

# the Cookie Scoop

from ABC to XYZ

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



# Welcome to the Cookie Scoop!



Thank you for serving as your troop's cookie coordinator for 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 "Lead the Change!"

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

## 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

# the power of the Girl Scout Cookie Program

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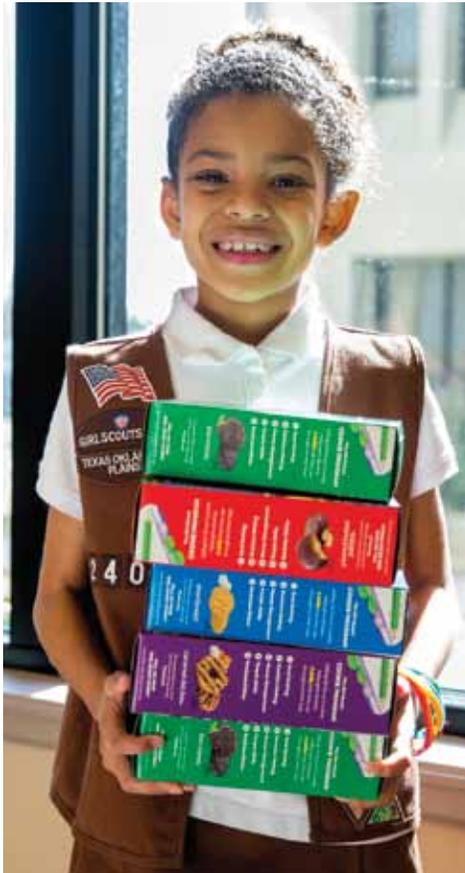
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SNAP makes ordering cookies and recognitions simple and easy! Learn about helpful reports and more.

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### 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.**

### 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 Amy Borowiak 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. Staff product program specialists are your council 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.

## 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 a tablecloth and two cookie costumes to be used at your cookie booth. There is a \$10 refundable deposit. Please call your product program specialist to make your reservation.

**COCO:** An interactive online experience for goal setting, sales planning, and online marketing. COCO can be found at [www.abcsmartcookies.com](http://www.abcsmartcookies.com).

**Cookie Booths:** Troops set up at businesses to sell Girl Scout Cookies directly to customers.

**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 and have them shipped directly to the customer. Girls can use COCO Online Marketing to send an eCard to friends and family that includes a secure link to *COCODirect*, or they can use the *COCOMobile* app from their smart phone.

**Early Recognition:** The Early Recognition Eco-Grocery Tote is earned by a girl who sells 162 or more packages during the initial order portion of the sale.

# You're excited? We are too!

The product program specialists for GSMH welcome you to the 2015 Girl Scout Cookie Program! We are very excited to introduce you to the new *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/girl information meeting. Remember, if you are excited, then your girls and their families will get excited, too! Turn the page to learn how to conduct your parent and girl training!

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

**Five Skills:** The Girl Scout Cookie Program provides an important ingredient 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:** Information and requirements for earning the Financial Literacy and Cookie Business badges/leaves.

**Home Delivery for 150+ cases:** During the direct/cookie booth sales portion of the sale, troops can order 150 or more cases of additional cookies and have them delivered to a leader's home. For more information, see page 15.

**Initial Order:** This is the time girls take cookie pre-orders. (January 2-21).

**Main Recognition:** Main recognitions are earned from all cookies sold through initial orders and direct sale/cookie booths.

**Planned Order:** Troops can obtain additional cases of cookies from a cupboard. This can be done in SNAP under the cookie icon.

**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 sale.

**snap** **SNAP:** Online cookie ordering program to keep track of girls' cookie sales, recognitions and financial transactions. SNAP is located at [www.abcsnap.com](http://www.abcsnap.com).

**Troop Bonus:** Troops who meet the criteria will earn an additional \$.10 per package. For more information, see page 22.



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 22 for more information.

- Display order cards.
- Set up a cookie activity or game.
- Print door hangers or thank you cards from our website. Girls can color them while they wait.
- Check-out a set of recognition items from your membership marketing specialist to have on display.

### *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 submitted their membership registration form to the council.
4. Have the girls decorate invitations to notify parents of the date, time and location of the parent/girl information meeting.
5. Fill in important information on the girl order cards such as girls' first name and last initial, troop number, and sale 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](http://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 10-11 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 sale 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 16-17 and additional resources on page 24.

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

## Money

- Cost per box of cookies is \$4. 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.

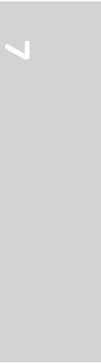
.....

Using *Girl Scout Cookie Order Cards*, review this year's cookie varieties. Refer to the nutrition and allergy information.

.....

Discuss the Girl Scout Cookie Share Program with the girls and parents. More information on page 21.

Remember, no money should be collected prior to delivery.



## Important Dates

Initial order-taking  
*January 2-21*

Deadline for order cards to be returned to troop leader  
*January 21*

Booth sales begin  
*February 13*

National Girl Scout Cookie Weekend  
*February 27-March 1*

### 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 to submit money often to your troop cookie coordinator.

You will need to deposit 50 % of the troop's initial order money before March 9.

The money for the remaining initial order and additional cookies will need to be deposited before March 24.

# 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 may now use the ACH process for the Girl Scout Cookie Program. Under the ACH (Automatic Clearing House) process, all monies 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. Please understand that if the service unit uses the ACH process, all troops within the service unit must use the ACH process. If your service unit has used the ACH process for the Cookie Program in the past, your service unit must continue to use the ACH process.

Each troop leader needs to fill out an *ACH Authorization* form. The form should be returned to the service unit cookie coordinator by the start of initial orders. The service unit cookie coordinator will forward the form to the product program specialists no later than January 22.

March 9 Troop deposits for initial orders due.

March 12 GSMH Finance department will ACH 50% of the initial money order from the troop account and enter the ACH amount into SNAP.

March 16 All money due to Troop.

March 24 Final deposits due.

March 27 GSMH Finance department will ACH the remaining balance due to GSMH from the troop and enter the ACH amount into SNAP.

Immediately contact the Finance department with any financial concerns at 877-312-4764 or [financedept@girlscoutsmoheartland.org](mailto:financedept@girlscoutsmoheartland.org).



> The troop will earn \$.55 a box (\$6.60 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](mailto:financedept@girlscoutsmoheartland.org) no later than the end of direct sales 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 following paperwork:

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

## Returned Checks

Troops using the ACH program 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 documentation (a copy of the bank statement or the returned check notice from the bank) of the bank fees associated with the returned check within 60 days of the date of the check.

# 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 sale and collect indications of interest. Can be used to market, 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](http://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!*

## COCO

Located at [abcsmartcookies.com](http://abcsmartcookies.com), COCO is your online “Cookie Command” center for your cookie business. Has your troop set a goal? Do all your Girl Scouts know the troop goal? Have your girls set their individual goals? Setting goals is easy, fun, and inspiring! COCO will help girls do all this and more: set a goal of how many packages of cookies she wants to sell this year; make plans for how she will reach her goals; check how she’s doing along the way; send eCards to her friends and family to tell them it’s cookie time and ask for their support.

## COCOMobile

COCOMobile is a free mobile app for girls participating in the Girl Scout Cookie Program through ABC Bakers. To use this app, Girl Scouts must have a valid username and password on COCO (ABC Bakers’ Cookie Command Center), available exclusively at [abcsmartcookies.com](http://abcsmartcookies.com).

COCOMobile allows girls to sell Girl Scout Cookies and track sale progress right from their mobile device! They can set and track goals; take and manage cookie orders; see a summary of orders and item totals; view nutritional information with product images; track order payment and delivery status; automatically send email confirmations to customers upon new order or updates of order; view recognitions, identify level achieved, track sales needed for the next level, and celebrate recognition achievement along the way; automatically sync with their online COCO information (available at [abcsmartcookies.com](http://abcsmartcookies.com)).

## Girl Scout Cookie Program



digital cookie

## COCODirect

A new way for girls to...

- learn 21st century entrepreneurship skills.
- create their own digital cookie world.
- expand their own cookie business experience.

Girls will learn by doing, using technology to...

- market their cookie businesses.
- build their customer lists.
- take an in-person order with a transaction app (ABC).
- through COCODirect customers can pay for cookies and shipping with credit cards and have them directly shipped.
- COCODirect will credit orders in SNAP based on troop numbers.

## Online Safety

Digital Cookie is an online sales outlet for Girl Scout Cookies, designed to supplement and enhance the traditional cookie sales program. Since this 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](http://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 13 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 5.

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.*

1. 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.
2. Search by zip code or a specific location name (e.g., Dillon'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.
3. 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 18-19. )



## COOKIE BOOTH ETIQUETTE

### Do:

- Observe the booth sale starting date
- Go to the bathroom at home first
- Wear a uniform or Girl Scout t-shirt with Girl Scout membership pin
- Be polite and friendly
- Stay at the booth
- Stay out of doorways and walkways
- Keep table area neat
- Say “thank you” whether the customers buy or not
- Remove empty boxes (recycle if possible)
- Have 2 approved adult volunteers at all times

### Don't:

- Have more than 4 girls present at a time
- Yell or talk loudly
- Get in people's way
- Ask customers twice
- Go into the business while on duty
- 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](http://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. 9 SNAP will open council-wide for troops to be able to choose booth locations. Each troop may initially reserve one Wal-Mart booth and two other locations. They will need to make sure they are booking a location in their own geographical area.

Jan. 12 SNAP system will close for initial booth choices to cycle and send confirmations to troops.

Jan. 16 SNAP system will open 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 17 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 three ways you can place an order for additional cookies: planned order, call-in order, and home delivery.

## 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 cases 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.

Planned orders must be placed by midnight on Sunday for pick-up the following week. If you are having a parent volunteer pick-up the cookies for the troop, please provide that information in the Order Reference Field. 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. **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!**

**All Planned Orders not picked-up by Friday at 6:00 p.m. will be cancelled and cookies placed back in cupboard inventory.**

### *Please note:*

Planned Orders are a request for cookies. Your cupboard manager may recommend a different amount of packages or variety based on the booth sale site location and time.

*My closest cookie cupboard location:*

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## ② *Call-in Orders*

If you would like to call-in your order to the cupboard, please be sure to include your troop 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 they are aware of the amount of cookies being purchased for the troop, so cookies can be allocated to girls properly.

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## ③ *Home Delivery*

Beginning February 23, orders for 150 or more cases may be placed via email for home delivery. Please do not call-in an order for home delivery. During the direct/cookie booth sales period, orders will be delivered on Thursdays/Fridays to service units/troops that have additional case orders of 150 or more cases. Orders must be placed by using the order form found at [girlscoutsmoheartland.org](http://girlscoutsmoheartland.org) in the *Forms and Resources Library*. All orders must be placed by 11:00 a.m. on Monday. Any cookies received as a home delivery will be entered into SNAP by the product program specialist in a timely manner. Check SNAP to ensure information is correct (under Transfers). Troop representative must be present at time of delivery to verify order and sign receipt. Troops are financially responsible for all cookies transferred by Home Delivery throughout the sale. There are no returns or exchanges.



# 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. 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 21.



## 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!

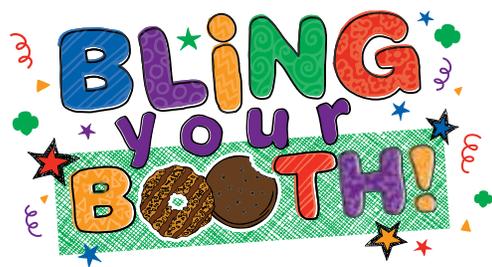


## Business Networking

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!



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!

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

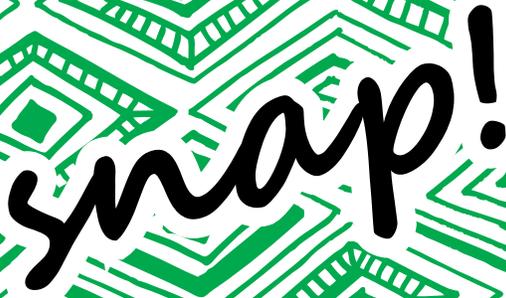
**Color it bright!** Balloons and colorful tablecloths will guarantee your booth is not missed! Create savvy signage with colorful gems. Rock out with brightly colored words.

**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!




## WHAT IS SNAP?

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
  - Troop recognition plan
  - Contact information, including addresses and phone numbers

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

The council has 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 marketing membership specialist.

## 5¢ Option

What's the 5¢ Option? Details are on page 22, but here's a quick overview! Multi-level troops can choose the 5¢ Option for Juniors and older. This requires permission from the SU 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](http://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. (If additional cookies are added to a girl’s order, you must re-create the recognition order).
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 a zero balance once all deposits have been entered by the council Finance department. (Due to a high number of entries your summary may show a balance due.) Turn a copy into 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), *Uncollected Funds Report* with appropriate documentation (if applicable), and give to the Service Unit Cookie Coordinator by March 18.

## 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. SNAP will automatically generate a *Troop Recognition Order*. You will need to review each girls recognition items for accuracy. (If additional cookies are added to a girl’s order, you must re-create the recognition order.)
  - Note that 1500 and about level sellers have recognition options. You will have to select these; they are not automatic.
3. Save order.

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.*

# Super Troop *new!* and Troop Bucks

## Super Troop (Initial Order Only)

So you want to be a Super Troop? Here's your chance! If you have a troop "per girl average" of 162 boxes or more from your initial order you qualify. To be eligible:

- you must have 3 registered girls selling,
- your troop "per girl average" must be 162 boxes or more on your initial order, and
- your troop must participate in the direct sale.

By meeting the above qualifications, your troop will earn a \$20 Troop Bucks Card and each participating girl will receive a special *Super Troop* patch.



**Plus** every Super Troop will be entered into a drawing to receive paid 2015-2016 memberships for girls who participated in the Cookie Program.

## Troop Bucks Bonus (Direct Sale Period)

What are Troop Bucks? Troop Bucks are dollar amounts (similar to cookie credit, but for troop use) that can be used internally to pay troop membership dues, reserve GSMH program properties, pay council-sponsored event registration fees, or make purchases in GSMH retail shops for the troop. Troop Bucks can also be used for the troop to attend service unit events or day camps.\* Troop Bucks are earned for cupboard to troop transfers made during the direct sale period. Troops that sell:

|           |   |                      |
|-----------|---|----------------------|
| 20 cases  | = | \$20 in Troop Bucks  |
| 40 cases  | = | \$40 in Troop Bucks  |
| 60 cases  | = | \$60 in Troop Bucks  |
| 80 cases  | = | \$80 in Troop Bucks  |
| 100 cases | = | \$100 in Troop Bucks |
| 120 cases | = | \$120 in Troop Bucks |

This opportunity is different and unrelated to the Troop Bonus or Super Troop Bonus. This is an opportunity for GSMH troops participating in the 2015 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 incentive program.

\*To qualify for reimbursement via Troop Bucks, service unit events and day camps must meet council standards and criteria.



# 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.

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.

## 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.





# 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 following requirements, 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](http://girlscoutsmoheartland.org). This form must be turned in with final paperwork to the service unit cookie coordinator by March 18.

## Checklist Requirements to meet Troop Bonus



- A troop representative must attend one of the service unit cookie trainings.
- The troop must hold a parent training meeting.
- The troop leader or troop cookie coordinator must contact each girl (by note or phone) midway through the sale.
- All girls must be registered before they start selling, with a minimum of three girls to be a troop.
- All troop orders must be in SNAP by January 23.
- All ACH steps must be met.  
first: March 12  
second: March 27
- 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 have "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 sale.
- For troops that earn the Troop Bonus, a credit of \$.10 per box sold will be made to the troop banking account 3 months after the close of the sale.

## 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](http://girlscoutsmoheartland.org). Please return it with your completed paperwork to your service unit cookie coordinator by March 18. See tutorial on SNAP on pages 18-19 for further instructions.

# 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.

The gift card is very versatile and does not expire! Girl Scout Cookie Credit is intended to be used for girls to have a self-sufficient Girl Scout experience. It may not be transferred or used to pay for adult merchandise or adult membership, program, or training registrations. Girl Scout Cookie Credit gift cards cannot be replaced if lost, stolen or misplaced. No cash will be given as change.

Cookie Credit may be used for:

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

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

## 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<br>OR choice of recognition item |
| 2000-2999 boxes | = \$150 additional Cookie Credit<br>OR choice of recognition item |
| 3000+ boxes     | = \$150 additional Cookie Credit<br>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 1-877-312-4764.

## Concerns and Issues

All issues or concerns with Girl Scout Cookie Credit gift 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 29.



# Resources

[abcsmartcookies.com](http://abcsmartcookies.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](http://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](http://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 4 for more details.

