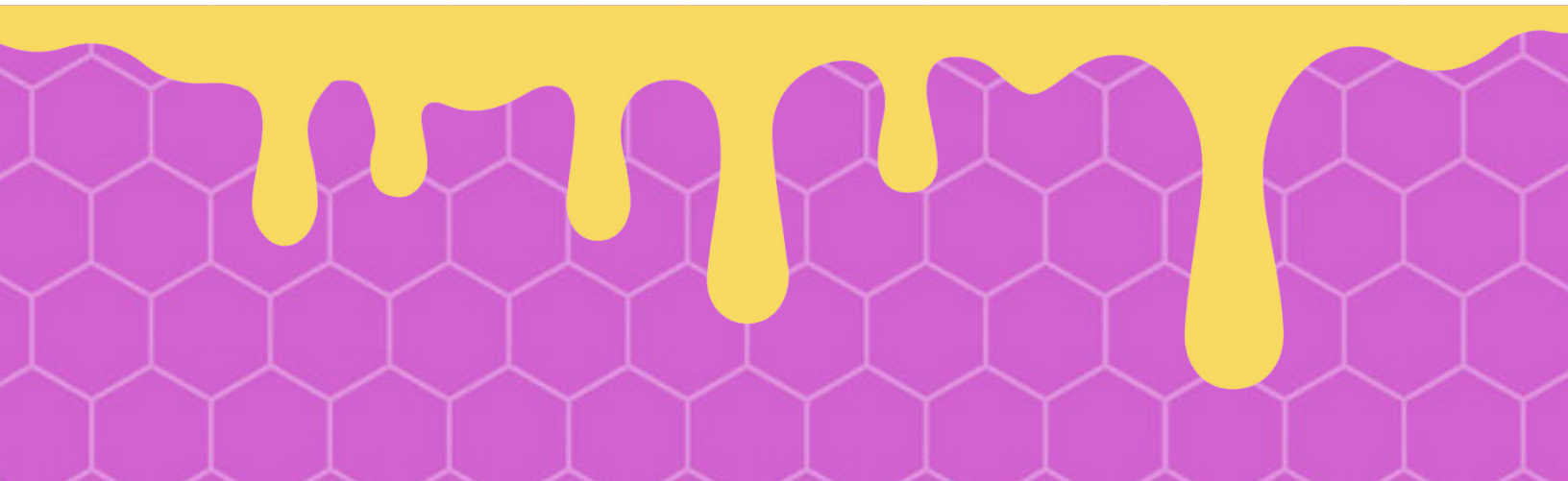
- No pets in cars allowed due to food safety laws.
- Arriving on time ensures everyone stays on schedule. Please make sure you arrive at your scheduled time - **vehicles will not be allowed to join the line until their designated time.** (We suggest renting a truck if you have a large order that will not fit in your vehicle.)
- Verify that the Dot Sheet belongs to your troop.
- Count the cookies with Volunteer Coordinators to verify the correct amount is being received.
- Initial all of the varieties on the Cookie Dot Sheet and sign the bottom of the Dot Sheet once all cookies are verified and loaded in the vehicle.
- Recount the cookies as you are loading them into the vehicles. **The troop is financially responsible for the cookies listed on the signed receipt when leaving the delivery site.**
- Please make sure you verify every case that is loaded into your car. You will be responsible for those cases once you sign the Dot Sheet.
- As you unload the cookies at your home recount by flavor and make sure the amounts match. Count, Count and Recount!



Distribution of Cookies to Girls

There are various ways you can determine how many cookies to distribute to each girl. Have a discussion with the girls and parents to determine what works best for the Troop and how many cookies each parent wants to be responsible for at one time. Maintain accurate inventory counts so you can give girls/parents cookies when needed. Possible options for distribution:

- Give a lower amount to each girl. When a girl sells all her cookies and turns in her money, she can pick up more.
- Give different amounts to each girl based on how many cookies she sold last year and/or her goals this year. Do not give each girl 100% of her cookie goal at once.
- **Council recommends no more than 100 pkg per girl.**
- Do not give a girl additional product unless she turns in money for the product she has already received.
- **Make sure the parent has signed the Parent Permission Agreement before distributing cookies to the girl/parent.** This should have been signed before any selling starts.
- Schedule pick up times and sort each order BEFORE distributing cookies to any of the girls. The key to a smooth distribution is to allow enough time for each girl to pick up her order and double count the order.
- Have each parent count out each variety and double check the amounts listed on their receipts.
- **Have parents sign the M3 receipt along with the Troop Cookie Chair.** The amount signed for is parent's financial responsibility. If a parent cannot sell all the cookies they have received they must turn the cookies back into the troop immediately so the troop can distribute to other girls or use in booth sales.
- Troops must check with parents each week prior to placing their planned order to make sure they do not have excess inventory. This will ensure the troop does not have extra cookies at the end of the program. **Keep a copy of M3 Receipts. Troops keeps the white copy and parent receives the yellow copy of the M3 Receipt. You will turn in your copies at the end of the program with your paperwork.**



Planned Orders

How to Get More Cookies

As your troop sells their initial order of cookies, you may run out and need more.

- Before creating a Planned Order, communicate with families in your troop! Are families holding cookies they aren't selling? If yes, transfer cookies among families first. The Troop is responsible for all cookies.
- If more cookies are needed, create a planned order in SMART COOKIES. These planned orders will be picked-up at the cookie cupboard you selected when you placed your planned order. (Remember all planned orders must be picked up and signed for)
- All Planned Orders MUST be placed in SMART COOKIES by 10 pm on Sunday prior to your planned pickup date. If orders are not placed in Sunday evening, Cupboards will not have additional cookies to hand out.
- Troop Cookie Chairs will select a date, time, and location for when they will pick up their order.

How to Place a Planned Order in SMART COOKIES

- Log on to SMART COOKIES using your Log-In and password.
- Hover over the Orders tab and click on "Planned Order".
- The Planned Order shows the troop #, troop contact information and the cupboards that are available to the troop to pick up additional cookies from.
- Choose a cupboard by clicking on and highlighting it
- Click continue
- Once the cupboard is chosen, the edit option is available
- To change locations, click edit and select again.
- When you select the cupboard you will see a list of dates indicating the days the cupboard is available for pickups
- Select a date and click continue
- Select a time and click save
- Enter the number of cases for each variety
- If you would like to add notes there is a field for order notes available
- Click Save
- Confirmation of the planned order appears once you click Save
- The planned order number will appear at the top of the page
- The order can be printed by clicking on print receipt

- The top of the receipt will say Planned Order Receipt not approved indicating that the order has not yet been picked up from the cupboard and approved
- The receipt confirms the location, date and time you selected as well as your order details
- You can edit your order up until the Council designated deadline for placing Planned Orders for the upcoming week.
- Troops can place up to two planned orders each week.
- **Troops are responsible for picking up all planned orders placed in Smart Cookies.**
- Make sure you verify your location prior to coming to pick up your cookies.

Picking Up your Planned Order

- Once you have picked up your Planned Order from the cupboard, the cupboard manager will approve your order and it will become a "**Cupboard-to-Troop**" transfer and will show an approved planned order status on the receipt.
- Count all product and verify that your order is correct.
- Sign the planned order report.
- Load your vehicle.
- When the transfer is complete, the packages will be available for you to transfer to girls for additional sales or booth sale credit to girls.
- Cookies may not be returned or exchanged at any council warehouses.



Special Programs

Offer the BUY 5 Program

For every 5 boxes a customer orders they will receive an entry into the BUY 5 drawing. There will be 6 winners, 1 from each County. They will receive a variety of 52 boxes of cookies. That is 1 box per week for a year.

NATIONAL GIRL SCOUT COOKIE WEEKEND (NGSCW)

February 19 to February 21, 2021

Make sure you have enough cookies left for NGSCW. This annual occasion honors creative and successful Girl Scout cookie entrepreneurs across the country as well the positive change that cookie earnings make possible. NGSCW offers enterprising girls a chance to show off their cookie-selling skills by participating in booth and door to door sales as well as through the Smart Cookie Direct Ship program.



Transferring Cookies

Troop to Girl Transfers (T2G)

This will be your most common transfer:

- Hover over the orders tab and click on Transfer Order.
- Select the Troop to Girl option from the drop down menu.
- Click on which girl in the troop will receive the transfer or you can search by the girls name in the girl search field.
- Click the reset arrow on the far right to reset your filters if necessary.
- Once filters are set, click apply
- Enter the quantities to be transferred. Pay close attention to the Unit of Measure and varieties so that your transfer amounts are correct.
- Two types of transfers can be entered on this page
 - Packages
 - Booth packages
- **Troop on Hand Inventory in Smart Cookies must be zeroed out at the end of the sale.** All cookies must be distributed by correct variety to girls selling in order to get their recognitions and to have an accurate troop inventory for the following year so you can order accordingly.

Girl to Girl Transfer (G2G)

- Hover over the orders tab and click on Transfer Order.
- Select the Girl to Girl option from the drop down menu.
- Choose Girl to Girl in the type box. Select girl's name in the FROM box.
- You will be prompted to enter the number of boxes by variety to be transferred.
- Select the girl's name you are transferring to in the box.
- Save.
- Make sure you have a signed M3 receipt for any transfer between girls. (Even sisters!)

Troop to Troop Transfer (T2T)

- Hover over the orders tab and click on Transfer Order.
- Select the Troop to Troop option from the drop down menu

Using a Troop to Troop Transfer Form

Transferring cookies from one troop to another is very helpful, especially during booth sales or towards the end of the program. Any time you need cookies, you should always contact your Community Cookie Chair first. They will know what is available within the community. However, there are times during the busy part of "cookie season" that you may need to do an on the spot transfer with another troop. **Always use a Troop to Troop Transfer Form!**

Complete transfer form legibly with the following information:

- Your Troop number and the Troop number of the troop receiving the cookies.
- List by variety the quantities.
- Only one transfer between troops are allowed on each transfer form.
- Make sure each Troop Cookie Chair signs the receipt. This is for the protection of both troops. It makes settling the reports at the end of the program clear on who owes for the cookies. **If there is no signature, the Giving troop will be responsible for the items.**
- "Giving" troop keeps white copy, receiving troop keeps yellow. The pink copy is given to the CCC.
- The giving troop emails the Community Cookie Chair with details of transaction for documentation so transfer can be entered to SMART COOKIES as quickly as possible.
- The "receiving" troop receives credit for the cookies and held financial responsible.



A Successful Booth

Cookie Booths

Booth sales are an integral part of the Girl Scout Cookie Program. The Community Cookie Chair will be the only person allowed to make arrangements for all booths within the Community boundaries.

Troop Cookie Chairs

may submit booth location suggestions to the Community Cookie Chair, however they cannot book their own booths with a business.

Safety First

Always follow Safety Check Points. Girl safety, money safety and product safety are key to a successful Product Program. Every adult at a cookie booth must be registered and background checked. If an adult male is working the booth there must be one other non-related female adult present at this booth.

Covid Guidelines

- All girls and adults participating at the booth must have temperatures checked and must be below 100.4 to stay at the booth.
- Pre-Screen survey must be completed by all girls and adults participating at the booth.
- Masks must always be worn by all adults and girls
- Tables must be set up a minimum of 6 feet apart for each station
- Sanitizer must be at each station/table for girls, adults and customers
- All product is kept behind the tables where no one has access
- Only 1 girl at a time can fill an order
- Table set up:
 - Customer fills out menu form and hands it to the GS adult
 - Contactless payment – swipe/prepaid
 - Girl Scout will pack order and leave on table

- In between customers tables and swipe machines are wiped down, everyone should use sanitizer in between transactions
- Be sure to have a garbage can available
- Be sure that there is water available for girls and adults that are participating at the booth
- Everyone should always maintain 6 feet distance between each other
- Painters tape can be used to mark the floor 6 feet apart
- Sanitized pens should be used and then put in a used pen container, sanitize used pens as clean pens are used
- Adults are to review with girls safe bathroom usage and all girls must be escorted to and from the bathrooms by an adult
- All interactions should adhere to recommended CDC and GSC guidelines.
- Also check with location for any additional Covid 19 guidelines they may have in place.



What to Bring to a Booth

- Cash box and extra cash to make change for customers
- Shopping bags - Recycled grocery bags
- Important phone numbers
- Water for girls
- A count or tick sheet to keep track of product inventory
- Booth card

No Donation Soliciting

Remember: No Donation Jars allowed! It is permissible to accept donations, but we cannot solicit them.

Create a Booth with Appeal

- Table, 2 chairs for adults, and a Girl Scout or colorful tablecloth.
- Place extra product and boxes under table and out of sight.
- Use coolers if needed to protect product (product that is damaged after pick up may not be returned).
- Display troop goals, accomplishments - let customers know what your troop plans to do!
- Include your troop number
- Display information about the Care to Share Program.
- Forms for the Buy 5 Contest

Try Bundling Your Products

To encourage multiple purchases, girls can bundle several product items together with ribbon and tags. For example, for Valentines Day, bundle 3 boxes together and tie with festive ribbon. Prices must stay the same per box (see Volunteer Essentials for guidelines), so a bundle of 3 would cost \$15.00. But remember, Gluten Free Caramel Chocolate Chip cookies are \$6.00 per package.

Smart Cookies - Smart Booth Divider

NOTE: We strongly recommend that you use the Smart Booth Divider to enter all Booth sales data and credit. The Smart Booth Divider is an easy way to distribute booth sale credit to multiple girls quickly and evenly. Use of the Smart Booth Divider also helps Council build a booth library that can provide important data related to booth sale activity that can be used to help Troops prepare for future booth sales appropriately. You must have your troop assigned to a booth in Smart Cookies in order to use the Booth Divider.

The Booth Divider provides an easy and efficient way to distribute credit for booth sale packages sold to multiple girls quickly and evenly. The girls are not financially responsible for those booth sale packages sold. They will be provided the credit to go towards their recognitions. There are 2 options for using the Booth Divider:

Option 1: Distributing cookies for each booth

The best practice is distributing cookies for each booth. By recording all the packages sold by variety at each individual booth sale. Then use the save and distribute sales button to evenly distribute the packages sold to only the girls that participated in that specific booth sale.

- Log on to www.abcsmartcookies.com
- Click on the Resource Tab
- Click on Smart Cookies Training
- Scroll down to How to: distribute cookies for each booth with Smart Booth Divider (Option 1)

Option 2: Distributing cookies for all booths at the end of the program.

Alternative process: booth divider: distributing all booth cookies at the end of the program.

- You can record all packages sold by variety at each individual booth, and then you can use the save and go back button for each booth that the troop has completed.
- At the end of the program when all booths have been entered, the total of all booth sales credits from all the booths will be evenly distributed at one time to all girls in the troop by using the distribute total booth sales button that will be located at the bottom of the troop/group reservation page.
- Logon to www.abcsmartcookies.com
- Click on the Resource Tab
- Click on Smart Cookies Training
- Scroll down to How to: distribute cookies for each booth with Smart Booth Divider (Option 2)

How to Edit a Transaction with Smart Booth Divider:

When editing or delete a transactions that has already been saved within the Smart Booth Divider:

- Logon to www.abcsmartcookies.com
- Click on the Resource Tab
- Click on Smart Cookies Training
- Scroll down to How to: Edit a transaction in the Smart Booth Divider



Booth Etiquette Pledge

- We will not complain about any of the rules that a business sets and will follow them.
- If a double booking occurs at a business, troop and volunteers will demonstrate the Girl Scout Promise and Law and come up with a mutually agreed upon solution.
- We will not block store entrances and will approach customers when they leave the business.
- We will be identifiable as Girl Scouts and wear a Membership Pin, uniform or other Girl Scout clothing.
- We will display our troop number.
- Girl Scouts and adults will both be present at all times, with a maximum of 4 girls and a minimum of 2 registered and background check adults present.
- We will bring our own tables and hang signs on our table.
- We will bring our own change and not bother a business for change during the sale.
- We will be actively selling Girl Scout Cookies; not playing games, texting or running around .
- The booth sales is NOT a parent/guardian/volunteer activity. Girls must be present at all booths.
- Be prepared for weather and dress accordingly.
- We are representatives of Girl Scouts of Citrus and will obey and live by the Girl Scout Promise and Law.

Girl Etiquette

Girls should be familiar with what is expected at booths. Have them practice the following:

- Arrive on time, leave on time. No more than 4 girls should be present at a booth at a time - there are also no siblings, friends, pets, or tag-a-longs allowed at booths.
- How to approach customers.
- Practice good sales techniques. Say "Hello!" and "Thank You!"
- Products being offered and their prices - a business owner should take pride in their product.
- Work together with your girls to set a goal for the troop.
- What the troop plans to do with the proceeds.
- Council-wide Care to Share program.
- People make the difference when it comes to launching a successful cookie booth.
- Always SMILE.
- Remember: Girls need to be identified as Girl Scouts. Girls must wear uniform, vest, sash or Girl Scout Pins & close-toed shoes.

Recognitions

Creating Recognition Orders

Girl Scouts will earn recognitions based on their total number of cookie packages sold. This is why it is important to distribute all cookies that the girl sold. All recognitions are shown on the recognition flyer. All recognitions are cumulative. (Exception: Boost Bars are earned at the highest level that the girl sold) Make sure all Troop to Girl transfers are done and that the sales total for each girl is correct BEFORE ordering final recognitions. The automated reward feature will calculate the quantities for each girl

Creating a recognition order

- Troops must assign all cookies by correct variety in their troop to the girls so they can receive the correct recognitions.
- Hover over Recognitions Tab.
- Click Create Recognition Order.
- Under Plan Type select Main.
- Click Create Order.
- Manually enter the Walkabout and Booth. Only place a 1 in each box if the girl earned either of the boost bars.
 - **Walkabout Boost Bar** - A girl must have done door to door sales either with a buddy and adult or participate with the troop in door to door sales to earn the Walkabout Boost Bar.
 - **Booth Boost Bar** - A girl must participate in a booth to earn the Booth Boost Bar.
 - If using the Booth Divider you do not need to manually enter a Booth Booster Bar. It will automatically create the recognition for the girl.
 - Save and Exit.
- **NOTE:** Older Girls who opt out will still receive patches. The recognition still needs to be created in Smart Cookies. **NEW** this year Juniors can opt out of recognitions.



Final Paperwork

Compare the number of packages sold on the Troop Balance Summary Report and the Girl Cookie Total Summary Report. Review the Girl Balance Summary Reports to make sure that the payments received by each girl have been entered in SMART COOKIES. **The balance should be ZERO.**

What final paperwork needs to be turned in?

1. Troop balance summary from SMART COOKIES
2. Statement of Responsibility if the First Planned Order is their Initial Order
3. All troop transfer forms
4. All Signed Parent Permission Forms (paper) if Wufoo form was not filled out
5. All M3 receipts removed from booklet, place in Girl Money Envelope marked "M3 Receipts" - DO NOT leave in receipt booklet or taped to separate pieces of paper.

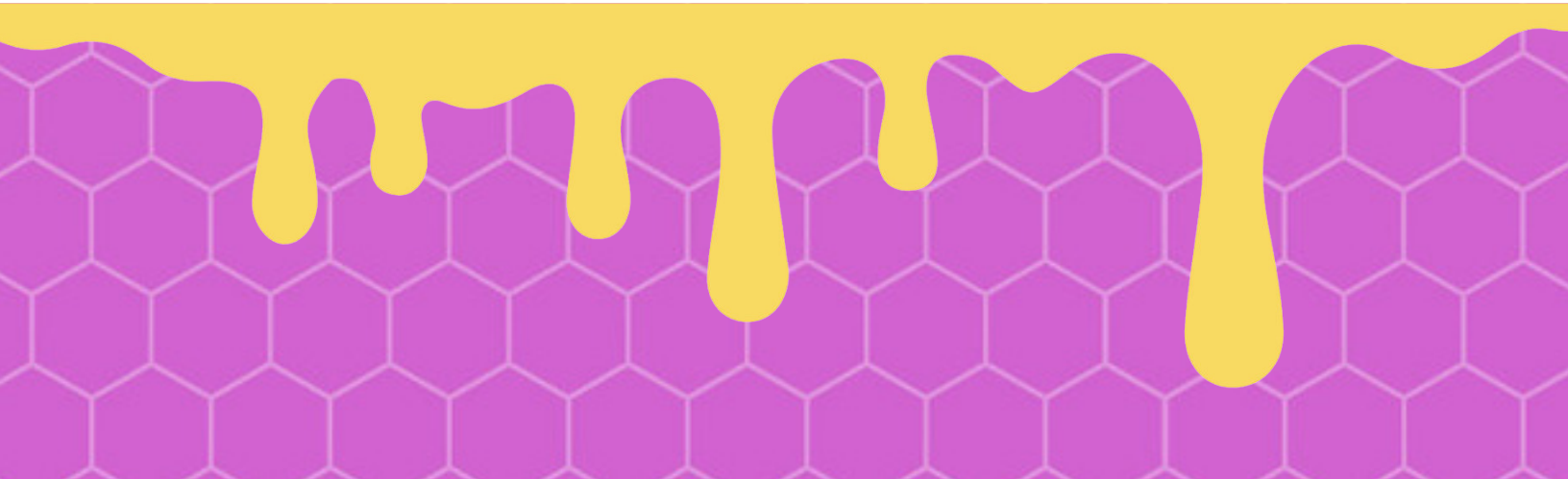
THE FOLLOWING BUNDLED SEPARATELY:

- a. Troop Position Agreement (paper) if WuFoo form was not filled out
- b. Care to Share Form
- c. All Buy 5 Entry Forms separated in Girl Money Envelope marked "Buy 5"

When you turn in your Final Paperwork:

Sign and date the Troop Balance Summary Report with the Community Cookie Chair indicating the amount due to Citrus Council is correct (**Remember Council will review and make any changes which could change your balance due for your final ACH**). After your Community is settled check Smart Cookies for final balance. Your CCC will have your final ACH total.

If you are a bonus troop, Council will manually update your troop paperwork and let the finance department know the adjusted amount for your troop balance. The Early Bird bonus will be left in your troop bank account. We do not ACH the amount of the Early Bird Bonus.



Finances

Swiper Mobile Payments for Cookies

Troops will have the option to accept credit card payments using the ABC Credit Card App or a Swiper Mobile device. It's a great way to increase cookies booth sales and door-to-door sales. If troops decide not to use the ABC Credit Card App, they can choose which merchant to use (such as Square) and can register on the merchant's website directly.

Money Collection - Payments from Girls

- Girls collect payment from customers at the time of delivery.
- Customers pay for products by cash or credit card when they receive the product. Girls never collect money without giving product to the customer.
- If a troop chooses to accept checks it will be the troops responsibility for any NSF's. All checks should be made out to the Troop and deposited into the Troop's bank account.
- Any time money is given to the troop from a Girl Scout, a signed M3 receipt must document this transaction.
- Money should be turned in promptly and frequently to the Troop Cookie Chair. Money should always be turned in when girls pick-up additional products from their Troop Cookie Chair.

Troop Money Turn In - at the End of the Sale

- Final money is due from girls by **March 9, 2021**
- In SMART COOKIES check the Troop Balance Summary Report and double check amounts owed to council.
- Please make your final deposits ASAP.
- Troop paperwork is due to your Community Cookie Chair by **March 9, 2021**
- Final ACH draft will be debited as each Community is reconciled.

Automatic Clearing House (ACH) Payments to Council

Troops pay council for all Cookies received through the ACH process:

- To ensure your troop account is ready for ACH, you must enter your troop's account number and routing number into SMART COOKIES.
- Only the amount due to the council will be deducted from the troop bank account, the proceeds will remain in the troop account.
- These debits occur once the Communities Cookie Paperwork is reconciled.
- To view amount due to council, revisit the Troop Balance Summary in SMART COOKIES.
- Personal use of troop funds at **ANYTIME** is illegal. Personal funds and Troop funds should never be co-mingled.

- Make sure you have Troop to Girl transfers completed by **March 9, 2021** so that SMART COOKIES can correctly figure your troop proceeds.

Procedure for Outstanding Product Monies

There are two types of outstanding balances:

- Troop Debt to the Council Business Office
- Parent /Guardian Debt to the troop

Troop Debt to Council Business Office

When unresolved debt occurs, the troop will not be able to participate in any product sales until the troop has resolved their outstanding balance with the Council Business Office. The Council Office will send up to two collection letters to the Troop Chair and the Leader to try to collect the outstanding monies. After the second time with no action taken by the troop, it will be turned over to local law enforcement.

Parent/Guardian Debt to Troop

Since Recognitions cannot be guaranteed after **May 30, 2021** for Troops with an outstanding amount due to Council, we recommend contacting customer care at customercare@citrus.org as soon as you realize there may be Product Money due or you have not been able to collect from a Troop Parent. We are here to help! When Product money is due to the Council Business Office and you have not been able to collect from a troop parent, do not hold up your troops paperwork. Make sure all monies collected have been deposited into your Troops Bank Account by the deadline.

As soon as you realize there is a problem, act immediately!

- Collect as much money as possible and set up definite deadlines for additional payments. Promptly Notify Customer Care at: customercare@citrus-gs.org with information on the next page, if deadline is not met.
- Make at least three attempts to collect money. The attempts to collect money must be documented in writing. Be aware that an answering machine or phone message might not be received by the person involved. It is not a reliable form of contact.
- Attempts to collect monies need to be pleasant and tactful, but firm. Do not harass. Emphasize that missing money denies girls program opportunities.
- All outstanding parent debt must be reported by **March 9, 2021**. It becomes increasingly difficult to help with collections after time has passed.
- If you need additional help or need to talk it over, contact the Product Director (Debbie Zito at dzito@citrusgs.org or call 800.367.3906).

Written/Verbal Documentation needed:

- Date
- Who made contact
- Method of Contact (phone, letter, in person)
- Summary of what was said and the response
- Your follow-up actions and plans
- Information Needed for further review (see next section)

Information needed for further review:

- Names (girls & parents)
- Phone numbers
- Physical Address
- Total Products checked out and returned from all signed M3 receipts
- Amount owed troop and Council Business Office
- Signed Parent Permission Agreement
- All signed M3 receipts from parent
- If you have all the signed documentation, the Council Business Office will be able to help with future payments from the parent/ guardian.

How can this be avoided?

- By training and informing the parents/guardians during a meeting about the consequences of outstanding balances.
- Meeting the deadlines for payments during the program.
- Be firm with the guidelines about payment before additional product is given out.
- Keeping in touch with parents and girls to verify all payments are received for delivered product with corresponding signed M3 receipts.

Misappropriation of Funds by Troop Chair or Leader

If misappropriation of troop funds is suspected, Leaders access to troop funds will be suspended during research and review of the allegations. If evidence of misuse of funds or personal use of troop funds is substantiated, the leader/chair will be reported to Law Enforcement for further investigation. Report the concern immediately to Customer Care at customercare@citrus-gs.org. If review of the concern yields substantial evidence of theft or fraud, Council Office is the legal party to file Police Reports and will do so.

Third Party Theft

- In the event that funds are stolen by a third party (home robbery, auto theft, booth robbery), a completed police report must be provided to the Council Business Office.
- Receipts will be helpful to prove possession and value of property.
- Council Staff will work directly with the victim with regard to the resolution of missing funds.
- Do not speak to media - contact Crystal Jones, Chief Operating Officer, at cjones@citrus-gs.org or call 407-228-1630.

Troops With Overpayment To Council

There is no reason for troop overages if the Troop Cookie Chair maintains SMART COOKIES and it is updated correctly - it will tell the Troop Cookie Chairs what the troop owes council and what each girl owes the troop. In the event that an overpayment occurs, troops will be paid after July 1st when the council bank reconciliation is completed. **It is the TCC and CCC responsibility to make sure that overpayment does not occur.**



