

# 2020 Cookie Program

Troop Overview

THANK YOU

FOR YOUR SUPPORT!



girl scouts  
river valleys

Contact SUCM  
Jennifer(Jennie)Steskal  
Ways to contact  
Facebook Messenger she is  
known as **Jennifer McGill**  
9mileserviceunit@gmail.com  
Text/Phone  
(612-875-9638)



you also may  
Contact Service Unit Manager  
Heidi Halpern-Smith

9MileServiceUnit@gmail.com



Everything in this presentation is in the Cookie Manager book



**We feel it is very important that you take the online training**



REMEMER **YouTube** is your friend.

You can search Smart cookie.

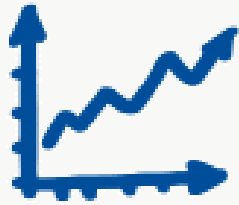
There are many online trainings on all subjects



# Cookie Program Overview



# 5 Skills of the Cookie Program



**GOAL  
SETTING**  
how to  
develop a  
business  
plan



**DECISION  
MAKING**  
think  
critically  
and solve  
problems



**MONEY  
MANAGEMENT**  
directly  
handle  
customer  
money



**PEOPLE  
SKILLS**  
engage with  
members of  
the community  
and develop  
confidence



**BUSINESS  
ETHICS**  
develop  
positive  
values like  
honesty and  
integrity

# Meet the Cookies

- Gluten Free Chocolate Chip Cookies – returning
- Thanks-A-Lots – retiring

Page 20 in the Guidebook





# Meet the Cookies

- Gluten Free Chocolate Chip Cookies – returning
- Thanks-A-Lots – retiring
- New Packaging
  - 5 Skills
  - G.I.R.L. opportunities
  - All proceeds stay local



# Sale Dates & Milestones

Troop Initial Order Due	Friday, Jan. 17
<b>Cookie Go Day</b>	<b>Saturday, Feb. 15</b>
Booth Go Day	Monday, Feb. 17
<b>Cookie Sale Ends</b>	<b>Sunday, Mar. 29</b>
Troop Reward Order Due	Saturday, Apr. 4
Girl Rewards Ship to Service Units	Week of May 11

# New Digital Marketing Guidelines

- GSUSA 2020 Online Marketing Guidelines Have Changed
  - Search for Digital Marketing Tips for Cookie Entrepreneurs and Families on the GSUSA website

## Girls may:

- Post their Digital Cookie link on public social media sites, i.e. Facebook, Twitter, Instagram
- Post where their troop is boothing
- Post a video and include their Digital Cookie link
- Ask customers to share their Digital Cookie link with friends and family

## Girls may not:

- Post their Digital Cookie link on resale sites, i.e. Craigslist, eBay, Facebook Marketplace, etc.
- Post where a girl is boothing
- Post content including last name or direct contact details (i.e. phone number, address, school, location, and/or email)
- Direct message anyone they don't personally know on social media platforms

Refer to *Safety Activity Checkpoints*, *Digital Marketing Tips for Cookie Entrepreneurs and their Families*, and *Supplemental Safety Tips for Online Marketing* for complete safety guidelines.



# Troop Cookie Manager Role Overview

-  Distribute Materials
  - Set Goals
  - Host a Family Cookie Business Meeting
  - Order Cookies
  - Manage Smart Cookies
  - Distribute Rewards

# Troop Materials

- Troop Cookie Manager Guidebook
- Receipt Booklets
- Cookie Booth Kit
- Troop Cookie Manager Responsibility Form
- 1 package of Lemonades

Page 9 in the Guidebook



The 2020 Girl Scout  
Cookie Program  
Guidebook  
YOUR GUIDE TO ALL THINGS COOKIES  
TROOP COOKIE MANAGER EDITION

2020 Girl Scouts River Valleys Cookie Program  
Troop Cookie Manager Responsibility Form

The 2020 Girl Scout Cookie Program runs from Saturday, February 15 to Sunday, March 29. Each troop cookie manager must fully complete and submit this form to their designated service unit cookie manager (SUCM) prior to the start of the 2020 Cookie Program (including cookie booth sales). Forms need to be completed and returned to the service unit cookie manager by February 15, 2020.

**Requirements**

- I am a registered Girl Scout for the 2020 Girl Scout Cookie Program. I agree to be bound by the following requirements:
- I have read through and understand the Troop Cookie Manager Guidebook, and demonstrate the Girl Scout Promise and Law in my actions.
- I will follow all policies and procedures outlined in the Troop Cookie Manager Guidebook. (Contact your SUCM or Girl Scouts River Valleys at girlsoutdoors@scoutsofvalleys.org with any questions.)
- I will ensure my troop pays for all cookies received as indicated in Smart Cookies. I understand that the troop assumes financial responsibility for the proper care and storage of all cookies received for the troop, ensuring that cookies are kept indoors in a dry, clean, cool area that is smoke- and pest-free. I understand that I will be held financially responsible for any cookies damaged while in my possession.
- I agree to read the Cookie Press e-newsletter and all other email communications from Girl Scouts River Valleys.

Please initial the following to indicate your understanding and acknowledgment:

I have read and agree to abide by the requirements above, as well as all Cookie Program policies.\*

I understand I am financially responsible for cookies taken into my troop's possession, and agree to pay promptly.

**Responsibilities**

**Before the sale:**

- Attend the in-person training provided by your SUCM. If you are a new troop cookie manager, you must also complete online training found on [www.girlscoutsvalleys.org](https://www.girlscoutsvalleys.org).
- Enter and/or verify your troop's bank account information and routing number in Smart Cookies.
- Obtain a family cookie return date. Fill in that date on the Family Cookie Responsibility Form.
- Request communication with your service unit cookie manager regarding cookie inventory.
- Obtain troop information in Smart Cookies to accurately and up-to-date throughout the sale (allocate cookies to girls).
- Verify troop's inventory and communicate with families often to set schedules for orders, pickups, and transactions are correct, and submit girl news to its order.
- Update records of inventory and money transactions with families by keeping signed receipts.
- Verify all Cookie Program activities such as booths, cookie donation programs, etc.
- Ensure all adults understand acceptable Cookie Program activity etiquette.
- Obtain money due from families and deposit monies into the troop's bank account.
- Obtain Form 1099-MISC, if necessary.





# Setting Goals

- Consider Rewards and Proceeds
- Make a Plan
- Use SMART Goals
- Each girl gets to chase her adventure.



# Cookie Business Meeting

- Review the Family Cookie Responsibility Form
- Share Girl Rewards
- Discuss Volunteer Opportunities
- Cookie Rally Information
- Establish a Cookie Calendar



# Engaging Girls in Cookie Sales



# Ways to Sell

- Door-to-Door
- Cookie Booths
- Workplace Sales
- Business-to-Business (B2B)
- Online Sales
- Donation Programs



# Door-to-Door

- Individual or in a group (mobile sales)
- Get creative with your cookie cart!



# Cookie Booths

- Located inside of public businesses
- Secured by River Valleys or the troop
- Attended by Girls and Adults
- Cookie Booth Kit in your materials
- Cookie Booth of the week
  - Creative display
  - Displays their troop number
  - Sales Goals
  - Donation Program



# Cookie Booths – Council Secured

- Set up by GSRV
- Cookies at Cub
- Lottery or First-Come, First-Served



# Cookie Booths – Council Secured

## • Lottery

- Choose 10 potential booths
- Select between January 2<sup>nd</sup> - January 13<sup>th</sup>
- Select a wide variety
- One of your booth preferences will be added.

## • First-Come, First-Served

- Starts on January 16<sup>th</sup>
- Staggering Sign-Up

FCFS Round	Open Date	Booths Added
1	Jan 16 at 7 pm	1
2	Jan 17 at 7 pm	2
3	Jan 18 at 7 pm	2
4	Jan 20 at 7 pm	6
5	Jan 27 at 7 pm	8
6	Feb 3 at 7 pm	19

# Cookie Booths – Troop Secured

- Arranged by you and your troop
- Contact local businesses
- Enter into Smart Cookies




# Donations

- Operation Cookie Care Package
  - Give to Local Heroes
  - GSRV Facilitates
- Cookies for the Community
  - Give to the organization of your choice
  - Troop does the physical donation





# Other Ways to Sell

-  **Business-to-Business**
  - Businesses buy cookies to give to their customers or clients.
  - Schedule a meeting, and prepare a proposal!
- **Workplace**
  - Parent/Guardian's workplace
  - Keep girls involved
- **Online**
  - Use Smart Cookies Online sales feature
  - Review the online marketing policy

# Rewards, Patches & Badges



# Rewards

- Based on number of packages sold.
- Exciting items like t-shirts, journals, and mascot plush
- High level rewards events
  - Dream Team
  - Super Seller



# Cookie Program Credits

- Girls can opt to receive cookie credits instead of rewards.
- They can use them on...
  - Camp
  - GSRV Events
  - Shop Items
  - Memberships



# Donation Rewards

- Based on number of donations sold
- Lanyard and Squishy Clips
- Donations from both programs



# Troop Rewards



- Per Girl Average
- 3 Tiers
  - Headband
  - Sunglasses
  - Hoodie
- +2 for volunteers!





























# Proceeds

Tier Name	Tier Requirements	Troop Proceed Per Pkg. Sold
Base	Base	\$0.80
Per Girl Average (PGA)	Met target PGA of 220	\$0.85
PGA + Early Bird (EB)	EB + met PGA of 220	\$0.95

- Senior/Ambassador Opt Out by March 20<sup>th</sup>, 2020
  - Receive an additional \$0.05/package

# Cookie Badges

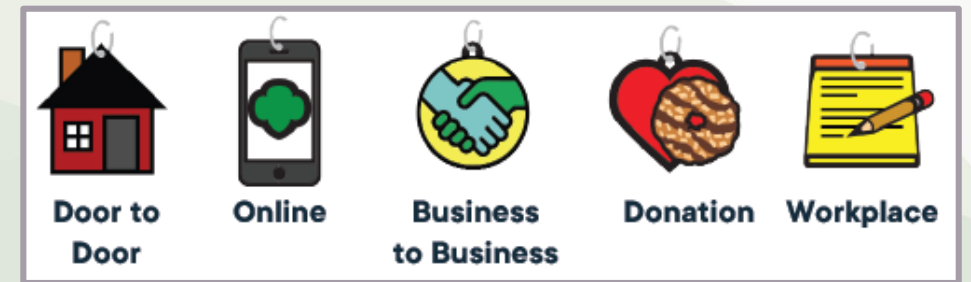
- Entrepreneurship badges at each program level
- Incorporates five business skills

Daisies	Brownies	Juniors	Cadettes	Seniors	Ambassadors
<i>Cookie Business and Financial Literacy Badges</i>					
					
					
					
					
					



# Other Programs

- Expert Entrepreneur Patch
- Cookie Entrepreneur Family Pin

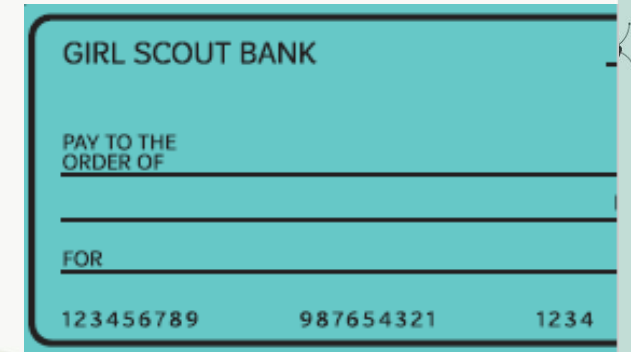


# Cookie Finance

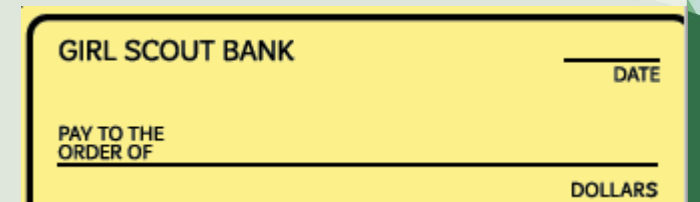


# Accepting Checks

- Checks should be written out to **Girl Scouts**.
- Deposit within 7 days
- When to accept checks...
  - When they are from people you know
  - When they are from people who live in your area
  - When they have a complete name and address printed on.
- Check Acceptance policy
  - Online
  - Cookie Booth Kit



A teal-colored check form with the following fields: "GIRL SCOUT BANK" at the top, "PAY TO THE ORDER OF" with a horizontal line below it, "FOR" with a horizontal line below it, and three MICR lines at the bottom containing the numbers "123456789", "987654321", and "1234".



A yellow-colored check form with the following fields: "GIRL SCOUT BANK" at the top left, "DATE" with a horizontal line to its right at the top right, "PAY TO THE ORDER OF" with a horizontal line below it, and "DOLLARS" at the bottom right.

# Accepting Credit Cards

- Smart Cookies Credit Card Payments
- Transactions credited to the troop
- Funds go straight to GSRV bank account
  - Transaction fees (\$0.12 + 2% of total sale) will be taken from troop account via ACH at the end of the season
- New this year: Accept cards at booths



# Depositing Money


- Deposit into your troop bank account
- Work with troop leaders to coordinate deposits
- Deposit often
- Don't keep more than \$1,000 on-hand
- Endorse checks with "for deposit only"
- Track your deposits outside of Smart Cookies




# Automatic Clearing House

- Proceeds are automatically withdrawn.
- ACH Dates
  - March 13<sup>th</sup>
  - April 22<sup>nd</sup>
- Make sure you have deposited all of your money

# Preparing for the ACH

-  Before the Sale
  - Enter your bank account in Smart Cookies
- After the Sale
  - Check your balance owed in Smart Cookies
  - Make sure you have deposited all of your money.
- That's It!

# Finance/Inventory Issues Form

-  Fill out the form if...
  - Your troop has excess inventory
  - Families have outstanding balances
  - Checks bounced
  - You receive counterfeit money
- You will be in touch with Troop Finance Specialist



# Managing the Cookies



# Moving Cookies

- Types of Movements
  - Initial Deliveries
  - Picking up/Exchanging from the Cupboard
    - Planned Orders
    - On Demand
  - Allocating Cookies to Girls
  - Returning Cookies to the Troop
  - Troop to Troop Transfers

Page 26 in the Guidebook



# Initial Order

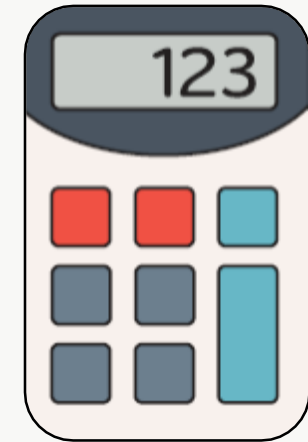


- Primary Cookie Inventory
- Avoid the busy Cupboards
- Check your booths to inform your Initial Order.

Page 27 in the Guidebook

# Initial Order Recommendations

- Use the Cookie Calculator!
- Earn the Initial Order Rewards
  - Initial Order Glitter Patch
  - Credit Towards One 2021 Early Bird Membership
- Cookie Calculator is a *recommendation* – you know what is best for your troop!



# Cookie Deliveries

- **Mega Drop**
  - Large Communities
  - Council Run
  - Select a date & time in Smart Cookies
- **Mega Drop**
  - Smaller Communities
  - Volunteer Run
  - Check with your SUCM to schedule



# Allocating to Girls

- Corresponding transfer in Smart Cookies
- Hold back 20-30% of your inventory
- Families should turn in 50% of their money before receiving more.



# Cookie Cupboards



# Council Run vs. Regional

- Council Run
  - Warehouses in Large Communities
  - Open to all troops
  - Planned Orders required at some
- Regional
  - Volunteer's homes in smaller communities
  - Assigned to certain Service Units
  - Planned Orders Required
- Regional Express
  - Close after the 3<sup>rd</sup> week of the sale

Page 29-30 in the Guidebook





# Planned Orders

- Planned orders are required at
  - ALL regional and regional express cupboards
  - SOME council run cupboards
- Guaranteed cookies where and when you want them!

# Cookie Responsibility

- Any cookies you take on are yours
- Practice Cookie Responsibility by
  - Utilizing Planned Orders
  - Set a Family Return Deadline
  - Zero packages left is ideal
  - Know how to handle Excess inventory
    - Use the Cookie Swap
    - Fill out the F/IIF



# Cookie Swap

- Use the cookie swap to..
  - Get more cookies
  - Get rid of extra cookies

# Smart Cookies



# Smart Cookies

## • Key Functionality

- Managing your Inventory
  - Selecting Cookie Booths
  - Transferring Cookies to Other Troops
  - Taking Credit Card Payments
  - Track Troop Finances
  - Submit Planned Orders
  - Order Rewards
- Search for the Smart Cookies Guide on the volunteer website



# Getting Started

## Primary functions to learn...

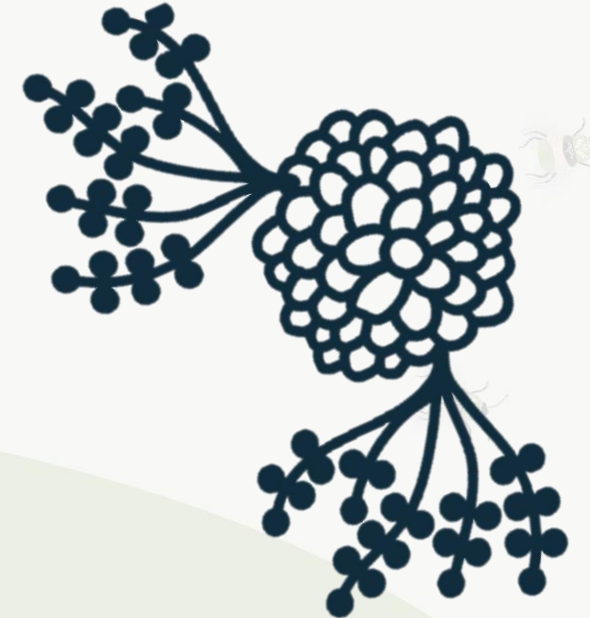
- Transferring Cookies
  - Keep track of the cookies
  - Troop to Girl & Girl to Troop Transfers...
    - Gives girls credit for their sales
    - Tracks their balance due
    - Tracks their rewards eligibility
- Select Booths
  - Booth Lottery, First-Come, First-Serve, Troop Secured
  - Use the Smart Booth Divider
- Access Reports
  - Understand and manage your cookie inventory



Page 35-36 in the Guidebook

# Resources

- The Cookie Press
- Volunteer Website
  - Smart Cookies Guide
- Service Unit Cookie Manager
  - Training, Policies, General Support
- Girl Scouts River Valleys Customer Care
  - 800-845-0787
  - [Girlscouts@girlscoutsrv.org](mailto:Girlscouts@girlscoutsrv.org)
- Facebook
  - River Valleys Troop Product Program Group





chase  
YOUR  
adventures