



The Cookie Scoop

from ABC to XYZ —

Everything you need to know about
the 2016 Girl Scout Cookie Program!





We've got **big news!**

Girl Scouts of the USA Chief Executive Officer
Anna Maria Chávez
is coming to Girl Scouts of the Missouri Heartland!



Anna will be the keynote speaker at our 2016 Young Women of Distinction Ceremony, celebrating our Girl Scout Gold Award winners and 100 years of Girl Scouts Highest Awards. This year, all past recipients are invited to attend this celebration.

There will be additional opportunities for all membership to meet Anna. Details coming soon!

Welcome to the Cookie Scoop!

Thank you for your support of the Girl Scout Cookie Program! The Cookie Scoop will provide you with all the information needed for your troop to be successful during this cookie season.

The Girl Scout Cookie Program is the world's largest girl-led business. Your girls will learn skills that will lay the groundwork for a lifetime of success. They will engage in the three Girl Scout processes: Girl-Led, Learning by Doing, and Cooperative Learning.

Do your girls love to earn badges? In the *Girl's Guide to Girl Scouting* you will find information on how the girls can earn their Financial Literacy and Cookie Business badges and/or Daisy leaves. These Financial Literacy badges/leaves teach girls how to use money wisely and the Cookie Business badges/leaves help put girls' financial literacy skills into practice.

In addition to the skills Girl Scouts learn from their participation, 100% of the proceeds –that's about $\frac{3}{4}$ of what customers pay for a box of cookies – benefit girls.

Ready to get started? Let's "Dream, Design, and Do!"



Our Vision

The Girl Scouts of the Missouri Heartland is the premier leadership development experience for girls in southern and central Missouri, southeast Kansas, and northeast Oklahoma, helping them to discover their own sense of self, connect with others in an increasingly diverse world, and take action to make the world a better place.

Our Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.



Girl Scouts of the Missouri Heartland



@gsmoheartland



*blog.girlscouts
moheartland.org*

girlscoutsmoheartland.org
877-312-4764

**Springfield Area
Administrative Service Center**
210 S. Ingram Mill Road
Springfield, MO 65802

**Cape Girardeau
Area Service Center**
2136 William Street, Suite 178
Cape Girardeau, MO 63703

**Jefferson City
Area Service Center**
230 Metro Drive
Jefferson City, MO 65109

Dexter Area Service Center
1420 Girl Scout Way
Dexter, MO 63841

Joplin Area Service Center
1202 S. Range Line Road, Suite 8
Joplin, MO 64801

the power of the Girl Scout Cookie Program



table of contents

10 Getting Started

Get started with a fun and informational parent and girl meeting!

12 Money Matters

Learn about handling ACH, mobile payment, uncollected funds, and returned checks.

14 Safety First

Review the safety rules with your Girl Scouts to help ensure a safe, fun, and successful experience this cookie season!

16 Cookie Booths

Check out these booth guidelines, learn about getting cookies for your cookie booth, and get ideas for selling outside the cookie booth.

22 SNAP

SNAP makes ordering cookies and recognitions simple and easy! Learn about helpful reports and more.

24 Recognitions

All you need to know about requirements for Troop Bucks, Troop Bonuses, and Cookie Credit.

Our recent study found that, through the cookie program, girls learn skills they can apply to everyday life.

- 85% increased their **money management** skills as they developed budgets, took cookie orders, and handled customers' money.
- 83% developed **business ethics**, learning to fulfill promises to customers and considering how best to contribute to their communities with their earnings.
- 80% set **goals** and created objectives to reach them.
- 77% made important **decisions**, learning to work as a team to develop a business plan, deciding when and where to sell cookies, and determining what to do with the money they earn.
- 75% developed **people skills**, learning to talk to, listen to, and work with different kinds of people.

Help them build a lifetime of skills and confidence.

What Can a Cookie Do?

How does \$5/box support Girl Scouts?

Troop Earnings & Girl Recognitions: \$1.13 average

- > Troop Earnings, in the form of:
 - Troop Proceeds & Troop Bonuses, which troops use for field trips, community service projects, events, and more.
 - Troop Bucks, which can be used on troop membership dues, program fees, and at any of our retail shops.
- > Girl Recognitions, in the form of:
 - Cookie Credit, which can be used on membership dues, program fees, summer camp, service unit day camps, service unit events, and at any of our retail shops.
 - Earned Girl Recognitions Items
- > Service Unit Bonus
- > Council Goal Bonus

High Quality Girl Scout Programs: \$1.64

- > Program Areas Include:
 - Leadership
 - Business & Financial Literacy
 - Outdoor Adventure (includes camp)
 - STEM (Science, Technology, Engineering, Math)
- > Maintaining Girl Scout camp & program sites
- > Council-hosted girl & volunteer events
- > Financial Assistance
- > Staff Support



*After the
baker is paid,
every penny
stays within
our council
to support
our local Girl
Scouts.*

Girl and Volunteer Support: \$1.18

- > Financial assistance & outreach to underserved girls
- > Bringing the Girl Scout experience to more neighborhoods
- > Volunteer trainings, materials, and recognitions
- > Volunteer recruitment
- > Volunteer support and resources
- > Staff Support

Product Costs: \$1.05

- > Cost of cookies from the baker, including transportation and storage of cookies, and sales materials

Find your cookies at girlscoutcookies.org.

girlscoutsmoheartland.org • 877-312-4764



SOUTHWEST REGION COUNTIES

Barry, Barton, Bourbon, Cedar, Cherokee, Christian, Crawford, Dade, Dallas, Delaware, Dent, Douglas, Greene, Hickory, Jasper, Laclede, Lawrence, McDonald, Newton, Ottawa, Phelps, Polk, Pulaski, St. Clair, Stone, Taney, Vernon, Webster, Wright

Contact Karen Taylor at
877-312-4764 x1126

CENTRAL REGION COUNTIES

Audrain, Benton, Boone, Callaway, Camden, Chariton, Cole, Cooper, Gasconade, Howard, Maries, Miller, Moniteau, Montgomery, Morgan, Osage, Pettis, Randolph, Saline

Contact Sherrey Young at
877-312-4764 x1331

SOUTHEAST REGION COUNTIES

Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Howell, Jackson, Madison, Mississippi, New Madrid, Oregon, Ozark, Pemiscot, Perry, Ripley, Scott, Shannon, Stoddard, Texas, Wayne

Contact Beth Seabaugh at
877-312-4764 x1515

"We = Power" - Lorii Myers

Getting to know your team is an integral part of making your cookie season a success. Product program specialists are your council staff team members. There is one product program specialist per region serving the counties listed above. Volunteer service unit cookie coordinators are responsible for providing troop training and support during cookie season, and your volunteer troop cookie coordinator is responsible for cookie season on a troop level. These three positions work together to make every cookie season amazing! Please feel free to contact us should you need more guidance or have any questions, at 877-312-4764 or cookiehelp@girlscoutsmoheartland.org.

glossary



ABC: One of the two commercial bakers who are licensed by Girl Scouts of the USA to produce Girl Scout Cookies. ABC is Girl Scouts of the Missouri Heartland's baker.

Booth Kit: This is a kit that can be checked out from your local GSMH service center. The kit includes decorations and resources to be used at your cookie booth. More information on page 16.

Call-in Orders: One way of ordering cookies from the cookie cupboards during the direct sale. See page 18 for more information.

COCO: An interactive online experience for goal setting, sales planning, and online marketing. COCO can be found at www.abcsmartcookies.com. Find out more on page 15.

Cookie Booths: Troops set up booths at businesses to sell Girl Scout Cookies directly to customers. Check out pages 16-21 for more information and ideas!

Cookie Credit: Earned by each individual girl, these credit gift cards can be used on membership dues, program fees, summer camp, and at any of our retail shops. Learn more on page 25.

Cookie Merchandise: Additional items to be purchased by the troop to help promote cookie sales and cookie booths. Item description and order form on page 29-30.

Delivery Station: This is the location for the service unit delivery of all initial cookie orders for the troops.

Digital Cookie: Girls can use COCODirect to sell cookies from their smart phone or computer and have them shipped directly to the customer. Find out more on page 15.

You're excited?

We are too!

The product program specialists at GSMH welcome you to the 2016 Girl Scout Cookie Program! We are very excited to introduce you to the *Cookie Scoop*! We hope you find this tool helpful as you navigate through the Girl Scout Cookie Program.

To generate excitement about the Girl Scout Cookie Program and to communicate what the troop hopes to accomplish with the proceeds it earns, you will want to start with a parent and girl information meeting. Remember, if you are excited, then your girls and their families will get excited, too! Turn the page to check out the 2016 cookie line-up!



Start by checking out these need-to-know terms!

Early Recognition: The Early Recognition Personal Bag and Cookie Zipper Pull is earned by a girl who sells 162 or more packages during the initial order portion of the program.

Five Skills: The Girl Scout Cookie Program provides important ingredients for leadership by helping girls develop five key skills: goal setting, decision making, money management, people skills, and business ethics.

Girl's Guide to Girl Scouting: Holds information and requirements for earning the Financial Literacy and Cookie Business badges/leaves.

Initial Order: The portion of the program when girls take cookie pre-orders (January 8-27, 2016).

Main Recognition: Girls earn recognitions from all cookies sold through initial orders and direct sales/cookie booths. See page 26.

Planned Order: Troops can obtain additional cases of cookies from a cupboard. Directions and information on page 18.

Service Unit Cookie Rally: A rally sponsored by the service unit during which girls will learn about the cookie products and the tools they can use to help them have a successful program.

SNAP: **SNAP**: Online cookie program to keep track of girls' cookie sales, recognitions, and financial transactions. SNAP is located at www.abcsnap.com. Tips and tricks for using SNAP can be found on page 22-23.

Troop Bonus: Troops who meet the criteria will earn an additional \$.10 per package. For more information, see page 24.

Troop Bucks: Earned by troops, these credit gift cards can be used on membership dues, program fees, and at any of our retail shops. Learn more on page 24.



Cookie Line-Up

2016

Did you know? Our cookies have zero grams trans fat per serving, are made with 100% real cocoa, and have no preservatives or artificial colors.

Thin Mints



Thin Mints are the top-selling Girl Scout Cookie in America! Only pure peppermint oil is used to create these round, mint-flavored cookies with a delicious chocolaty coating. They were originally introduced in the 1950s as Chocolate Mints!

VEGAN

Caramel deLites



Vanilla cookies topped with caramel, cooked to a rich creamy consistency, sprinkled with a special toasted flaked coconut, and laced with chocolaty stripes make Caramel deLites the second-best-selling Girl Scout Cookie and place it in the top five of cookies sold in the United States, annually.

Peanut Butter Patties



A layer of peanut butter with a rich chocolaty coating, these are mouth-watering treats. Imitated but never duplicated, Peanut Butter Patties have been around for more than 30 years. They are the third-best-selling Girl Scout Cookie and are among the top 10 best-selling cookies in America.

VEGAN

Shortbread



Over the years, cookie varieties have come and gone in response to changing consumer tastes. However, Shortbread has been around from the early days. The only modification to this traditional favorite has been two “facelifts”—one in 1979 and one in 2010, both to mirror updates to the Girl Scouts service mark.

107,793
cases

Let's work together to

reach our goals!

If we reach our council goal of selling 107,793 cases (that's 1,293,513 boxes!) of cookies this year...

- ★ Troops will earn an additional 5¢ per box, for every box sold!
- ★ Girls will be entered into a drawing to win a Family Trip for Four to an Outdoor Domestic Destination!*

*Drawings will be one per region. To be entered, girls must have sold 175 boxes or more. Restrictions apply.



Gluten Free Trios



NEW



Gluten Free Patch: If a registered girl sells any Gluten Free Trios, she is eligible for the troop leader to order the Gluten Free Patch at a minimal cost.

Millions of Americans have problems eating food with gluten—and now there is a Girl Scout Cookie just for them! Made with whole grain oats and real peanut butter, the Gluten Free Trios have chocolate chips nestled in a gluten-free peanut butter oatmeal cookie.*

*Available in limited supply through the cookie cupboards only during the direct sale portion of the program.

Thanks-A-Lot



Shortbread cookies dipped in rich fudge and topped with an embossed thank you message, Thanks-A-Lots speak five different languages! Whether the embossed "Thank You" is in English, French, Chinese, Swahili, or Spanish, these tasty cookies are a hit in any language.

VEGAN

Cranberry Citrus Crisps



This crispy cookie is made with whole grain and full of tangy cranberry bits and zesty citrus flavor. A sweet addition two years ago, this crispy cookie is filled with 9 grams of whole grain! Made with real fruit, this new cookie has no high-fructose corn syrup, and no artificial colors, flavors, or sweeteners.

Lemonades



Savory slices of shortbread with a refreshingly tangy lemon flavored icing is what you can expect from Lemonades. By eliminating the carton on Thanks-A-Lot and Lemonades, GSUSA and ABC Bakers are taking more than 300 tons of paperboard out of the waste stream annually.

VEGAN

Peanut Butter Sandwich



These sandwich cookies give you crisp and crunchy oatmeal (made with whole-grain oats) on the outside and creamy peanut butter inside. Introduced in the 1950s, Peanut Butter Sandwiches make up an average of 11% of the total sales--our fourth most popular cookie!

Lemonades are turning 10!

Lemonades are turning 10 and we want to see how creative you can get to help celebrate! By singing a song, making a card, throwing a party, doing a dance, or maybe even making a Lemonades dessert. However you choose to celebrate, we want to see it!

Fill out a short form found on our website and upload a video or photo of your celebration on our Facebook page. We will pick one lucky winner each day February 24-28, 2016, to win a Girl Scout Cookie merchandise prize pack.

Winners will be selected at random from all entries received and featured on our Facebook page. To enter, visit our Facebook page beginning February 19, 2016.





Gather and review materials to make the training fun and festive!

PREPARING & TRAINING your troop

Use this information to inform and excite your troop about their upcoming cookie adventures!

Don't forget that holding a parent information meeting is one step toward qualifying for the Troop Bonus.

See page 24 for more information.

Be Prepared

1. Read through this publication. Be familiar with processes, dates, and paperwork so you can answer parents' questions.
2. If your troop participated in the Fall Product Program, be sure you have paid the council for Fall Product; otherwise your troop will not be able to participate.
3. Only girls that are registered can participate, so be sure everyone has registered online, or by paper form.
4. Have the girls decorate invitations to notify parents of the date, time, and location of the parent and girl information meeting.
5. Fill in important information on the girl order cards such as girls' first name and last initial, troop number, and program dates.
6. Encourage participants to RSVP—or better yet, follow up with a phone call to each family prior to the meeting.

Getting Started

While parents are arriving, ask them to sign-in. Begin the meeting with introductions and then discuss the benefits of the girls' participation in the Girl Scout Cookie Program.

Don't forget to review all forms, order cards, and procedures to keep everyone on the same page!

Goal Setting

The Girl Scout Cookie Program is a leadership development opportunity for girls. It is important that they set and know their goals, so that they can communicate them to customers and work together to assess their progress. Set troop goals and have the girls set their personal goals. See COCO at www.abcsmartcookies.com for ways to help the girls set their goals.

Safety

Before participating in Girl Scout Cookie Program activities, it is imperative that you review the safety rules with your Girl Scouts and make sure they follow them. This helps to ensure a safe, fun, and successful experience. Check out pages 14-15 for more safety information.

Cookie Sales

Work with parents and girls to determine where, when, and how many cookie booths your troop wants to do. Use role-playing to help girls develop confidence and learn the information they need to make their program a success. This booklet includes tons of ways to help troops boost sales. Here's a list to get you started. Girls should be able to tell customers:

- how the Cookie Program benefits themselves, the troop, the council, and other Girl Scouts.
- their troop and personal goals.
- activities that their troop is planning.
- the different varieties of cookies.
- how to assist customers in filling out the order form.

We've provided you with more ideas on pages 20-21 and additional resources on the back cover.

Money

- Cost per box of cookies is \$5. Girls should collect money at the time of **delivery**. Each girl will have a brown money collection envelope. All checks should be made out to **Girl Scouts of the Missouri Heartland** or **GSMH**, and the 5 digit troop number.
- Encourage parents to submit money often, rather than holding it until the final deadline, as the troop should make multiple deposits throughout the program.
- Money should be counted carefully by both parents and troop leader. **Provide a receipt for any money received from parents. A receipt should also be provided for cookies transferred between a parent and the troop.**
- All cookies, once received by a troop, are that troop's responsibility. All cookies that a troop signs for must be paid for to the council, regardless of whether the troop is able to sell them.

Remember, no money should be collected prior to delivery.

Important Dates

Initial order-taking
January 8-27

Deadline for order cards to be returned to troop leader
January 27

Booth sales begin
February 19

National Girl Scout Cookie Weekend
February 26-28

Troop Pick-Up and Delivery

Date: _____

Time: _____

Location: _____

- Discuss troop's process for picking up initial order cookies (where, when, how).
- Give dates/location for pick-up and give hints for success (e.g., bring help and a big vehicle!).
- Parents and leaders must verify number of cookies picked up and **sign** for cookies before they are moved; use **receipt booklets**.
- It is best for parents to submit money often to the troop cookie coordinator. Make sure money is always counted, verified, and receipted each time.

- Cookie Program Parent/Guardian Responsibility & Permission Slip
- Girl Cookie Order Card
- Girl Scout Money Envelope
- Online Safety Pledge - if applicable



Found in the
Family Guide!

Deposit 30 % of the troop's **total amount due** (initial order and additional cookies) before March 11.
30 % of the remaining initial order and additional cookies will need to be deposited before March 30.
The remaining balance due for cookies will need to be deposited before April 4.

DETAILS UPDATED

As of November 16, 2015.

Money Matters

Be sure to remind parents that they are financially responsible for all cookies signed for and received by their daughter; cookies cannot be returned to the troop or council. Make sure to issue a separate receipt for each payment made and for any cookies received by parents. You should retain the white copy for your records and give parents the yellow copy. These receipts will be very important when it is time to transfer extra cookies from the troop to the girls in SNAP for their recognitions.

ACH

All service units use the ACH process for the Girl Scout Cookie Program. Under the ACH (Automatic Clearing House) process, all money should be deposited in the troop bank account. This makes it easier for the troop cookie coordinator to make frequent deposits in the bank. The council Finance department will utilize the ACH process to automatically withdraw the amount owed to the council from the troop bank account.

Each troop leader needs to fill out an *ACH Authorization* form. The form should be returned to the service unit cookie coordinator at training. The service unit cookie coordinator will forward the form to the council staff product program specialists no later than January 28, 2016.

March 11

Troop deposits for initial orders due.

March 17

GSMH Finance department will ACH 30% of the **total amount due** (initial plus additional cookies) from the troop account and enter the ACH amount into SNAP.

April 1

GSMH Finance department will ACH 30% of total amount due (initial plus additional cookies).

April 4

All money due to troop.

April 15

GSMH Finance department will ACH the remaining balance due to GSMH from the troop and enter the ACH amount into SNAP.

DETAILS UPDATED

As of November 16, 2015.

Immediately contact the Finance department with any financial concerns at 877-312-4764 or financedept@girlscoutsmoheartland.org.



> The troop will earn \$.60 a box (\$7.20 per case) before any bonuses are added.

Uncollected Funds

Troops should not pay for cookies issued to parents who have not turned in cookie money. Complete the *Uncollected Funds Report* when a girl fails to turn in money for cookies received. All transactions between the troop cookie coordinator and parent/guardian must be properly and correctly documented. The troop leader will need to make and document two attempts to collect funds before the end of direct sales. If funds remain uncollected, the troop leader will need to contact the Finance department at 877-312-4764 or financedept@girlscoutsmoheartland.org no later than the end of the direct sale portion of the program to reduce the final ACH by the uncollected portion. The ACH transaction cannot be changed after it is submitted to the bank.

(Outstanding funds owed to the troop will be pursued by the council; however, without proper documentation, the troop assumes financial responsibility.)

The troop leader must fill out an *Uncollected Funds Report* to send with the original versions of the following paperwork:

- Signed permission slip,
- Signed receipt(s) for cookies dispersed,
- Signed receipt(s) of any payments received, and
- Brief explanation concerning the amount outstanding or the situation and efforts made to collect.

Returned Checks

Through the ACH program, troops will be reimbursed for returned checks and returned check fees.

1. Troop should mail the returned check to the Finance department at:
Girl Scouts of the Missouri Heartland
Attn: Finance Department
210 S Ingram Mill Rd
Springfield, MO 65802
2. Troop should mail the returned check to the Finance department no more than 60 days from the date the check was written.
3. Troop must provide the original returned check notice and returned check from the bank within 60 days of the date of the check to be reimbursed. Always keep a copy for your troop records.

Safety First

Before participating in Girl Scout Cookie Program activities, it is imperative that you review these rules with your Girl Scouts and make sure they follow them. This helps to ensure a safe, fun, and successful experience.



Show you're a Girl Scout.

Girls should wear a Girl Scout membership pin and/or Girl Scout clothing to identify themselves as a Girl Scout. Uniforms are encouraged.



Buddy up.

Always use the buddy system. It's not just safe; it's more fun!



Be streetwise.

Be familiar with the areas and neighborhoods in which 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 cookies. An adult must know when Girl Scout Cadettes, Seniors, and Ambassadors are selling door-to-door, and the girls must always have a buddy. Two approved adult volunteers must be present at Girl Scout Cookie booths regardless of the girls' age level.



Plan ahead.

Have a plan to safeguard money— avoid walking around with large amounts or keeping it at home, in the car, or at school. As soon as possible, give proceeds to your troop cookie coordinator, who will make deposits in the designated bank account.



Do not enter.

Never enter a person's home when you are selling or making deliveries.



Sell in the daytime.

Girl Scouts sell only during daylight hours.



Keep the selling in-person.

Girl Scouts can only sell cookies online with COCOdirect. Girls may use e-mail, age-appropriate social media, and other online marketing tools to let family, friends, and former customers know about the program and collect indications of interest, but not to accept payment. Girls, parents, and third parties may not accept payment for Girl Scout Cookies online. Before engaging in online activities, be sure to review and sign the Girl Scout *Internet Safety Pledge* found under the Forms and Resources section at girlscoutsmoheartland.org.



Protect privacy.

Girls' names and contact information should never be given out to customers. Instead, give the troop/group number and an approved phone number of an adult or email for customers to request information, order, or give comments.



Be safe on the road.

Follow safe pedestrian practices, especially at intersections or when walking along roadways. Be aware of traffic when unloading cookies and passengers from vehicles.

"You'll look up and down streets. Look 'em over with care. About some you will say, 'I don't choose to go there.' With your head full of brains and your shoes full of feet, you're too smart to go down any not-so-good street."

Dr. Seuss

Oh, the Places You'll Go!

Girl Scout Cookie Program



DIGITAL COOKIE

Sell Girl Scout Cookies right from your computer or smartphone!

Sell cookies like an eCommerce expert with COCODirect!

Let's face it, we all buy things online now. And it's time we started selling Girl Scout Cookies this way too, right? That's what girls can do by using a program called COCODirect. Just think — girls can run a Girl Scout Cookie Sale® right from their computer or smartphone, plus they'll have a lot of fun, too. Here are two ways to do it!

1 Use COCO Online Marketing on the computer.

Register for and log into COCO on abcsmartcookies.com, then click "Online Marketing." Click "Send an eCard" and choose the COCODirect eCard to send. Remember girls should only send eCards to people they know. Girls' friends and family will receive an email with a link to COCODirect, where they can place an order and pay with a credit card.

2 Use COCOMobile on a smartphone.

Girls can log in using their COCO username and password on a Apple® or Android™ device. Click the COCODirect icon in the main menu of COCOMobile and simply place the customer's order. Order, delivery, and shipping confirmation will be emailed to the customer. Always remember to write a thank-you note!

With COCODirect, girls can sell Girl Scout Cookies to anyone they know, anywhere in the country. ABC Bakers will even take care of delivering them! But girls will still be learning a lot by selling cookies this way. They'll learn about setting goals, making smart decisions, managing money, working well with people, and doing business the ethical way.

Earn patches with Digital Cookie!



Team COCO Patch: If a registered girl has a COCODirect order on her girl balance summary from SNAP, she is eligible for the troop leader to order a Team COCO patch at a minimal cost.



Online Patch: With her account in COCODirect, if a girl sends 12+ ecards, she is eligible for the troop leader to order an Online patch at a minimal cost.

Note: The troop leader must also turn in an email report printed from SNAP.

Online Safety

Since Digital Cookie is a unique way for girls to participate in the Girl Scout Cookie Program, separate terms and conditions for Girl Scouts, volunteers, and parents/guardians have been developed. All appropriate pledges must be read and accepted before participation in the Digital Cookie program.

Ensure girls safety.

- Girls should never post their last names, addresses, phone numbers, or email addresses.
- Girls may only post about their participation in the Digital Cookie program on social media sites that allow them to restrict access to friends and family (e.g. Facebook), and not to social media sites open to anyone (e.g. Craigslist or e-Bay).
- Girls will only share the link to their Digital Cookie site with people they know in real life.

Digital Cookie web sites. As part of the Digital Cookie program, girls will be creating their own unique web sites to market and sell Girl Scout Cookies. Keep these safety tips in mind.

- Parents/guardians must review and approve a girl's website before it goes live.
- For girls under 13 years old, a parent or guardian must manage the girl's web site and be responsible for all content and information posted.
- Girls must only share their first name, troop number, and council name on their Digital Cookie web site.
- Parents/guardians must review and approve any pictures and videos before they are posted to a girl's Digital Cookie web site.
- The posting of all videos must be done in accordance with the instructions provided by GSUSA, found online at girlscoutsmoheartland.org.

Cookie Booths

Girl Scout Cookie booths are a great way for girls to gain customer service, teamwork, public speaking experience, and other important leadership skills. Please review these guidelines to ensure that the experience is successful and positive.



1. preparation

During your family Girl Scout Cookie Program training or the initial order period, help the girls prepare by role-playing customer service, setting goals, and ensuring each girl knows her individual and troop goals. You can also make posters for booths, including goal-setting posters and reviewing the cookie booth etiquette on page 17 with your girls.

Girl Scout Cookie booth kits, which include Girl Scout Cookie costumes (youth sizes) and a fabric tablecloth, are available for checkout at service center cookie cupboards. Call your product program specialist at 877-312-4764 to reserve your booth kit starting January 4.

Contact your service unit cookie coordinator before adding locations not already scheduled through SNAP. Customers will be directed to the booth locator tool through council media, phone, and email responses.

2. set-up

Make sure to take the following materials with you: table and chairs; cookies; plenty of change; goal poster; paper or notebook for tracking sales; calculator; pen/pencil.

The table should be neat and tidy, so that customers can easily see the varieties of Girl Scout Cookies available to them. Keep cookies that are not on display in their cases, stacked neatly under the table.

Girls wear their Girl Scout membership pin, tunic, sash, or vest or apparel that identifies them as Girl Scouts. Since many booth sale sites are outside, girls also need to dress for the weather.

Tip: Have the girls prepare a troop goal poster to display at your booth. Customers love to help girls reach their goals. Update the poster as packages are sold.

Scheduling A Booth*

- If you are unable to keep a booth obligation, please cancel the location in SNAP so it re-activates for scheduling.
- Once you are logged into SNAP, click the Booth Scheduler option located in the drop-down menu under the cookie icon. The Schedule Booth Sales option will appear; click on this to view a complete list of all booth locations.
 - Search by zip code or a specific location name (e.g., Lowe's). When choosing a booth location, make sure it corresponds geographically to your own area. A calendar will appear showing available dates for that location. Click on the specific time slot that you want. After a dialog box appears to confirm your selection, the process is complete.
 - SNAP will then send an email to confirm or deny the time and location of scheduled booth. It is recommended that you print the confirmation for your records.
- Please note:** You should only show up at a booth location if you have received email verification through the SNAP program.

(To learn more about SNAP, see pages 22-23.)



Do:

- Remember you're a representative of Girl Scouts and your behavior at a Cookie Booth is a reflection of Girl Scouting
- Be identifiable as a Girl Scout by wearing your Girl Scout uniform or apparel
- Be knowledgeable about the Cookie Program and your cookie goals
- Be polite and friendly
- Stay out of doorways, walkways, and parking lots
- Keep table and sales area neat
- Say "Thank you," even if someone does not buy cookies
- Take all empty boxes with you, and recycle if possible!

Don't:

- Yell or talk loudly
- Run around and play
- Get in the way of customers
- Ask customers twice
- Leave the cookie booth area
- Eat, drink, or chew gum while in booth
- Use cell phones or hand-held games

3. close down

In many instances, there will be a troop/group setting up after you. Keep an eye on the time and close down your booth on time. Don't forget to take everything with you, even those empty boxes! Remember, a Girl Scout always leaves a place cleaner than she found it!

Reminders

- Count packages and money before and after the cookie booth begins/ends, enter the information on a booth tally sheet, and place it in the cash box. (*A Booth Tally Sheet* can be found in the *Forms and Resources* library at girlscoutsmoheartland.org).
- Remember that there must be at least 2 approved volunteers present, and no more than 3-4 girls at a time.
- If possible, when the weather is cold, have an adult rotate girls to an inside space regularly.
- Girls should be polite and remember to say "thank you" to all customers even if they do not buy cookies.

Need cookies for your cookie booth? Turn the page!

Jan. 22 SNAP will open at 6 a.m. council-wide for troops to be able to choose booth locations. Each troop may initially reserve one Wal-Mart booth and two other locations. You will need to make sure you are booking a location in your own geographical area.

Jan. 25 SNAP system will close for initial booth choices to cycle and send confirmations to troops.

Feb. 3 SNAP system will open at 6 a.m. for the duration of the cookie program, and troops may sign up for additional booths. Please check back often for new locations and vacancies.

* Check with your service unit cookie coordinator to see if your area is using this method.

Plain is boring. Bling. Your. Booth! Check out page 21 for more information.



Cookies for Your Cookie Booth

After you have received your initial cookie order, you will likely need more cases of cookies to fill additional girl orders or for booth sales. There are two ways you can place an order for additional cookies: a planned order or a call-in order.

① Planned Orders

A Planned Order allows a troop to schedule a pick-up on a designated day from any cookie cupboard. The Planned Order feature is located under the Cookies icon in SNAP.

To enter a Planned Order:

- Click on the Cookies icon.
- Click on Planned Order.
- Select a cupboard from the drop down box.

Once you select the date, the screen will register the troop number, cupboard, and requested date. Enter the number of **packages** for each variety that you want to pick-up.

- Click Submit.
- You will be asked to confirm your order.
- You can view planned orders under manage orders in SNAP.

When a planned order is picked up, the cupboard manager confirms the order in SNAP and it becomes a cupboard to troop transfer order, adding the cookies to the troop's inventory so they are available for troop to girl transfers.

If the Planned Order needs to be cancelled, please call the appropriate cupboard immediately.

The cupboard to troop transfer order totals in SNAP are used to calculate total packages received from all cupboards for each troop. These totals are used to calculate the amount of the final ACH withdrawal for each troop.

All Planned Orders not picked-up by Friday at 6 p.m. will be cancelled and cookies placed back in cupboard inventory.

Planned orders must be placed by midnight on Sunday for pick-up the following week. Because your troop may need to make multiple trips to the cookie cupboard, it may be necessary for parents to assist in picking-up cookies. If a parent volunteer will be stopping to pick-up cookies for your troop, please notify the cupboard manager. **If you are having a parent volunteer pick-up the cookies for the troop, please provide that information in the Order Reference Field and notify the cupboard manager.** Your parent volunteer will not be allowed to pick-up cookies without troop leader permission, either written or by phone.

Troops are financially responsible for all cookies transferred from all cupboards throughout the sale. There are no returns or exchanges!



② Call-in Orders

If you would like to call-in your order to the cupboard, please be sure to include your troop and service unit number, your order by variety, a phone number with area code, and who will be picking up the cookies. Only the troop cookie coordinator should be calling in the orders. This ensures she/he is aware of the amount of cookies being purchased for the troop, so cookies can be allocated to girls properly.

Tip! Need additional guidance? Contact your service unit cookie coordinator!

What cookies should I order?

You're planning a cookie booth. Great! Now, how do you know which cookies to bring? How many of each cookie do you order? If you're planning to fill up your full-size van with seats, here's a popular mix of cookies!



Thin Mints
28% of your order



Peanut Butter Patties
18% of your order



Lemonades
9% of your order



Thanks-A-Lots
5% of your order



Gluten Free Trios
1% of your order



Caramel deLites
20% of your order



Peanut Butter Sandwich
11% of your order



Shortbread
6% of your order



Cranberry Citrus Crisps
2% of your order

How many cookies can you fit in your car?

Need to know how many cases of Girl Scout Cookies you can cram in your car? If your car is empty except for the driver and is tightly packed with cases of Girl Scout Cookies, it could hold approximately:

- Compact: 23
- Hatchback or small wagon: 25-30
- Mid-size sedan: 35
- 8-passenger minivan or sport utility: 60
- Full-size station wagon: 75
- Full-size van with seats: 150
- Full-size van without seats: 200

Safety first! Be sure you're still able to see your mirrors!

Note: These are recommendations only. Troops are responsible for deciding the number of cookies that they will need based on location, demand, and length of time that the booth will be open.



Think outside the BOOTH

Don't Forget! Boxes sold in direct sales count toward girls' final recognition level and troop proceeds.

• Other Ways to Sell Girl Scout Cookies •

Cookie Caravan

Try a cookie caravan! Decorate a van with washable markers and canvas a neighborhood together.

Cookie Drive-Thru

Set up a cookie drive-thru at your local church or business. The customers don't even have to get out of their cars.

Extra Boxes

Most customers, when asked, will purchase Girl Scout Cookies. Think about taking extra boxes when you drop off initial orders. It's a sweet temptation that's hard to resist!

Cookie Share

Don't forget to promote the Cookie Share program, especially for customers who say they've already eaten too many Girl Scout Cookies this year! For more information, check out page 28.





Walk-About

Get a group together for a walk-about! Adults monitor while girls divide up the number of houses on a block to visit.

Door-to-Door

Have girls buddy up for another door-to-door round, but bring cookies with you this time! For extra fun, pull them in a red wagon!



Business Networking

Older girls can learn business networking skills by contacting companies for permission to speak at a staff meeting, or to suggest ways for companies to use Girl Scout Cookies in their operations (e.g., a box of Thin Mints for every person who takes a test drive, Girl Scout Cookies as balloon weights, or a special treat in the break room!).

Head to the Office

With the help of parents or relatives, girls can contact employers for permission to make a pitch to the staff or to display an order card in the workplace. They could even attach a note about their goals!



Power up your posters! Make 'em fun, colorful, and eye-catching. How will it look? What will you say?

Color it bright! Balloons and colorful tablecloths will guarantee your booth is not missed! Create savvy signage with colorful gems. Rock out with brightly colored words.

Banish the boring! If you want to attract lots and lots of customers, it's time to let your troop "bling" their cookie booth! Start by creating something that's fun, bright, colorful, energetic, and creative which will bring customers running. What kind of bling is their thing? These ideas are just the beginning. Be creative!

Set an outrageous theme.

What's your fancy? Maybe your troops booth will look like a fair or carnival, complete with a ring toss. Maybe create a booth that looks like a cookie castle, with matching princess costumes. Let your troop decide! Be creative! Cookies are your business; after all the girls are the "Cookie Bosses!"

Wrap up the fun! Imagine a display of beautifully ribbon-wrapped cookies. Each bundle of boxes is tied together and topped with a bow. What flair! What sales!

Show off your goal poster! How can you make it shine? Customers want to see how sales are stacking up and will help the troop reach its goals!

snap!



abcsnap.com

WHAT IS SNAP?

SNAP, **now known as SNaP+**, is the online cookie program management tool. It makes ordering cookies and recognitions simple and easy! At your service unit training you received your log-in information once you signed your *Troop Cookie Coordinator Agreement*. You will be responsible for entering and updating your contact information as well as your girls' orders and recognition choices.

Helpful SNAP Reports

SNAP allows you to run various reports to help you track your cookie sale. Reports are located under the Reports menu and are generated in real time, which means that as soon as information is entered, you will be able to view it in a report.

- **Troop Balance:** This report shows all the cookies that are received/transferred as well as showing troop proceeds and what amount is owed to the council. After all ACHs are complete, the report should show a \$0 balance for the troop.
- **Girl Cookie Totals Summary:** This report keeps track of all cookies received by each girl. All cookies sold during the initial order or direct sale should be credited to girls.
- **Girl Balance Summary:** You will input the SNAP the amount of money that has been paid by the parent for each girl. This report should show a \$0 balance due at the end of the sale. This report MUST be completed to ensure recognitions are correct. If a girl owes money, this report will help you document what has been paid and what is still outstanding.
- **Recognition Order Summary by Girl:** You will want to run this report at the end of the sale to show what recognitions have been earned by the girls (after all cookies have been transferred to the girls).
- **Transfer Order Summary:** This report shows all cupboard to troop and troop to troop transfers, etc.
- **Track Cookie Share:** This report will show you the number of packages collected for the Cookie Share Program.

Phase One

Before sale begins

Using the 'My Council' icon.

Update troop information:

- Troop level
- Proceed plan
- Main recognition plan
- 5¢ option choice
- Troop recognition plan
- Contact information, including addresses and phone numbers

Make sure to save your updates!

To verify girls registered to sell, click on the 'Cookies' icon and initial order.

The council has automatically uploaded girls that are registered to your troop. If you have a girl that is not showing up in SNAP, please be sure she is registered by contacting your membership marketing specialist.

5¢ Option

What's the 5¢ Option? Details are on page 25, but here's a quick overview! Multi-level troops can choose the 5¢ Option for Juniors and older. This requires permission from the service unit cookie coordinator to create a "second" troop in SNAP. Daisies and Brownies should be tracked under this "second" troop number by adding "0" to the end of their original troop number. Juniors and older are tracked under the original troop number. Be sure to choose the appropriate recognition

> **Forgot your login and password?** Click on “forgot password” at abcsnap.com.

Phase Two

To place initial orders

Using the ‘Cookies’ icon.

1. Enter initial packages sold for each girl by variety.
2. Match end totals to individual order cards.
3. Enter extra cookies for booth sales if desired.
4. Notice that SNAP will automatically round each variety to the nearest full case. The troop is responsible for selling these extra boxes.

Using the ‘Recognitions’ icon.

1. Choose ‘Create Recognition Order’.
2. SNAP will automatically generate an ‘Early Recognition Order’ for girls who sold 162 or more boxes in the initial sale period. (Each time additional cookies are added to a girl’s order, you must review the recognition order and save).
3. Save order.

Phase Three

Throughout direct sales

Using the ‘Finance’ icon.

SNAP will allow you to use the ‘Add New Girl Transaction’ option to keep track of money received by each girl. This information will be transferred to the Girls Balance Summary Report, which can be used as a receipt.

Phase Five

For final paperwork

Using the ‘Reports’ icon.

1. Choose ‘Reports’.
2. Print *Troop Balance Summary*. It should reflect the final ACH withdrawal. Turn a copy into your service unit cookie coordinator and print a copy to save for the end-of-year *Troop Financial Report*.
3. Print ‘Recognition Summary by Girl’ for your records only.
4. Attach *Troop Balance Summary*, 5¢ Option form (if applicable), *Troop Bonus* form (if applicable, see page 24), *Uncollected Funds Report* with appropriate documentation (if applicable), and give to the Service Unit Cookie Coordinator by April 6.

Phase Four

At conclusion of sale

Part 1

Using the ‘Cookies’ icon.

1. All cookies must be transferred from remaining troop inventory to each girl. Choose ‘Transfer Order’.
2. Select type of transfer needed: girl to girl, troop to troop, or troop to girl.
3. **Transfer all cookies from troop to girls, including any unsold cookies.**
4. Number of ‘available quantity’ will decrease as they are assigned to girls.

Troop cookie balance must be ‘zero’ once all packages are transferred.

Part 2

Using the ‘Recognitions’ icon.

1. Choose ‘Create Recognition Order’.
2. Click ‘Main Recognition Plan’.
3. SNAP will automatically generate a *Troop Recognition Order*. Click on each girl’s name to review their recognition items for accuracy. Each time additional cookies are added to a girl’s order, you must review the recognition order and save.
4. Save order.

Note: 500+ level sellers have recognition options. You need to select these; they are not automatic.

plan in SNAP to reflect the troop’s age level. This method will require additional tracking and paperwork, but will allow older girls the 5¢ Option. The troop still functions as one, holding meetings and cookie booths as usual.

Please note the Troop Bonus implications: splitting the troop in SNAP does not change the per girl average required to meet the bonus requirements. The number of girls and number of boxes sold will be combined between the two troops to calculate this average.



Troop Bonus

The Girl Scout Cookie Program is designed to raise funds for Girl Scout troops and your council. The program teaches girls about goal-setting and encourages them to set goals, work toward them, and celebrate their achievement at the end. In order for girls to have the absolute best experience in the Girl Scout Cookie Program, learning important business skills and developing self-esteem and confidence, it is important that they have the support of Girl Scout volunteers and families.

The Troop Bonus Program is an opportunity for parents, volunteers, and girls to connect with each other and team up to encourage the troop to meet its goals. If the troop meets all of the requirements to the right, it will earn an additional \$.10 per box sold in troop proceeds!

Please complete the *Troop Bonus Worksheet* in the *Forms and Resources Library* on our website at girlscoutsmoheartland.org. This form must be turned in with final paperwork to the service unit cookie coordinator by April 6. For troops that earn the Troop Bonus, a credit of \$.10 per box sold will be made to the troop banking account three months after the end of the program.

Checklist Requirements to meet Troop Bonus



- A troop representative must attend the service unit cookie training.
- The troop must hold a parent/girl information meeting.
- The troop leader or troop cookie coordinator must contact each girl (by note or phone) midway through the program.
- All girls must be registered before they start selling, with a minimum of three girls to be a troop.
- All troop initial orders must be in SNAP by January 28 at midnight.
- All ACH withdrawals must be met.
 - first: March 17
 - second: April 1
 - third: April 15
- All paperwork must be submitted on time: *Troop Balance Summary*; *Uncollected Funds Report* (if applicable); *5¢ Option Form* (if applicable); *Troop Bonus Worksheet*.
- The service unit's delivery must be picked up on time. It is the troop's responsibility to arrive at the designated location on time and be equipped to receive the cookies.
- The per girl average must equal 170 boxes or higher. For multi-level troops that are "split" in SNAP, the total per girl average must be 170 boxes or higher when the two troops are combined.
- Each troop must hold a cookie booth.

[Troop Bucks]

What are Troop Bucks? Troop Bucks are dollar amounts that can be used internally to pay troop membership dues, pay council-sponsored event registration fees, or make purchases in GSMH retail shops for the troop. Troop Bucks are earned for cupboard to troop transfers made during the direct sale period.

This opportunity is different and unrelated to the Troop Bonus. This is an opportunity for GSMH troops participating in the 2016 Girl Scout Cookie Program and may not be offered in future cookie seasons. **Cookies ordered on initial orders do not count toward Troop Bucks.** Troop Bucks are non-transferable. Troop to troop transfers made during the direct sale period will not count toward this recognition program. Maximum amount allowed for Troop Bucks is \$120.



Troops that sell...

- 20 cases earn \$20 in Troop Bucks.
- 40 cases earn \$40 in Troop Bucks.
- 60 cases earn \$60 in Troop Bucks.
- 80 cases earn \$80 in Troop Bucks.
- 100 cases earn \$100 in Troop Bucks.
- 120 cases earn \$120 in Troop Bucks.

Cookie Credit

Girl Scout Cookie Credit is an earned recognition item, in the form of a gift card, that girls can use to support their own Girl Scout Leadership Experience.

Earned Recognition Levels

Girls earn Girl Scout Cookie Credit when they sell 125 or more boxes of Girl Scout Cookies. The exact amount of Girl Scout Cookie Credit earned depends on the total number of boxes that each girl sells. Girl Scout Cookie Credit amounts are calculated as outlined below.

- 125-199 boxes = \$20 Girl Scout Cookie Credit
- 200-299 boxes = \$40 Girl Scout Cookie Credit
- 300-399 boxes = \$60 Girl Scout Cookie Credit
- 400-499 boxes = \$80 Girl Scout Cookie Credit
- 500-649 boxes = \$200 Girl Scout Cookie Credit
- 650-799 boxes = \$225 Girl Scout Cookie Credit
- 800-999 boxes = \$250 Girl Scout Cookie Credit
- 1000+ boxes = \$300 Girl Scout Cookie Credit

Girls who participate in the Girl Scout Cookie Program and sell fewer than 125 boxes of cookies do not earn Girl Scout Cookie Credit. Girls who sell 1,500 or more boxes of Girl Scout Cookies have the option of earning additional Girl Scout Cookie Credit.

- 1500-1999 boxes = \$150 additional Cookie Credit
OR choice of recognition item
- 2000-2499 boxes = \$150 additional Cookie Credit
OR choice of recognition item

Receiving Girl Scout Cookie Credit

Girl Scout Cookie Credit gift cards are not distributed with other recognition items. They are mailed directly to all registered girls that have earned Girl Scout Cookie Credit. GSMH uses the address provided on the girl's membership registration form, so please make sure that this information is accurately provided before the Girl Scout Cookie Program begins. If girls have not received their Girl Scout Cookie Credit gift card by the beginning of June, please contact your product program specialist at 877-312-4764.

5¢ Option

Junior, Cadette, Senior, and Ambassador troops can earn an extra \$.05 a box, if they choose not to earn the recognition items. Girls do still receive Cookie Credit (for 125+ boxes sold) and patches. Troops choosing this option need to complete the 5¢ Option form signed by each girl and parent. The form can be found in the *Forms and Resources Library* at girlscoutsmoheartland.org. Please return it with your completed paperwork to your service unit cookie coordinator by April 6. See tutorial on SNAP on pages 22-23 for further instructions.

Cookie Credit can be used for...

- summer resident camps.
- service unit events and day camps.*
- resident camp trading post purchases.
- merchandise at council shops, including books and uniforms.
- girl membership registration fees.
- council program events.
- Girl Scout Destinations.
- council-sponsored trips.

*To qualify for reimbursement via Cookie Credit, service unit events and day camps must meet council standards and criteria.

Concerns and Issues

All issues or concerns with Girl Scout Cookie Credit cards must be reported and resolved by the end of the Girl Scout membership year (Sept. 30) of the same year. Recognition issues must be reported and resolved by May 27.

DREAM DESIGN DO!



Girl Scouts of the Missouri Heartland

Recognitions



www.girlscoutsmoheartland.org • 1-877-312-4764

Cookie Program Begins Friday, January 8, 2016

You may not take orders or sell cookies before this date

 <p>For Girls with Initial Orders of 162 Packages or More! Personal Bag and Zipper Pull.</p>	 <p>Dream Design DO! Button 25+ Packages</p>	 <p>Theme Patch 50+ Packages</p>	 <p>Door Hanger 75+ Packages</p>	 <p>Folding Sunglasses, 125+ Patch, \$20 Cookie Credit 125+ Packages</p>	 <p>Fiber Optic Light, 200+ Patch, \$40 Cookie Credit 200+ Packages</p>
 <p>Small Hedgehog, 300+ Patch, \$60 Cookie Credit 300+ Packages</p>	 <p>Snack-O Tumbler, 400+ Patch, \$80 Cookie Credit 400+ Packages</p>	 <p>Girl Scout Barbie OR \$15 iTunes Card, 500+ Patch, \$200 Cookie Credit 500+ Packages</p>	 <p>Build a Bear \$50 Gift Card, 650+ Patch, \$225 Cookie Credit 650+ Packages</p>		
 <p>Sewing Machine OR Fitbit, 800+ Patch, \$250 Cookie Credit 800+ Packages</p>	 <p>Free Week of Camp* OR Karaoke Machine, 1,000+ Patch, \$300 Cookie Credit 1,000+ Packages</p>	 <p>Fuji Instax Camera Bundle OR Bike with Helmet*, 1,500+ Patch, \$150 Cookie Credit 1,500+ Packages</p>	 <p>Fuji Photo Printer OR Tent Bundle OR \$150 Cookie Credit, 2,000+ Patch, Goal Getter Patch 2,000+ Packages</p>		
 <p>Cricut Air Bundle OR Kayak with Life Jacket and Helmet*, 2,500+ Patch 2,500+ Packages</p>	 <p>Splish Splash Family Weekend for 4* (Choose Either Great Wolf Lodge KC/Grand Country Inn Branson) OR Laptop, 3,000+ Patch 3,000+ Packages</p>	 <p>Canon Rebel Bundle OR Guitar, Cookie Diva Hoodie, 3,500+ Patch 3,500+ Packages</p>	 <p>Family Adventure for 4 to Gatlinburg TN*, Super Seller Hoodie, 4,000+ Patch, Super Seller Patch 4,000+ Packages</p>		

RECOGNITIONS ARE CUMULATIVE!*

* Cookie credits are NOT cumulative up to 1,000 package level. Cookie credits ARE cumulative if chosen at the 1,000, 1,500 and/or 2,000 package level. All recognitions are subject to availability - exact sizes, models and colors may vary. Restrictions will apply at the following levels of recognitions; 1,000, 1,500, 2,500, 3,000 and 4,000. Family Trips for 4 at the 3,000 and 4,000 package levels must be redeemed by September 30, 2017. Refer to the Family Guide for details and restrictions.

My Goal:



The Girl Scout Cookie Activity Pin

All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin. When they earn the pin, invite girls to share their accomplishments in each of the 5 Skills. Here's how girls achieve the 5 Skills through the Girl Scout Cookie Program!

1. Goal Setting

- Set personal learning goals. What do you want to learn this year? What do you want to do better? Share this with at least one other person or your group.
- Set personal sales goals for yourself based on your personal and group goals. Keep a record of your accomplishments each year!

2. Decision Making

- Develop a basic business plan for your cookie sale.
- Work as a team with other Girl Scouts to decide when and where you'll sell cookies and what you'll do with the money you earn.

3. Money Management

- Develop a budget for accomplishing at least one of the goals you set in the Goal Setting step. Use this budget to help determine your sales goals.
- Be able to explain how the money earned in the Girl Scout Cookie Program helps you, your group, and your council.

4. People Skills

- Practice your "elevator speech" for customers about what you are selling, why you are selling it, and why they should purchase it.
- Make a list of customers you will approach. Don't forget people you sold to last year!

5. Business Ethics

- Discuss how living the Girl Scout Promise and Law applies to what you do in the Girl Scout Cookie Program as a businesswoman.



The Cookie Activity Pin is available for purchase at your local store or through girlscoutshop.com. The pin is a different color every year.

Cookie Share Program



> The Girl Scout Cookie Share Program is a great way for people to support their local Girl Scouts! It is also a great way for customers who, due to dietary or other reasons, do not wish to purchase a box of cookies, but would still like to support the Girl Scouts.

*It only takes one
Cookie Share box
to earn the Cookie
Share Patch!*

There are two ways for Girl Scout troops to participate in the Cookie Share Program.

1 Pick an Organization: The troop chooses an organization in its community that it would like to support with packages of donated Girl Scout cookies. The troop is responsible for delivering the cookies to the chosen organization. *Please note: These cookies should not be entered in the 'Cookie Share' order column in SNAP. See instructions below.*

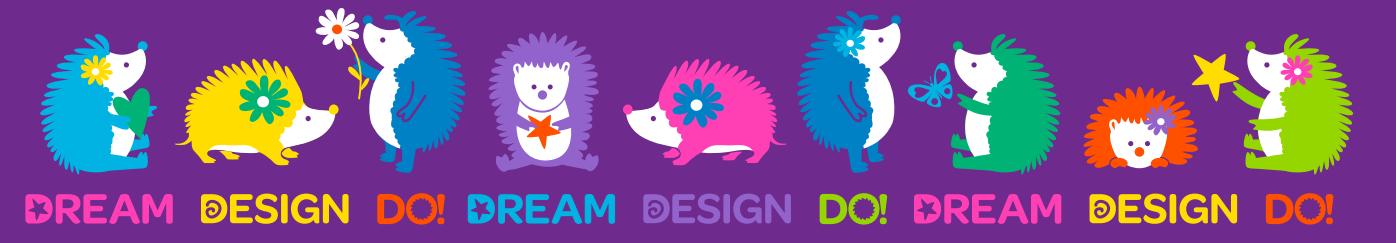
2 Operation Cookie: The troop decides to send their donated cookies to our local military personnel. Troops do not have to handle or receive these cookie packages; the council will handle delivering the cookies to the US military personnel and families. Troops that select this option will be able to track their Cookie Share packages in SNAP. See instructions below.

Payment for Cookie Share Cookies

If the customer has only purchased cookies from the Cookie Share Program, girls will collect money when taking the order, because there will be no delivery. If the same customer has ordered both cookies for the Cookie Share Program and for themselves, payment for all the cookies may be collected at the time of delivery.

Tracking Cookie Share in SNAP

If going with option one above, do not list these as 'Cookie Share' in SNAP. Instead, select a variety that you'd like to donate and add the number of cookie share boxes sold per girl to that variety's count. Make a note on each girl's order card about what you ordered. Only option two above will need to be listed in 'Cookie Share' column in SNAP.



2016 Girl Scout Cookie Program

MERCHANDISE

(Additional order form can be found at girlscoutsmoheartland.org in the Forms and Resources Library)

**ALL PATCHES
\$0.70 EACH**



"Cookie Booth" Patch



"Family" Patch



"Gluten Free" Patch



"Team COCO" Patch



"Online" Patch



"First Sale" Patch



"Dream, Design, Do!"
Envelope \$3.50



3-Pack Wide
Tapefitti \$8



Hedgehog
Pewter
Figurine \$4



Yum Cookie
Stickers
\$3.50



Cookie Tote \$5



"Dream, Design, Do!"
17oz. Mood
Stadium Cup \$1.50



TriFolio Paper
Keeper \$12



(Front and Back)
Rollabanna \$5



Cookie Platter \$21



Hand Sanitizer
\$2.75



Latte Mug \$7.50



"Dream, Design, Do!"
T-Shirt \$8



"Dream, Design, Do!"
Hoodie \$20



BIG Cookie Boxes
\$10 (set of 5)



Thank You Bags
(Bundle of 25)
\$2.50



Cookie Costume
(TM, CCC, SB, TAL,
LM, PBP, PBS, CD)
\$55 each

DREAM DESIGN DO!



Girl Scouts of the Missouri Heartland, Inc.

2016 Girl Scout Cookie Program Merchandise Order Form

Name _____ Service Unit # _____ Troop # _____

E-mail _____ Phone _____

Address _____

City _____ State _____ Zip _____

Pick up at service center in: _____

Send with my MMS to my SU meeting.

Note: Deliveries to the council office will be 3 weeks after order deadline.

Product	# of Items	Price	Total
"Cookie Booth" Patch		\$.70	
"Cookie Share" Patch		\$.70	
"Family" Patch		\$.70	
"My First Sale" Patch		\$.70	
"Volunteer" Patch		\$.70	
"Team COCO" Patch		\$.70	
"Online" Patch		\$.70	
"Gluten Free Cookie" Patch		\$.70	
"Dream, Design, Do!" 17 oz. Stadium Mood Cup		\$ 1.50	
Stylus Pen		\$ 1.50	
Thank You Bags (Bundle of 25, size 10"x6"x19")		\$ 2.50	
Hand Sanitizer		\$ 2.75	
Yum Cookie Stickers (100 per roll)		\$ 3.50	
"Dream, Design, Do!" Envelope		\$ 3.50	
Hedgehog Pewter Figurine		\$ 4.00	
Cookie Tote		\$ 5.00	
Rollabana		\$ 5.00	
Latte Mug		\$ 7.50	
3-Pack Wide Tapefitti		\$ 8.00	
"Dream, Design, Do!" T-Shirt (Circle one: YS, YM, YL, AS, AM, AL, AXL, AXXL, A3XL)		\$ 8.00	
BIG Cookie Boxes (set of 5)		\$ 10.00	
TriFolio Paper Keeper		\$ 12.00	
"Dream Design Do!" Hoodie (Circle one: YS, YM, YL, AS, AM, AL, AXL, AXXL, A3XL)		\$ 20.00	
Cookie Platter		\$ 21.00	
Cookie Costume (Circle one: TM, CCC, SB, TAL, LM, PBP, PBS, CD)		\$ 55.00	

Total Cost of Items	\$
Shipping	\$3.00
GRAND TOTAL	\$

Please send order and payment to your regional product program specialist.

Central Region

Sherrey Young
230 Metro Drive
Jefferson City, MO 65109

Southwest Region

Karen Taylor
210 S. Ingram Mill Road
Springfield, MO 65802

Southeast Region

Beth Seabaugh
2136 William Street, Suite 178
Cape Girardeau, MO 63703

*Style and availability subject
to change without notice.*

DEADLINES TO ORDER

December 11, 2015 • January 8, 2016 • February 12, 2016 • March 18, 2016





2016 Girl Scout Cookie Program Calendar



JANUARY 2016

December 11: First Cookie Merchandise Order Deadline
December: Troop Cookie Program Trainings and Cookie Rallies

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	
3	4	5	6	7	8 Initial Order Begins Cookie Booth Kits 2nd Merch Order Deadline	9
10	11	12	13	14	15	16
			Service Unit Cookie Rallies			
17	18	19	20	21	22	23
			Service Unit Cookie Rallies			
24	25	26	27 Initial Order Due to Troop All Initial Orders in SNAP by midnight	28 All Initial Orders in SNAP Due to SU Initial Order in SNAP Due to SU	29	30
			Service Unit Cookie Rallies			

MARCH 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11 Troop Deposit for 1st ACH Due	12
13	14 Last day to submit changes for 1st ACH	15	16	17	18 Final Cookie Merch Order Deadline	19
20	21	22	23	24	25	26
27	28 Last day to submit changes for 2nd ACH	29	30 Troop Deposit for 2nd ACH Due	31		

APRIL 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 2nd ACH Withdrawal: 30% Final Day Cookie Cupboards Open	2
3	4	5	6 All Paperwork and SNAP and Recognition Order Due to SU Cookie Coordinator	7	8 SNAP Recognition Order Due to Council Final Paperwork Due to Council	9
10	11 Last day to submit changes for Final ACH	12	13	14	15 Final ACH Withdrawal: Remaining Balance Due	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Service Center Cookie Cupboard Hours
M-TH 11 a.m. - 4:30 p.m. | Fri 11 a.m. - 6 p.m. | Sat 9 a.m. - 1 p.m.

877-312-4764 | girlscoutsmoheartland.org | gscouts@girlscoutsmoheartland.org





Resources

[cookiehelp@girlscouts
moheartland.org](mailto:cookiehelp@girlscoutsmoheartland.org)

Feel free to contact us should you need more guidance or have any questions about the 2016 Girl Scout Cookie Program.

abSMARTcookies.com

Fabulous grade-level specific resources for your troop, girls, and families, along with information about cookies, clip art, and reasons to participate in the Girl Scout Cookie Program. Don't forget to check out COCO and COCODirect.

girlscoutsmoheartland.org

Check out the *Forms and Resources Library* for all the forms you will need to start and finish the Cookie Program.

abcsnap.com

SNAP is the system for ordering cookies, tracking payments, and sales and recognition orders.

Girl's Guide to Girl Scouting

These guides contain information and requirements for earning the Financial Literacy and Cookie Business Badges/leaves.

Service Unit Cookie Coordinator

This is your volunteer support, information center, mentor, and coordinator for troops in your service unit.

Cookie Booth Kits

These kits contain cookie costumes and table cloths and are available for troop check-out. See page 16 for more details.

