



chase
YOUR
adventures

2020 Girl Scout Cookie Program

Troop Cookie Manager Guide

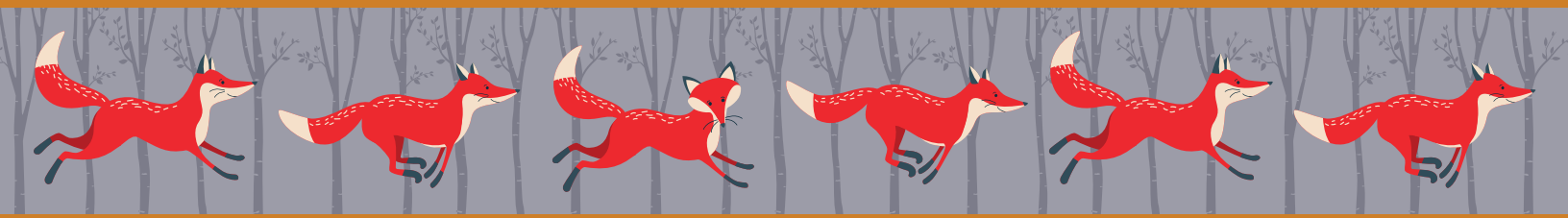


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Questions?

Customer Care

(916) 452-9181 or (800) 322-4475
customer care@girlscoutshcc.org

2020 Cookie Program in Review





Dear Cookie Volunteers,

Whether you're returning or are brand-new to the Girl Scout Cookie Program, we're delighted to work with you in the 2020 Girl Scout Cookie Season. The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world, and your Girl Scouts will grow tremendously as they participate in the program.

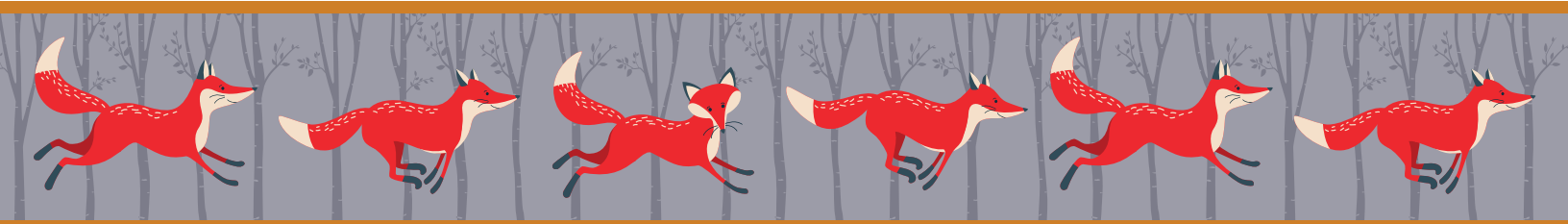
I have fond memories of selling cookies door-to-door when I was a Girl Scout, and I get very excited when a Girl Scout comes to my door to ask me to buy cookies. It takes courage! I purchase cookies knowing the impact that Girl Scouting will have on her life as it had on mine.

We know the Girl Scout Cookie Program is a critical source of funding for girls' programming—from wilderness adventures, to travel excursions, to STEM workshops. We also know the Girl Scout Cookie Program is an important ingredient in the Girl Scout Leadership Experience. During cookie season, girls venture into the world of entrepreneurship to learn five skills that are vital in life: goal setting, decision making, money management, people skills and business ethics.

Your work as a volunteer with the Girl Scout Cookie Program enables girls to gain these five skills and thrive throughout their lives. Thank you for the time and effort you put into helping them during the cookie sales season, and beyond. I can't wait to see what your Girl Scouts will do!

Sincerely,

Dr. Linda E. Farley
CEO
Girl Scouts Heart of Central California



2020 Dates to Remember

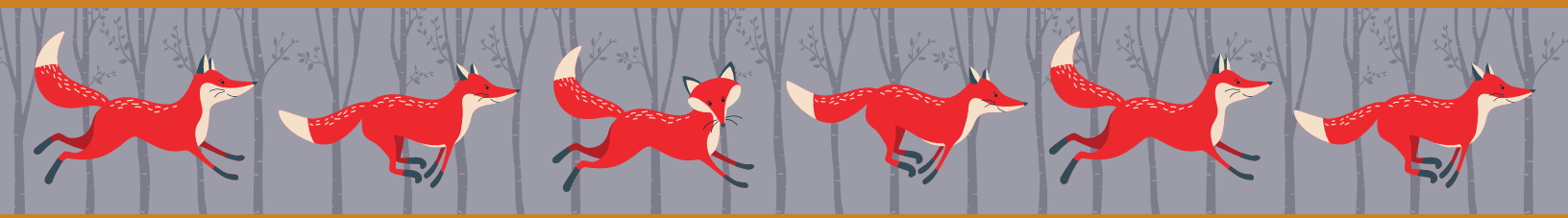
January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Cookie Zipper Pouch \$6.95</p> 			1	2	3	4
5	6	7	8	9	10 Girl Scout Cookie Program begins	11
12 Booth Round 1 Lottery opens @ 7pm	13	14	15 Booth Round 1 Lottery closes @ 11:59pm	16	17	18
19 Booth Round 2 opens @ 7pm (first-come, first-served)	20	21	22 Booth Round 2 closes @ 11:59pm	23	24	25
26 Booth Round 3 opens @ 7pm (first-come, first-served) Initial Orders end Parents turn in Initial Orders to troops	27 Troop Initial Orders entered in Smart Cookies by 11:59pm Last day for girls to set goal in Smart Cookies for Goal Getter Patch Last day for troops to set proceeds plan in Smart Cookies	28	29	30	31	 2020 Goal Getter Patch



February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>NEW! Entrepreneur Family Pin \$3.00</p>  <p>Daisy Brownie Junior Cadette Senior Ambassador</p>						1
2	3	4	5	6	7	8
		Booth Round 3 closes @ 11:59pm	Booth Round 4 opens @ 7pm (first-come, first-served)		2020 Family Patch \$1.25	
9	10	11	12	13	14	15
	Share your First Cookie Sale with us! #GSHCC 2020 My First Cookie Sale Patch \$1.25					Mega Drop North
16	17	18	19	20	21	22
	Mega Drop South			2020 Early Reward T-Shirt	Booth Sales Start Cookie Cupboards and Cookie Jars open	
National Girl Scout Cookie Weekend						
23	24	25	26	27	28	29
		Troop training completed and bank accounts in Smart Cookies				
2020 National Girl Scout Cookie Weekend Patch \$1.50						



March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5 ACH Withdrawal #1	6	7 Red Wagon Saturday 
8	9 2020 Walkabout Patch \$1.25	10 	11	12	13	14
15 Cookie program and booth sales end	16	17	18 Main Recognition Orders due by 11:59 pm	19 ACH Withdrawal #2	20	21
22	23	24	25	26 Final ACH Withdrawal #3 Last day to turn in 2020 Collection Report	27	28
29 	30 	31	 2020 Cookie Booth Patch \$1.25			
2020 Reusable Tote \$7.95						
May Rewards and Troop Treasure distributed						



What's Your Role?

Troop Cookie Manager (TCM)

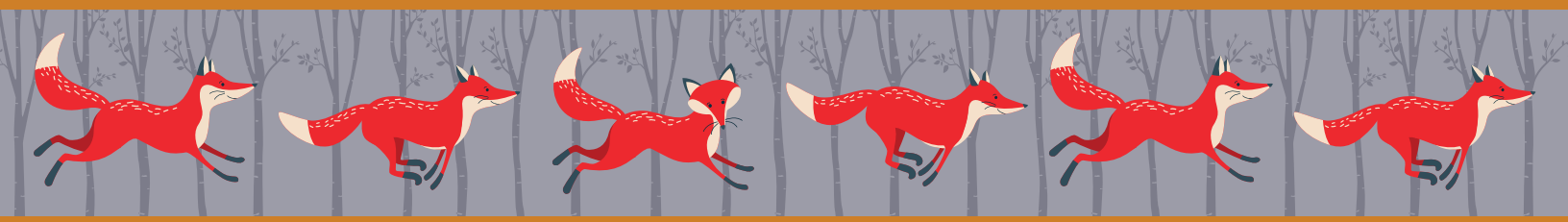
Start by making sure that you have registered for the 2020 Girl Scout membership year, completed a background check, selected the TCM role in MyGS and submitted a completed **Volunteer Position Agreement** online at girlscoutshcc.org/resources.

- Encourage your girls! They will respond to your enthusiasm.
- Attend training with your service unit cookie manager, at your regional GSHCC program center or complete training online at training.girlscoutshcc.org. This will prepare you for the cookie program and for any questions from parents in your troop.
- Have participating families fill out the **Girl/Parent Permission and Financial Responsibility form**; this is your assurance that caregivers and girls in your troop are ready to participate. You will hold on to these forms until the end of the Girl Scout Cookie Program. These do not get turned in unless there is a family in collections.
- Work together with your troop leader to:
 - Talk about The 5 Skills, after all, that is what the cookie program is all about!
 - Encourage your girls to set goals. Spend some extra time in a goal setting session with your troop; your troop should set a goal and so should each girl.
 - Manage the cookie program finances for your troop.
- Schedule and organize the booth sale portion of the program.
- Share with your service unit cookie manager ideas you have for new booth sale locations.

Troop Leader

Start by making sure that you and the girls in your troop have registered for the 2020 Girl Scout membership year. Remember that only registered members of Girl Scouts Heart of Central California (GSHCC) are authorized for money-handling and only registered Girl Scouts will be uploaded into Smart Cookies.

- Support your troop cookie manager by:
 - Helping with the financial management of the program by maintaining a troop bank account, making frequent deposits and making sure your account has enough funds for the scheduled ACH withdrawals.
 - Notifying GSHCC a minimum of three business days before the scheduled withdrawal date if your account balance will be insufficient.
 - Check out the **NEW** Cookie Entrepreneur Family pin! Engage the whole family in The 5 Skills fun!
 - Encouraging girls to sign up for Cookie Academy near you or your service unit cookie rally.
 - Don't stop adding girls during cookie season; they can participate too.
- Obtain a copy of the **Troop Balance Summary report** from Smart Cookies at the end of the cookie program and share with the girls and their families the goals you achieved. Retain a copy for your troop's end-of-year Finance Report.



Entrepreneurship and The 5 Skills

1 Goal Setting

Girls set sales goals, and with their troop, create a plan to reach them. This matters because girls will learn how to set and reach goals, and how to succeed in school, on the job and in life.

2 Decision Making

Girls decide where and when to sell product, how to market their sale and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives.

3 Money Management

Girls develop a budget, take orders and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.

4 People Skills

Girls learn how to talk (and listen) to their customers, as well as learn how to work as a team with other girls. This matters because it helps girls do better in school on group projects, on sports teams, on the playground and later at work.

5 Business Ethics

Girls act honestly and responsibly during every step of the cookie program. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

The 5 Skills are part of the Girl Scout Leadership Experience (GSLE) and you will find badge and pin activities in each of *The Girl's Guide to Girl Scouting*. Use these resources to expand on each skill and explore what can happen when girls succeed. Remember badge work isn't designed to be completed in one troop meeting; start building on pieces of the badge and complete it throughout the year.

Want more activities on The 5 Skills?

Check out The 5 Skills guide at girlscoutshcc.org/resources or in the GSHCC app.



My Smart Cookies Log in:

Email: _____

Password: _____

Did you know?

The Smart Cookies app is a digital order card for girls on the go!

Smart Cookies

Smart Cookies gives troops access to a business center customized just for their troop and lets girls manage their cookie activities online. This user-friendly platform lets girls and troops set and track goals, create a sales plan, market their sales, customize their dashboards and personalize their online store.

Smart Cookies is both desktop computer and mobile friendly, so you can manage your troop's program at home or on the go.

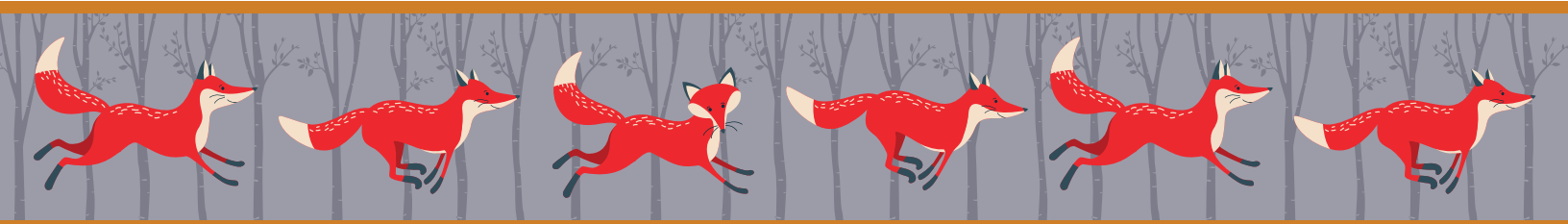
Smart Cookies makes managing your troop's inventory, booths and girls, as easy as can be!

Getting Started

An email with a registration link will be sent directly to the TCM's registered email from **noreply@abcsmartcookies.com**.

Once you have confirmed your information and are registered, you will receive a confirmation email that contains your username and password.

Note: Please make sure to add **noreply@abcsmartcookies.com** your safe senders list in your email.



Girl Scout Cookie Program Materials—Be Prepared!

Being organized and prepared for the Girl Scout Cookie Program lets the girls and caregivers in your troop know that you are ready to lead them in a successful cookie program. Their confidence in the troop cookie manager and troop leader allows the girls to focus on their goals.

Materials You'll Need

Make sure to pick up the following materials from your service unit cookie manager:

- 2020 Troop Envelope: one per troop
- Receipt books: three per troop
- **Girl/Parent Permission and Financial Responsibility form:** one per girl
- Girl Money Envelopes: one per girl
- Girl Order Card: one per girl
- Volunteer Position Agreement (online at girlscoutshcc.org/resources)

Need More?

Check out girlscoutshcc.org/resources or the GSHCC app for more resources.



Cookie Share

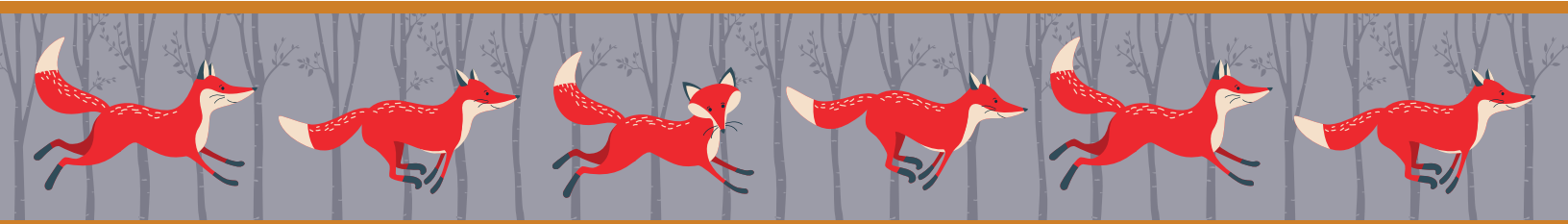
GSHCC partners with Blue Star Moms, local food closets and blood drives for Cookie Share donations. Cookie Share is a great way for girls, troops, and customers to give thanks to the women and men who serve in our military. Blue Star Moms sends donations provided by GSHCC to active duty military. GSHCC also coordinates with other community non-profits to distribute Cookie Share cookies.

Why participate in Cookie Share?

- Great way to support members of active military and your community.
- Allows public to support the Girl Scout Cookie Program even if they don't want to buy cookies for themselves.
- Girls who sell *10+ packages* towards Cookie Share will earn the Cookie Share 2020 patch.
- Cookie Share cookies ordered during the Initial Order are “virtual” and will be given directly to organizations with which GSHCC partners. Troops will not need to pick up these orders, they will not be added to a troop's physical inventory and/or are not taken out of the troop's physical inventory.
 - The troop will be financially responsible for these cookies.
 - Cookie Share orders are not rounded to the fullest case during the Initial Order process in Smart Cookies.
- Cookie Share donations taken at a booth should be entered using the Smart Booth Divider. Donations taken during in-person sales after the Initial Order should be entered in the **Virtual Cookie Share** tab in Smart Cookies.

Want more info?

Check out girlscoutshcc.org/resources for the Just in Time training.



Proceeds and Rewards

Your Role

Be Familiar with the Proceeds and Rewards Plans:

- Early Reward opportunity
- Troop Proceeds and Girl Rewards
- Older Girl Proceeds and Older Girl Rewards
- Troop Treasure

Troop Proceeds and Girl Rewards

- Available for all troops
- Troops earn \$0.90 per package sold
- Girls can earn patches, achievement bars, experiences and reward items
- Troops can earn Troop Treasure
- All troops will be assigned troop proceeds and girl rewards in Smart Cookies

Optional Older Girl Proceeds and Rewards

- Available only to troops with all members registered as Cadettes, Seniors and/or Ambassadors
 - *Troops that choose this option will need to change their proceeds plan in Smart Cookies by Monday, January 27*
- Multi-level troops with registered Daisy, Brownie and Junior members do not qualify
- Girls must vote unanimously for the Older Girl Proceeds option
- Your troop earns \$1.00 per package sold
- Girls can earn patches and achievement bars only
- Troops can earn Troop Treasure

Early Reward Opportunity

- **NEW!** Every girl with an Initial Order of 180+ packages submitted by **Monday, January 27** will earn the red fox theme t-shirt!
- Girls in troops choosing Older Girl Proceeds and rewards are also eligible for the Early Reward.
- The Early Reward will be mailed to the service unit cookie manager for distribution.

Rewards Experiences

- Rewards experiences, dates, and descriptions will be available for preview at girlscoutshcc.org/rewards or in the GSHCC App by January 10.
- Unless otherwise stated, all experiences are for the girls only and are led by trained GSHCC staff and/or affiliated GSHCC program partners.
- Rewards experiences are designed to meet all Safety Activity Checkpoint and Volunteer Essentials requirements and IRS guidelines.
- If a girl cannot make it to her earned experience, she can attend/ receive the alternate experience/item (if available); if the girl cannot attend the alternate experience, there is no replacement.





Troop Treasure

What Is Troop Treasure?

Troop Treasure is an additional way for troops to earn funds towards supporting their Girl Scout Leadership Experience (GSLE).

- All troops are automatically eligible to earn Troop Treasure.
- Troop Treasure may be applied towards GSHCC sponsored events, including day and resident camps, membership registration fees and in-store GSHCC shop purchases.
- Troop Treasure will be sent to your troop's registered cookie manager. Please ensure that this name and address are correct for your troop.
- Troop Treasure is an *additional incentive* earned based on a troop's per girl average (PGA).
- Troops who have an outstanding balance are not eligible to receive Troop Treasure.

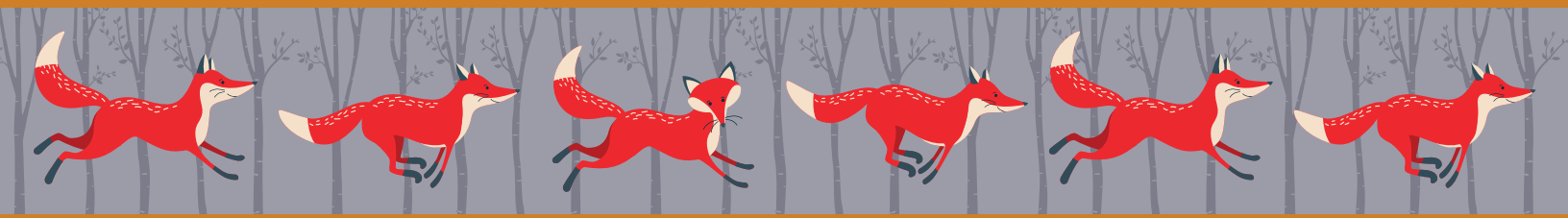
NEW! How do troops earn Troop Treasure?

You asked, we listened; earning Troop Treasure is now clearer than ever! Troops can now earn Troop Treasure based on your troop's per girl average (PGA) for girls **selling**. Here's the best part: troops can view their troop's PGA on their Smart Cookies dashboard. Troop Treasure will be awarded based on each troop's PGA and the number of girls selling.

What does that mean? Troop PGA will now be calculated based on the total number of packages a troop sells, divided by the number of girls selling. For example, let's take a look at troop A. They have 15 girls in their troop, but only 10 girls are selling. They did awesome and sold 2650 packages of cookies, which means they have a PGA of 265 (2650 packages divided by 10 girls) and earned \$400 in Troop Treasure (\$40.00/girl selling).



PGA	\$/girl selling
215+	\$30
265+	\$40
315+	\$50



Your Troop's Initial Order

Your Role

- Collect the total packages sold by variety from each of the girls in the troop.
- Questions about a girl's order card? Make sure to clarify with them for accuracy.
 - A girl's dashboard and Smart Cookies mobile app act as a digital order card. Orders still need to be entered by the TCM. You can pull order information collected using the **Mobile and E-card Summary Report**.
- Remind girls they can keep taking orders through the end of the cookie program (you may want to order additional cookies in your Initial Order to cover these).

Getting Started

Your **Initial Order** should include the total of your girl's order card sales plus the amount estimated for the troop's first 2-4 booth opportunities (for more information, see Prepping for the Sale). Cookies ordered in your **Booth** and **Extras** rows will make up your general inventory in Smart Cookies. You will transfer this inventory to girls based on booth sales and any additional girl sales. Make sure to enter each girl's order under her name in Smart Cookies by **January 27, 2020 at 11:59pm**. *Once the troop's order is entered and submitted you will not be able to edit your order.*

**Any Gluten-Free cookie orders placed using the online submission will be added to your Initial Orders by the entrepreneurship team.*

Initial Orders are entered in PACKAGES. Smart Cookies will round to a full case on all varieties, excluding Cookie Share donations.

If you need help submitting your order, or need advice on how many cases to order, please contact your service unit cookie manager.

All cookies ordered are the financial responsibility of your troop and are non-refundable.

How Do I Place My Troop's Initial Order?

1. Hover over the **Orders** tab. Then, select **Troop Initial Order**.
2. All registered girl names will appear. Click on the drop down arrow next to a girl's name and enter their order in **PACKAGES** by variety.
3. Use the **COOKIE SHARE** column in Smart Cookies to order Cookie Share cookies. This order is not placed by variety.
4. Repeat this process for each girl.
5. In the **BOOTH SALE** row, order by **PACKAGES** the cookies you estimate you will need for your booth and pre-sale orders.
6. Click **SAVE**.
7. Next, choose your **DELIVERY STATION**, then click **SAVE** again.
8. Finally, click **READY FOR REVIEW** to notify your service unit cookie manager your order is ready to be placed.

Did you know?

Use your tab key to move through each field quickly.

NEW!
Gluten-Free
Cookies
\$6.00/package



will be added to a troop's Initial Order based on their previous request and availability.
Quantities are limited.

All Initial Orders

are due by **Monday, January 27, 2020 at 11:59 pm**



Booth Sites—Making the Choice

Booth sales are a great way for Girl Scouts to practice their marketing and people skills and work towards their goals as a team! All booth reservations will be selected by troops in four rounds using the Smart Cookies system.

Round One—Lottery

- Troops will be able to pick from locations within your service unit boundaries.
- If your service unit is paired with another service unit, you will be in a district in Smart Cookies and you will share booth opportunities.
- Starting **January 12 at 7pm**, troop cookie managers can *review* all booth opportunities in Smart Cookies. During this time, TCMs should coordinate preferred dates and times with other adults in the troop.
- **January 12–15**, TCM's can select *up to 10 booth opportunities*, directly in Smart Cookies.
 - For best results, it is recommended that troops vary their booth preferences by location, date and time.
 - **HINT:** Avoid selecting only premium booth sites. In the lottery, troops will only be awarded up to *one* premium booth site, and could result in zero booth locations awarded if only premium locations are selected.
- On **January 16**, the lottery will select up to *two of the ten* requested booth opportunities per troop. Troops may be awarded up to one premium site but it is not guaranteed.

Hint! Smart Cookies will send a confirmation to the TCM's email for each booth opportunity that is secured. Review your email for accuracy and planning purposes. Make sure to add **noreply@abcsmartcookies.com** your safe senders list in your email.

Premium Sites are high traffic locations like Walmarts, shopping malls, etc. and will be marked in Smart Cookies with a **P** when you are viewing booth options. These locations are limited and marked Premium in order to allow for more troops to have access to the opportunity.

If a troop cannot attend their scheduled booth sale, they are required to log in to Smart Cookies to cancel as soon as possible. The booth sale schedule is shared with the community through several websites, including the national Girl Scout Cookie Finder. Customers searching for Girl Scout Cookies are directed to booth locations that show troops scheduled in Smart Cookies. Cancelling unwanted booth locations gives other troops the courtesy and opportunity to fill the time slot and limit customer frustration. A cancellation email will be sent to the Smart Cookies account associated with that troop.

Rounds Two, Three and Four—First Come, First Served (FCFS)

Locations and time slots are offered on a first-come, first-served basis and are available council-wide.

Round Two

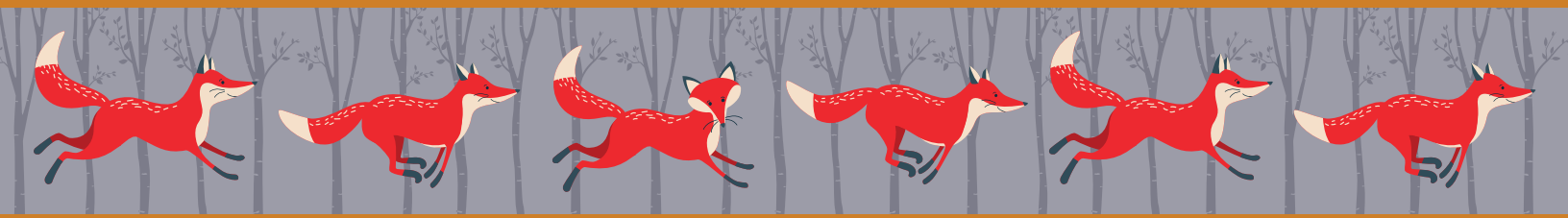
- Opens **Sunday, January 19 at 7pm**
- Closes **Wednesday, January 22 at 11:59pm**
- Troops have the opportunity to secure up to **four (4)** booth opportunities.
- Troops will only be able select up to **two (2)** premium booths in round two.

Round Three

- Opens **Sunday, January 26 at 7pm**
- Closes **Tuesday, February 4 at 11:59pm**
- Troops have the opportunity to secure up to 20 booth opportunities (only ten may be premium locations) until February 4 at 11:59 pm.

Round Four

- Opens **Wednesday, February 5 at 7pm**
- **Remains open until the end of the cookie program**
- Troops are able to secure an unlimited amount of booth opportunities with no limits on premium locations.



Troop Secured Booths

What is a Troop Secured Booth?

A troop secured booth is a location that is secured by a troop for a limited number of timeslots (limited to no more than three dates/times in two hour blocks per location, for a total of six hours) at a location that a troop thinks would be a good selling opportunity, that is not a service unit secured site. Troop secured booths are subject to the same rules and guidelines as service unit and council secured booth locations. These booths must be entered into Smart Cookies using the **Troop Secured Booth** tab and will be reviewed by the entrepreneurship department. Troops will receive an email from Smart Cookies within three business days letting them know if their booth request has been approved or denied (starting February 3).

**If a location would like to offer more dates/times than allowed for a troop, they will be asked to open up the opportunity to all GSHCC troops.*

Troop Secured Booth Guidelines

- All troop secured booths must be reviewed and approved by the entrepreneurship department
- Locations must provide written permission, to be provided upon request
- Booth dates must be within GSHCC booth sale dates (February 21–March 15)
- GSHCC and service unit secured booths have priority in the event that a troop secured booth is scheduled during the same time and in close proximity to another location
- Booths are not allowed in front of locations that girls are not allowed to patronize without an adult.

Red Wagon Saturday!

On Saturday, March 7, 2020
all troops are encouraged to go
and sell in their neighborhoods
between 10am and 3pm.

*Remember
to wear your
Girl Scout
uniform!*





Prepping for the Sale— Booth Sale Hints

Once your troop’s booth sites are scheduled, it’s time to plan for your Girl Scout Cookie inventory. Keep in mind some variables that could impact the number of cookie packages you can expect to sell at each site, such as:

- Time of day and day of the week
- Location
- Weather
- Booth sites held towards the beginning of the Girl Scout Cookie Program typically show slightly higher sales than those held towards the end of the program

Make sure to use previous booth site experience as a guideline for your initial orders.

Use the chart below to help you plan for your initial cookie order. (Keep in mind that these are guidelines and that sales may vary from year to year).

Packages/Day

Average sales per variety	All Locations/ All Dates
Thanks-A-Lots	5
S’mores	9
Lemonades	9
Shortbread	5
Thin Mints	27
Peanut Butter Patties	16
Caramel deLites	24
Peanut Butter Sandwich	5

Average sales per two-hour time slot by week	Average packages sold per two-hour time slot
First Friday	85
First Saturday	95
First Sunday	79
First Week (Mon-Fri)	77
Second Saturday	62
Second Sunday	58
Second Week (Mon-Fri)	62
Third Saturday	51
Third Sunday	58
Third Week (Mon-Fri)	62
Fourth Saturday	52
Fourth Sunday	45



Troop Booth Sale Worksheet

Use one copy of this worksheet for each booth sale.

Troop Number: _____ Booth Sale Location: _____

Date: _____ Scheduled Time: _____

Volunteer in charge: _____

Starting Cash \$ _____

	Initial Inventory (Packages) A. Fill out before booth sale	Remaining Inventory (Packages) B. Fill out at the end of booth sale	Total Packages Sold (A. - B. = C.)
Thanks-A-Lots			
S'mores			
Lemonades			
Shortbread			
Thin Mints			
Peanut Butter Patties			
Caramel deLites			
Peanut Butter Sandwiches			
Caramel Chocolate Chip			
			C. Total =

Names of girls participating in this booth sale:

1. _____
2. _____
3. _____
4. _____

Ending Cash \$ _____

Credit/Debit Card Transactions

Calculating per girl average (PGA):

$$\frac{\text{C. Total Packages Sold}}{\text{Total Girls Participating}} = \text{Package Credit per Girl (transfer in Smart Cookies)}$$

Calculating GSHCC proceeds:

$$\text{C. Total Packages Sold} \times \begin{matrix} \$4.10 \text{ (regular proceeds)} \\ \text{OR } \$4.00 \text{ (OGA proceeds)} \end{matrix} = \text{Total Council Proceeds}$$

Troop proceeds:

Remaining balance on hand after calculating council proceeds



Managing the Operation— Booth Sales

The TCM is responsible for selecting booth opportunities, helping girls and caregivers understand and prepare for the booth sale experiences, scheduling girls for each site, and making sure the sales are accurately recorded in Smart Cookies.

Before Your Booth Sale

- Know the Girl Scout booth sale guidelines (found at girlscoutshcc.org/resources or in the **GSHCC app**)
- Coordinate the details for booth sales:
 - Print booth site confirmation from Smart Cookies
 - Schedule girls and adults for shifts
 - Troops can schedule in two ways
 - One girl and two adults (at least one must be registered and background checked)
 - Two to four girls and two adults (at least one must be registered and background checked)
 - Request additional adult help (if needed)
- Bring:
 - Assortment of cookies
 - Table, chairs (if allowed on property. If in doubt, please contact the service unit cookie manager)
 - Decorations
 - A cash box or apron with change available
 - A credit card reader
 - **Booth Sale Worksheet** form
 - A copy of the Girl Scout booth sale guidelines
- Review the safety guidelines in **Volunteer Essentials** and **Safety Activity Checkpoints** with adults. Only registered Girl Scouts may attend booth sales.

Financial Transactions at Booth Sales

- Accepted forms of payment are:
 - Cash
 - Credit Card (*The troop assumes all added costs associated with accepting credit/debit cards*)
 - Checks—troops should only accept from people that they know and in amounts under \$60 (*please minimize a troop's liability and have them limit acceptance of personal checks*)

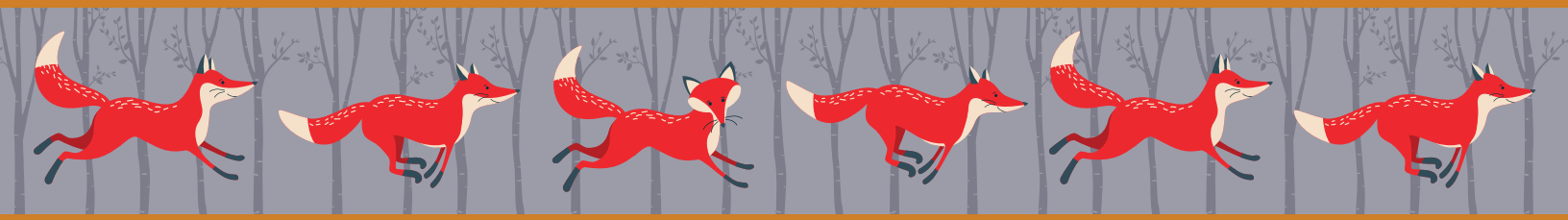
Theft

- Unfortunately, sometimes theft can occur at a booth sale. If your troop experiences theft at their cookie booth location, please contact customer care at customercare@girlscoutshcc.org immediately and report the theft to authorities.

The price per package of cookies is \$6.00 for the gluten-free cookie and \$5.00 for all other varieties; no more, no less. Troops should sell *only* Girl Scout Cookies at their booth. Troops that do not adhere to these rules are subject to penalties including loss of booth opportunities and/or troop proceeds.

Did you know?

Any activity that involves more than one Girl Scout and a caregiver is considered a troop activity and must meet all GSHCC safety guidelines.



Booth Sale Etiquette

Hosting a cookie booth at a local business is just one way that your Girl Scouts can work towards honing The 5 Skills during the Girl Scout Cookie Program. Operating a booth does a whole lot more than boost your sales! Girls get experience conducting purchasing transactions, answering questions, counting money, setting up product displays, and managing inventory. It is also important to remember that while you are at your booth, you are representing Girl Scouts.

Here are some tips for holding a great booth!

Do's

- Do have two adults (at least one registered and background checked) and two to four registered Girl Scouts **or** one registered Girl Scout and two adults (at least one must be registered and background checked)
- Do ensure your girls to be in uniform, so they are identifiable as Girl Scouts.
- Do allow booths to be girl-led.
- Do have girls stay near the booth.
- Do decorate or “bling” your booth.
- Do approach customers when they are exiting the establishment.
- Do remember a Girl Scout always leaves a place better than she found it.

Don'ts

- Do not allow girls to use cell phones at a booth sale.
- Do not allow eating or smoking at a booth sale.
- Do not block the entrance or exit of an establishment.
- Do not allow girls to leave the booth site.
- Do not allow siblings at your booth.
- Do not leave your cash box out in the open or unattended.





Managing Your Troop's Girl Scout Cookie Inventory

Having an accurate inventory of the cookies in your troop's possession is very important and key to having a successful cookie program. Inventory management is a critical part of the Girl Scout Cookie Program for your troop and the girls involved. Knowing your inventory shows your girls a real-life example of using The 5 Skills, particularly Money Management.

Depending on how your Girl Scout troop participates in the cookie program, you will have an Initial Order, a few Planned Orders and/or Transfer Orders.

Cookie Cupboards and Jars

Once your troop has placed their Initial Order, you can receive additional cookies through *Planned Orders*, which are placed through Smart Cookies by *Sunday night* and picked up by the troops at their chosen Cookie Cupboard the following week. *Cookie Cupboards and Cookie Jars open on Friday, February 21.*

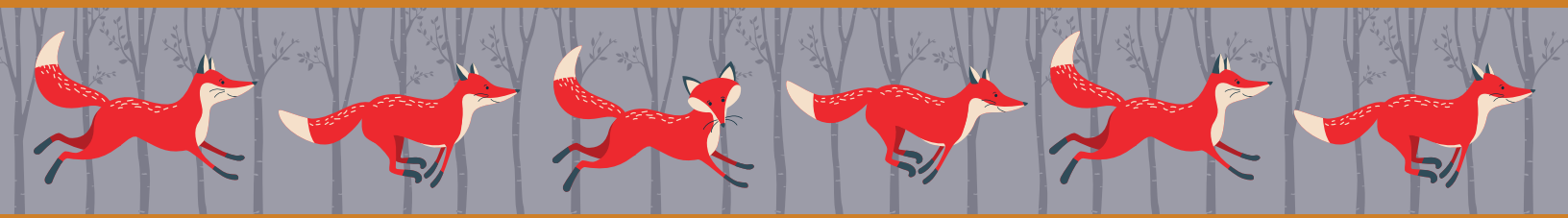
What is a Cookie Cupboard?

- A Cookie Cupboard is operated by a volunteer who has offered their space and their time to warehouse an inventory of cookies, in various locations across GSHCC's 18-county region. Their inventory is based largely on the *Planned Orders* placed by troops by the *Sunday* before the restock order is placed.

What is a Cookie Jar?

- A Cookie Jar is also a space operated by a volunteer but will begin the Girl Scout Cookie Program with a predesignated inventory of cookies; once that inventory is depleted, the Jar will close. Cookie Jars only take *Unplanned Orders*.

Note: Cookie Cupboards and Jars are CLOSED on Mondays.



Order Types—Planned, Unplanned and Transfer Orders

What Is a Planned Order?

- A Planned Order is an order placed at a local Cookie Cupboard by 11:59pm on the Sunday *before* a troop would like to pick it up. Planned Orders help the entrepreneurship department accurately purchase enough inventory to stock Cookie Cupboards with the varieties to meet community demand.

Plan Ahead! This is essential to ensure troops have enough inventory to host their booth sale. **Keep in mind that cupboards and jars are closed on Mondays.**

When placing *Planned Orders*, Smart Cookies will give a list of Cookie Cupboards to choose from, along with available dates and times *for the following week*. Troops pick the location, day and time that is most convenient for them!

Troops must pick up their order within 48 hours of their scheduled time. Orders that are not picked up within that time frame will be cancelled and released to make those cookies available for other troops.

Note: Though there may be pick up times available early in the week at local Cupboards, GSHCC cannot guarantee a full Planned Order within 48 hours of the order being placed. We suggest troops schedule pick-up for Thursday or later. ***It can sometimes take between two to four days to replenish inventory at a Cookie Cupboard.***

What Is an Unplanned Order?

- An Unplanned Order is an order that is picked up at a local Cookie Cupboard or Cookie Jar on a *first-come, first-served* basis. Unplanned Orders should only be used in the event your troop needs more cookies outside of their Planned Order and are not encouraged.

Contact the Cupboard manager at your preferred location to inquire about available inventory. Capacity to hold excess inventory varies by each Cupboard location.

- If the nearest Cupboard does not have enough inventory to fill your troop's request, consider doing a **Troop-to-Troop transfer**.

Keep in mind...

A Planned Order, picked up on the requested date will always take priority over an Unplanned Order.

Part of managing your troop's Girl Scout Cookie inventory is keeping track of where the cookies are. Are they with the troop at a booth sale? Out for delivery with a girl? Being transferred to another troop? Your troop's tracking of the cookie orders directly impacts your troop's bottom line.



What Is a Transfer Order?

Transfer Orders are how a troop's inventory gets assigned to girls, moved into another troop's inventory or brought into your troop's inventory.

Want more info?

Check out girlscoutshcc.org/resources for the Just in Time trainings.

Types of Transfers

Troop-to-Troop Transfer (T2T)

- To transfer inventory to another troop.
- The troop transferring the inventory out will process the transfer in Smart Cookies.

Troop-to-Girl Transfer (T2G)

- To transfer inventory to the girls within a troop.
- Reduces troop inventory and increases each girl's packages sold.
- There are two types of T2G transfers:
 - Transfer **with financial responsibility** in the **PACKAGES** field
 - Girl will need to turn in collected money to the troop.
 - Transfer **without financial responsibility** in the **BOOTH** field
 - Money was collected at a booth.

**It is strongly recommended that troops use the Smart Booth Divider to distribute packages sold at a booth. This tool will also allow troops to track their sales trends at booths.*

Girl-to-Troop Transfer (G2T)

- To transfer inventory from a girl back to the troop and reduce her financial responsibility.
- The troop leader/troop cookie manager can choose to accept or decline excess inventory from a girl in the event she has cancelled sales.

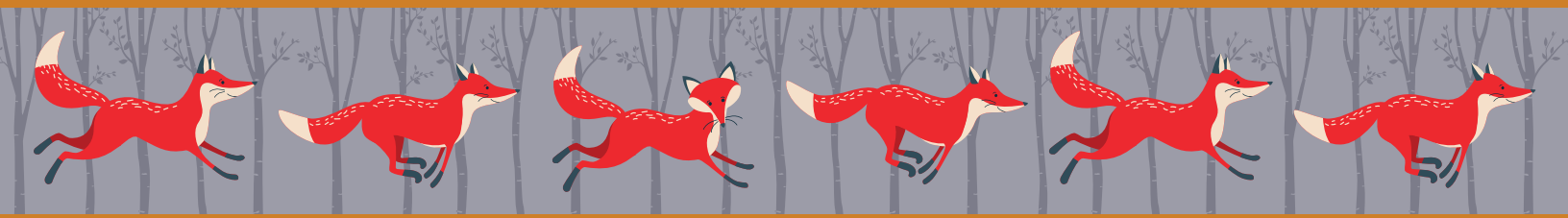
Cupboard-to-Troop Transfer (C2T)

- Cupboard-to-troop transfers occur when a troop has picked up a Planned or Unplanned Order from a local Cookie Cupboard or Jar.
- Cookie managers should verify that C2T transfers are entered accurately and in a timely manner.

When managing your troop's inventory, it is important that you *do not* create a "negative inventory." **What is negative inventory?** Negative inventory is when a troop's on hand inventory in Smart Cookies shows up as a negative number in the system. This means that a troop has transferred out more cookies than what they were financially responsible for. When this happens, make sure your transfers were entered in the system correctly and Cupboard to Troop (C2T) transfers have been entered.



Visit your local GS shop for all your Booth Sale needs!



Financials

What Do Troops Do With the Money They Collect?

Troops will deposit all monies (including checks) into their own bank account and the troop's balance due will be withdrawn via ACH (Automated Clearing House).

Troops who participated in the 2020 Girl Scout Cookie and/or Fall Product Programs will have their bank account information automatically uploaded into Smart Cookies; TCMs will still need to verify bank account and routing numbers for accuracy prior to the first ACH withdrawal date.

New troops or troops with new bank accounts are required to complete and submit the **ACH Authorization Form** prior to participating in the cookie program. Visit girlscoutshcc.org/resources to fill out the **ACH Authorization Form**.

GSHCC will withdraw troop balances due in three scheduled ACH withdrawals on the following dates:

#1	March 5	25% of what is due for inventory (as of March 2)
#2	March 19	75% of remaining balance due
#3	March 26	Remaining balance due

*Troops with non-sufficient funds (NSF) in their account to cover the amount to be withdrawn should notify the entrepreneurship department **a minimum of three (3) business days** prior to the scheduled withdrawal date to request a one week extension. Troops are responsible for all NSF fees incurred if no extension is requested. Requests should be sent to customercare@girlscoutshcc.org for approval.*

Payments: Have Questions? We've Got Answers!

Checks

- GSHCC recommends that troops only accept personal checks from friends and family and not in amounts greater than \$60.
- Be sure each check is made payable to "GSHCC Troop #."
- Checks should be endorsed with the bank account number, GSHCC, service unit, and troop numbers.

Cash

- GSHCC recommends that troops not accept bills over \$20.
- Be sure to deposit cash often to prevent lost or stolen money.

Credit Cards

- Choosing to accept credit cards from customers is a business decision for troops. Troops are responsible for any and all fees associated with using credit card readers.
- Troops should not use services like Venmo for collecting payment at booths, as it opens troops up to liability and violates the software's terms of service.



Bounced Checks or Counterfeit Bills?

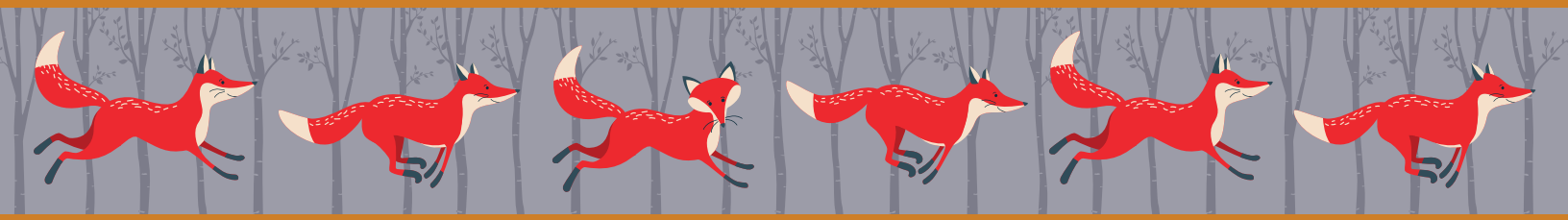
GSHCC recommends not taking bills over \$20 or checks over \$60 since higher denominations are more likely to be counterfeit. Troops who receive counterfeit bills or bounced checks should contact the entrepreneurship department no later than **Thursday, March 26**. *Troops are responsible for any fees associated with bounced checks or counterfeit bills.*

Troops will need to follow these steps:

1. Provide a bank letter showing proof of bounced check or counterfeit bill showing deposit date and amounts.
2. Send this letter (scanned and emailed or faxed) to **customercare@girlscoutshcc.org**.
3. In the email, troops should include service unit, troop number, troop cookie manager name, and troop leader name. The entrepreneurship team will follow up with the troop directly.

Fees

Troops are responsible for any and all fees incurred from their bank due to depositing money, valid ACH withdrawals and/or use of credit card readers.



Theft, Loss and Product Complaints

Theft

- It is the troop cookie manager's responsibility to safeguard the girls' money after it has been turned in.
- It is the parent/guardian's responsibility when the money is in the parent/guardian or girl's possession.
- If cookies and/or money are stolen, the troop will need to follow these steps:
 - Report the theft to their service unit cookie manager immediately (within 24 hours).
 - Report theft to local authorities immediately (within 24 hours) and obtain a copy of the police report.
 - Consider filing a claim with your insurance company. If there is a deductible required GSHCC will not be responsible for this amount. We will not reimburse a parent/guardian or a troop for product or funds that are stolen.
 - The troop cookie manager is required to notify the entrepreneurship team as well as the troop leader with supporting documentation (within 24 hours).
 - GSHCC will not reimburse stolen product or money.

Loss

- If cookies are lost, the troop is financially responsible for those cookies.
- It is the parent/guardian's responsibility when cookies are in the parent/guardian's or girl's possession.

Cookie Product Complaints

- If there is a complaint due to the overall quality of the cookies, please email ABC Bakers at abcbakers@interbake.com or call them at **800-221-1002**.



Rewards and Wrapping Up the Program

Your Role

- Once you have transferred your troop inventory to the girls in your troop, you will need to create the **Main Recognition Order** by **March 18 at 11:59 pm**.

Note: This is the only way your girls will receive their earned rewards; if you do not place a Main Recognition Order, your troop will not receive reward items.

Final Paperwork

Troops will only have to turn in paperwork if their troop has a parent/guardian in collections. Troops must fill out a **2020 Cookie Collection Report** (found at girlscoutshcc.org/resources).

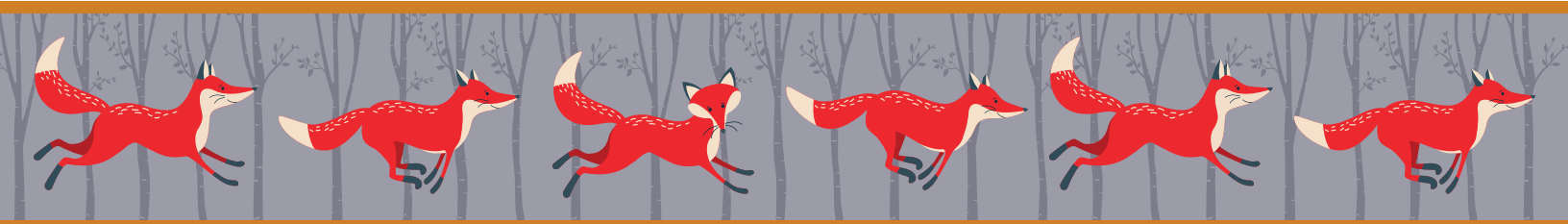
Parent Outstanding Cookie Accounts

Caregivers and volunteers are responsible to forward all funds from the Girl Scout Cookie Program to the appropriate person. Girl Scouts Heart of Central California (GSHCC) will pursue all options when dealing with the misappropriation (theft and misuse) of Girl Scout funds. **Our goal is to ensure that money earned by Girl Scouts and their troops is used to enhance the Girl Scout experience.**

If you are having difficulty collecting money and final paperwork from a girl's parent/guardian, the troop cookie manager should follow these steps and complete a **2020 Cookie Collection Report**, found at girlscoutshcc.org/resources.

Follow these steps:

1. Call caregiver of the Girl Scout to discuss the situation. Document interactions and attempts to collect.
2. **Notify council prior to final ACH withdrawal date (March 26) of attempts to collect. GSHCC will collect outstanding debt directly with caregivers and adjust the troop's ACH balance.**
3. Turn in the **2020 Cookie Collection Report** and supporting documents (receipts, log of interactions/ attempts to collect) must be turned in to the entrepreneurship team by **Thursday, March 26. A signed Girl/Parent Permission and Responsibility Agreement form must be included. We cannot collect outstanding debts without a signed agreement form. GSHCC cannot recover the parent's outstanding debt back to the troop if a signed parent permission form is not included.**
4. Troop cookie managers should not accept any payment after the Girl Scout Cookie Program is completed and a 2020 Cookie Collection Report has been filed. Please refer any delinquent account inquiries to GSHCC.



To Our Troop Cookie Managers,

Thank you for the time that you give to the girls in your troop, supporting them in their entrepreneurial goals and in learning the 5 skills! From Cookie Academy workshops, the Just in Time Trainings, and our GSHCC mobile app to your service unit cookie volunteers—we want to make sure you are as successful and supported as possible and have resources available to help you along the way. We can't wait to hear of the goals met, experiences had, and the great accomplishments of your Girl Scouts! Remember, if you need additional help or have questions, please don't hesitate to reach out! Your service unit cookie manager, or our Customer Care department, is only a call or an email away.

Your Entrepreneurship Team,

Emily Walsh
Director of Entrepreneurship

Ilse Luna
Entrepreneurship Specialist

Nicole Jones
Entrepreneurship Specialist



My Goal:

girlscoutshcc.org/rewards • 800.322.4755

Cookie Program Runs January 10—March 15, 2020

REWARDS ARE CUMULATIVE!



Vinyl Sticker
60+ Packages



Theme Patch
40+ Packages



Achievement Bars
starts at 100+
(increments of 100)



Gem Kit
110+ Packages



Fox Small Plush
160+ Packages



GSHCC Branded Travel Cutlery Set
325+ Packages



Fox Large Plush AND Super Patch
450+ Packages

Chase Your Adventure Hoodie
230+ Packages



Bead Kit AND Journals
600+ Packages



Give Back Level
650+ Packages



Wackford Experience OR Weekender Duffel Bag AND Themed Kleen Kanteen
750+ Packages



GSHCC Branded Camp Chair
975+ Packages



Santa Cruz Beach BBQ OR Custom Skateboard Experience
1200+ Packages



GSHCC Camp Voucher
1650+ Packages



Dream Come True Disney Trip OR Aquatic Center Experience and Inflatable Paddle Board
2250+ Packages



Beehive State Excursion (Utah) OR Safari West Excursion
3000+ Packages



Last Frontier Excursion (Alaska) OR Lake Tahoe Relax Retreat
4000+ Packages

All reward experiences are designed to meet Safety Activity Checkpoint guidelines.

*All experiences are for girls only unless otherwise indicated with a ★. For more information, please visit girlscoutshcc.org/rewards.



All your favorites are back — and a **Gluten-Free Cookie!**



Thin Mints®



Crispy chocolate wafers dipped in a mint chocolaty coating.



Caramel deLites®

Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolaty stripes.



Peanut Butter

Patties®



Crispy vanilla cookies layered with peanut butter and covered with a chocolaty coating.



Girl Scout

S'mores®

Crispy graham cookies double dipped in yummy crème icing and finished with a scrumptious chocolaty coating.



Lemonades®



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



Peanut Butter

Sandwich



Crisp and crunchy oatmeal cookies with creamy peanut butter filling.



Shortbread®

Traditional shortbread cookies.



Thanks-A-Lot®



Shortbread cookies dipped in rich fudge and topped with an embossed thank you message in one of 5 languages.



Caramel

Chocolate Chip



*Rich caramel, semi-sweet chocolate chips, and a hint of sea salt in a chewy, gluten-free cookie.**
*Limited availability