

Welcome

2025

Volunteer

Training

ABC





Let's Get Started!

About the 2025 Cookie Program

- About ABC Baker
- What's new
 - Goals for 2025
 - SU Cookie Bonus Opportunities

SU Volunteer Coordinator

- Dates and Timelines
- SU Coordinator – To Do Now

SMART COOKIES

- Getting started – login
- SU Dashboard – what to do
- Cookie Initial Orders
- Cookie Distribution
- Online Resources

Girl Participation

- From Digital to In Person



WHO IS HEARTHSIDE - ABC?

VISION

To be the world's most trusted partner in food



MISSION

To lead our industry with manufacturing excellence to create food people love

OUR SHARED VALUES

Focus on people

Trust, celebrate and empower our teams

Own safety together

Protect our team, our products and our customers

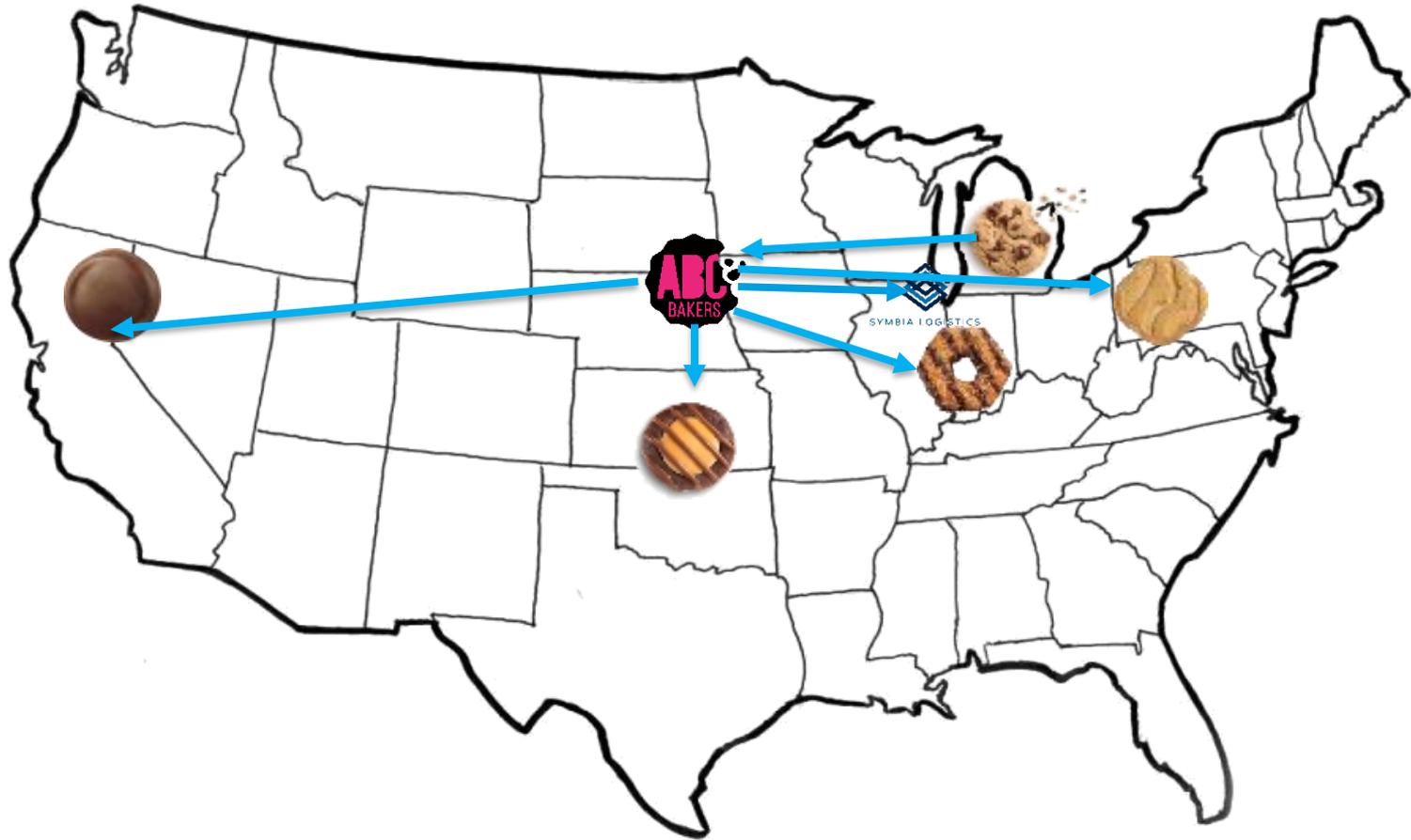
Drive performance

Make today better than yesterday, continuously improve

Deliver for our customers

Put passion into every product

THIS DISTRIBUTION NETWORK INCREASES FLEXIBILITY AND REDUCES RISK



JOURNEY OF A GIRL SCOUT COOKIE

JULY
COUNCIL
FORECAST



AUGUST
PRODUCTION
PLAN



SEPTEMBER
INGREDIENTS
SHIPPING



OCTOBER
BAKING TO
FORECASTS



DECEMBER
SHIPPING TO
LOCAL
WAREHOUSE



FEBRUARY
DELIVERIES
VOLUNTEERS
& CUPBOARDS



FEBRUARY
FAMILIES
PICK
UP COOKIES



**FEBRUARY/
MARCH**
GIRLS
DELIVER &
SELL



**CONSUMERS
ENJOY!**

QUESTIONS?



Meet the Cookies

What
you do **MAKES**
a difference,
and you have to
decide **WHAT**
KIND of
difference
you **WANT TO**
MAKE.



JANE GOODALL

Do you follow lemonades on Facebook?

We proudly bake America's Best Cookies

5 Core Classics



CARAMEL
DELITES



PEANUT BUTTER
SANDWICH



TREFOILS



THIN MINTS



PEANUT BUTTER
PATTIES

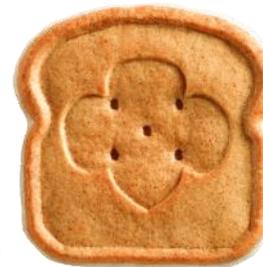
+4 More Crowd Pleasers



ADVENTUREFULS



LEMONADES



TOAST-YAY!



CARAMEL
CHOCOLATE CHIP



6 varieties are made with vegan ingredients

Goodbye
sweet friend!



Toast-yay!



Toast-Yay!™

French Toast inspired cookies dipped
in delicious icing and full of flavor in
every bite!

ABC Councils sell @ 5% average mix.

Contains: wheat, soy.
Manufactured in a shared facility with: milk,
peanuts, coconut



We offer innovative Girl Scout cookie packaging



Recyclable cases, cartons and trays (check locally)

QUESTIONS?



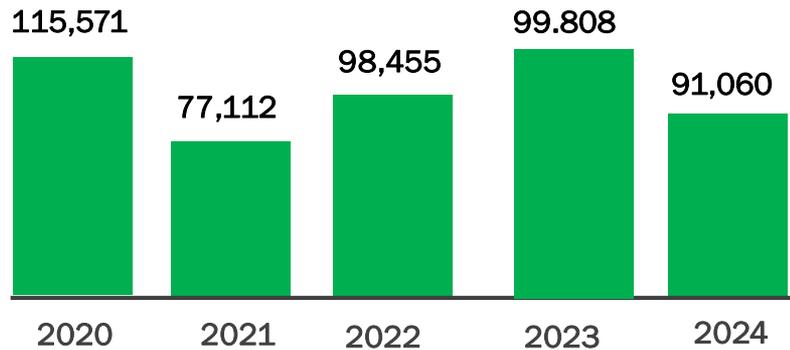
Council Goals.....



2025 GSCCC Council's Goals

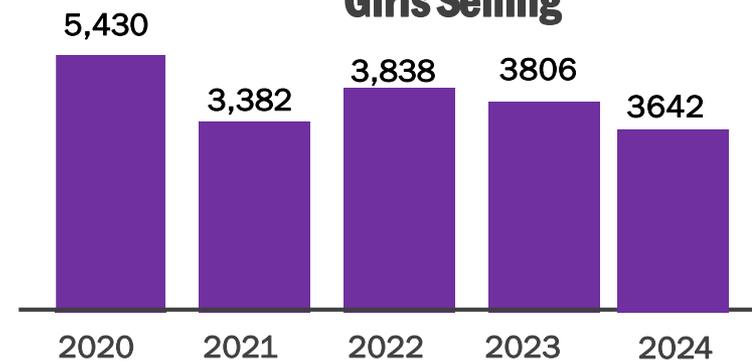
2025 GOAL - 102,742

Troop Cases Sold



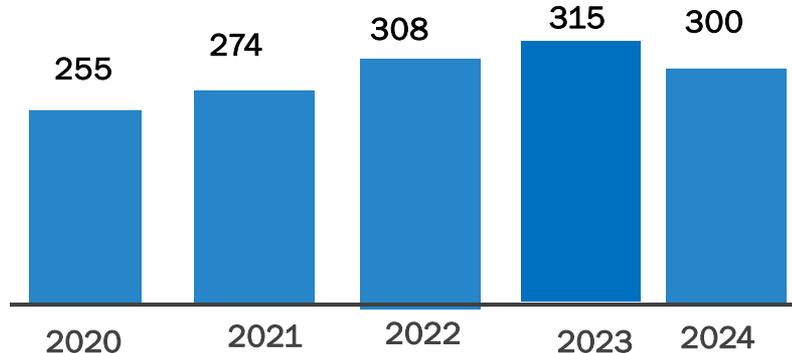
2025 GOAL - 3893

Girls Selling



2024 GOAL - 317

Average packages sold per girl



SU TEAM GOALS

**\$.01 per package
sold in Service Unit**

SU increases its overall sale by **10%** over the 2024 Cookie Program

Has an 82% girl participation rate
Has all Troops with active Troop bank accounts

**\$.01 per package
sold in Service Unit**

SU increases its overall sale by **15%** over the 2024 Cookie Program

Has an 87% girl participation rate

Has all troops with active Troop bank accounts



That is an opportunity for \$.02 per box sold to the Service Unit. Which will be paid out no later than June 30, 2025.

QUESTIONS?



Service Unit Cookie Coordinators



Troop Information Packets

SU Cookie Coordinator to distribute packets to all active troops and new troops during the program.

- 1 Envelope per troop
- 1 Reward, order card per girl
- 2 receipt books per troop
- 1 money envelope per girl
- 1 package of Toast Yay!

2025 Cookie Entrepreneur Program

Service Unit:	Troop Number:
SU Cookie Coordinator ():	Troop Cookie Coordinator (TCC):
SUCC Phone Number:	TCC Phone Number:
Cupboard Manager:	Cupboard location:
SMART COOKIES login:	Password:

Welcome to the 2025 Cookie Entrepreneur Program

December/January	Troop Cookie Coordinators - Hold a Cookie Program training/meeting for girls and their families. Check roster in MyGS for all girls and their info. Attend a Troop Cookie Coordinator Training.
December 15	SMART COOKIES opens - enter Initial order based on number of girls registered in your Troop. Enter Early Recognition Order - Verify Bank Information is correct. Confirm 2 leaders are entered
If any information is incorrect or missing contact: Customer Care at 800-822-2427 or email: info@girlscoutscoc.org	
January 12	Troop Initial Order due in SMART COOKIES - once submitted information cannot be changed.
January 4, 11, 18, 19, 25, 26	Cookie Rallies - all age levels - times and locations - check our event calendar
January 2 - 31	FCFS - Booth Selection in SMART COOKIES, each round will begin at 7:00 pm
January 29 - February 1	Cookie Delivery to Troops - contact your SUCC for dates, times, and locations in your area
February 1 (Saturday)	Cookie Program Begins
February 6	Cookie Cupboards open - check our cupboard calendar for locations, dates and times
February 7 (Friday)	Booth Opportunities begins (all types, virtual, in-person, drive-thru)
February 11 (Tuesday)	ACH Draft #1 - 20% of all cookies on troops initial order placed by January 12.
February 21 - 23	National Cookie Weekend - GSUSA Virtual Booths open - send pictures to media@
February 25 (Tuesday)	ACH Draft #2 - 30% of all cookies picked up by or transferred to Troops as of Sunday, February 16
March 16 (Sunday)	End of Cookie Program (March 9 - 15 is National Girl Scout Week - Paint Your Town Green)
March 19 (Thursday)	Review/Print Troop Balance Summary, verify payments and transfers, allocate all cookies to girls
March 21 (Friday)	Main and Troop recognition orders due in SMART COOKIES - all Troops, including opt out Troops
March 25 (Tuesday)	ACH - Final - balance due - all cookies ordered by and transferred to troop

MONEY ENVELOPE

NAME _____

TROOP NO. _____

DATE MONEY DUE _____

NUMBER OF PACKAGES SOLD _____

AMOUNT DUE \$ _____

AMOUNT ENCLOSED \$ _____

PRICE CHART

1 Package \$ _____ 7 Packages \$ _____



First Name	Adult Contact's Name/Phone	Price Per Package	Troop #	Last Name (Print)	Address	Phone/Email	Number of Packages	
1								1
2								2
3								3
4								4
5								5
6								6
7								7
8								8
9								9
10								10
11								11
12								12
13								13
14								14
15								15
16								16
17								17
18								18
19								19
20								20
21								21
22								22
23								23
Total								

Troops Initial Order Rewards - 228+ Packages

Troops who place an initial order with a PGA (per girl average) of 228 packages or more, per registered girl, will receive a Booth Kit (including a GS Umbrella and all items pictured here).

Care to Share

18+ - Care to Share Patch

END OF PROGRAM - TROOP Rewards

Troops with a PGA of 350 per registered girl, in SMART COOKIES, at the end of the cookie program will receive \$15 in GSOCOC program credits for every registered girl or GS Hoodie.

Sibling Rewards - Form Due March 10, 2025

Siblings will receive one additional reward each. This reward is not cumulative. All siblings must have sales to qualify. Some rewards will not be available for sibling rewards. Check the reward insert for more information.

To receive troop rewards, initial and end of sale, a troop must have a minimum of three girls registered.

1500 Palma Drive, Suite 110 • Ventura, CA 93003
www.girlscoutscoc.org • 800-822-2427

Like, Follow, Share us!

2025 COOKIE SEASON IMPORTANT DATES

December 15, 2025	January 12, 2025	January 17 - 31	January 29 – Feb 1	February 1, 2025
SMART COOKIES Opens for Volunteers	Initial Orders due into SMART COOKIES	Girl Online Only Selling	Initial Order Delivery Dates	In Person Cookie Sale Begins
February 6, 2025	February 7, 2025	February 11, 2025	February 21 - 23,	February 25, 2025
Cupboards Open	Booth Sales Begin	ACH #1 Draft Date 20% of IO	National Cookie Weekend	ACH #2 Draft Date 30% - total of 50% to date
March 16, 2025	March 21, 2025	March 25, 2025		
Cookie Sale Ends	Recognition orders due. Main/girl and Troop	March Final ACH #3 Draft – Balance Due		

SU Cookie Coordinators To Do

Login to SMART
COOKIES

Confirm all Troops
are in SMART
COOKIES

Confirm all troops
have entered their
Troop Initial Order

My Service Unit

- Login to SMART COOKIES via your link receive
- Go to My Service Unit – check that all troops are listed.
 - If not they most likely need to complete the troop cookie coordinator agreement
- SU Dashboard – Check your action items – make sure all troops have submitted their initial order, including their gluten free cookie request.
- Forgot to request? Send me an email and we can check if we have extra Gluten Free on order.
cookies@girlscoutsgccc.org
- You can send emails to all Troop Coordinators from the dashboard and post messages to their troop dashboards.

LOGIN - SMART COOKIES - The Registration Email

If you are the designated SU or Troop Cookie Coordinator in MyGS, you will receive an email from noreply@smartcookies.com with a unique link to you to get started.

This link is not universal, it is specific to your email.

If you receive the link and you are not the Troop or SU primary Cookie Coordinator, please contact us at info@girlscoutsgcc.org to send a link to the correct person.

ABC Smart Cookies Registration

Inbox x

noreply@smartcookies.com via sendgrid.me
to me

11:19 AM (1 hour ago) ★

English > Spanish Translate message

Turn off for: English x

Dear Girl Scout Volunteer,

Girl Scout Cookie season is starting soon! To help you get ready for a great cookie season please set up your account and register on the ABC Smart Cookies website, click the link below to get started:

<http://uat.abcsmartcookies.com/#/registration?token=ce637114-d017-43eb-9e03-8719c267292e>

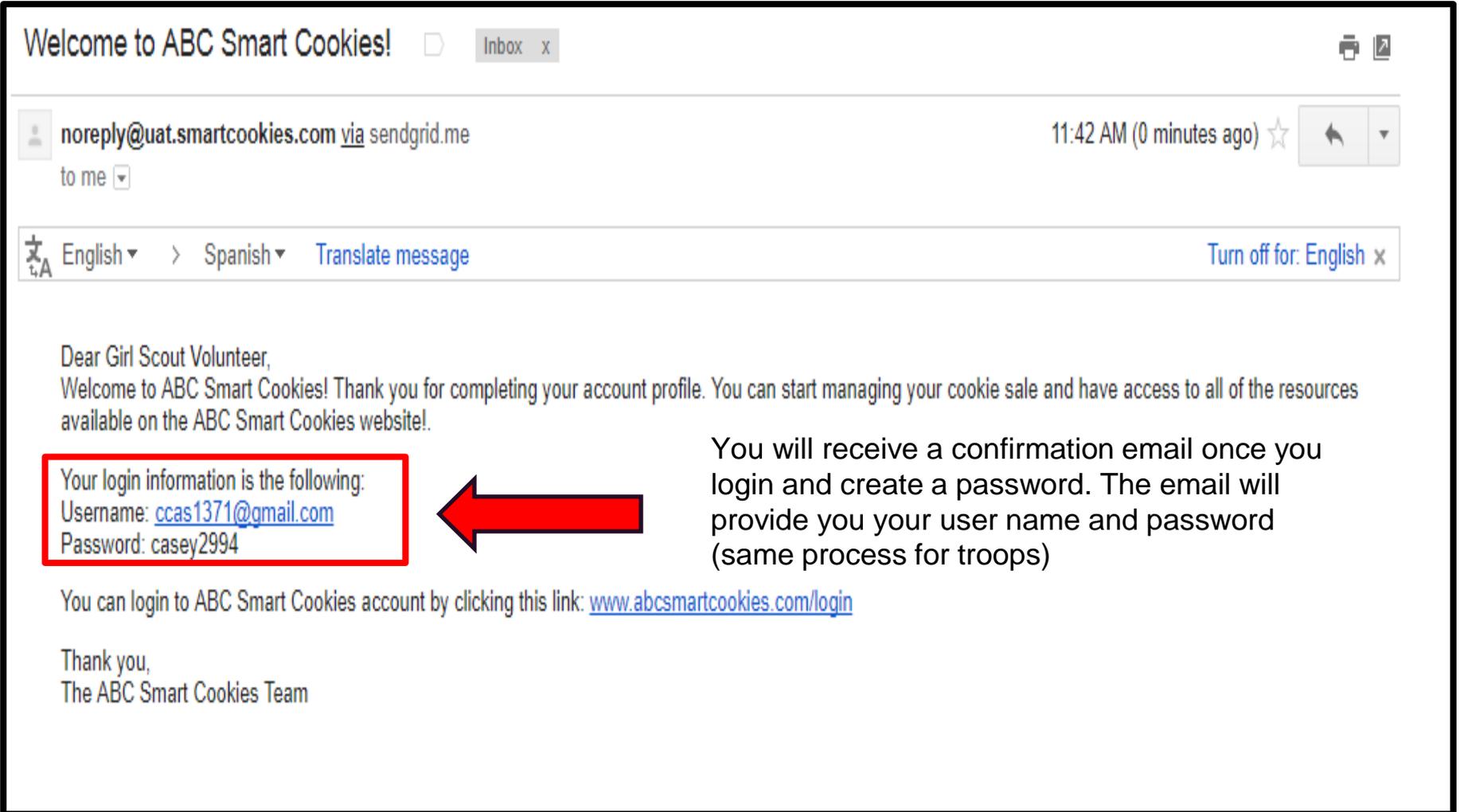
By registering on ABC Smart Cookies website, you will be able to complete your profile, start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Thank you,

The ABC Smart Cookies Team

SMART COOKIES - The Completion Email

Once complete you will be sent a final confirmation email welcoming you to SMART COOKIES with your username and password. This also gives you the link



The image shows a screenshot of an email interface. At the top, the subject line reads "Welcome to ABC Smart Cookies!". The sender is identified as "noreply@uat.smartcookies.com via sendgrid.me" and the time is "11:42 AM (0 minutes ago)". A language selection bar shows "English" selected, with options for "Spanish" and a "Translate message" link. The main body of the email contains a greeting "Dear Girl Scout Volunteer," followed by a welcome message: "Welcome to ABC Smart Cookies! Thank you for completing your account profile. You can start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!". A red-bordered box highlights the login information: "Your login information is the following: Username: ccas1371@gmail.com Password: casey2994". A large red arrow points from this box to the right. To the right of the arrow, text states: "You will receive a confirmation email once you login and create a password. The email will provide you your user name and password (same process for troops)". Below this, a link is provided: "You can login to ABC Smart Cookies account by clicking this link: www.abcsmartcookies.com/login". The email concludes with "Thank you, The ABC Smart Cookies Team".

Welcome to ABC Smart Cookies!

noreply@uat.smartcookies.com via sendgrid.me 11:42 AM (0 minutes ago)

English > Spanish Translate message Turn off for: English x

Dear Girl Scout Volunteer,
Welcome to ABC Smart Cookies! Thank you for completing your account profile. You can start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Your login information is the following:
Username: ccas1371@gmail.com
Password: casey2994

You will receive a confirmation email once you login and create a password. The email will provide you your user name and password (same process for troops)

You can login to ABC Smart Cookies account by clicking this link: www.abcsmartcookies.com/login

Thank you,
The ABC Smart Cookies Team

SERVICE UNIT – CONFIRM TROOPS



Dashboard Orders Booth Finances Reports **My Service Unit** Safety and Training Cookies Resources Help

Service Unit Dashboard

Last Updated 4:11 PM 11/18/2024
Pacific Standard Time

PER GIRL AVERAGE (Packages per Girl Selling)	INITIAL ORDER/TRANSFERS SOLD (Cases)	COOKIE SHARE SOLD (Cases)	DIRECT SHIP SOLD (Cases)	TOTAL SOLD (Cases)
This Season	This Season	This Season	This Season	This Season
0.00	0	0	0	0
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Last Season	Last Season	Last Season	Last Season	Last Season
352.41	3,688	27	160	3,876
\$2,114.45	\$265,578.00	\$	\$11,550.00	\$279,108.00
Details	Details	Details	Details	Details

Important Dates

Action Items

[Troops with no Initial Order](#)
[Troops with no Early Recognition Orders](#)
[Troops with no Main Recognition Orders](#)

Numbers

Tasks

Initial
Due by: Ja
Initial Ord

Troops Assigned

40704
41463
45003
45005

Dashboard Check List

1. Go to My Service Unit – check all troops are there
2. Review Action Items and contact troops.
3. Send emails to troop coordinators
4. Post messages on troop dashboards

Note: Booths are added here also.

Between 12/5 – 5:00 pm and 12/10 9:00am we will not be adding any troops or girls to SMART COOKIES, as GSUSA will be uploading all info into Digital Cookies during that period. We will resume adding on 12/10.

QUESTIONS?



Troop Initial Orders



SERVICE UNIT – TROOPS WITH NO INITIAL ORDER



- Dashboard
- Orders
- Booth
- Finances
- Reports
- My Service Unit

Make sure troops have entered initial orders by January 12, 2025, no exceptions. If not, the next opportunity for cookies for girl delivery, lemonade stands and walkabouts will be the following week and the troop cookie coordinator will need to put in a planned order into one of our cupboards by Sunday, February 2 at 11:59 pm to pick up the next week. FYI, Cupboards may not have any Gluten Free. In this case they will need to reach out to troops in your Service Unit for troop-to-troop transfers.

PER GIRL AVERAGE (Packages per Troop)	AVERAGE (Selling)
This Season	0.00
	\$0.00
Last Season	352.41
	\$2,114.45

Action Items	Numbers
Troops with no Initial Order	8
Troops with no Early Recognition Orders	8
Troops with no Main Recognition Orders	8

SMART COOKIES - LOGIN

abcsmartcookies.com



Smart Cookies Login →

[Resources](#) [Cookies](#) [Safety and Training](#) [Help](#)

Driving Change and Possibility

As an officially licensed Girl Scout Cookie baker since 1937, we believe that giving girls new experiences is what drives the future - and cookies are the currency to get there

[Learn More](#)



Sign In

Email or Username

Password

[Forgot your username or password?](#)

[Sign In](#)



ALSO VISIT

girlscoutcookies.org

girlscouts.org

APPS

Smart Cookies Mobile - [App Store](#) or [Google Play](#)

[Booth Locator](#)

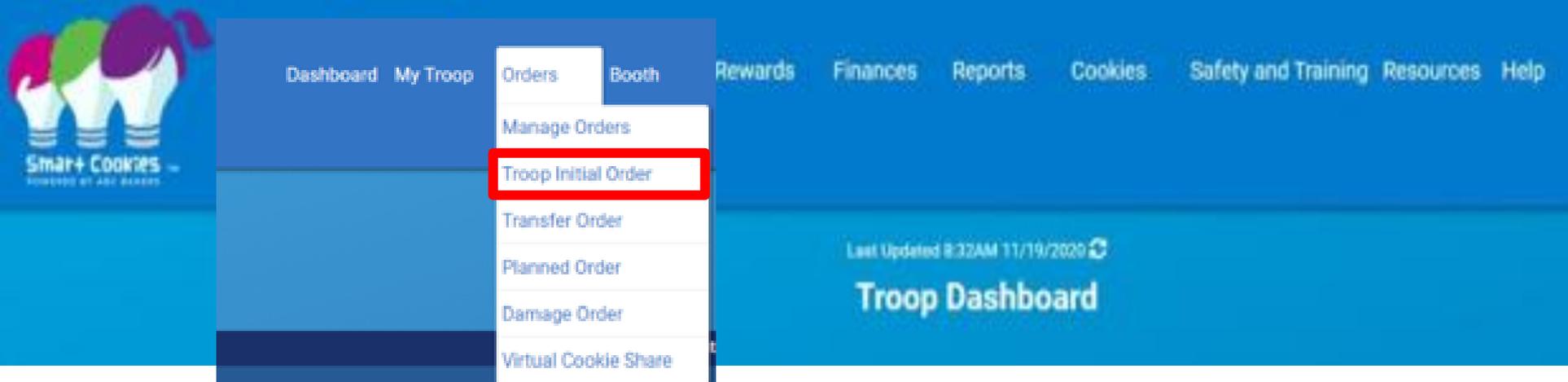
GSUSA COOKIE FINDER APP



Troops can go to resources and tools. They should make sure to add a second person to the account and make sure the reward plan is correct. Girls and Troop Bank accounts will not be uploaded until January 2025

TROOP INITIAL ORDERS

December 17, 2024 – January 12, 2025



Things to remember:

- Troop Goals
- Number of Registered Girls in the Troop
- Initial Order Reward PGA is 228 – Troop Booth Kit
- Remember to add pre-requested Gluten order to the initial order
 - You can add less, just not more – we will adjust troops who add more
 - New Troops - Contact me at: cookies@girlscoutsgcc.org

Troop is two registered background cleared adult leaders and three registered Girl Scouts.



INITIAL ORDER – ENTERING THE ORDER

oop Order Deadline: January 10, 2022 @ 11:59 PM

LAST EDITED: N/A ON: N/A ⓘ

READY FOR REVIEW

Clear Order

Build Order By: Cookies Girl

Measure By: Cases Packages

	Cookie Share	\$0.00	Cases: 0	▼
	Adventureful	\$240.00	Cases: 5	▲
	Booth	\$240.00	Cases: <input type="text" value="5"/>	
	Total	\$240.00	Cases: 5	
	Toast-Yay	\$0.00	Cases: 0	▼
	Lemonades	\$0.00	Cases: 0	▼
	Shortbread	\$0.00	Cases: 0	▼
	Thin Mints	\$0.00	Cases: 0	▼
	Peanut Butter Patties	\$0.00	Cases: 0	▼
	Caramel deLites	\$0.00	Cases: 0	▼
	Peanut Butter Sandwich	\$0.00	Cases: 0	▼
	Total	\$240.00	5	

 TOTAL ORDER VALUE: \$240.00

 TOTAL CASES: 5

Order Notes

Type here (258 Characters Max)

READY FOR REVIEW

Enter in full cases (you do not have a choice)
Put notes into the order notes – for future reference
Save – hold on submitting, in case you need to adjust – we will submit if needed.

Initial Orders – Council Recommendations

Things to consider first.....

1. Review your last years total sales
 - If you are a new Troop, our council PGA (per girl average) is 300.
2. Review your Troop PGA Evaluate your Troops goals and needs for the Girl Scout year 2024
 - Supplies, membership dues, uniforms, program registrations

Thing to consider next...

1. Traditionally 30 – 35 % of Troop sales are from booth sales
 - Is this consistent with your Troop?
2. Traditionally troops order 70 – 90 % of their order at the initial order
 - You can always transfer to other troops during the sale
 - Only 70% of troops put in initial orders

Reminder –

- **Direct Ship** orders are not part of your inventory – these ship from the baker and are added to your girls' sales along with the payment
- You can always get more cookies through a cupboard or Troop to Troop transfers
- Council does not “take back” any cookies

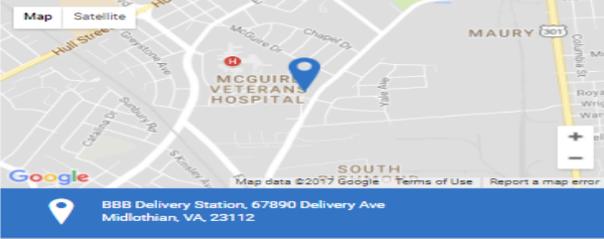
Recommendation –

- Order what you are comfortable committing your Troop and girls to, you are financially responsible.
- initial orders should be enough to cover potential Girl Delivery, walkabout and booth sales for at least the first week on the sale.

Choosing a Delivery Date and Time

Select Delivery Station

1. Choose a Location



2. Pick A Date

Thu, Oct 26

Fri, Oct 27

3. Make An Appointment

Time of Day

Morning 6 AM - 12 PM

Afternoon 12 PM - 3 PM

Evening 5 PM - 11 PM

Hour

12 PM

1 PM

2 PM

3 PM

4 PM

Appointment

You'll need 10 minutes to accommodate your order size. Pick a start time.

04:00

04:10

04:20

04:30

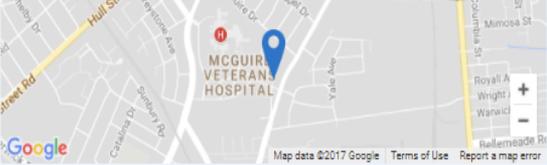
04:40

04:50

Save

Delivery Appointment Details

Please save any changes you made to your order before editing your delivery location.



Appointment

Friday October 27, 2017

4:00 PM - 4:10 PM

BBB Delivery Station

67890 Delivery Ave Midlothian, VA 23112

Details

Troop Number: 123

Lane Number: 1

Total Packages 780

Total Value: \$3,120.00

Edit Delivery Location

- Some areas (Ventura County) will have more than one location to choose from, choose what is best for your troop, we cannot move orders once placed.
- Most locations will have the time scheduler turned on, make sure to choose a pickup time.

INITIAL ORDER – COOKIE DISTRIBUTION



Initial Order - This is the first order your Troop will place in Smart Cookie. Troops need to have their initial order into the Smart Cookies system by **January 12, 2025**. This inventory will be delivered for pick-up on January 29 – February 1. Orders are placed in full cases of the same cookie variety. The initial order may be rounded up to include cookies for future booth sales. However, **NO cookies may be returned**.

Troops should hold a meeting with their families to go over last year's total cookie sale and set a troop goal down to the individual girl level. New troops can request an average to work with, based on age level trends. Initial order PGA quantities will be used to determine early Troop rewards.

Arrival Time

Please arrive at your delivery site as close to your assigned time as possible. Allow at least 30 minutes on-site to complete your pick-up. This process is quick and will run smoothly if everyone is on time and ready to load. In case of bad weather, an alternative location or time may need to be made.

Your Service Unit Chair will let you know the process for your area's pick-up.

You will be responsible for picking up your entire "initial" order. With this in mind, you will need to determine how many vehicles to bring. Make sure your vehicle is empty and ready to load. Have your largest vehicle enter the loading area.



Use this guide to determine how many cookie cases will fit into your empty vehicles.

Car Type	# of Case
Compact Car	23
Mid-Sized Car	35
SUV	60
Mini Van	75
Pick-Up Truck	100

Note: Troops again this year with 400 or more cases orders can request individual deliveries to a residence (not on 2/1)

Cookie Cupboards



COOKIE CUPBOARDS

Council Cupboards

These locations are secured and staff by GSCCC in store fronts, trailers and storage facilities around the council.

Cupboard hours will be posted weekly.

Volunteer/SU Cupboards

These cupboards are hosted by **volunteers** in their homes, garages or storage units around the council.

Volunteers serve as cupboard managers.

Cupboard hours will be posted weekly based on volunteer availability

Council Cookie Jars

These locations are secured and staff by GSCCC in store fronts, trailers and storage facilities around the council.

Cupboard hours will be posted.

Cupboard Inventory

Council Cupboards will be stocked beginning the week of February 3, 2025

Planned orders

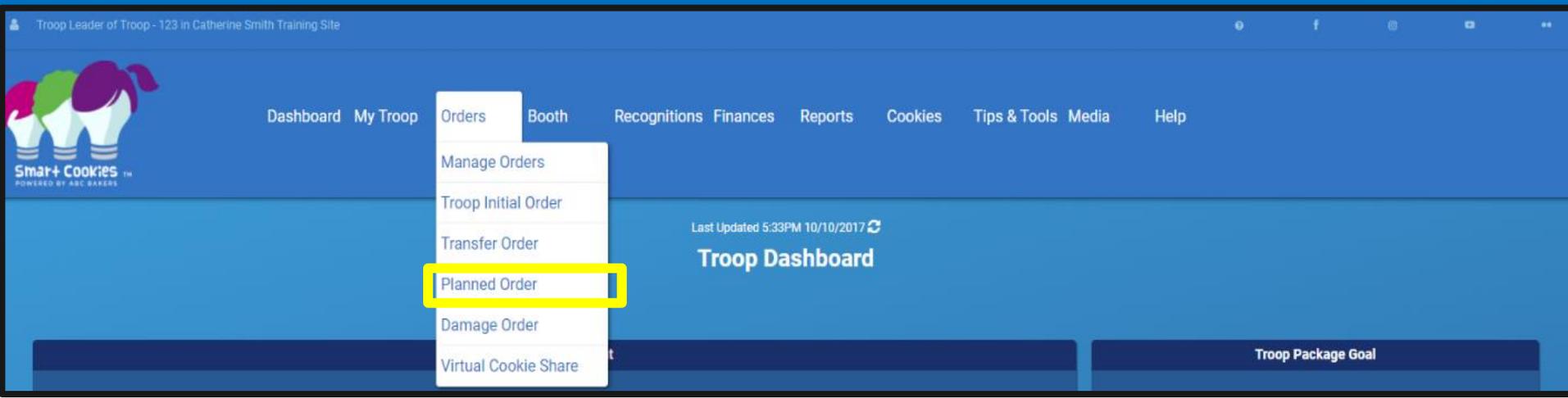
- A planned order must be placed in the SMART COOKIES system by **Sunday at 11:30 pm** each week
- Cupboard managers will select and post available cupboard times.
- Cupboards will fill all planned orders first
- First Come – First Served orders will be at the cupboard discretion – based on availability after planned orders are filled

Exchanges

Exchanges will be made for damaged packages for the same variety

Note: we will add an exchange week

ORDERS - PLANNED, TRANSFERS & EXCHANGES



Planned Orders

A planned order must be placed in the Smart Cookies system by Sunday at 11:30 pm each week when a Troop wants additional cases of cookies for pick up the following week. This allows the cupboards to be sufficiently stocked.

Cupboard managers will select and post available cupboard times.

Please remember this is a request for additional cookies. In some cases, the quantity or variety may not be available, however, you can reach out to Troops in your service area and do a Troop-to-Troop transfer if needed.

If you need an unplanned order, please contact your cupboard manager via email to see if there will be additional cookies available on a first-come-first served basis (FCFS) after planned orders have been filled. You can also contact the council office to see if any surrounding cupboards have any additional cookies available.

Please note:

- **Planned orders will always take priority over drop-ins, and unplanned orders.**
- **Planned orders not picked up on the requested date are subject to be removed from the planned order system.**
- **Contact your cupboard manager if there will be a delay in your requested pick-up day and time.**

Transfers

Transfers in Smart Cookies is the method which records the transfer of cookies from cupboards to troops and troop to girls. These transfers influence the total of each girl's sales and her rewards.

Transfers of cookies between troops is permitted. The transferring troop must be the ones to enter the transfer in Smart Cookies. A receipt must be completed and signed by both troops. Troops may not transfer cookies back to cupboards, as all cookies taken are the property and financial responsibility of the troop.

Exchanges

You may exchange un-opened, full cases beginning **February 12 – 16**. You must enter a planned order for the exchange and place what you are exchanging with-in the notes. After February 18, exchanges will be from **March 10 16**, no guarantees. Look to do troop to troop transfers.

QUESTIONS?



GIRL SCOUT COOKIE BOOTHS



COOKIE BOOTHS – WHO DOES WHAT

COUNCIL	SERVICE UNIT	TROOPS	GIRLS
<p>Uploads booth location from 2025 into SMART COOKIES</p> <p>Confirms National Booth Locations</p> <p>Secures with Service Unit all booth locations with booth agreements</p> <p>Activates FCFS booth selections</p> <p>Approves all Troop secured booth requests.</p>	<p>With Council Secures all booth location within their Service unit with booth agreements</p> <p>Provides council with troop who received priority booth locations by January 3, 2025</p> <p>Confirms with council representative all troop secured booth requests</p>	<p>Enters FCFS booth selections and chooses up to 2 booths each dates (if wanted)</p> <p>Requests Troop secured booth in booth portion of SMART COOKIES</p> <p>Provides all necessary items, cookies, money, displays, etc.</p>	<p>Attend booth selection as scheduled</p> <p>Come dressed in appropriate Girl Scout attire</p> <p>Follow all rules that booth location has</p> <p>Has Fun!</p>

Booths will be secured with guidelines, by the Council or a SU Team Member.
All booths must be in SMART COOKIES.

National Partners

Walmart/Sam's Club – secured only by council

Joann

Places to contact – Car Washes, Home Improvement locations

Booth Assets – In Cookie Central

- What if? – Booth Scenarios
- Booth Inventory Sheet – fillable
- Booth Posters
- Booth Essentials

FIRST COME FIRST SERVED BOOTHS

First Come First Served (FCFS) Booth selection is our process to allow troops to select booths within their Service Units.

The process is within SMART COOKIES.

- Dates are currently: January 3,4,5 before initial orders are due - starting a 7 pm.
- Troop may select two available booths per round.
- FCFS Booth opportunities with then continue after from January 6 – February 14 within Service Unit boundaries.
- Beginning February 15 any open booths will be released and available for all troops.

How do this?

From your dashboard – booths – schedule booth

Available booth locations and times will appear on a calendar

Select and Save.

If your SU is doing internal booth selections, these need to be completed before the first round of FCFS booth selections, or **you need** to notify your troops that their area will not go live for selection until after your chosen date.

FIRST COME FIRST SERVED BOOTHS



Dashboard My Troop Orders **Booth** Rewards Finances Reports Cookies Safety and Training Resources Help

When the FCFS Booth selection opens – you will go to your dashboard and choose “Booth” – Schedule Booths. From their the below will appear, with the ability to choose available booths. On the bottom, will keep track of your booths. To view them once selected – Booth – My reservations.

Schedule Booths
Booth Locations

SERVICE UNIT 990 Council TROOP 77635

Troop: 77635 Name: Michele Lofte Phone: (unavailable) Email: mlofte@girlscoutscoc.org

Search [] DATE TIME ZIPCODE TYPE PREMIUM

Lottery FCFS Premium Lottery FCFS

This will populate with a calendar

This will populate with available locations

Lottery Wins	0 First Come First Served	0 Troop Secured	Council Reservations	0
Premium	0 Premium	0 Approved	0 Premium	0
Non-premium	0 Non-premium	0 Pending	0 Non-premium	0
		Denied	0	

View All View All View All View All

TROOP SECURED BOOTH



Dashboard My Troop Orders **Booth** Rewards Finances Reports Cookies Safety and Training Resources Help

The process to secure a “troop secured in person booth” and “troop secured virtual pick-up booth are the same”

From your Troop Dashboard – select booth, then Troop Secured.

If you check this “is this a Virtual Pick-up Booth” the location will not appear on the cookie locator, this will be exclusive to your customers that purchase from the link.

You can however, coordinate this location for any girl delivery – curb side pickups.

If you don't click the link – then this requests is for a physical troop booth and will appear on the cookie locator – these are all approved by council.

Booth Information

Address

Store Name
GSCCC

Location Information (Optional)
Council Office

Is this a Virtual Pick up Booth?

Booth Location Address
10550 Merritt Street

Suite/Apt. #
City
Castroville

State
California

Zip Code
95012

Add Appointment Time

1. Pick a Date
January 2021
16

2. Pick your appointment time

Start time
 AM PM
02:00

End time
 AM PM
03:30

Save

Appointment Times

Map view showing location in Castroville, CA (near highways 183 and 156).

QUESTIONS?



Recognitions and Troop Proceeds



HOW CAN TROOP'S USE THEIR PROCEEDS?

- Annual Membership Dues
- Program Activities
- Girl Scout Events
- Uniforms
- Troop meeting Supplies
- “Take Action” Projects
- Girl Scout Travel



Troops earn \$1.05 and \$1.10 per box

Any additional money earning activities must be approved by council.
See Money Earning Guidelines on our website – www.girlscoutsccc.org



My Goal: **Set Your Cookie Goals**

The Girl Scout Cookie program begins online on January 17, and in-person (with cookies in hand) February 1, 2025.

girlscouts of california's central coast
girlscoutscoc.org | 800-822-2427

 <p>GSUSA 2026 Girl Membership</p>	 <p>Theme Patch</p>	 <p>GS Drawstring Bag</p>	 <p>Panda Charm It and Bracelet</p>	
 <p>Mini Panda Squish Mellow</p>	 <p>GS Hat</p>	 <p>T-Shirt Girl & Adult</p>	 <p>Large Plush</p>	
 <p>Hoodie</p>	 <p>Sock Panda (3 months) or \$25 GSOCC or GSUSA Credits</p>	 <p>GSOCC—Super Seller Event (TBD) OR \$65 GSOCC OR GSUSA Credit <i>No sibling reward at this level</i></p>	 <p>Girl Scout Day 2025 2 Tickets OR \$85 GSOCC OR GSUSA Credit <i>2 sibling sales must total 1250 packages 2 girls/adult ticket will be issued</i></p>	
 <p>CA Park Pass OR Air Pods (2nd Gen) or \$125 GSOCC OR GSUSA Credit <i>2 sibling sales must total 2500 packages</i></p>	 <p>Chrome Book OR Beats Solo's OR \$150 GSOCC OR GSUSA Credit <i>2 sibling sales must total 2025 packages</i></p>	 <p>Knott's Berry Farm TBD OR \$250 GSOCC OR GSUSA Credit <i>No sibling reward at this level</i></p>		
 <p>\$250 of GSOCC Credits <i>*Berry Additional 500 packages sold No sibling reward at this level</i></p>	 <p>Troop PGA 350+ Pkgs GS Zip Hoodie <i>Troops with a Troop PGA of 250 packages per registered girls.</i></p>	 <p>Troop Early Reward 228+ Pkgs Umbrella and Stand, Table Cloth, Table Topper Riser, GS Cookie Aprons (2), Pennant Banner, Money Pouch, Yard Sign</p>		
 <p>Patches 375+ Pkgs Goal Getter</p>	 <p>650+ Pkgs Super</p>	 <p>18+ Pkgs Care to Share</p>	 <p>100+* Pkgs Achievement Bars <i>*starting at 500+ in increments of 100</i></p>	 <p>2025+ Pkgs 2025 Patch</p>

*All siblings must have sales allocated to qualify, more than 2 sibling additional sales need.

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Individual Girl Rewards

Troop who opt-into Rewards

- Girl rewards are cumulative
- If there is a choice at a level, someone needs to make a choice, anyone, if not, we will, and it will not be a wearable item.
- Troops need to create and complete, by the end of the sale, a main recognition reward order.

Troops who opt-out of Rewards

- If the Troop has opted out of rewards, and the girls want the 2025 Membership and Theme patch, at least 50 packages needs to be allocated to trigger the patch to be ordered.
- Troops need to create and complete, by the end of the sale, a main recognition reward order (remember girls still earn patches and 750+ level rewards, even when you opt-out.

Troop Rewards – Initial and End of Sale

All troops must create an initial order and troop reward plan. Troops who reach the levels noted will receive those rewards.

2025 Cookie Program - Sibling Rewards

The GSCCC sibling reward is for those families that have one or more Girl Scouts **selling** cookies. The reward earned will be determined by the total number of cookies sold between **all** siblings who have sold cookies during the 2025 Cookie program.

- Sibling rewards are not cumulative.
- Each sibling will only receive **one** additional reward.
- To qualify, all sibling must have sales allocated to them (at least 24 package)
- The sibling form must be completed, this is the only way we know.

Here is how it works.

50 – 500 rewards: For siblings, two, three, four, etc. that sell collectively 50 – 500 packages of cookies, that means, we add up all sales for all siblings, no matter how many there are, and if their total lands between 50 – 500 packages, each selling sibling will receive that **one** additional reward.

Super Selling Siblings

650+ - Please review the requirements noted under the rewards on the reward insert page. These rewards are not determined the same as the 50 – 500 level rewards. Several of these rewards are not eligible as a sibling reward.

Please note, we are the only council in the country who does this reward. This is done behind the scenes, and the information cannot be found in SMART COOKIES. Any information about this reward will come directly from council.

Tip: Have parents, troop leaders, you, someone, anyone, go onto the Cookie+ resource page and complete the Sibling Reward form.

This link is the only way to track siblings. It does not matter if one or more person completes this form.

We honor this reward if one of the siblings is in a opt out Troop, however the needed number of cookies sold process still applies for sibling rewards.

Please complete the form no later than March 16, 2025.

Money Matters



HOW THE MONEY WORKS

In Person Cookies

What Girls Do:

Girls have cookies in hand and are selling to customers (door to door, workplace, etc.)

What You Do in SMART COOKIES:

These cookies need to be allocated to the girls (troop to girl transfer in SMART COOKIES)

How the money works:

If cash or check you need to post to the girl, using the finances tab then - girl transactions.

If using the Digital Cookie credit card app or their QR code, which is also connected to the APP. The system credits both the girl and the troop for the sale.

Girl Delivery Pre- Paid Cookies

What Girls Do:

Girls have cookies in hand and are delivering cookies that they have sold in advance using their social media app or sending emails.

What You Do in SMART COOKIES:

These cookies need to be allocated to the girls (troop to girl transfer in SMART COOKIES)

How the money works:

The payment for these cookies is added at the time of the sale to both the troop and girl's account.

Direct Ship Cookies

What Girls Do:

Girls send out their links to their customers, customers order and pay online.

What You Do in SMART COOKIES:

You do nothing here. The cookies and payment are both added to the troop and girls.

How the money works:

Both the troop and Girl Scout are credited for the payment.

:

Care to Share Cookies

What Girls Do:

Girls offer the opportunity for a customer to "donate" a box of cookies to our Care to Share program. The customer gives the girl/troop funds but receives no cookies.

What You Do in SMART COOKIES:

These cookies need to be allocated to the girls via virtual cookies share. The only exception is direct ship, these are added automatically to the girl.

How the money works:

If paid via direct ship or girl delivery-prepaid, these funds are added to both the girls and the troop. If paid from cash or check, these funds will need to be added to the girl's account.

Any box of cookies you give a girl – you need money, somehow, to your troop.

CARE TO SHARE 2025



Send your favorite
FALL and COOKIE PRODUCTS
to our first responders
and to troops
overseas



- Gives customers an option to support Girl Scouts without taking possession of cookies
- Helps girls think creatively in order to give back to their communities
- Helps girls reach goals
- Councils handle the distribution
- Available through online sales

Digital Cookie Shipping Fees

Potential Shipping Promotion Dates and Promotion - TBD

Digital Cookie Shipping Fees

Package Bracket	Digital Cookie 2023-2024 Consumer Charged Flat Fee
4-8	\$12.99 (tier A)
9-12	\$14.99 (tier B)

For orders of 13 packages or more shipping is calculated as follows:

13 packages of cookies: tier B (12 packages) + tier A (1 more package) = \$27.98

25 packages of cookies: tier B x 2 (24 packages) + tier A (1 more package) = \$42.97

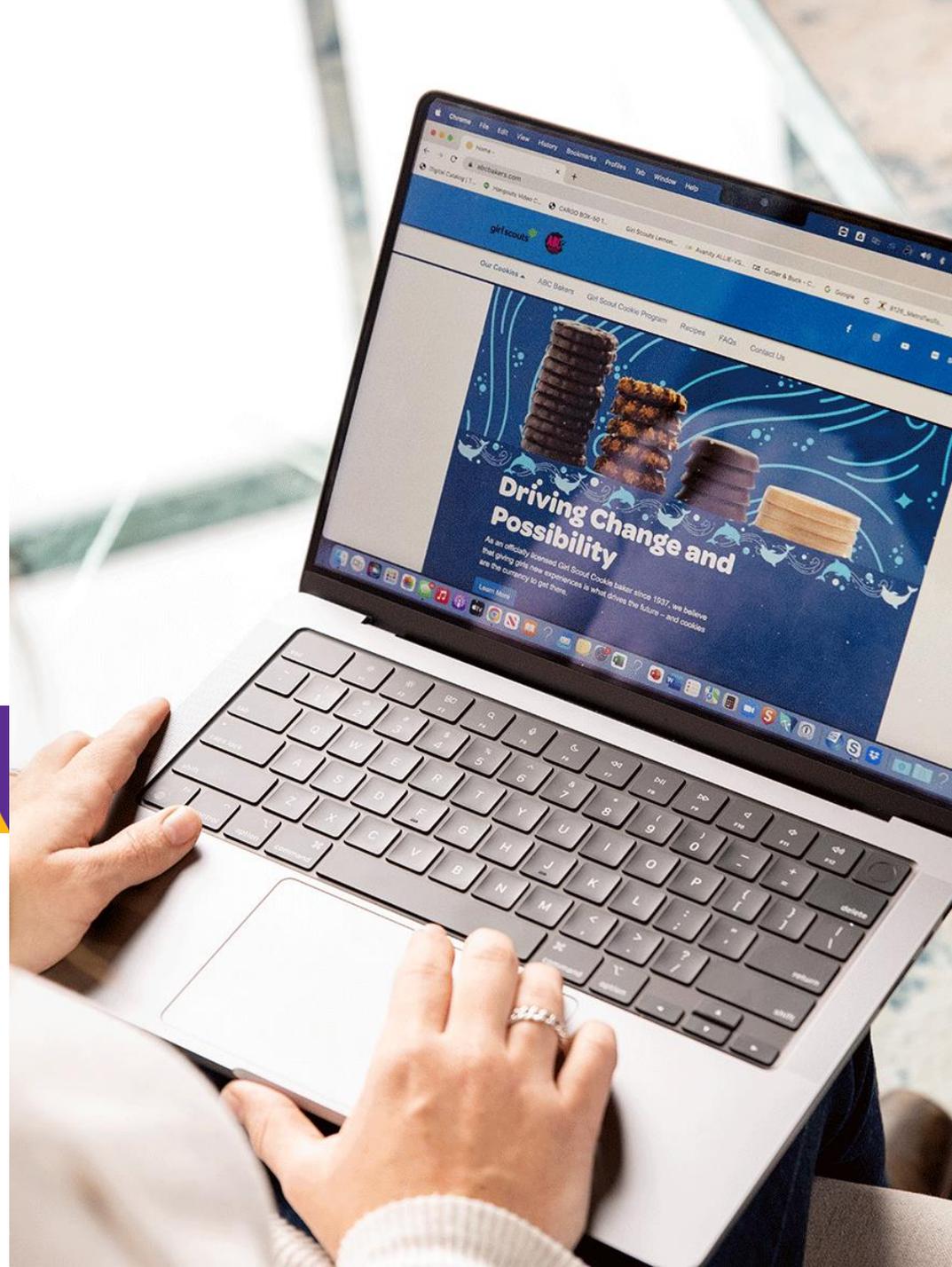
\$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands

- Don't make the decision for your customers, the answer is always no unless you ask.
- Customers want the cookies and are willing to pay shipping
- They have the option to not purchase shipped and still donate-that is more sales than not asking

QUESTIONS?



Smart Cookies and DC25 Cloud



What is Digital Cookie?

The Digital Cookie online platform is for Girl Scouts, their family, Troops and Girl Scout customers. Girl Scouts can create their own sites and share their Troop goals with their customers. Troops can manage sales for their troop specific online sales as well as supporting Girl Scouts and their families.



What is SMART COOKIES?

SMART COOKIES is ABC Bakers platform which provides easy access to Girl Scout cookie orders, inventory management, booth and distribution logistics as well as training for adults at all levels; council, service units and troop volunteers. It is also used for all financial transaction.



Who Uses Digital Cookie?

Girl Scout's use Digital Cookie to supercharge their cookie business!

Girl Scouts create their own sites and send marketing emails to customers.

Girl Scouts and caregivers can manage their online sales, inventory, and financials using Digital Cookie.

Girl Scouts take orders and track purchases (**Customers** purchase cookies).

Troop Cookie Managers use it to set up and manage sales for their troop specific online sales site.

Troop Cookie Managers support Girl Scouts and families with visibility to their online activities.

SU Volunteers can monitor their SU's digital sales and run reports.

Councils set the structure of their online sale as well as support and manage Girl Scout members and troop access.

Volunteer Training in Smart Cookies Help Tab

[Safety and Training](#) ▶ [Smart Cookies Training](#)

Smart Cookies Training

Learn how to use Smart Cookies to build your cookie business, track goals, and connect with customers.



HOW TO: Volunteer Registration

[Download PowerPoint](#)



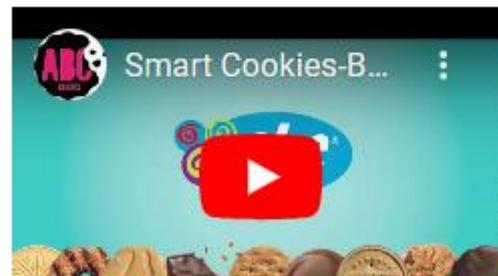
HOW TO: Managing Troop Girls

[Download PowerPoint](#)



HOW TO: Initial Order Entry by Girl

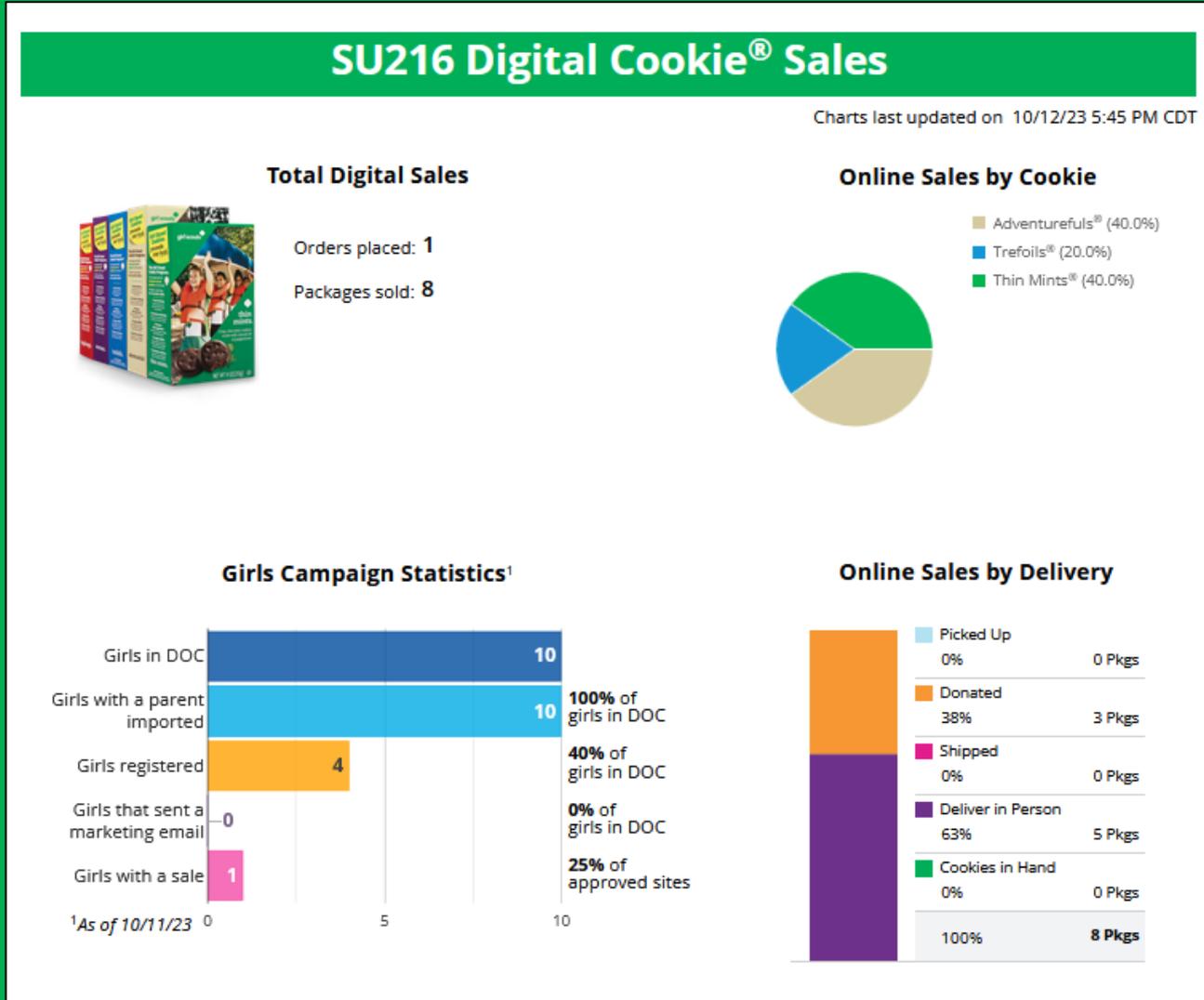
[Download PowerPoint](#)



SU Dashboard in Digital Cookies

This section represents a rollup of data from the troops in your service unit.

- Total Digital Sales
- Online Sales by Cookie
- Girls Campaign Statistics
- Online Sales by Delivery



SU Dashboard in Digital Cookies - Reports

Reports

Report Type: Order Data

Council Service Unit Troop

[View Report](#)

The Order Data report can be pulled for a specific troop. This report consists of the following details and more:

- Troop Number
- Girl Scout first and last name
- Order details
 - Order number
 - Order date
 - Order type
 - Billing name
 - Shipping name
 - Gift box qty
 - Each cookie variety qty
 - Donation qty
 - Total packages
 - Total cost
 - Refunded packages
 - Shipping cost
 - Order number
 - Date order approved
 - Date order rejected
 - Customer's second choice

The Girl Scout Cookie Program...is the Girl Scout Entrepreneurship Program



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.

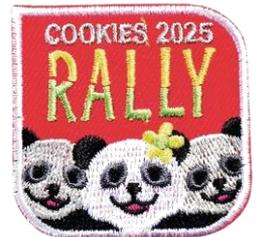
	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	My First Cookie Business	Cookie Goal Setter	Money Explorer	My Money Choices	Year 1 and 2 Cookie Entrepreneur Family Pins	Toy Business Designer		
Brownie	My Cookie Customers	Cookie Decision Maker	Budget Builder	My Own Budget	Year 1 and 2 Cookie Entrepreneur Family Pins	Budding Entrepreneur		
Junior	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
Senior	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		

Visit Our Website!

www.girlscoutscoc.org

Check out activity calendar!

We have fun patch activities and badge workshops going on every weekend!



Cookie Rallies

January 11 – Cal Lutheran

January 12 - SLO

January 18 – Santa Barbara

January 19 - Oxnard

January 25 – Castroville

Join us for some fun cookie related activities, like money management, business ethics, people skills and decision making. Many of our booths are hosted by older Girl Scouts cookie pros. Give aways and fun!

Is your SU hosting an event, let us know we can help promote!@

ONLINE - HOW TO



Pre-GO Day - Advertising – NOW!

- Girls may advertise they will be participating in the 2025 Girl Scout Cookie Program beginning January 17 – **YES!**



Pre- GO Day - Selling – January 17 - 31

- Girls may actively sell via their Digital Cookie accounts by sending emails and using their unique URL's for direct ship, girl delivery (pre-paid) and care to share (online paid) only. There should be no pre-order, order card taking at this time.



Internet – where to – where not

- You may advertise that your Girl Scout is participating in the Girl Scout Cookie Program on social media accounts but cannot complete the transaction through the internet (except through Digital Cookie)
- Facebook, Instagram, Snapchat, Twitter **YES! (to people they know)**
- Digital Cookies, **YES!**
 - Allows girl to email potential customers through a secure website and take their orders for shipment
- Craigslist, Next Door, eBay, Mommy Blogs, Amazon, **NO!**



GSCCC will not monitoring “social media” posts.

GSUSA ONLINE GUIDEANCE

Online Marketing

Girls may use the internet to share their cookie program sales links, stories, and learnings with the following guidelines.

- The Girl Scout Cookie Program is a program, led by Girl Scouts; online marketing and sales efforts should always be led by the Girl Scout while also being supervised by parents/guardians.
- Before conducting any online marketing, girls and parents/guardians must review the [Digital Marketing Tips for Cookie Entrepreneurs and Families and](#) read and adhere to the Digital Cookie terms and conditions, the [Internet Safety Pledge](#), [Safety Activity Checkpoints for Computer and Internet Use](#) and the [Supplemental Safety Tips for Online Marketing](#).
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap, etc) Be aware that posts on sites containing the use of a dollar sign (\$) may automatically post to the selling side of the site. To prevent this, the posting party, that's the Girl Scout/Adult must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girls should remove their last names when using social media sites to protect their identity.
 - Why? If choosing to share the link publicly, parents/guardians and girls should be aware that the link can then be forwarded, allowing customers the girl does not know to place orders for girl-delivery.
- GSUSA reserves the right to remove or disable the link for any reason, including the violation of guidance, inventory fulfillment issues, safety issues, or if the sales and marketing activity goes viral and otherwise creates unanticipated disruption.

What does this all mean? Girl Scouts may advertise their Cookie Program anywhere that is not in direct conflict of the above guidance. We, the council will not get involved unless it is a direct violation.



The 2025 Cookie Program Theme



**Let's create some Girl Scout Cookie *panda-monium* this year!
The Girl Scout Cookie sale has endless possibilities for Girl Scouts to continue building on the five skills, so let's embrace it together and make 2025 one to remember!**

Our digital toolkits and online resources are easy to access

Volunteers

- Theme clip art, certificates, etc.
- Selling safely video and tips
- Cookie information & calculators
- Activity tips and how-to's
- Standard forms
- Rally Guide

Girls & families

- Booth sale poster
- Girl videos
- Activity tips & how-to's
- Social media kit

Spanish language materials

- Order card
- Recognition insert
- Logo, theme assets



1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	Total
First Name		Adult Contact's Name/Phone		Troop #		Home/Cell		Treat Order		Caramel deLites		Peanut Butter Sandwich		Thin Mints		Peanut Butter Patties		Trifolds		Lemonades		Toast-Yay!		Adventureful		Total		Number of Packages		Price Per Package		Address		Phone/Email		Last Name (Print)		Troop #		Price Per Package		Address		Phone/Email		Number of Packages		Home/Cell		



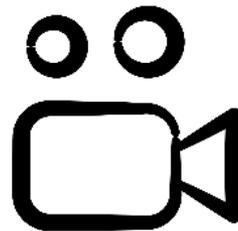
We offer virtual training and powerful online tools for cookie volunteers....wait what?



**SMART COOKIES
ONLINE TRAINING**



**VOLUNTEER
PAGE**



ABC CHANNEL



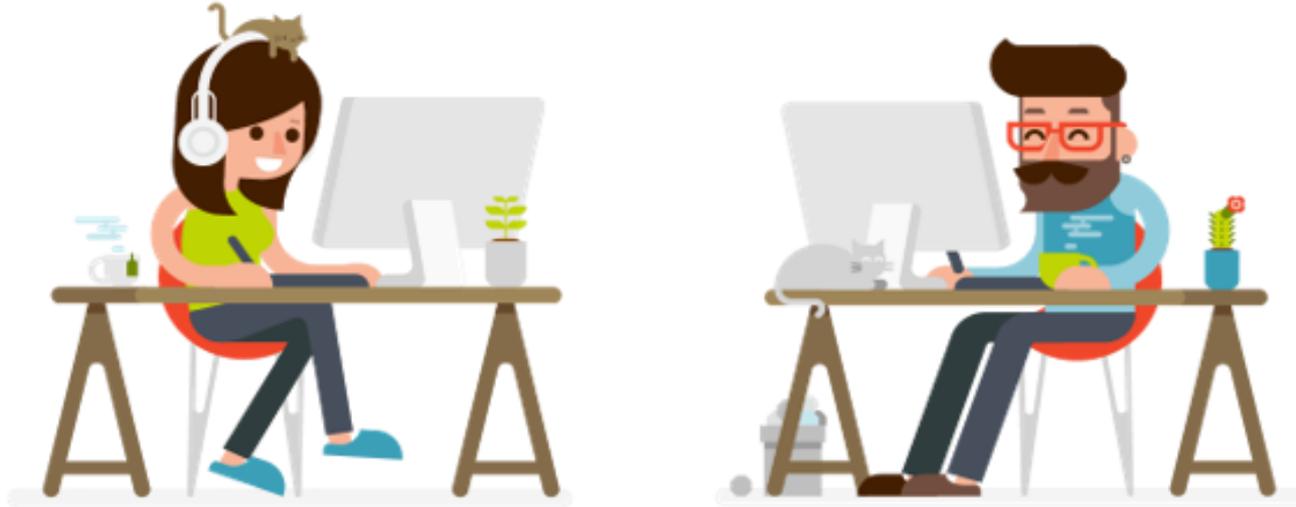
**ABC IMAGE
LIBRARY**



**DIGITAL
GUIDES & Council
resources available**

ABC's Help Desk for Volunteers

ABC staffs a technical support team Volunteers. If you need assistance with Smart Cookies, reach out! Agents are available anytime to assist and are trained on your Council's Cookie Program.



Need help using the Smart Cookies platform?

Call us at 855-444-6682 or email us at ABC SmartCookieTechSupport@hearthsidefoods.com

Questions about our cookies?

Check out our [Cookie FAQ's](#) or email us your questions or concerns at ABC SmartCookieBakers@hearthsidefoods.com

NEXT STEPS – THINGS TO LOOK FOR

1. An email from SMART COOKIES – on or before December 15, 2024.
2. Reminder to remind troops to sign up for one of our Cookie Rallies (Cadettes+ needed)
3. Weekly Cookie Grams – updated weekly information about the program.
4. Date troop bank accounts will be uploaded into SMART COOKIES.
5. Information about Juliette's
6. Reminder that girls cannot be moved from troops after January 15, 2025.
7. An email from Digital Cookies to login and register – on or around January 15, 2025.
8. Information about cupboard locations and dates of operation (also posted in Cookie Central)

NEED HELP – WHEN IN DOUBT

1. Contact info@girlscoutsccc.org
2. Login to one of our three a week cookie chats.
3. Email me, but please put your SU or Troop number in the email
4. Visit Cookie Central – resources for volunteers

QUESTIONS?

