



Cookie Calendar



Date	Activity
December 16	Begin to use Digital Cookie & social media
January 1	Initial order opens for troop entry
January 2	Booth Scheduler opens at 9 am
January 11	Cookie Rally! (Register at bit.ly/CookieRally25)
January 13	Initial order due by 11 pm
Jan. 31 - Feb. 6	Delivery of product to SU delivery sites
February 7	Direct Sale begins for in-person sales
February 9	First planned order due in Smart Cookies by 8 pm
February 16	Second planned order due in Smart Cookies by 8 pm
February 21-23	National Girl Scout Cookie Weekend
February 23	Third planned order due in Smart Cookies by 8 pm
February 28	Troop funds must be in troop bank account for first ACH (1/3 of initial order)
March 2	Fourth planned order due in Smart Cookies by 8 pm
March 4	First ACH (1/3 of initial order minus troop profit)
March 9	Fifth planned order due in Smart Cookies by 8pm
March 13	Troop funds must be in troop bank account for second ACH (1/3 of beginning of March balance)
March 16	Sixth planned order due in Smart Cookies by 8pm (FINAL)
March 17	Troops begin to enter reward orders in Smart Cookies
March 18	Second ACH (1/3 of beginning of March balance)
March 23	Digital Cookie Online Marketing & Direct Sale ends
March 26	Troop reward orders due in Smart Cookies by 8 pm
April 1	All money turned into troop leader
April 3	Outstanding Balance (OSB) forms due to service centers
April 4	Troop money deposited in troop bank account for final ACH
April 8	Final ACH sweep (Remainder of balance owed to council)
April 29	Rewards will be available for pickup
May 27	Last day to submit NSF checks
September 5	Due date to redeem Cookie Dough code for GSUSA online shopping code
September 20	2024 Nutty Bucks and 2025 Cookie Dough expires

Cookie Guide

Customer Care

888-623-1237

customercare@girlscouts-gsci.org

Bloomington Service Center
3 Westport Court
Bloomington, IL 61704

Champaign Service Center
2001 Round Barn Road, Suite C
Champaign, IL 61820

Decatur Urban Program Center
1170 E. Pershing Road
Decatur, IL 62526

Peoria Service Center
1103 W. Lake Ave.
Peoria IL, 61614

Springfield Service Center
3020 Baker Drive
Springfield, IL 62703

Girl Scouts of Central Illinois Website
GetYourGirlPower.org

Cookie Order Management Site
ABCSmartCookies.com
DigitalCookie.GirlScouts.org

Help – ABC Bakers technical support team is available 24/7 to answer any Smart Cookies related questions.

Contact 800-853-3730 or
abcsmartcookietech@hearthsidefoods.com

Help with cookie orders (status, etc.)
abcsmartcookiedirect@hearthsidefoods.com

GSUSA Website
GirlScouts.org

This guide belongs to:

Name _____ Troop _____

My Service Unit Coordinator is:

Name _____ Service Unit _____

Address _____

City/State/Zip _____

Email _____

Phone (____) _____ Best Time to Call _____

Service Unit Delivery Information:

Location: _____

Date _____ Time _____



Girl Scouts may begin selling Girl Scout Cookies
in person on February 7, 2025.

Table of Contents

Topic	Page
Cookie Calendar	2
Benefits of the Cookie Program	6
Familiar Terms	7
Quick Tips	8
Digital Cookie or Smart Cookies?	9
Digital Cookie Volunteer Login	10
Smart Cookies Volunteer Login	11
Digital Cookie Girl Scout Setup	12
Shipped Cookie Orders	13
National Cookie Locator Link	14
Troop Virtual Booth Links	14
Troop Booth Pickup Orders	16
Troop Ship Only Link	17
Social Media	17
Online Cookie Sales Guidance	18
Cookie Success	19
Digital Marketing Tips	20
Estimating Initial Order	22
Delivery	24
Cookie Inventory Control	25
Operation Cookie Share	26
Troop Proceeds & Troop Bonus	26
Rewards	27
Cookie Reward Levels	28
Direct Ship Rewards	29
Operation Cookie Share Rewards	29
Cookie Dough Only Items	29
How the Cookie Crumbles	30
Booth Sales	31
Cookie Cupboards	33
Money, Deposits, and Collections	34
Smart Cookies Instructions	36
ABC Resources	41
Allergen Guide	42
Meet the Cookies	43



This Girl Scout Cookie season, we are inspiring Girl Scouts to embrace the endless possibilities to grow their skills that selling cookies offers!

The Girl Scout Cookie Program is the largest entrepreneurial program for girls in the world. From learning how to interact with customers to creating budgets and taking orders, the Girl Scout Cookie Program teaches Girl Scouts invaluable skills that they'll need to succeed throughout their lives.





this Girl Scout Cookie Season!

There is a reason the Girl Scout Cookie Program is a celebrated tradition. It's an incredible opportunity for girls to EMBRACE POSSIBILITY and build lifelong skills!

The largest girl-led entrepreneurial program in the world also offers an amazing opportunity for you as a volunteer. You get to see firsthand how Girl Scouts grow, learn, and come into their own.

The Girl Scout Cookie Program is a great responsibility – it could not happen without you. We are confident you will find the experience both enjoyable and rewarding. Thank you for your support and dedication to the success of the program.

If you have questions, we are here to help! Below is a list of contacts that will be available to answer your questions throughout the program. Have a safe and fun Girl Scout Cookie Season!

Meg Anderson
Bloomington/Peru regions
217-494-8045
mkanderson@girlscouts-gsci.org

Tiffani McGee
Decatur region
217-241-3747
tmcgee@girlscouts-gsci.org

Petrea Muroya
Quincy region
217-725-8703
pmuroya@girlscouts-gsci.org

Kelsey Parker
Champaign region
217-725-9189
kparker@girlscouts-gsci.org

Tiffany Kaufmann
Peoria region
309-369-3551
tkaufmann@girlscouts-gsci.org

Abigail Smith
Springfield region
217-953-0300
asmith@girlscouts-gsci.org

GSCI Customer Care
888-623-1237
customercare@girlscouts-gsci.org

Emma Miller
Director of Product Sales
309-846-5923
emiller@girlscouts-gsci.org

Kelly Day
Chief Operating Officer
217-620-7791
kday@girlscouts-gsci.org

Benefits of the Girl Scout Cookie Program

Everything Girl Scouts do is designed to help them grow into leaders of courage, confidence, and character. The five skills learned through the Girl Scout Cookie Program are an important ingredient in the Girl Scout Leadership Experience and teaches Girl Scouts skills that will help them grow into leaders in their own lives, leaders in business, and leaders in the world.



Goal Setting

Girl Scouts set cookie goals individually and, with a team, create a plan to reach them.

They develop cooperation and team building skills along the way.

I know I can do it!



Decision Making

Girl Scouts help decide how the team will spend their cookie money, furthering critical thinking and problem solving skills that will help in many aspects of life.

I make smarter decisions.



Money Management

Girls Scouts take cookie orders, handle money, and gain valuable and practical life skills around financial literacy.

I make change happen!



People Skills

Girl Scouts learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help them to develop healthy relationships and conflict resolution skills they can use throughout their lives.

I get a lifetime supply of confidence in every box.



Business Ethics

Girl Scouts are honest and responsible at every step of the cookie sale. Their business ethics reinforce the positive values they are developing within Girl Scouts.

Selling cookies is more than just business.

It's not just selling Girl Scout Cookies. It's a financial literacy and lifelong skill-building program!



Serious Fun = Serious Skills

For more than 100 years, the Girl Scout Cookie Program has allowed Girl Scouts to fund their own activities. That purpose is no different today. As the largest girl-led business in the world, the Girl Scout Cookie Program is a unique opportunity for girls to lead the change in their own lives and the wider world.

Girls set their cookie program goals and work as a team to decide how troop proceeds will be used. What will your troop decide to do?

- Fund a Take Action project
- Travel to destinations near and far
- Assist others in the community
- Explore the great outdoors through a camp experience
- Attend awesome Girl Scout programs

Familiar Terms

ACH DEBIT - When troop funds are electronically taken from a troop account to cover payments for cookies the troop has ordered or transferred in from another troop. To be ACH ready means that the troop has set up a troop bank account and completed and turned in the ACH paperwork. ACH paperwork is available on the cookie portion of the council website (GetYourGirlPower.org) in the forms section.

COOKIE BOOTHS - Locations, usually stores, where girls sell cookies to customers. Troops should bring tables, chairs, cookies and change. GSCI works with some of the local retailers to secure locations for troop leaders and these locations may be reserved through the Cookie Booth Scheduler. Troops are encouraged to set up their own cookie booth locations since most cookie reservations set up by the council go fast. Successful cookie booths are in high traffic areas, display troop goals and incorporate eye-catching marketing.

COOKIE BOOTH SCHEDULER - Located in Smart Cookies and is used by troops to schedule booth sales in their area. Troops may begin to schedule booth sales at 9:00 a.m. on January 2, 2025.

COOKIE CUPBOARDS - Locations where cupboard orders arrive and are picked up by the troop. Some regions will have multiple location choices for cupboard order pickups.

COOKIE DOUGH - Credit earned by selling cookies. Cookie Dough may be used toward day and overnight camp, council-sponsored programs, membership renewals and items in the Trefoil Boutique (except gift cards). Cookie Dough expires on September 20, 2025, and will not be accepted as payment after this date. The due date to redeem your Cookie Dough code for a GSUSA online shopping code is September 5, 2025.

DIGITAL COOKIE - Website where girls manage their online cookie sales program. Troops use Digital Cookie for Troop Virtual Booths and Shipped Orders. The website is DigitalCookie.GirlScouts.org.

DIRECT SALE FORMAT - Allows girls to have cookies in-hand to sell door-to-door to family, friends, and neighbors. With the direct sale format there is only one transaction, and selling is condensed into one simple step.

SMART COOKIES - Website where troop volunteers place cookie orders and document sales made by Girl Scouts. Volunteers also use Smart Cookies to place Girl Scout reward orders, reserve council-secured cookie booth locations, run reports, and much more. The website is ABCSmartCookies.com.

INITIAL ORDER - The first order a troop places. The initial order must be placed in Smart Cookies by January 13, 2025.

PLANNED ORDERS - Used to supply troops with additional cookies they need after the initial order. There will be 6 planned orders after the initial order. Planned orders are due by 8 p.m. on Sunday nights. *(Planned order dates can be found on the Cookie Calendar on pg. 2)*

SERVICE UNIT COORDINATOR - The Service Unit Coordinator (SUC) is a volunteer who oversees a particular geographic area within the council. The SUC serves the troop leaders in her/his area. The SUC has good knowledge of the cookie program and is a great resource for troop leaders. They help train troop leaders and cookie coordinators, secure cookie delivery sites, and determine troop cookie pickup dates and times. It is important that you know who your SUC is and that you communicate with her/him so you know where and when to pick up your cookies. If you do not know who your SUC is, please contact your membership engagement coordinator or program specialist.



Quick Tips

Standardized Pricing

All cookies will be \$6 per box. All varieties will be available to "trade out" at your local Service Center.

Digital Cookie

Girls Scouts and troops learn more, earn more and have lots more fun. It takes learning Goal Setting, Decision Making, Money Management, People Skills and Business Ethics to the next level. Digital Cookie is a great opportunity to learn and participate in e-commerce. To take full advantage of Digital Cookie opportunities Girl Scouts may begin the Digital Cookie program on Monday, December 16. On that day, girls will receive a Digital Cookie registration email and may begin to email customers to have cookies shipped to their door or for in-person delivery.

Toast-Yay! Cookie

The 2025 cookie season will be the last season for the Toast-Yay! Girl Scout Cookie. Encourage customers to stock up on this delicious cookie variety while they can.

ACH Payments

To better serve the financial needs of troops and our council, we will have **THREE ACH PAYMENTS**. The first ACH payment is for one third of the initial order (minus troop profit), the second ACH payment is for one third of the beginning of March's total amount owed to council and the last ACH payment will cover all remaining balance owed to council. Please review the Cookie Calendar for ACH dates.

What is a Direct Sale?

Girl Scouts of Central Illinois uses a direct-sale format to sell cookies for the cookie program. Girls will have boxes IN HAND to sell door-to-door to family, friends, and neighbors. Girl Scouts exchange cookies and payment in one easy step! No more taking orders, waiting weeks, and then returning for the delivery and money collection. A direct sale program condenses all that work into one simple step.

Girl Scouts/Troops should not make any cookie deliveries until February 7.

How Do I Order Cookies?

Your first cookie order is called the Initial Order. For you to have cookies in hand by February 7, 2025 you must place an Initial order through the Smart Cookies ordering system. The easy step by step instructions are found on page 37 and advice on how much and which varieties to order are found on page 22.

No Return Policy

ABC Bakers does not allow GSCI to return unsold cookies. GSCI does not allow Girl Scout troops to return unsold cookies, and troop leaders should not allow parents/guardians to return unsold cookies. The orders your troop places should be based on the demand of your Girl Scouts (with parent/guardian consent). If you accept return cookies from your parents, you are personally accepting responsibility for the cost of the cookies that are being returned. GSCI does not encourage troop leaders/cookie coordinators to accept return cookies from parents.



Digital Cookie or Smart Cookies?

All councils will be using GSUSA's new digital platform, Digital Cookie, for the 2025 Cookie program & beyond. For the next few years, Digital Cookie will be used along with ABC Smart Cookies, for troop volunteers to manage their troop's Girl Scout Cookie program.

While troop volunteers will use both Digital Cookie & Smart Cookies, all girls will use Digital Cookie exclusively for their online cookie sales. Girls will not have access to Smart Cookies.

Most cookie management will still take place in Smart Cookies for our troop volunteers. As a troop volunteer, you will still use Smart Cookies for the majority of your troop's cookie management. The explanation below will help you see the uses of both Digital Cookie & Smart Cookies.



Digital Cookie - DigitalCookie.GirlScouts.org

Digital Cookie will be used to help support your Girl Scouts & their adults in their digital sales, including...

- Scheduling Troop Virtual Booths (formerly known as the Troop Cookie Link in ABC Smart Cookies)
- Approving/declining pending Virtual Booth orders
- Managing troop online sales & marketing

Smart Cookies - ABCSmartCookies.com

Smart Cookies will be used for all cookie inventory management & ordering processes, including...

- Managing troop information
- Submitting a troop initial order
- Submitting weekly planned orders, as necessary
- Assign cookies to girls (make transfers, booth divider, etc.)
- Reserve council-sponsored booths
- Schedule troop-secured booths
- Submit troop reward order



All Digital Cookie resources, training materials, & tip sheets can be found in the Digital Cookie section of the Cookies+ page at GetYourGirlPower.org. You can also reach out to Customer Care via email (customercare@girlscouts-gsci.org) or phone (888) 623-1237 for Digital Cookie assistance.



Digital Cookie Volunteer Registration/Login

Step 1: Watch for your registration email* from the Girl Scout Cookie Program (email@email.girlscouts.org) on December 9. You will receive your volunteer email before parents have access. Be sure to add that email address to your safe senders list so you don't miss any emails!

**If you didn't receive a registration email, please see the "No Registration Email" tip sheet in the Digital Cookies section of Cookies+ on GSCI's website.*



Step 2: In the email is a "Register Now" button to take you to the Digital Cookie registration site. Simply click that button! For best results, use the most up to date version of your web browser.

Step 3: Once you click the link you'll be on the Digital Cookie platform, and you'll need to create your password.

Step 4: Use your new password to log in. Remember to use the same email address where you received your registration email.

Step 5: If you are also the parent of a Girl Scout under 13 and parent registration is open, you will then watch a quick "Safe Selling for Digital Cookie" safety video. Note you can't proceed any further until you have viewed the video.

Step 6: Read and accept the Terms and Conditions-Volunteer. If you are also a parent, you will need to read and accept the Terms and Conditions for parents when parent access opens.

Step 7: If parent registration has opened and you are also a parent of a Girl Scout under 13, you will see the girl pledge appear. If parent access has not opened, you will see it appear on your next login once parent access begins. See the "Site Registration" tip sheet in the Digital Cookie section of the Cookies+ page at GetYourGirlPower.org for more information on the pledge.

Step 8: If you have roles in addition to Troop Volunteer, you will be taken to a "role selector" screen once parent access opens, which may be after your volunteer access. Once parent access has begun, if you have additional roles and aren't taken to this screen OR all of your roles do not show up on the drop down, please contact your Program Specialist for assistance.

Step 9: For information on completing the girl registration process, please see the "Site Registration" tip sheet in the Digital Cookie section of the Cookies+ page at GetYourGirlPower.org

Each time you login you can indicate what role you want in order to get to the correct homepage. You can also navigate to your other roles at the top of all of your screens by using the drop down.



Smart Cookies Volunteer Registration/Login

ABC Smart Cookies is an online platform that allows volunteers to seamlessly manage almost every aspect of their troop's cookie business from a smartphone, tablet, or computer.

Creating your Smart Cookies account:

1. Troop coordinators will receive an email invitation to create a Smart Cookies account from Girl Scouts of Central Illinois on December 9, 2025.
2. You will need to use a valid email address for your login; you will create your own password. Follow the instructions in the registration email, click on the link, complete your registration information then click save and you will see an account confirmation pop up.
3. You will also receive an email confirmation that your account has been created. You are ready to access Smart Cookies!
4. After registration you can enter Smart Cookies by going to ABCSmartCookies.com
Note: More than five incorrect attempts to access Smart Cookies will result in your account being locked for 30 minutes. You must wait the 30 minutes before attempting access again. There is a 'Forgot username or password?' link on the login page should you need to reset your system access.



Digital Cookie Girl Scout Registration/Setup

Girl Scouts can use the online ecards in Digital Cookie to connect to customers. They have a choice of sending one or both ecards—Shipped or In-Person Delivery.

- **Shipped** – This is a direct to consumer order process where the Girl Scout sends an ecard through Smart Cookies. The customer orders, pays by credit card and has the cookies direct shipped. All customers receive this option.
- **In-Person Delivery** - Some of the people your Girl Scout sends ecards to will live close by. Your Girl Scout can give them the option of having their cookies delivered to them without paying shipping by checking the box next for In-Person Delivery. With In-Person Delivery the customers may pay via credit card or cash at the time of delivery.

Registering for Digital Cookie

Step 1: Watch for your registration email from “Girl Scout Cookies” (email@email.girlscouts.org) with the subject “It’s time to register your Girl Scout for Digital Cookie!” on December 16. Search your “Promotions/Clutter/Spam” folder if you don’t see the email.

Step 2: In the email is a pink button to take you to the Digital Cookie registration site. Simply click that button! (For best results, use the most recent version of your web browser.)

Step 3: Once you click the link you’ll be on the Digital Cookie platform. You’ll need to create a password. Use your new password to log in. Remember to use the same email address where you received your registration email - that’s the one GSCI has on file for you.

Step 4: When you first log in, you will have the “Safe Selling for Digital Cookie” safety video pop-up to watch and review with your Girl Scout(s). You can’t proceed any further until the full video has been viewed.

Step 5: Read and accept the Terms and Conditions agreement. Note, if you are a volunteer, you will first see an additional Terms and Conditions for Volunteers.

Step 6: Next, the “Girl Scout Safety Pledge” will appear. Be sure to read it to/with your Girl Scout(s). Then check the box for “accept” and click “continue.” You will then be taken to a screen to activate your Girl Scout(s) for the Digital Cookie program and update their preferred name if desired.

If the Girl Scout you are activating is 13 or older, you have the option to enter her email address and she will complete her own registration process. Girl Scouts under 13 will login in partnership with their caregiver and do not need a separate email address.

After activating all of your Girl Scouts (if you have multiple), you will click the “Access Site” button to be taken to the first Girl Scout’s home page.

Step 7: Once you have registered, watch your inbox for a registration confirmation email and save this email where you can find it during cookie season!

Digital Cookie Site Setup

Log in to DigitalCookie.GirlScouts.org. Click on the “Set up your Digital Cookie site...” link in the “My Cookie Site” section, or the “Site Setup” at the top. Then, explore the following sections on the homepage.

Goal Setting: Set My Sales Target

1. Girl Scouts enter how many packages of cookies they are working to sell this year through online and offline sales. When the information is entered, the calculator will show how much money the troop will get from her hard work.
2. Clicking on “Rewards” will take you to GSCI’s rewards tab to see what rewards the Girl Scout might want to work towards.
3. Girl Scouts can enter any offline packages they have sold so their customers will see their total sales, not just their digital sales. Don’t forget to save your goal before moving on.

My Cookie Story

1. Girl Scouts tell their customers about a troop goal and why it’s important. Girl Scouts share what they’ve learned from the cookie program. Save their story. They can make edits to it at any time.

Photo/Video Upload

1. Girl Scouts can choose to upload a photo or use a picture from the gallery. Or, Girl Scouts can upload a video or use the “Cookie Boss” video.

See Your Cookie Site and Publish

1. Almost there! Simply click the button to see how the site appears to customers and publish.
2. If your button only says “see your site” you may be missing some required fields or didn’t make any changes. Go back and check that everything has been completed.
3. You will see what the customer will see. If you need to change anything, click Edit and make changes. If it looks good, approve and publish it. Your Girl Scout’s cookie store now has its own website!

Shipped Cookie Orders

There is a \$5 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and the US Virgin Islands.



For orders of 13+ packages, shipping is calculated as follows:

13 packages:
tier B (12 pkgs) + tier A (1 more pkg) = \$27.98

25 package:
tier B x 2 (24 pkgs) + tier A (1 more pkg) = \$42.97

Package Bracket	Standard Shipping
4-8 packages	\$12.99 (tier A)
9-12 packages	\$14.99 (tier B)
13-20 packages	\$27.98
21-24 packages	\$29.98
25-32 packages	\$42.97
33-36 packages	\$44.97
37-44 packages	\$57.96
45-48 packages	\$59.96
49-52 packages	\$72.95

National Cookie Locator Link

The National Cookie Locator Link was created to provide our council extra support, given the uncertainty around COVID-19 and the possibility of fewer cookie booth retail options. The Cookie Locator link supports virtual troop cookie booths links versus a council only link.

On February 21, 2025 (the first day of National Girl Scout Cookie Weekend), troops will have the ability to create their own URL link which will be included in the National Cookie Locator. (Troops do not have to participate.) Based on the customer's zip code search, the customer can view booth sales in their area and/or view a troop selling in their area. If the customer chooses to purchase from the troop, the customer will then choose to have their cookies shipped or donated (In-Person option will not be available). The Cookie Locator will use an algorithm which rotates each troop's visibility to customers in a fair and equitable way. Sales will go to the troop and the troop will then divide the cookies as if it were a cookie booth sale.

Digital Cookie Troop Virtual Booth Links

Your Troop Virtual Booth links will help your troop make sales online instead of, or in addition to, your regular in person cookie booths. When you set up your Troop Virtual Booth site, there may be two links you can use, depending on your council's settings. These links will let your troop reach new customers in your local community and beyond.

Setting up your Troop Virtual Booth Site

Step 1: The first time a leader or cookie volunteer for the troop logs in to their volunteer role in Digital Cookie, they will see a place to begin the process to have a troop virtual booth link. To begin, click the "Start" button.

Step 2: You will be asked to enter a zip code for your troop. Enter one that is representative of the majority of the Girl Scouts in your troop.

You will also select a name from the drop down of one of the volunteers from the troop to serve in the role of "Troop site lead". The Troop site lead will be responsible for working with the Girl Scouts in the troop to set up the Troop site and approving orders.

Once the first volunteer for the troop has made those selections, everyone will see the selections that have been made and can change them if needed.

Step 3: If you assigned yourself to be the troop site lead, your dashboard will be updated with a "Set Up Your Site" button. If you have assigned another troop cookie volunteer to be the troop site lead, the next time they log into Digital Cookie they will see the new role in their role selector drop down.

To begin setting up the troop site, click set up your site. The site lead will then need to complete the registration process as if the troop were a new Girl Scout by possibly watching the safety video and accepting the terms & conditions and Girl Scout pledge, plus activating the account.

It is important to leave the Preferred First Name as it appears so it's clear this is your Troop Site. If there is an issue with the troop number, please contact your Council Customer Care to resolve before proceeding. Troop sites will include 402 (our council code) at the end.

After that, the Troop Site Lead will use the "Site Setup" to work with the Girl Scouts in the troop to create their message and photo/video. It functions the same way as the Girl Scouts' Site Setup. Be sure to see the "Site Setup Girl Scout Under 13" Tip Sheet for additional information.

Once the site is published and the council's sale is live, the troop will have two links to use if they wish for the cookie season.

Troop Virtual Booth Link

From your Troop Dashboard, you may see two links available for your troop.

If you only see one, your council has made a decision that the second link is not a good fit for the program at this time.

If you see both, the top link is your Troop Virtual Booth Link.

This link will function the same as any Girl Scout's link with Shipping, Donation, Delivery and In Hand (on the app) as options that customers can use when enabled by your Girl Scout Council. You can turn delivery off for the troop link the same way a caregiver can turn delivery off for their Girl Scout.

If pickup is an option in your council, this link will enable customers to select pickup orders as a delivery type. See the Troop Pickup Orders tip sheet for more information.

The Virtual Booth link is available to copy and share and even has a QR code that can be used on marketing materials. Your Girl Scout Council can provide ideas on how to best use your Troop's Virtual Booth Link.

Troop Ship Only Link

The Troop Shipped Only link is available if you need a shipped/donated only link. You can find this beneath the Troop Cookie Link and if you click on it, you will see the full URL and QR code for this link.

This link will only allow customers to purchase Shipped and Donated orders. This link will be sent to the National Girl Scout Cookie Finder beginning National Girl Scout Cookie Weekend (check with your council for specific date).

Once your site is set up and published, there is nothing additional you will need to do in order to have your Troop Ship Only link appear to customers coming to the cookie finder to find a troop near them to purchase shipped cookies from.

All purchases on either of your links will appear in your troop records in your baker software. Your council team will share additional information about that with their training.



Digital Cookie Troop Booth Pickup Orders

The ability for customers to purchase from your troop can happen at a booth, or virtually using Digital Cookie. One great feature your troop can offer customers is the option to pre-pay for an order for pickup at a cookie booth your troop has scheduled. Let customers know that if they choose that option, you are sure to have the cookies they want and it speeds up their cookie buying process-no waiting outside in the cold and rain to make an order. To activate that for your troop customers, there are just a few steps to set up that option using the cookie booths you have signed up for.

Setup

Step 1: Start by navigating to the “Virtual Booths” tab on your troop dashboard. Select an existing cookie booth from your list by clicking on “Add Pick-Up Option.”

Step 2: Once you have selected a booth to add a pickup option for customers, you will need to enter a few details about when the customer will see that pickup location as an option.

NOTE! Consider ending that option 12-24 hours before the booth sale will begin so you have time to review and approve all orders. If you have concerns about inventory for pickup orders, consider ending the option even earlier so you can secure the necessary product for the orders.

Step 3: If you need to edit or delete your pickup locations, you can view your list of pickup locations and edit or delete them.

Important! If you cancel a booth in Smart Cookies, you must delete the booth from here so customers can no longer select it as a pick-up option. Check your orders tab for any orders that were scheduled to be picked up and make alternate arrangements or cancel and refund them.

Customer View

When the customer gets your troop link and wishes to make a pickup order, here’s what it’ll look like for them:

Step 1: They select “I’ll pick up the cookies” as an option at checkout.

Step 2: They will be asked for a zip code and see your booths with pick up options closest to that zip code. They will select with booth location and date/time they want to pick up those cookies.

Step 3: The checkout screen will automatically populate the address as the pickup location. Customers will receive an email letting them know their order needs to be approved and letting them know if it was approved or not after you review it. If it was approved, it will also remind them of when/where they are picking up their cookies.

Orders

As customers order cookies to be picked up at your cookie booth, those orders will need to be reviewed and approved within 5 days of the order being placed.

Step 1: To review the orders navigate to your “My Troop Orders.”

Step 2: Scroll down until you see the pickup orders section, below the delivery section. You can check the box in front of the customer order to approve or decline it. If you approve it, it will move into the “orders to pickup” section. In the orders to pickup you can click on any of the column headers to sort the orders. You can also check the boxes in front of the orders to select some or all of the orders to export to get a list of orders to prepare for your booth sale.

When the customer has picked up their order, be sure to mark the order as “Order Picked Up” so that it will clear out of your list of orders that need attention.

Troop Ship Only Link

The Smart Cookies Troop Ship Only link allows troops to receive shipped cookie orders that can be distributed to girls for cookie sale credit. The Troop Ship Only link will also be made available during the season via GSUSA's National Cookie Locator. Troop Ship Only links are zip code traceable. GSUSA will post all troop links so that consumers from your area can select a local troop to credit direct ship sales to.

How to Share your Troop Link

- Hover over the Troop Information tab and choose "My Troop."
- Scroll to the bottom and choose the first URL.
- Copy & paste this URL into a text, personal email, or social media post & SHARE!

Troop Ship Only orders are automatically credited to your troop and require no approval or extra work. Orders will ship directly to the customer from an ABC Baker distribution center.



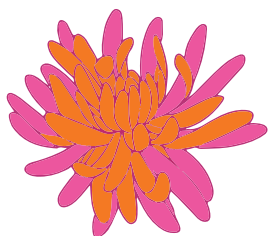
Social Media

Today's Girl Scouts are tech-savvy and have grown up in a world where social media always existed. Girl Scouts of Central Illinois allows parents/guardians to make decisions with their girls about using social media to achieve their Cookie Goals. Social media can be a great tool, but the time-tested methods of booth sales, door-to-door and online sales through Digital Cookie have proven to be the highest performing sales channels!

Best Practices:

- Social media or online posts should be signed with the girl's first name only, troop number (optional), and council name (Girl Scouts of Central Illinois). You may also include community, as customer may prefer to support local troops!
- Personal emails or street address of girls should NEVER be used.
- Girls should be involved in the process. For example, she can share her goals, photos, or artwork and messages of thanks.
- Remember customers are getting more than delicious cookies - they are supporting the development of female leaders!
- Be age appropriate. Most sites state that children should not have their own accounts until age 13.
- Ultimately families will make different choices about how their Girl Scouts can use social media to promote the Cookie Program. If you see something you disagree with, please be respectful and move forward. Neither GSCI nor other parents/volunteers have the authority to remove posts or reprimand others.
- It is appropriate to make friends, family and community aware your Girl Scout is participating in this year's Cookie Program but it is not appropriate to take orders or ask for orders via social media until December 16, 2024, the date that parents of Girl Scouts receive an email invitation to create a Digital Cookie account. Once the girl account is created, girls can reach out to customers with two purchase options. Customers can purchase cookies via credit card to have their order shipped to them immediately (shipping rates apply) or the girl can add a Girl Delivery option. If the customer chooses the Girl Delivery option, the customer can pay with a credit card or cash at the time of delivery. Girl Delivery begins February 7, 2025. By following this "Golden Cookie Rule" every Girl Scouts will start the program on a level playing field.

Online Cookie Sale Guidance



Sharing your cookie goals with your customers online is easier than ever with Digital Cookie! We all want to make sure to be a sister to our fellow Girl Scouts and follow GSUSA and ABC Baker online marketing guidance.

Here are some helpful tips when it comes to sharing your cookie link(s) online, while following national guidance:

- Sharing your cookie link on your parent's personal Facebook page, via text, or through email is a great option!
- You may share your cookie link on neighborhood or community pages, if those pages allow ads. As long as the page is not a sale site and you are not paying to share your link on the page, it is allowed.
- Cookie links are not allowed on third-party sales sites and/or pages. Examples of third-party sites/pages include:
 - Facebook Marketplace (avoid using sell, sale, \$ to not automatically appear on Facebook Marketplace)
 - VarageSale
 - Garage-sale or community sales pages
 - eBay
 - ...and more
- You may not pay to advertise to link. Some sites/pages may allow you to advertise your cookie link, if you pay a fee. This is not allowed.

Girl Safety Always Comes First!

Always follow the safety rules for selling Girl Scout cookies:

- Show you're a Girl Scout—Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- Buddy up—Always use the buddy system. It's not just safe, it's more fun.
- Be streetwise—Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies.
- Partner with adults—Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.
- Plan ahead—Always have a plan for safeguarding money, and avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults, who should deposit it in the troop bank account as soon as possible.
- Do not enter—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- Sell in the daytime—Sell only during daylight hours, unless accompanied by an adult.

- Protect privacy—Girl Scouts' names, addresses, or email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale.
- Be safe on the road—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- Social media and online posts should be signed with a Girl Scout's first name only, troop number (optional) and council name (Girl Scouts of Central Illinois).

Cookie Success

Goal Setting

Goal setting is one of the most valuable life skills you can pass on to girls. Research has shown that girls who set goals will increase their sales by approximately 35%. We have the perfect online tool for the girls to set goals AND have fun! When you help girls set high goals for the cookie season, they learn an important skill for life. Encourage girls to set two types of goals: something they'd like to try and something they can do to help others. Visit the Volunteer Blog for goal-setting games and crafts (ABCSmartCookies.com).

Sell Beyond Family and Friends

For girls to reach high goals; they will need to expand their circle of customers. Don't worry; customers are eagerly looking for their favorite Girl Scout Cookies!

Digital Cookie

Girl Scouts can personalize their Digital Cookie online selling site and send emails to invite friends and family to buy cookies with the option of getting in-person delivery or direct shipment to their home.

Social Networking

Online social networking sites are a great place for teens (13 and older with parent permission) to ask for cookie orders. Be sure girls follow the GSUSA safety guidelines for online marketing!

Telephone Sales

It's fast and easy to sell Girl Scout Cookies by phone. Review order cards from previous years and contact customers again. Once cookies have been delivered, call customers, thank them for their orders and ask if they need additional cookies. Try a text-a-thon. Girls may want to text their friends and family to let them know it's cookie time and ask for orders.

Workplace Sales

With a parent as a guide, contact business owners to request permission to sell cookies. Girls can make either a quick "sales pitch" at a staff meeting or make sales calls around the office, depending on the wishes of the business. You may be able to leave an order card or have an adult oversee a sales card. Just remember it's the girl's responsibility to fill the order. Girls should establish a date and time to pick up the order cards and deliver the cookies.

Booth Sales

Booth sales are a great way to increase your team's success. Remember, you must have the appropriate permission from the booth location. Grocery stores, malls, banks, sporting events, community events and high traffic locations are great for booth sales.

Digital Marketing Tips for Cookie Entrepreneurs & Families

The Girl Scout Cookie Program offers girls unique opportunities to engage in online marketing and sales as they learn about ecommerce and how to think like entrepreneurs.

Follow these four steps as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie website and social media platforms.

Safety Tip: Girls of all ages should partner with their guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.

1. As you set goals for your cookie business, think about how digital marketing can help you meet them. Imagine customers in your community who may not know a Girl Scout. Expand your reach by sharing your secure Digital Cookie link to reach them. Be sure to:

- **Be honest.** Yes, the Girl Scout Law also applies to your sales technique! From your Digital Cookie site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
- **Create a sense of urgency.** After all, Girl Scout Cookie season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- **Make an impression.** Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- **Highlight special features or products.** Share the top-selling cookies in your lineup or any special varieties. Do you have a new flavor available for purchase? How about a gluten-free option? Do your customers know that Thin Mints are made with vegan ingredients?
- **Use a clear and prominent call to action.** Share your goal and exactly what your customer can do to help you achieve it.

Safety Tip: Make sure your marketing materials don't reveal your personal contact information (like your address, school or last name).

2. Earn one of the Cookie Business badges, and put a digital marketing spin on it. Check out these prompts to get you thinking about how you can digitize your sales efforts.

- **Daisy My First Cookie Business Badge:** Does your digital customer pitch include answers to commonly asked questions?
- **Brownie My Cookie Customers Badge:** How can you reach potential customers through digital marketing on top of traditional sales efforts?
- **Junior Cookie Collaborator Badge:** How will you collaborate with your community and network to reach your online customers?
- **Cadette Cookie Innovator Badge:** How can digital marketing expand your customer base?
- **Senior My Cookie Network Badge:** How will you tell your cookie story to online customers?
- **Ambassador Cookie Influencer Badge:** How will you teach younger girls about business ethics in online marketing?

3. Use digital marketing to expand your network and grow your people skills. Try some of the following strategies.

- Think of your favorite brands, and then check out their websites and social media accounts. What do they do to create a relationship with their customers on Facebook or Instagram? What can you do to safely build a relationship with your online customers?
- Use platforms that potential customers could be on. Think about your target customers and where they're most active online.
- Engage your customers through email marketing. Send an email through Digital Cookie to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.
- Turn loyal customers into brand advocates. Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
- Use marketing to inspire, educate, entertain, and entice your prospective customers. Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications - consider writing a poem or recording a video to educate and convince potential customers to buy from you.
- Show off customer testimonials. Collect and highlight enthusiastic testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
- Say thank you! Impress customers with a custom thank-you message via email or social media. As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use.

Safety Tip: To protect your personal identity, never directly message people you don't know online or through social platforms. And remember to always use your secure sales link for orders.

Safety Tip: When creating marketing content or materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!

4. Practice business ethics by safely marketing online. Before you get started, review Girl Scout safety standards.

- You and your supervising parent/must abide by the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, and the Supplemental Safety Tips for Online Marketing.
- Review Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales on GSCI's website.





Estimating an Initial Order

Initial orders may be placed by individual girls, as a total troop order, or as a combination of both. Make sure the Parent Permission form is completed. The bottom of the Parent Permission Form includes an order form for the Girl Scout. Please use this form to document individual girl orders. You will place the initial order in box quantities. The total of each variety will automatically be rounded up to make full cases.

Initial Order Estimate (Existing) Spreadsheet

In the cookie form section of our website, we provide an interactive spreadsheet called the “Initial Order Estimate Existing Troops”. This interactive spreadsheet will estimate your troop order for you. If you prefer not to use this spreadsheet, follow the steps below to determine your troop initial order.

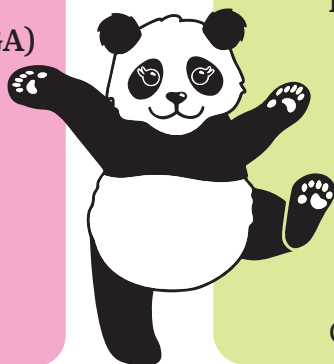
Total Sales Method

When using the Total Troop Sales Method we recommend that your initial order is up to 75% of last year’s total troop sales.

1. View the “Total Troop Cookie Sales 2024” report found in the cookie forms section on our website at GetYourGirlPower.org. Look for your troop number to determine last year’s boxes sold.
2. Determine the number of boxes by variety to order. Multiply the number of boxes sold last year by the “Percentage of Cookies Sold by Variety” (green box below). For example, if your troop sold 1200 boxes and you want to know the number of Thin Mints to order, multiply $1200 \times 26\% \times 75\%$. The order comes to 234 boxes.
3. Determine each girl’s order. Divide 234 boxes of Thin Mints by the number of girls in your troop to determine the number of Thin Mints to order for each girl. If you have 10 girls in your troop you would order 24 boxes for each girl ($234/10=23.5$).

2025 Council Per Girl Average (PGA)

Daisy = 218 boxes
Brownie = 219 boxes
Junior = 258 boxes
Cadettes = 306 boxes
Senior = 307 boxes
Ambassador = 296 boxes
Multi-level = 275 boxes



Percentage of Cookies Sold by Variety

Thin Mints = 26%
Caramel deLites = 16%
Peanut Butter Patties = 16%
Peanut Butter Sandwich = 11%
Lemonades = 10%
Adventurefuls = 8%
Trefoils = 7%
Toast-Yay! = 5%
Gluten Free Caramel Chocolate Chip = 1%

Per-Girl Average Method

An alternate method to estimate your troops order is by determining last year's per girl average. When using this method we recommend that your initial order is up to 75% of last year's per girl average.

1. View the "Total Troop Cookie Sales 2024" report found in the cookie forms section at GetYourGirlPower.org. Look for your troop number to determine last year's per girl average.
2. To determine a girl's Thin Mint order multiply the per girl average by the percentage of cookies sold by variety (green box) then multiply by 75%. If the troop's per girl average was 120 then $120 \times 26\% \times 75\% = 23.4$ or 24 boxes of Thin Mints.

Initial Order cookies will be ORDERED IN BOXES (not cases). Enter your Troop Initial Order in Smart Cookies by January 13, 2025, at 11 p.m. CST. If you miss this deadline for the initial order, you will need to contact your Service Unit Coordinator and you will have the opportunity to place a Planned Order in Smart Cookies by 8:00 p.m. on Sunday, February 9, 2025.

How to estimate your Troop Initial Girl Orders (New Troops)

At a troop/family cookie meeting, discuss the troop goals for the cookie program. Each girl (with her family) should set sales and personal goals. The troop can use the girl sales goals to help finalize the troop box goal.

Things to consider when setting your troop goal:

- What activities are the girls planning for the year?
- Are they working on an award or bridging this spring?
- Do they have a special community service project?

In the cookie form section of GetYourGirlPower.org, find the interactive spreadsheet, "Initial Order Estimate New Troops". This spreadsheet will calculate your girl orders for you. If you prefer not to use the spreadsheet, follow the steps to determine the girl orders for your troop. We recommend that your girl orders are 75% of the per girl average. To estimate the girl orders refer to the Council per girl average (pink box).

To determine a girl's Thin Mint order for a new Daisy troop multiple the council per girl average by the percentage of cookies sold by variety then multiply by 75%. In this example $218 \times 26\% \times 75\% = 42.5$ boxes of Thin Mints.





Delivery



Service Unit Delivery Information

Location: _____

Date: _____

Time: _____

- When picking up your order, count out cases by variety before you sign for your cookies. You will receive a copy of the signed receipt. The amount you sign for becomes your responsibility.
- Once you have the cookies, separate each girl's order and make arrangements for each girl to pick up her cookies.
- Each girl should count her order before leaving and have the parent/guardian sign for the cookies on a receipt. The amount they sign for becomes their responsibility.

Service Unit Deliveries:

January 31
to
February 6



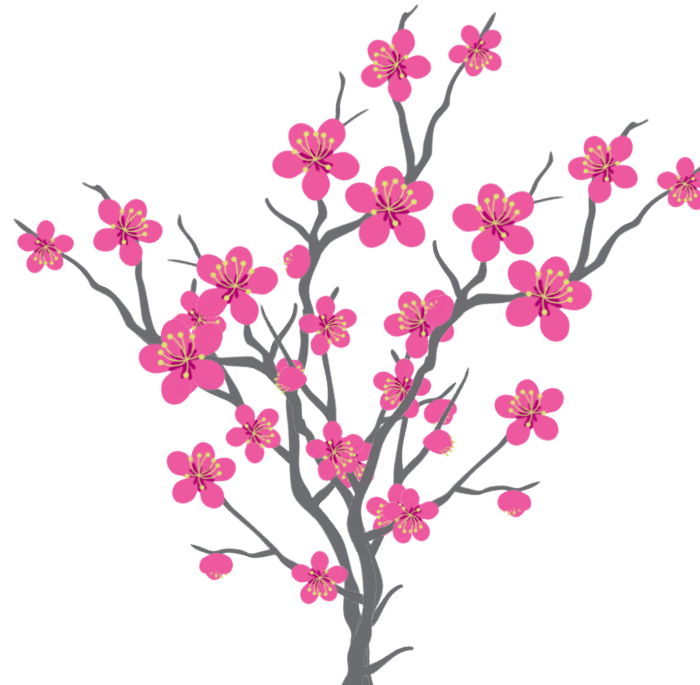
Girls may begin selling in person and delivering in person beginning February 7, 2025.

How Many Cases Will Fit?

The suggested amounts below are figured with the vehicle empty, using all space available except for the driver's seat.



Compact Car: 23 cases
Standard Car: 40 cases
Sport Utility Vehicle: 60 cases
Minivan: 60-100 cases
Standard Pickup Truck: 100
Standard Van: 200 cases



Cookie Inventory Control

Troop inventory control is having cookies in stock to maximize troop sales while also not having too much stock that the troop has cookies left over. It is a balance between customer demand and troop orders.

Keep control of your cookie inventory. Take advantage of the 7 ordering opportunities. When placing the initial order DO NOT order for an entire cookie season. Instead order up to 75% of last year's order or 75% of last year's council per girl average. GSCI recommends that if you want to earn the \$150 troop bonus, the troop should order the 200 per girl average but no more (learn more about troop bonuses on the next page.) This strategy will provide a good inventory to start without having excess inventory. Your troop may also go to your local service center/warehouse and pick up additional cookies if you have an immediate need. Before you place additional orders, talk with your girl's parents to determine your troop's overall inventory. You may find that your inventory is sufficient to hold booth sales, walk-about, etc for the week.

Do not accept cookie returns.

Troop leader/cookie coordinators are not required to take back any cookies from parents. GSCI discourages this practice. **GSCI does not accept cookie returns.** Cookies that are accepted back from parents by the troop leader become the troop leader's financial responsibility.

Only order on commitments from parents

GSCI discourages ordering cookies for your Girl Scouts without parent approval. As hard as leaders/cookie coordinators try to communicate with parents regarding reorders, a "no response" from a parent should be considered a parent not wanting to order additional cookies for their Girl Scout.

Utilize planned orders to control inventory

Planned orders will help supply additional cookies needed after the initial order. These additional troop order opportunities must be placed no later than Sunday by 8 p.m. according to the Planned Order Schedule at the beginning of this guide. **Your troop does not need to carry a large inventory of cookies. Order according to customer demand.**

Troop-to-troop transfers

If a troop has excess inventory and another troop has a need for more cookies, then the troop-to-troop transfer is a perfect way to help each other out. When this transfer takes place, the troop that receives the cookies is also taking on the financial responsibility of those cookies. Troops may transfer cookies from one troop to another without approval from GSCI.

Understand customer demand

Customer demand is highest during the first three weeks of the program. Troop inventory should reflect cookies that sell the best.

Use booth sales to reduce inventory - not increase it

Holding a cookie booth is a great way to reduce inventory. Communicate with parents and remember that a troop will sell between 2-5 cases/hour at a booth sale.

Communicate

Good communication = inventory control! Know your troop's cookie inventory on a weekly/daily basis. Keep communication open through a troop Facebook page, emails, or text messages.

Operation Cookie Share

Girl Scouts of Central Illinois has provided over \$1,000,000 worth of Girl Scout cookies to the women and men of our armed forces at home and abroad through Operation Cookie Share. In fact, our Girl Scouts were so successful that this achievement is entered in the Illinois Congressional Records.



How Operation Cookie Share Works

Each Girl Scout's order card has a column labeled "Cookie Share." When Girl Scouts go out with cookies in hand (and during cookie booths!), please encourage them to not only ask the customer to purchase Girl Scout cookies for themselves, but also to ask the customers to purchase cookies for our military troops. Girls will enter the number of boxes each customer donates on the Cookie Boxes Donated column. Customers do not have a choice of the variety of cookies to be sent to troops. Operation Cookie Share cookies are held in a "virtual warehouse" - troops do not take possession of these cookies. At the end of the program, all Operation Cookie Share orders are accounted for and shipped to military soldiers at home and abroad. With Operation Cookie Share orders, your troops will receive \$1 per box troop profit.

Digital Cookie

When Girl Scouts send out emails through Digital Cookie, customers will have the opportunity to donate to Operation Cookie Share.

Cookie Share Rewards

Girls that receive 12 donations for Operation Cookie Share will earn a Cookie Share patch. Girls that gather 24 donations will earn a straw kit and girls that have 50 or more donations will earn a panda hair clip.

How are the Cookies Delivered to Military Troops?

Girl Scouts of Central Illinois partners with Operation Santa, Soldiers Angels and ABC Bakers to deliver cookies to Illinois Veteran Retirement Homes and medical facilities, Blue Star Moms groups, the Illinois National Guard and first responders.

Troop Proceeds and Bonuses

Troops earn \$0.65/box of cookies sold and \$1/box for each Operation Cookie Share box sold!

A troop bonus of \$150 will be given to troops that place an initial order with a per-girl-selling average of 200 boxes (with a minimum of 1,000 boxes ordered with 5 girls selling an average of 200 boxes). For example, if a troop has 10 girls, they would need to order at least 2,000 boxes for their initial order to qualify for the troop bonus. Also, a troop of less than 5 girls must order at least 1,000 boxes to qualify. **Troop bonuses will be issued through ACH credit. Please note: Troop balances must be paid by final ACH date (April 8, 2025) and have a PGA of 200 by March 23, 2025 to receive the \$150 troop bonus.**

Opt-Out Option

Girl Scout Juniors or older will be allowed to opt out of receiving rewards and Cookie Dough in exchange for a higher troop profit. All rewards will be forfeited, including free memberships; however, girls will still receive any patches earned. Whichever option is chosen applies to the entire troop, not a girl-by-girl basis. If a troop decides to opt out of rewards and Cookie Dough, the troop will earn \$0.90 for each package sold. **Troops must decide to opt out prior to the initial order on January 13.** Opting out is done through Smart Cookies via the troop information tab.

Rewards

Girl Scouts of Central Illinois offers an empowering reward program that affords Girl Scouts the opportunity to make a variety of choices. Through this reward program, the girls will follow a decision-making process that includes goal setting, product choice evaluation, and making purchasing decisions based on what they have earned. Our reward program not only rewards and encourages girls to set goals and work as a team, but also provides girls with a hands-on experience with purchasing and financial decision making.

How Cookie Dough Works

- Cookie Dough and rewards will be earned throughout the entire cookie program, including booth sales!
- To encourage goal setting, girls must sell 75 boxes of cookies to qualify for Cookie Dough.
- Cookie Dough will be distributed via email to the parent/guardian of the Girl Scout. Every girl who sells 75+ boxes of cookies will receive Cookie Dough.
- Cookie Dough may be used to pay for GSCI sponsored activities and events (programs, overnight camp, day camp, one-day events, and bus trips), membership renewal, cookie dough exclusive items and merchandise in council Trefoil Boutiques.
- To be used for online shopping, Cookie Dough will need to be redeemed via a request form. In order to allow for processing time, all requests for a GSUSA Online Shopping Code redemption must be made by September 5, 2025. After this date, Cookie Dough can no longer be used for online purchases.
- A leader can use a Girl Scout's Cookie Dough with written permission from her and her guardian. A Cookie Dough Permission Form is available in the cookie form section of our website. With permission, leaders can use the Cookie Dough Card for Girl Scouts of Central Illinois activities and events (programs, overnight camp, day camp, one-day events, trips), membership renewal, cookie dough exclusive items and merchandise in the council Trefoil Boutique.

How Travel Dough Works

Travel Dough provides an additional opportunity to assist girls with Girl Scout travel experiences. Travel Dough can be used for GSCI council sponsored trips, GSCI travel camps and Girl Scout Destinations. Travel Dough can be earned for a total of 5 cookie seasons and will expire during that 5th year on the same date that cookie dough expires in September. (For example: Travel Dough earned during the 2025 cookie program will expire in September of 2030.) Just like Cookie Dough, girls that choose Travel Dough will be emailed their Travel Dough Code after it has been earned at the end of the cookie program. Girls will receive the option to choose Travel Dough instead of Cookie Dough at each level where Cookie Dough is offered. Travel Dough is non-refundable and cannot be transferred between Girl Scouts.





Cookie Reward Levels



Troop Bonus

Troops will earn a \$150 bonus if 1,000+ boxes are ordered on the initial order and the initial order per girl selling average is 200 boxes-per-girl. Troop balances due must be paid by the final ACH date (April 8, 2025) to receive the \$150 troop bonus.

Cumulative Rewards

All rewards are cumulative, except at the 3,000 box level. Girls who earn the Disney World Trip, Universal Studios Trip, or MacBook Pro will earn and keep all levels up to and including the 1,200 box level. The 1,800 box level is NOT included with the Disney World Trip, Universal Studios Trip, or MacBook Pro reward.

Cookie/Travel Dough is cumulative at all levels. For example, if a participant sells 500 boxes they could earn up to \$55 in Cookie and/or Travel Dough, and also earn all rewards up to that level.

Cookie Crossover Patch

To earn the Cookie Crossover patch, a girl must complete the Fall Product requirements (set up account/avatar, send 18+ emails, sell \$350+ in total sales, & use "Share My Site" feature), plus sell 400+ boxes of cookies during the 2025 Cookie program.

<p>1-24 Pkgs</p> <p>No reward</p>	<p>25-74 Pkgs</p> <p>Theme Patch</p>	<p>75-114 Pkgs</p> <p>Mood Cup OR \$5 Cookie Dough OR \$5 Travel Dough</p>	<p>115-149 Pkgs</p> <p>Panda Backpack Clip PLUS \$5 Cookie Dough OR \$5 Travel Dough</p>	<p>150-249 Pkgs</p> <p>\$15 Cookie Dough OR \$15 Travel Dough</p>
<p>250-299 Pkgs</p> <p>Free Membership PLUS Goal Getter Patch</p>	<p>300-399 Pkgs</p> <p>Panda Plush OR \$10 Cookie Dough OR \$10 Travel Dough</p>	<p>400-499 Pkgs</p> <p>\$10 Cookie Dough OR \$10 Travel Dough PLUS Cookie Crossover Patch</p>	<p>500-599 Pkgs</p> <p>\$75 Gift Card (Amazon or WalMart) OR \$75 Cookie Dough OR \$75 Travel Dough PLUS \$10 Cookie Dough OR \$10 Travel Dough</p>	
<p>600-1099 Pkgs</p> <p>At each 100-box increment Girl Scouts will earn \$10 Cookie Dough OR \$10 Travel Dough</p>	<p>1100-1199 Pkgs</p> <p>\$150 Gift Card (Amazon or WalMart) OR \$150 Cookie Dough OR \$150 Travel Dough PLUS \$10 Cookie Dough OR \$10 Travel Dough</p>	<p>1200-1799 Pkgs</p> <p>At each 100-box increment Girl Scouts will earn \$20 Cookie Dough OR \$20 Travel Dough</p>	<p>1800-1899 Pkgs</p> <p>\$350 Gift Card (Amazon or WalMart) OR \$350 Cookie Dough OR \$350 Travel Dough PLUS \$20 Cookie Dough OR \$20 Travel Dough PLUS Super Seller Patch & Invitation to Super Seller Celebration</p>	<p>COOKIES 2025 SUPER</p>
<p>1900-2999 Pkgs</p> <p>At each 100-box increment Girl Scouts will earn \$20 Cookie Dough OR \$20 Travel Dough</p>	<p>3000 Pkgs</p> <p>Disney World Trip OR Universal Studios Trip OR MacBook Pro Laptop*</p>	<p>3000+ Pkgs</p> <p>At each 100-box increment Girl Scouts will earn \$20 Cookie Dough OR \$20 Travel Dough</p>		

GSCI will work with the 3,000+ earner, her family, and an approved travel agent to plan a trip to Disney World or Universal Studios in Florida! If preferred, earners may choose a MacBook Pro laptop instead of either of the offered trip choices. Please see information from the Product Sales team at the conclusion of the 2025 Cookie program for details and assistance in planning either of the trips or ordering a MacBook Pro laptop. **Parent/guardian balance must be paid in full by the final ACH date (April 8, 2025) to receive the Disney Trip/Universal Studios Trip/MacBook Pro.**

Ship Only Rewards

12 Packages



Cookie Techie Patch

24 Packages



Lanyard

50+ Packages



Embrace Possibility Socks

Operation Cookie Share Rewards

12 Packages



Cookie Share Patch

24 Packages



Straw Kit

50+ Packages



Panda Hair Clip

Cookie Dough Exclusive Items

The items below are available for purchase at any GSCI Trefoil Boutique exclusively using Cookie Dough earned through the Girl Scout Cookie Program. Available while supplies last.

\$5



Silicone 3D Panda Keychain

\$7



Panda Journal

\$7



Embrace Possibilities Pencil Case

\$10



Panda Neck Pillow

\$11



Panda Plush

\$18



Panda Blanket

Patches available for sale in
GSCI Trefoil Boutiques:

\$1.50 each



My First Cookie Sale Patch



Cookie Booth Sales Patch

How the Cookie Crumbles

61.5% - Girl and Volunteer Services

\$3.69 of each box stays within Girl Scouts of Central Illinois to fund various services provided to girls and leaders such as council-sponsored programs and events, summer camps, shops, council service centers, financial assistance, outreach to girls in underserved areas and volunteer training and support services.

18% - Girl and Troop Rewards

\$1.08 of each box stays at the girl level to fund their Girl Scout Leadership

Experience - they choose how to spend it! It includes girl recognitions, Cookie Dough/Travel and troop profit.



20.5% - Cost of Sale

\$1.23 of each box pays the baker for the cookies, as well as delivery fees, cookie program materials, forms and printed resources.

100% of cookie proceeds stay in central Illinois!

EMBRACE POSSIBILITY ABRETE A LAS POSIBILIDADES EMBRACE POSSIBILITY ABRETE A LAS POSIBILIDADES EMBRACE POSSIBILITY ABRETE A LAS POSIBILIDADES EMBRACE POSSIBILITY ABRETE A LAS POSIBILIDADES

Booth Sales

Booth sales are a way for girls to bring their sales to the people! Customers love to purchase Girl Scout Cookies and often they don't have a Girl Scout come to their door. Troop goals are more likely to be reached when booth sales are set up in front of grocery stores, sporting events or other high traffic areas. Plus, girls will have fun setting up their store front and talking to customers.

Customers can pay with cash, check (made payable to Girl Scouts of Central Illinois or GSCI) or credit using the Digital Cookie App or Square, etc. The Digital Cookie Credit Card processing option will allow girls to differentiate between a personal sale and a booth sale when entering the payment. Both Girl and Troop Booth payments will automatically be credited in Digital Cookie. Adult chaperones should collect all money and deposit into the troop bank account.

Using the Smart Booth Divider, Smart Cookies will calculate individual girl cookie booth sales for you and evenly distribute package sales to each girl that participated in the cookie booth.

Securing Booth Locations

Council Secured Booths: Girl Scouts of Central Illinois books several locations for booth sales. These booths are open for any troop to sign up in one of the following ways.

- From January 2-5 two booth sale time slots per troop may be reserved (see "Booth Sales" on page 38 for info on how to reserve a location and time slot).
- January 6-March 23 is first come first served. Time slots that remain are available for any and all troops. There is not limit on the number of time slots a troop may reserve. If a troop is unable to use a booked time slot the troop must cancel their reserved time so it is available for others.

Troop Secured Booths

Troop volunteers or parent/guardians can start arranging troop secured booths at any time by contacting local businesses/organizations to get permission to set-up a booth sale. Once the location, date and time is known, they should enter the information in Smart Cookies. When the information is entered in Smart Cookies, the booth sale will then be included in the GSUSA Cookie Locator. Customers access the Cookie Locator via GSUSA and GSCI's websites and your booth sale will become visible to customers who are actively seeking Girl Scout Cookies. Last year over 10,000 local customers used the cookie locator. Be sure to enter your booth sale information so you don't miss out on this fantastic marketing opportunity (see page 38 on how to enter your booth sale in Smart Cookies).

Are there geographic boundaries for booth sales?

All booth sales must be held within the geographic confines of GSCI. If you are unsure a council map is available in the Cookie portion of our website (GetYourGirlPower.org). You may also contact Customer Care for geographic questions.

Can I hold a booth sale outside my community?

The short answer is yes. A troop may hold a booth sale in any area within our council confines. GSCI has 38 counties and over 500 towns. Girls may live in one community and go to school in another and have parents that work in a third. Also families travel and recreate to different communities. When it comes to setting up booths, a good starting point is to look at your local community and businesses you visit recognizing that "local" is a relative term, depending on where you live, work and play.

Are there establishments where I cannot hold a booth sale?

Girl Scouts should not hold a booth sale in or in front of any establishment where youth are not allowed to frequent. This includes 21+ bars, dispensaries, etc.

Girls continue to earn credit toward council rewards and Cookie Dough for boxes sold at booth sales through March 23. Track and transfer each girl's additional orders in Smart Cookies before you submit your reward order by March 26, 2025.

How Many Cookies Should You Order for Your Cookie Booths?

Before you place a Cookie Booth order, determine your current troop inventory by talking to your parents and Girl Scouts. You might have enough on hand for your first Cookie Booth. **In general, you should sell between 2-5 cases per hour.**

The amount of cookies you sell will vary based on:

- The customer count or “traffic” at your Cookie Booth location (Walmart vs. a small bank)
- The week of your Cookie Booth (week 1 will sell more than week 5)
- The weather
- How you market your Cookie Booth (Goal setting and visibility counts!)
- The number of hours you hold your Cookie Booth

Successful Cookie Booth Tips

- Identify a well-trafficked site; ask the owner/manager for permission to hold a Cookie Booth.
- Advertise all Cookie Booth dates and locations. Enter your booth sale information using the Booth Tab and selecting Troop Secured Booth Sales. (See page 38 for instructions.)
- Stock the Cookie Booth with a sufficient supply of cookies.
- Decorate the Cookie Booth with posters and goal charts. Let the customer know what buying a package of cookies will help girls accomplish. Tell them where the money goes. Fill in the goal chart as boxes are sold, so customers will also see how close girls are to their goal.
- Decorate a container for Operation Cookie Share. Customers may not want to purchase an entire box, but may give a dollar or two. Let it add up! Remember your troop earns \$1 per box for each box of Operation Cookie Share ordered.
- Encourage girls to wear their Girl Scout uniforms or other Girl Scout apparel.
- Thank the owner/manager of the location for allowing you to have your Cookie Booth.
- Congratulate girls and order Cookie Booth patches for all girls who participated. (Cookie Booth patches will be available at GSCI Trefoil Boutiques.)



Cookie Cupboards

Each cupboard manager operates on her/his own schedule. A planned order must be placed through Smart Cookies to pick up cupboard cookies. Please make an appointment and respect their cupboard hours and procedures. Please note that a number of the cupboards will not be open for the entire sale. Cookies will also be available at your local service center to serve your immediate needs. You can call ahead to check variety availability.

Service Unit (SU) Cupboard Information:

Cupboard Manager: _____ Address: _____

Phone Number: _____ Email Address: _____

Hours of Operation: _____

Express Cookie Cupboards provide cookies for: (Planned orders only)

- Orders made by troops
- Cookie Booth cookies (this is not consignment; sorry, no returns)

Service Centers provide cookies for: (Planned orders preferred but not mandatory. Please call ahead.)

- Orders made by troops
- Cookie Booth cookies (this is not consignment; sorry, no returns)
- Purchases made by customers
- Service Center cupboards will exchange cookie varieties at NO CHARGE
- Exchanges for damaged and sealed empty boxes can be made at NO CHARGE

Planned Orders: How to Get More Cookies

Once your troop sells the initial cookie order, you may find that you need more! How do you get what you need in a timely manner? Smart Cookies will allow troops to place cupboard orders. This feature will allow troops to order cookies for Cookie Booths and/or additional girl needs.

- **A planned order must be placed in Smart Cookies the Sunday before cookies are needed/your Cookie Booth in order to guarantee that your Cookie Cupboard will have the cookies you need.**
- **Scheduled dates for planned orders are February 9, 16, 23 and March 2, 9, 16.**
- Deadline for planned orders is 8:00 p.m. Sunday night. Orders MUST be in by that time to guarantee your cookie order.
- Troop Cookie Coordinators will choose the pickup date in Smart Cookies, but will still need to set a pickup time with the Cupboard Manager by phone or email.
- If a parent volunteer will be stopping in to pick up cookies for your troop, please notify the Cupboard Manager immediately in order for the cookies to be released to that person.

Due to a change in ABC Bakers' delivery standard, planned order delivery will look much different from previous years. If our council planned order is 20 pallets or more, the order could take up to 5 business days to arrive at our warehouses. An order of less than 20 pallets could take up to 8 business days to arrive to our warehouses. Our council is bringing in a significant amount of cookies into our regional cupboards initially to help alleviate any potential issues with the first few planned order weeks. This delivery change could impact the later planned order weeks, depending upon council inventory after the first week(s) of the program. We want to prepare our volunteers ahead of time for a different delivery schedule model this year. As always, our council will do our best to communicate with troop volunteers as delivery issues may arise later in the program.

Money, Deposits and Collections

If your troop does not have a troop checking account, please establish one. Follow the procedures for opening a troop bank account as outlined in the Leader's Resource Guide. Be sure to have a copy of the troop account on file with the council, along with a voided check or deposit slip attached to the authorization to ACH/EFT the account. Troops should have an active bank account with two current signers, along with the designated GSCI staff member. Document all cash and product transactions using receipts. All receipts must be signed by both parties. Save all receipts for one year. Receipts and Parent Permission forms MUST accompany all Outstanding Balance Forms.

- Require girls to frequently turn in money they have collected. This will help eliminate problems of lost funds or girls carrying large sums of money. Also, it is in the best interest of the troop if you deposit checks frequently. Please have checks made payable to Girl Scouts of Central Illinois or GSCI.

When a girl turns in money, count it before she leaves to make sure she has turned in the correct amount. Be sure to sign a receipt for the money turned in. Give the girl or parent the yellow copy and retain the white copy.

March 4 - ACH Debit #1: 1/3 of initial order (less troop profit) due to Council

You must have money deposited prior to this date to ensure there are enough funds in the account to cover the debit.

March 18 - ACH Debit #2: 1/3 of beginning of March balance due to Council

You must have money deposited prior to this date to ensure there are enough funds in the account to cover the debit.

April 8 - ACH Debit #3: Remainder of balance due to Council

The council will take an ACH debit from your troop account for the remainder of the balance due. You must have ALL cookie money deposited, prior to this date, to ensure there are enough funds in the account to cover the debit. If money problems arise, describe the problems in detail on an Outstanding Balance Form and turn in form to the service center by April 3. The Outstanding Balance Form tells our finance department to reduce the troop withdrawal by the amount on the form. Failure to turn in the Outstanding Balance Form(s) by April 3 may result in a troop overdraft and associated bank fees.

- Any late payments should immediately be forwarded to the service center.
- May 27, 2025 is the final day for troops to submit insufficient funds (NSF) checks from the troop bank account for reimbursement by the council. Bring the NSF check, along with bank notification and any fees associated, to your service center for repayment. Troops will receive credit for bad check(s) through an ACH credit. Please allow approximately 10 business days to process.

Please note that Smart Cookies is unable to calculate the additional \$0.35 cents your troop will earn through Operation Cookie Share. The amount your troop owes the council is "The Amount You Owe Council" listed on the Sales Report minus the additional Troop Profit you earned through Operation Cookie Share. To run "The Amount You Owe Council" report simply log on to Smart Cookies and click on the SALES REPORT tab.

Trouble Collecting Money/Outstanding Balance Form

If you are having trouble collecting money from a girl/parent/guardian, please follow these procedures.

- **Deposit all money received into your troop bank account by April 4, 2025.**
- Complete an **Outstanding Balance Form** (one for each girl/parent/guardian) for any uncollected money, even if there is a promise to pay. The Outstanding Balance Form documents the individual(s) who owe money to your troop. It is mandatory to complete and submit on time, so our finance department can track who owes money to your troop. If you fail to turn in the Outstanding Balance Form by April 3, 2025, your troop will be responsible for the amount owed by that parent or guardian. When your account is ACH'ed, your troop may incur overdraft charges as a result of a missing Outstanding Balance Form(s). If the cookie coordinator is not the troop leader, it is in the troop leader's best interest to make sure that all **Outstanding Balance Forms are turned in by April 3, 2025.**
- A signed PARENT PERMISSION FORM, CASH RECEIPTS AND DELIVERY PICK UP RECEIPTS MUST accompany the Outstanding Balance form to be accepted.
- The total amount owed to the council will be adjusted by the finance department prior to the ACH/EFT (electronic funds transfer), so it is important that the forms are turned in on time.
- The council will take over the collections process.
- Do not loan anyone money to pay for a bad debt. GSCI will not reimburse a troop or individual for any unpaid loans.
- Girl Scouts of Central Illinois is committed to the fiduciary responsibility of collecting all funds due to the council that are earned through the cookie program. These funds help to provide excellent programming, camp properties, and support for all girls in our council. **It is important to know that GSCI will pursue all uncollected funds through a collection agency and up to prosecution.**



Smart Cookies Instructions

Smart Cookies is the state of the art cookie sale platform for troop leaders/cookie coordinators to manage all of your cookie sale related activities. From ordering cookies to managing your booth sale activities and reward orders, you will find Smart Cookies to be user friendly. All Smart Cookies functionality is fully accessible and easy to read on any size device making it the perfect partner for managing your cookie sale on the go! For step by step training videos, please visit ABC Bakers You Tube channel at [YouTube.com/user/ABCCouncils](https://www.youtube.com/user/ABCCouncils). You can also access ABC Bakers YouTube channel from your Smart Cookies account by clicking on the Resources tab.

Website Address: [ABCSmartCookies.com](https://www.ABCSmartCookies.com)

From the login page of Smart Cookies you will have access to Tips & Tools, Resources and Cookie information so that you can get a head start on preparing your cookie season strategy, even before you have a user account created in Smart Cookies.

Creating your Smart Cookies Account

You will receive an email invitation to create a Smart Cookies account from GSCI. You will need to use a valid email address for your login; you will create your own password. Follow the instructions in the registration email, click on the link, complete your registration information then click save and you will see an account confirmation pop up. You will also receive an email confirmation that your account has been created. You are ready to access Smart Cookies!

Note: More than five incorrect attempts to access Smart Cookies will result in your account being locked for 30 minutes. You must wait the 30 minutes before attempting access again. There is a 'Forgot username or password?' link on the login page should you need to reset your system access.

Dashboard

When you login to Smart Cookies, the first thing you will see is the Troop Dashboard. The Dashboard shows you many important data points, a calendar of events, messages, a financial summary and sales and inventory information for the girls in your Troop. Be sure to take some time and explore the dashboard features and familiarize yourself with all of the useful information available to you. There are some other helpful features accessible from the dashboard. Click on the icon next to your system user name in the top left corner of the dashboard:

- Mimic a user – allows you to view Smart Cookies as another system user in your Troop (another Troop volunteer that has created a Smart Cookies account). After accessing Mimic User, click on the user account you wish to mimic, then click 'mimic user'. You will be able to see the screens as they see them. Any changes to orders that you make while in mimic mode will be trackable to your user account.
- Edit Profile – allows you to change your email address, password, address and phone information.

Helpful Hints

Navigate through Smart Cookies by clicking on the menu items across the top of the page.

Maps throughout the Smart Cookies platform are interactive and can provide driving directions.

Smart Cookies creates an audit trail on all order types that identifies the date and time that changes are made as well as showing the name of the system user that made the change.



Initial Order Entry – Order Menu

1. Select Troop Initial Order.
2. Click on each Girl's name and enter the order for each girl in packages (not cases).
3. You can add additional packages to be delivered with your initial order under the booth entry.
4. Smart Cookies will round each variety up to the nearest full case quantity.
5. Click save.
6. Your initial order delivery location option(s) will appear.
7. Select your delivery station.
8. Select a date and time for pickup if applicable.
9. Click save. Your order will be captured. If complete, click on ready for review. You may turn the review option off any time prior to the Troop entry deadline and make changes to your order if necessary.
10. Placing the order in 'review' status is not mandatory in order for it to be finalized by the Council.

Placing a Planned Order – Order Menu

1. Select Planned Order.
2. Your local cupboard locations for pick up will be displayed.
3. Select the cupboard you wish to pick up from.
4. Select the day you wish to pick up.
5. Select the time you prefer to pick up.
6. Enter the number of each variety you want to pick up.
7. Click save.
8. Print a copy for your records.

Transferring Packages to Girls – Order Menu

1. Select Transfer Order.
2. Select the type of Transfer you wish to enter from the drop down menu.
3. For a Troop to Girl transfer (T2G) your Troop will be the default in the 'from' section.
4. Select the girl to transfer to and click apply.
5. Enter the packages you wish to transfer by variety in the packages column.
6. Press save.
7. The packages will be removed from Troop inventory and credited to the girl along with financial responsibility for those packages

Note: Troop to Troop (T2T), Girl to Troop (G2T) and Girl to Girl (G2G) transfers are also created in similar fashion. Select the type of transfer, follow the prompts for the additional information needed based on the transfer you are creating.

Placing an Operation Cookie Share Sales Order – Order Menu

1. Select Virtual Cookie Share
2. Enter the number of cookie share packages sold by each girl
3. Click Save, repeat as needed for additional Cookie Share donations throughout the sale
4. The girl is financially responsible for these sales



Manage Orders Screen – Order Menu

The Manage Orders screen allows you to view all order data, or selected order data via filters.

- Select all order types by clicking all, or select specific order types – Click apply filters.
- Select specific order data by using the ‘Refine Search’ filter to look for orders for a specific girl.
- You may export the data on your Manage Orders grid by clicking on the ‘Export to Excel’ button on the bottom right of the Manage Orders grid.

Note: *Girl only level orders (orders that do not impact Troop inventory) will not appear on the Manage Orders grid unless the refine search filter is used to select the girl whose orders you wish to see (i.e. Girl to Girl transfers (G2G), Girl Direct Ship Orders (DIRECT SHIP))*

Recording Payments from Girls/Parents – Finance Menu

1. Select Financial Transactions.
2. Click on the Girl Transactions Tab.
3. Click on Add Girl Transaction.
4. Select the girl, transaction type and complete the information.
5. Click Save.

Note: *Financial transactions for credit card payments will be automatically credited in Smart Cookies to both the girl that made the sale and her Troop- the funds are deposited into a Council bank account. The financial reports for Troops and Girls will automatically update to show all payments made. Credit for packages sold via girl delivery would be given either via the packages ordered on the Girl's initial order or through transfers of additional packages from the Troop to the girl.*

Booth Sales

Some stores and malls prefer GSCI to handle the booth sale scheduling. Those locations, dates and times are populated on the booth scheduler in Smart Cookies by the Council. On January 2, 2025 (9AM) the booth scheduler opens for troops to reserve two booths sales. On January 6, 2025 (9AM) the scheduler is opened for troops to schedule additional booth locations. Booth sales booked by Troops via Smart Cookies will be available for consumers to find via the GSUSA Cookie Locator. When customers visit the Cookie Locator and enter their zip code, the customer then has access to booth sale locations, dates and hours of operation. The map feature can provide driving directions to the booth location. Booths booked by Troops in Smart Cookies can also be shared via social media links.

Booth Sale Selection Process – Booth Menu

Select Schedule Booths

1. Use the filters to search or select a specific date, time or zip code location if desired.
2. Select the location.
3. Select an available date.
4. Select an available time slot.
5. Booths selected will be displayed under ‘My reservations’.
6. To remove your Troop from a booked timeslot, click the menu at the end of the row.
7. Click on ‘remove reservation’.
8. The booth will be released and removed from the GSUSA cookie locator until it is booked by another Troop.



Adding a Troop Secured Booth Sale

1. Hover over Booth Tab and choose Troop Secured Booth Sales
2. Enter all required fields
3. Click Save

Sharing Booth Sales via Social Media – Booth Menu

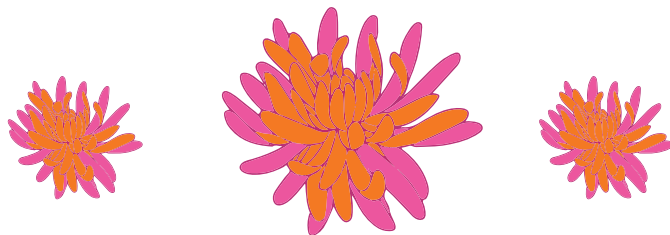
1. Select My Reservations.
2. Select the Facebook or Twitter icon above the reservation grid.
3. After clicking the icon, follow the prompts to post your booth sales to the social media site.
4. Consumers will see your upcoming booth locations, dates and times.
5. Interactive maps can provide driving directions.
6. The other icon available that looks like a chain is a copy link. You may click this icon and then right click and paste the link in an email, other social media post or text message to share the link with information about your upcoming booth sales.

Giving Booth Sale Credit to Girls – Booth Menu

1. Select My Reservations.
2. Select the booth you wish to credit by clicking the menu at the end of the row.
3. Select Smart Booth Divider.
4. Enter the packages sold at the booth by variety.
5. Click Save to distribute at a later time, click Save and distribute to credit girls for booth sales.
6. Select the girls that participated in the booth sale.
7. Click save, Smart Cookies will divide the sales as evenly as possible among the participating girls.
8. Varieties highlighted in red indicate they need attention to complete the distribution.
9. Adjust packages among girls as needed by updating the numbers being credited.
10. Click save. Smart Cookies will create a transaction giving the girl credit for the sales, but not the financial responsibility for those booth packages sold.

How to Manually Give Girls Credit for Booth Sales

1. Hover over the Orders tab and click Transfer Order.
2. Click on the white line.
3. Under Girl, click on the girls name (field will turn blue).
4. Click Apply.
5. Enter the quantities, by variety, you wish to transfer under BOOTHS PACKAGES.
6. Click Save.



Reward Orders – Rewards Menu

1. Select Recognition order to create a new order.
2. Select the order type (Main).
3. Girls will be displayed in alphabetical order by first name. Those girls that need selections made or sizes added will be displayed first and will show a warning symbol indicating the order needs to be updated in order to be completed.
4. Click the arrow at the end of the row to open the order. Any sales levels achieved that require additional information (choice or size) will show the warning symbol.
5. Make the required selection or add the size if needed.
6. Click Save, then click the recognition order button with the left arrow above the grid to return to the order and review the remaining girls.
7. Review each girl as needed and click save after any changes.
8. Once all items have been selected and any required sizes added, your order will show as 'complete' on the manage recognition orders grid.

Reports

1. Reports are categorized by functionality.
2. Select the report category to see the list of reports available. Report data structure can be previewed if desired by selecting the report name, then clicking 'preview it'. Clicking Report info provides a description of the data contained in the report.
3. Click 'Go To Report' to run the report.
4. Apply any filters if desired.
5. Select the view type (HTML, Text/Excel, PDF).
6. Click View Report.

Viewing Data for Booth Orders

1. The troops is credited with the full credit card payment collected.
2. Sales are captured in the bank name Booth Payment Credit Card and have a unique reference number.
3. Financial Transactions are visible in the Order, Girl Balance Summary report and Troop Balance Summary report. You can also view all credit card transactions accepted at booths under the Booth tab, including Transaction Number; customer email; packages sold and the amount; booth details and transaction timestamp.
4. There is also an option to resend the email receipt.





ABC Bakers YouTube Channel Resources

Troop Volunteer Videos





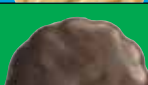
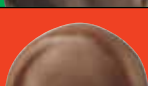



- Volunteer Smart Cookies Registration
- Troop Initial Cookie Order
- Troop Secured Booth Request
- Scheduling a First Come First Served Booth
- Smart Booth Divider-Distributing cookie for each booth
- Smart Booth Divider-Distributing all Booth Cookies at the End of the sale
- Smart Booth Divider-Editing or Deleting a Transaction
- Entering a Planner Order
- Entering a Troop to Girl Transfer
- Entering a Operation Cookie Share Order
- Documenting Financial Transactions
- Managing Orders
- Smart Cookies Reports
- Creating Troop Reward Orders
- Accepting Credit Card Payments
- Girl Booth Credit Card Payments
- Credit Card Payment for Girl Delivery or Booth Sale Events





Girl Scout Cookies® 2025 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M	M		Y	Y	Y	Y			Y
 Toast-Yay!®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M		Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M		Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 Caramel Chocolate Chip							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit girlscoutcookies.org
or www.abcbakers.com for more information.

Your Girl Scout Cookie favorites are back!



Adventurefuls®

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



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

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



Caramel deLites®

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



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

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

*Limited availability



National Girl Scout Cookie Weekend

February 21-23, 2025



888-623-1237

[GetYourGirlPower.org](https://www.getyourgirlpower.org)

customercare@girlscouts-gsci.org

girl scouts
of central illinois