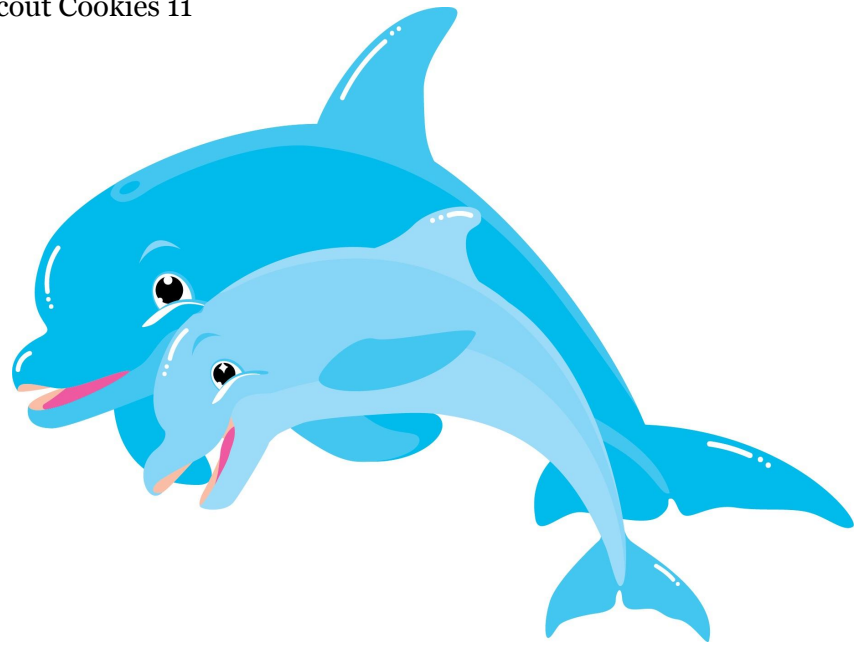


# 2023 Cookie Volunteer Manual



# Table of Contents

Five Essential Skills	3
Cookie Lineup	4
Cookie Resources	5
Cookie Calendar	6
Your Cookie Team	7
Council Promotions	8
Selling Cookies Online	9
Volunteer Responsibilities	10
Girl Scout 411 and the Business of Girl Scout Cookies	11
Direct Ship Pricing	14
Cookie pins, badges, rewards	15
Cookie Cupboards	17
Safety Tips	19
5 Steps to Success	20
Cookie Booth Essentials	21
Digital Marketing Tips	23





## 2023 Girl Scout Cookie Program



THE GIRL SCOUT COOKIE PROGRAM® HELPS EMBOLDEN GIRL SCOUTS® BY BUILDING THESE FIVE ESSENTIAL SKILLS.

**GOAL SETTING**—as she sets cookie sale goals and makes a plan to reach them.

**DECISION-MAKING**—as she and her troop decides how they will spend the cookie money.

**MONEY MANAGEMENT**—as she makes a budget, takes orders and handles customers' money.

**PEOPLE SKILLS**—as she learns to talk and listen to all kinds of people while selling cookies.

**BUSINESS ETHICS**—as she is honest and responsible every step of the way.

Your time and talents are valuable to girls and to the Girl Scout Cookie Program®. Thank you for helping build a program where girls learn, grow and make a lasting impact on the world.

# Your Girl Scout Cookie favorites are back!



**Adventurefuls™**

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



**Toast-Yay!™**

*French Toast-inspired cookies dipped in delicious icing*



**Lemonades®**

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



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter  
Patties®**

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



**Caramel deLites®**

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



**Peanut Butter  
Sandwich**

*Crisp and crunchy oatmeal cookies with creamy peanut butter filling*



**Caramel  
Chocolate Chip**

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



**Raspberry  
Rally™**

*Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating\**  
\*Online sales only, while supplies last!

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# Girl Scout Cookie Resources

**Be sure to take advantage of all the resources available online to guide you through a fun and successful Girl Scout Cookie Program®.**

What	Description	Where
Cookie theme information	Complete gallery of images, clip art, certificates, etc.	<a href="https://www.flickr.com/photos/abcbakersvolunteer/albums">https://www.flickr.com/photos/abcbakersvolunteer/albums</a>
Selling safely video and tips	Safe selling tips	<a href="https://www.youtube.com/user/ABCCouncils">https://www.youtube.com/user/ABCCouncils</a>
Cookie varieties	Cookie sell sheets with product description and recipes, etc.	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Booth sale poster	Poster	Flickr, <a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Troop goal poster	Poster	Flickr, <a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Volunteer and girl videos	How-to videos on a variety of topics	<a href="https://www.youtube.com/user/ABCCouncils">https://www.youtube.com/user/ABCCouncils</a>
Activity tips and how-to guides	Idea starters and instructional tutorials	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Social media tips & tricks to boost engagement	Thought starters	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Rally Guide	Fun ideas for troop rallies, etc.	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Cookie Calculator	Helps volunteers set package sales goals based on number of packages sold last year and the desired percentage increase this year	<a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
ABC Bakers Facebook Page	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	<a href="https://www.facebook.com/abcbakers/">https://www.facebook.com/abcbakers/</a>
Lemonades Facebook Page	Leverage consumer love for this star ABC Bakers product, generate more product buzz, and educate the general public about where to find the cookies they love.	<a href="https://www.facebook.com/LemonadesCookie/">https://www.facebook.com/LemonadesCookie/</a>

# Girl Scout Cookie Calendar

Troop Product Sales Coordinator (TPSC) in place with TPSC agreement signed ( <a href="#">click here to sign</a> ) and Troop ACH form submitted.	Before you start selling
Review gssn.org/cookies for training and cookie resources	December
Have a Troop meeting with girls and their Cookie Supporter! Direct guardians to gssn.org to submit online parent permission slip ( <a href="#">click here.</a> )	December - January
Smart Cookie online orders begin. Girls may set up online store and send emails.	January 2
Official start of initial order taking! (No money collecting for in-person orders at this time)	January 2
GSSN 2023 Cookie University – two rallies to get us ready for booths!	January 21
Cookie Booth Scheduler opens— round one Each troop can select up to three (3) cookie booth locations	TBD
Deadline for TPSC to enter Troop Initial Orders in Smart Cookie	January 22
Cookie Booth Scheduler opens—round two Each troop can select up to four (4) more cookie booth locations for a total of seven (7).	TBD
Cookie Booth selection process open for any remaining booths to be chosen. Troops can select up to 40 total Cookie Booth locations!	TBD
Pre-order cookies available - TPSCs pick up cookies from SUPSCs	February 8 - 13
Reno Cookie Cupboard opens for additional cookie pick-up.	February 15
Cookie booth sales	February 17 - March 12
Pre-order cookie money due to the TPSC from girls	February 27
First ACH (Automated Clearing House) bank sweep. 50% of initial cookie orders will be deducted from your troop bank account.	March 3
Last day to exchange any full, unopened cases of cookies to any cookie cupboard. Cookies are non-returnable.	March 3
Last day to process orders through Smart Cookie	March 12
All remaining money due to TPSC from girls	March 12
All slow pay paperwork due to GSSN	March 15
Deadline for TPSC to enter Final Girl Rewards order in Smart Cookie	March 17
Final ACH bank sweep	March 18



# Girl Scout Cookie Team

Questions? Please contact your Service Unit Product Sales Manager (SUPSC).  
For additional assistance, reach out to us at [girlscoutshelp@gssn.org](mailto:girlscoutshelp@gssn.org) or 775-322-0642.

## SUPSC Contact Information

\*Please do not distribute.

Service Unit	SUPSC	Email
Alturas 623	Timmarie Blankenship	<a href="mailto:r5beans@frontiernet.net">r5beans@frontiernet.net</a>
Battle Born Legends 622	Gigi Slusher	<a href="mailto:glsmom21@gmail.com">glsmom21@gmail.com</a>
Battle Mountain 602	Caitlyn Murphy	<a href="mailto:css0989@gmail.com">css0989@gmail.com</a>
Carson/Comstock 604	Jessica Reed	<a href="mailto:jnreed14@charter.net">jnreed14@charter.net</a>
Carson Valley 605	Heather Keene	<a href="mailto:hkeene3@aol.com">hkeene3@aol.com</a>
Eastern Sierra 613	Lisa Hickson	
Elko County Girl Scouts 621	Samuel Andersen	
Fallon 609	Lanie Baty	<a href="mailto:lanie@cw05usn.com">lanie@cw05usn.com</a>
Hawthorne 612	Alyssa Burke	<a href="mailto:alyssa.burke.10@gmail.com">alyssa.burke.10@gmail.com</a>
High Desert 610	Tara Franco	<a href="mailto:tfranco@nevada.unr.edu">tfranco@nevada.unr.edu</a>
Humboldt 627	Amanda Ebert	
Lassen 623	B J Gard	
Northern Paradise 615	Natalia Martinez	
Owen Valley 614	Jessica Ortiz	<a href="mailto:jt.ortiz@gmail.com">jt.ortiz@gmail.com</a>
Peavine Foothills 637	Carrie Harding	
Portola 619	Laura Miller	<a href="mailto:dcljmilller@yahoo.com">dcljmilller@yahoo.com</a>
Sierra Valley 634	Caroline Harris	<a href="mailto:renotroop142@gmail.com">renotroop142@gmail.com</a>
Spanish Springs 608	Laura Upton	
Tahoe Shores 620	Nicole Mora	<a href="mailto:nicolemora@me.com">nicolemora@me.com</a>
Truckee 631	Kelli Anderson	
Virginia Lake 626	Jolene McGill-Seidel	<a href="mailto:mcgillseidel@yahoo.com">mcgillseidel@yahoo.com</a>

## Council Promotions

**The 2023 National Girl Scout Cookie Weekend will be February 17–19.** GSUSA will be launching the updated Cookie Finder with direct-ship troop links. All troops are encouraged to schedule troop promotion events to take advantage of this national advertising.

## Gift of Caring Program

GSSN's Gift of Caring (Cookie Share) Program allows girls to practice philanthropy by collecting donations for cookies. GSSN will give donated cookies from your troop to nonprofit organizations

Throughout northern Nevada and eastern California including, but not limited to Blue Star Moms, Children's Cabinet of Nevada, Eddy House, Food Bank of Northern Nevada, Friends in Service - Elko, Ronald McDonald House, Salvation Army Food Bank, and St. Francis of Assisi Food Pantry.





# Selling Cookies Online

## Individual Girl Link

Girls create custom websites and send emails to people they know, asking them to buy cookies. Customers place online orders and have the option for the cookies to be shipped directly to their homes, or to have the girl deliver them. \*Please encourage all customers to pay online in advance for all orders so that girl delivered orders can be dropped off without contact required. Direct ship orders appear automatically in Smart Cookie. Credit for girl delivered orders is assigned to the girl when cookies are picked up from the troop.

## Troop Links

Each troop will have a Troop Link that they can share throughout the cookie program to promote online ordering of cookies. The cookies ordered using this link will post in the Smart Booth Divider and troops can divide the cookie packages between girls in the troop.

Troops will have two links on their troop information page in Smart Cookies:

1. Direct Ship Troop Link: This link is for direct ship and donation orders only. This is the same link that will appear in the national GSUSA Girl Scout Cookie Finder. It can also be shared by the troop if they wish for direct ship or donation orders to be divided between all girls in the troop.
2. Virtual Booth Link: This link is only for local deliveries and donation orders. This link will not appear on the Girl Scout Finder. GSSN will provide more information in Late January/early February regarding ways that the Virtual Booth Link might be used to facilitate drive thru booths.



# Volunteer Responsibilities

It's a labor of love!

Requirements to be a Girl Scout Cookie volunteer are to:

- Be a registered Girl Scout adult volunteer.
- Honor and live by the Girl Scout Promise and Law.
- Follow all policies and meet all deadlines.

Here's an overview of your roles and responsibilities:

- Before the sale
  - Complete TPSC agreement and Troop ACH form and submit to GSSN.
  - Complete Girl Scout background check.
  - Conduct a cookie training for girls in your troop and their parent/legal guardian, including a discussion on safe selling practices, purpose and benefits of the Cookie Program, and goals for the troop.
  - Remind parents to complete online Parent/Legal Guardian Permission forms for all girls participating in the Cookie Program. \*NOTE: There must be a signed Parent/Legal Guardian Permission form on file with GSSN online before cookie orders can be released to a girl.
  - Agree to financial responsibility for all products until a signed receipt is obtained from a parent/legal guardian (girls are not permitted to sign for any product).
- During the sale
  - Enter orders from girl order cards and keep Smart Cookie up to date.
  - Monitor online sales from the Smart Cookie platform.
  - Coordinate booth sales (or ask another volunteer to do so).
  - Arrange cookie pickups from the Cookie Cupboard and briefly store cookies until girls pick them up (or ask another volunteer to do so.)
  - Collect money from those picking up cookies, issue receipts and make frequent bank deposits.
- After the sale
  - Fill out rewards order in Smart Cookie.
  - Help girls deliver donated cookies to your chosen organization (or ask another volunteer to do so.)
  - Distribute girl rewards in a timely manner.
  - Keep troop records.
  - Celebrate with the girls!



# Girl Scout Cookie 411

The Cookie Program runs January 2 - March 12

Part of the appeal of Girl Scout Cookies is that they're a special treat you can only get for a limited time each year. Girls are only permitted to sell within this time frame. All booth and online sales end March 12, 2022. You may continue to sell to friends and family anything unsold until June 1, 2022.

## QUICK FACTS

- There are 12 Packages per case of cookies.
- Girls order in packages. Cookies are non-returnable once signed for by a girl.
- Troops order in full cases. Cookies are non-returnable once signed for by a troop.
- Our cookies are specially baked for Girl Scouts by ABC Bakers! There are only two authorized bakers for Girl Scout Cookies across the nation.

## How the Cookie Crumbles

Troop Proceeds 16%

Council-sponsored programs, events, properties, training and other support 57%

Girl Rewards 2%

Cost of Cookies 24%

Service Unit Proceeds 1%

## New troop proceeds for girls

All troops are automatically set to receive \$1.00 for every package sold, along with corresponding rewards per number of boxes sold.

Cadette, Senior, and Ambassador level troops have the option to “opt out” of receiving rewards and instead earn \$1.05 for every package sold.

### **Traditional Varieties: \$6 per box**

Toast-Yay!, Caramel deLites, Lemonades, Peanut Butter  
Patties, Thin Mints, Shortbread, Adventurefuls

### **Premium Cookies: \$6 per box**

Caramel Chocolate Chip



# The Business of Girl Scout Cookies

Here's how our council handles...

## ORDERING

There are no limits to the amount of cookies you order, however, all cookies ordered and signed for may not be returned to a Cookie Cupboard or the GSSN Council.

To determine how many cookies to order for your troop, please contact your local SUPSC. They can let you know the typical amount sold within your area.

## DELIVERY

TPSCs will be notified by SUPSC's of initial cookie order delivery location and dates.

## BOOTH SALES

Every cookie booth requires a minimum of 2 registered adults and a minimum of 2 registered Girl Scouts at all times.

Troops can select their desired cookie booth locations and times through the Smart Cookie booth selection process online. Cookie booths are scheduled in two-hour time increments.

For high-traffic booth locations that have two entrances, each door will be listed as a separate cookie booth location so all troops have the opportunity to sell at a high-traffic location.

Need to cancel a Cookie Booth? You can do so at least 24 hours in advance in Smart Cookie. Once a booth has been canceled, another troop will be able to select it.

TPSCs will be required to submit a record of sales in Smart Cookie at the end of Booth Sales.

## LEMONADE STANDS

A Lemonade Stand is when a girl and her Cookie Supporter set up to sell cookies in her own front yard. Lemonade stands can only occur on residential property and may not be conducted at or near a known cookie booth location and may only take place during the same time period as cookie booth sales.

## RETURNS, DAMAGED PRODUCTS, LEFTOVERS

If a customer chooses to return a product, accept the returned product from the customer and offer them an even exchange for the same or other variety of product.

If your troop receives a damaged product (dented packages, crushed, etc), please contact your SUPSC to schedule a damaged cookie exchange with a local Cookie Cupboard as soon as possible.

Cookies cannot be sold to the general public after June 1, any leftover cookies are to be written off on your troop end-of-year financials and used as troop snacks or donations.

## MONEY HANDLING

Make sure you're sending weekly reminders to parents, collecting funds in a timely manner, and depositing them into the Troop Bank Account regularly. If you're having trouble collecting payment, please notify your SUPSC for assistance. (SUPSC's may contact GSSN for additional assistance if needed.)

**Checks:** GSSN highly discourages accepting checks, as this can pose a risk to the troop. However, we realize it may be unavoidable from family and friends. If your troop chooses to accept checks, they should always be made out to the troop, (not an individual girl, parent/legal guardian, GSSN, or Girl Scouts), returned checks are the responsibility of the troop to collect on.

**Credit Cards:** NEW! Credit cards may be processed through Smart Cookie using the Girl Link or the Troop Link. GSSN pays the credit card processing fees if the troop uses Smart Cookie

technology. Some troops are processing their cookie payments using an iPhone or Android phone with a credit card reader. The decision to use a credit card app should be made by all members

of the troop. Troops assume all added costs associated with accepting credit/debit cards and can never pass on the cost to the customer.

## TIP JARS VS. DONATIONS

Girls may not directly solicit for any cash in the form of tips. However, they may have a display for customers to purchase cookies to be donated through the Gift of Caring Program. All Gift of Caring Program donations need to be tracked in Smart Cookie.





\$14.99  
ships 1-12  
packages

\$5.00  
Gift Box  
6 packages

\$1.25  
Cookie Share  
processing  
fee

## Subsidized Shipping Program

\$7.49  
ships  
minimum  
9 packages






































Number of Packages	Standard Shipping	Subsidized Shipping
1-8	\$14.99	\$14.99
9-12	\$14.99	\$7.49
13-20	\$29.98	\$22.48
21-24	\$29.98	\$14.98
25-32	\$44.97	\$29.97

- Additional surcharges for shipments to Alaska & Hawaii: \$40 for each 1-12 packages sold
- Subsidy shipping does not apply to Military APO/FPO, Alaska, or Hawaii
- Girls are automatically credited for packages sold and rewards earned through [abcsmartcookies.com](http://abcsmartcookies.com)



## Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur		
	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator		

My Goal:

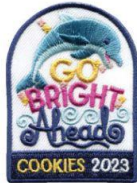
# Set Your Cookie Goals

The Girl Scout Cookie Program begins January 2, 2023.

girlscouts  
of the sierra nevada

www.gssn.org  
775-322-0642

25+  
Pkgs



Theme Patch

50+  
Pkgs



Metallic Sunglasses

100+  
Pkgs



32 oz Mood  
Bottle

200+  
Pkgs



Large Plush

325+  
Pkgs



Beach Towel

500+  
Pkgs



Girl Scout Day at Wild Island  
OR Wireless Speaker

650+  
Pkgs



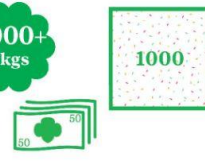
Crossbody Bag

850+  
Pkgs



T-shirt AND  
Sport Bag

1,000+  
Pkgs



1000 Box Club Party  
OR \$50 GS Bucks

1,500+  
Pkgs

Choose Your  
Adventure  
(any one day program  
available May-August)



2,000+  
Pkgs



Sharks in the Dark (Six Flags)  
OR \$75 GS Bucks



2,500+  
Pkgs



Laptop OR \$100 GS Bucks

Gift of Caring

15+  
Pkgs



Cookie Share Patch

Direct Ship

25+  
Pkgs



Cookie Techie Patch

Cookie Booth

1  
Booth



Cookie Booth Patch  
Attend and Record Sales at One Cookie Booth

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# Picking Up At Cookie Cupboards

## GSSN Cookie Cupboard Opens February 15, 2023

### WHAT ARE COOKIE CUPBOARDS?

A Cookie Cupboard is a supply of cookies that is kept at locations throughout the GSSN Council area. Troops needing more cookies to fulfill additional orders or troop booth sales may order and pick up cookies from any cupboard during cupboard operating hours.

### LOCATIONS

Cookie Cupboards are located in: South Lake Tahoe, Spring Creek, Reno, Fallon, Carson City, and Bishop. Most cupboards are located in a volunteer manager's home; please be respectful of their homes and time.

### DATES & TIMES

TPSCs will receive weekly notices regarding cupboards hours and closings. Some cupboards will close before the end of the season, while others will be open until March 14. For cupboards outside of Reno, check with your SUPSC for days and hours of operation.

### PLACING A COOKIE CUPBOARD ORDER (PLANNED ORDER)

1. All cupboard orders must be placed through Smart Cookie first. Orders are considered pending until you pick it up from the cupboard.
2. Once an order is submitted, it can only be changed or deleted by a Cookie Cupboard manager. Please contact the manager if you need to change or cancel a Smart Cookie order.
3. After placing an order in Smart Cookie, volunteers should confirm pick up time and date with the cupboard manager.
4. For cupboards outside of Reno, confirm an appointment with the cupboard manager before arriving at a cupboard location to pick up cookies.



# GSSN Council Office Cookie Cupboard

GSSN Council Office Cookie Cupboard Hours  
605 Washington Street, Reno, NV

Monday & Tuesday: CLOSED

Wednesday - Friday: 11 a.m. - 6:30 p.m.

Saturday & Sunday: 9 a.m. - 2 p.m.

## THINGS TO NOTE

Cookies may not be returned to cupboards, but damaged cases may be exchanged for the same flavor.

Be sure to take the troop's order directly home and keep cookies away from direct sun, snow, smoke, or pests.

# Safety Tips

Be sure girls understand and follow these safety rules:

- Show you're a Girl Scout—Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- Buddy up—Always use the buddy system. It's not just safe, it's more fun.
- Be streetwise—Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies®.
- Partner with adults—If you are a Girl Scout Daisy, Brownie or Junior you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior or Ambassador you must “buddy up” when selling door-to-door. Adults must be present at all times during cookie booth sales.
- Plan ahead—Always have a plan for safeguarding money. Avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.
- Do not enter—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- Sell in the daytime—Sell only during daylight hours, unless accompanied by an adult.
- Protect privacy—Girls' names, addresses and email addresses should never be given out to customers. Use the bakery-provided technology overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale.
- Be safe on the road—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- Be net wise—Take the Girl Scout Internet Safety Pledge before going online and follow the specific guidelines related to marketing online.  
[girlscouts.org/help/internet\\_safety\\_pledge.asp](https://girlscouts.org/help/internet_safety_pledge.asp)
- Be aware of the premises—Our council guideline is that if a minor cannot enter a premises unaccompanied, she should not sell Girl Scout Cookies in front of it. Parents/guardians should make decisions for their girls based on the community they live in and their family values.

Visit [girlscoutcookies.org](https://girlscoutcookies.org) for even more safety tips.

## 5 Steps To Girl Scout Cookie Success

### 1. KICK OFF GIRL SCOUT COOKIE SEASON

Help girls get ready by selecting learning activities that fit their experiences and interests. Next, kick off your first cookie meeting with a video! Go to the Smart Cookie Safety and Training site for videos and level specific activities to help prepare your troop.

### 2. SET GOALS AND TRACK PROGRESS

When you help girls set high goals for the Girl Scout Cookie season, they learn an important skill for life. Encourage girls to set two types of goals: how many cookies they want to sell and how they want to use their earnings.

### 3. HAVE A FAMILY PARTY

Hold a short family meeting so girls can tell their families about their goals and ask for assistance. Make sure families have a clear picture of why the girls are raising money and the business lessons that the girls hope to learn along the way.

### 4. START WITH TRUSTED CUSTOMERS

Family and friends make great cookie customers. If girls need more customers to reach their goals, they can participate in a booth sale with your troop. Review safe online practices with the girls and families before advertising on social media.

### 5. CELEBRATE AND SHARE YOUR SUCCESS

When girls reach their goals, celebrate! Thank customers, share your cookie stories or throw a party for your troop.





## Cookie Booth Essentials

How to Maximize Your Booth Experience,  
Interact with Customers, and Stay Safe



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.



Remember to follow all guidelines that your council sets, like approved and designated booth locations, as well as requirements for setting up, running, and taking down a booth.



Use this flyer for helpful tips on how to talk to customers about the cookie program, and how to navigate difficult situations that may come up.

### Booth Requirements

While at a cookie booth, make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!

- All booth sales must take place in a designated, council-approved area.
- Booths should not block a store entrance or exit.
- Make sure there is adequate space for a table for the cookies to be on display, and the participating Girl Scout. Ensure that pedestrians, bikes, and cars can safely pass by.
- Always have a first-aid kit available at the booth.
- Have approved volunteers/adults present at a booth at all times.



For Girl Scout Internal Use ONLY

### Tips for Safeguarding Cookie Money

- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- Keep the cash box in a safe place or behind a barrier of cookie packages.
- Don't walk around with large amounts of money.
- Bank cookie money often and do not keep money at home or at school.
- Reduce cash transactions by offering credit card payment options whenever possible.

Girl Scout Cookie Booth Essentials | 1



Have an amazing cookie season and get ready to reach your goals!

## "What If?" Scenarios

### What if someone asks you, "What's the difference between Girl Scouts and Boy Scouts?"

- Girl Scouts and Boy Scouts are two completely different organizations.
- Girl Scouts bring their dreams to life and work together to build a better world! And research shows there's no better place to discover their full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

**PRO TIP: Stay positive. Don't put other organizations down. Just lift Girl Scouts up!**

### What if someone asks about the new Girl Scout Cookie Raspberry Rally?

Acknowledge that the cookie is not available at the booth. Explain that it is bought exclusively online for direct shipping to the customer only.

Talk about what you know about the cookie - that it is baked with a pink raspberry flavored center and dipped in a chocolatey coating, and looks the same as our popular Thin Mint cookie. Both cookies are delicious thin crispy cookies!

**PRO TIP: If you have a Digital Cookie or ABC Smart Cookie page, share it with customers. Explain that purchasing cookies either at a booth or online helps you reach your goals.**

### What if someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911, and alert security (if applicable).
- Report any incidents to your council according to its guidelines.

**PRO TIP: Never attempt to physically recover stolen items or confront a suspect.**

### What if you're approached by an angry customer or someone makes you uncomfortable?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security.
- If it feels safe to do so, we want you to feel empowered to capture the person with your smartphone's video, photo, or audio recording to provide evidence to police.

**PRO TIP: Never argue or negatively engage with a customer. Try to stay calm.**

### What if someone asks why Girl Scouts use palm oil in their cookies?

- Palm oil is an ingredient found in most baked snacks sold in the U.S.
- Palm oil ensures shelf life and serves as an alternative to trans fats.
- We continue to explore alternatives, but there are no viable or readily available alternatives at this time.
- Girl Scouts of the USA is a member of RSPO (Roundtable on Sustainable Palm Oil) which supports efforts to promote the growth and use of sustainable palm oil products.

**PRO TIP: If someone is asking questions that you can't answer, feel free to direct them to the Girl Scouts website for more info.**

### What if a customer complains about where the cookie proceeds go?

You can say, "Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help troops and Girl Scouts gain the skills needed to take on the world!"

**PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.**





## Digital Marketing Tips for Cookie Entrepreneurs and Families



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

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

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



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

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

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



**2. Earn one of the Cookie Business badges to help you discover new skills. Each badge has digital marketing skills built right in.**



My First Cookie Business



Cookie Goal Setter



My Cookie Customers



Cookie Decision Maker



My Cookie Team



Cookie Collaborator



My Cookie Venture



Cookie Market Researcher



Cookie Innovator



My Cookie Network



Cookie Boss



My Cookie Business Resume



Cookie Influencer



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

- **Think of your favorite brands, and then check out their websites and social media accounts.** What do they do to create a relationship with their customers on social media? What can you do to safely build a relationship with your online customers?
- **Use platforms that potential customers could be on.** Think about your target customers and where they're most active online.
- **Engage your customers through email marketing.** Send an email through Digital Cookie® or Smart Cookie™ to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.
- **Turn loyal customers into brand advocates.** Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
- **Avoid spam emails.** Spam is an email that has been sent to someone without their permission. Always get permission to add someone to your email list.
- **Use marketing to inspire, educate, entertain, and entice your prospective customers.** Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications—consider writing a poem or recording a video to educate and convince potential customers to buy from you.
- **Show off customer testimonials.** Collect and share testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
- **Say thank you!** Impress customers with a custom thank-you message via email or social media. As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use.

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

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



**4. Practice business ethics by safely marketing online. Before you get started, review the below safety standards. When in doubt, revisit these resources.**

- You and your supervising parent/guardian must read, agree to, and abide by the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#) before engaging in online marketing and sales efforts through the cookie program.
- Review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales on your council's website.



We hope the information we've provided will help you have a fun and successful Cookie Program!

On behalf of the GSSN Board of Directors, staff, and especially the girls of the Girl Scouts of the Sierra Nevada, we want to express our sincere appreciation for your generous support of the Cookie Program. It is only with dedicated volunteers at the troop level that we are able to have a successful, safe, and fun Cookie Program for girls.

Your support ensures that Girl Scouting will continue to offer opportunities for girls of northern Nevada and eastern California for years to come.

If you have any questions not covered in this troop manual, contact your SUPSC. If you need additional information, please contact us at [girlscoutshelp@gssn.org](mailto:girlscoutshelp@gssn.org) or (775) 322-0642.

