

girl scouts
heart of central
california



2024 Juliette Guide





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Need Help?
 Smart Cookies Tech
 800.853.3730
 ABCSmartCookieTech@hearthsidefoods.com

Check out our **Just in Time Trainings** for additional **Smart Cookies Help**
www.girlscoutshcc.org/resources

GSHCC Customer Care
customercare@girlscoutshcc.org
 Please include troop number, Girl Scout names, order numbers (if applicable) and a brief description of question/concern
 916.452.9181 or 800.322.4475



Wide range of color + camouflage abilities!

Axolotls are 1,000 times more resistant to cancer than mammals.

Axolotls are critically endangered amphibians.



“Axolotl” means “water dog” in native Aztec language.

Axolotls are neotenic, which means they never outgrow the larval stage.



Life span: 10 years+

In the wild, they are found in only one lake in the whole world!
 Lake Xochimilco, Mexico.

Axolotls can completely regenerate lost limbs + organs.
 Wow!





Activity	Date
2024 Girl Scout Cookie Program Begins	January 12
Initial Order ends	January 28
Initial Order and Early Recognition Order due	January 29
SU Mini Drops	February 15-22
National Girl Scout Cookie Weekend	February 16-18
Mega Drop North	February 17
Mega Drop South	February 19
Cookie Cupboards open	February 23
Booth Sales begin	February 23
2024 Girl Scout Cookie Program ends	March 17
Juliette Unsold Inventory Form due (if applicable)	March 18
Main Recognition Orders due	March 20
Cookie Experiences	April - July
Rewards distributed to service units	Mid-May
Juliette Pathway Credits distributed	End of May

Caregivers and volunteers are responsible for meeting all deadlines. GSHCC is unable to make edits or changes to rewards or orders after the posted deadlines.

Axolotl Fun Facts



OWN
YOUR **magic**

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What's New



Raspberry Rally

Last year's Raspberry Rally cookie has been paused for the 2024 cookie season. GSUSA and ABC Bakers are working together to make the online only cookie ordering experience better based on customer feedback.

Cookie Share Rewards

Girl Scout Cookies purchased through "Cookie Share" are donated to Blue Star Moms, local food banks and other local nonprofits by GSHCC. Girl Scouts will receive credit for cookie donations, as will the troop. Girls who participate in our Cookie Share Program are eligible for three reward opportunities!



Shipping Subsidy

GSHCC is excited to offer a shipping discount for Direct Ship orders. All customers who place a Direct Ship order from January 12-14 will receive \$5 off their shipping fees.

Digital Cookie®

Exciting news, your online Girl Scout Cookie® sales platform is getting a revamp! We're moving your online cookie sales to a platform called **Digital Cookie®**. Going forward, you will be using the new Digital Cookie application to sell cookies to customers online, track progress towards a goal, and manage sales. Selling Girl Scout Cookies® online and reaching your goals just got easier!

Please note: Cookie volunteers will still utilize Smart Cookies™ for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales.

Digital Cookie® features make selling cookies a fun, universal experience for all entrepreneurs.

For Girl Scouts/Troops:

- Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video.
- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- Girl Scouts can send "cheers" to one another by choosing from an assortment of encouraging and congratulatory images.
- Girl Scouts can make sales on the go at cookie booths



For Parents:

- The option to turn girl delivery off for customers based on family preferences and cookie availability.
- The ability to turn cookie varieties on or off to match available inventory.

For Costumers:

- Customers can order and pay for cookies online and pick them up at a booth.
- All consumers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand.

Include the 5 Skills

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



Decision Making

Girl Scouts learn to make decisions on their own and as a team.



Money Management

Girl Scouts learn to create a budget and handle money.



People Skills

Girl Scouts find their voice and build confidence through customer interactions.



Business Ethics

Girl Scouts learn to act ethically—both in business and life.



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



Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scouts get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie®/Smart Cookies™

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie/Smart Cookies platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. And your Girl Scout can reach their sales goals no matter what their schedule is like.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.



Safety

Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other 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.
- **Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers or posted online. Protect customers' privacy by not sharing their information, except when necessary.

In Person Sales

- **Partner with adults.** Girl Scouts must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.





Program Supplies

Being organized and prepared for the Girl Scout Cookie Program lets the girls and caregivers in your troop know that you are ready to lead them in a successful cookie program. Their confidence in the troop cookie manager and troop leader allows the girls to focus on their goals.

Program Supplies

- Cookie Permission Form – one per participant
- No order card or money envelopes are needed as Juliettes do not collect cash or checks
 - All payments are collected via card through Digital Cookie Platform

Online Resources

- Booth guidelines, worksheets and additional resources
- Cookie lineup and nutritional information
- Cookie Permission Form (digital and PDF)
- Digital Cookie Tip Sheets
- Juliette Guide
- Just in Time trainings (designed to walk you through Smart Cookies)
- Marketing Materials (door hangers, thank you notes, etc.)
- Reward experience dates and information
- Safety Tips for Online Marketing



Rallyhood is a great place for resources, collaboration, and general questions. Member or troop specific questions must be sent to Smart Cookies or GSHCC Customer Care as applicable.



Caregiver and Juliette Responsibilities

Before the Program

- Ensure you have an active membership for the current year
- Complete a Cookie Permission form and ensure it is filled out correctly
 - If information is incorrect, GSHCC will not receive a copy and you will not be able to participate
- Set up your Digital Cookie account
- Set a goal and connect with your service unit to ensure they know you are participating
- Ensure you understand how to participate in the program

During the Program

- Follow all program rules and guidelines
- Notify customers of expected delivery timelines
- Enter your Initial Orders in Digital Cookie by January 28
- Schedule booths
- Place Planned Orders at your local Cupboard if you need more inventory
- End your cookie sales by March 17
- Submit all recognition orders by the deadlines

After the Program Ends

- Pick up all earned rewards from your service unit as soon as possible
- Complete all necessary information for all cookie experiences (if earned)
 - GSHCC will send earners emails with forms to complete



Initial Order

Your Role

- Enter your Initial Order in Digital Cookie by January 28
- Remember that girls they can continue to take order card sales
 - You may need additional inventory to cover these orders
- Order is submitted in PACKAGES
- Once you submit your order, you will not be able to edit
 - Cookies ordered cannot be exchanged o
 - Juliettes can return up to 24 packages (any variety) of unsold inventory
- Participants who sell 195+ packages at the time of the Initial Order qualify for the Early Reward
- You cannot modify orders after Monday, January 29
- Initial Order inventory will be available after your troop picks up at their Cookie Drop date/location (February 15-22)

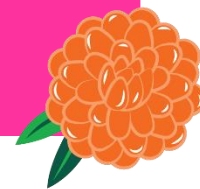
Gluten-Free Cookies

Gluten-free cookies were pre-ordered by troops in October 2023. Limited quantities will be available at Cookie Cupboards on a first-come, first-served basis.





Cookie Share



Cookie Share is a great way for girls, troops, and customers to give back. GSHCC partners with Blue Star Moms, local food banks, blood drives, and other local organizations for Cookie Share donations. Blue Star Moms sends donations provided by GSHCC to active duty military.

Why participate in Cookie Share?



- Great way to support members of active military and your community
- Allows customers to support the Girl Scout Cookie Program even if they don't want to buy cookies for themselves
- Participants who sell *15 packages* towards Cookie Share will earn the Cookie Share patch
- Participants who sell *30 packages* towards Cookie Share will earn a boost bar that fits on the theme key ring
- Participants who sell *50 packages* towards Cookie Share will earn a boost bar that fits on the theme key ring
- All Cookie Share rewards can be earned on the Older Girl opt-out plan
- Cookie Share donations are “virtual” and will be given directly to organizations which GSHCC partners with. They will not be added or taken out of a troop's physical inventory
 - The troop will be financially responsible for these cookies. Cookie Share donations are \$6
 - Troops cannot collect any donations that are not allocated towards Cookie Share (see Volunteer Essentials for more information)
- Cookie Share donations purchased via Direct Ship do not need to be added by cookie managers
 - These are automatically credited to girls and are not shipped to customers. GSHCC handles distribution at the end of the cookie program



**Boost bars fit on the Theme Key Ring (earned by selling 360+ packages)*

Community Donations

Participants can set aside physical inventory if they wish to coordinate donations to community organizations on their own. Participants are responsible for identifying the organization they will be donating to and for distribution. These types of donations are not entered as Cookie Share and do not count towards the Cookie Share rewards.

Cookie Drops



Initial Orders will be picked up at your Cookie Drop (Mega Drop or Mini Drop depending on your service unit). You must pick up their Initial Order at your scheduled location and date. Ask your service unit how you can help and be sure to distribute cookies to customers in a timely manner.

Service Unit Mini Drops

- Regional cookie distribution coordinated by service unit teams
- Service unit plans and coordinates appointment times so GSHCC is unable to provide troops with detailed event information
- Ask how you can help at event

Inventory Discrepancies

- Count all inventory before distribution to customers
- If you received more or less inventory than expected, notify GSHCC within 24 hours of event

GSHCC Mega Drops

- Larger cookie distribution coordinated by GSHCC
- You will schedule appointment time in Smart Cookies
 - No more than three cars per Juliette troop
 - No additional passengers
- Service units are required to provide 10 volunteers per service unit – ask how you can help



Booth Reservations



Lottery Round

- Juliettes will be able to pick from locations within your service unit boundaries only
- Service units paired with another service unit will be in a district in Smart Cookies and will share booth opportunities
- January 14–17: Can select 10 booth preferences in Smart Cookies.
 - Will open at 7 p.m. on January 14
 - Will close at 11:59 p.m. on January 17
- Vary your booth preferences by location, date and time
- Juliettes will be awarded 2 of the 10 requested booth opportunities
- May be awarded up to one premium site, but it is not guaranteed
- Avoid selecting only premium booth sites; Juliette troops will only be awarded up to one premium booth site
- Not on a first-come, first-served basis; reservations awarded at random in Lottery system
- You will receive emails from Smart Cookies on January 18 notifying them of booth appointments they were awarded, if any

First-Come, First-Served (FCFS)

Locations and time slots are offered on a first-come, first-served basis and are available council-wide.

Round 1

- Opens Sunday, January 21 at 7 p.m.
- Closes Wednesday, January 24 at 11:59 p.m.
- Can secure up to four booth appointments; only two may be premium locations

Round 2

- Opens Sunday, January 28 at 7 p.m.
- Closes Wednesday, February 7 at 11:59 p.m.
- Juliettes have the opportunity to secure up to 20 booth opportunities; only ten may be premium locations

Round 3

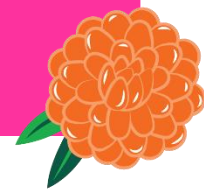
- Opens Thursday, February 8 at 7 p.m.
- Remains open until the end of the cookie program
- Juliettes are able to secure an unlimited amount of booth appointments, including premium locations

Premium Sites are high traffic locations like Walmart, shopping malls, etc. and will be marked in Smart Cookies with a P when viewing booth options. These locations are limited and marked Premium in order to allow for more troops to have access to the opportunity. It is the service unit cookie manager's responsibility to identify premium locations and mark them as such in Smart Cookies when entering booth locations.

If you cannot attend their scheduled booth appointment, you are required to cancel in Smart Cookies as soon as possible. The booth sale schedule is shared in the national Girl Scout Cookie Finder. Customers searching for Girl Scout Cookies are directed to booth locations that show troops scheduled in Smart Cookies. Canceling unwanted booth locations gives other troops the opportunity to fill the time slot and limits customer frustration. **Troops who do not cancel booth reservations in the system risk losing booth privileges.**



Troop Secured Booths



What is a Troop Secured Booth?

A Troop Secured booth is a location that is secured by a Juliette troop for a limited number of appointments (limited to no more than ten dates/times in two hour blocks per location, for a total of 20 hours) at a location that a troop thinks would be a good selling opportunity and is not already a service unit secured site. Troop secured booths are subject to the same rules and guidelines as service unit and council secured booth locations. These booths must be entered into Smart Cookies using the Troop Secured Booth tab and will be reviewed by GSHCC. Troops will receive an email from Smart Cookies within three business days letting them know if their booth request has been approved or denied (starting February 12).

Guidelines

- Must be reviewed and approved by GSHCC or service unit cookie managers
- Must show as approved in Smart Cookies prior to troops hosting booth
- Locations will show as Pending under Troop Reservations section of Smart Cookies until it is reviewed. Once GSHCC reviews, status will change to Approved or Denied
- If a booth submission is denied, the troop will receive an email stating denial reason
- Submissions less than one week in advance of requested date may be denied due to insufficient approval time
- Locations must provide written permission, to be provided upon request
- Troop Secured Booths cannot be within half a mile of a service unit secured site
- GSHCC and service unit secured booths have priority in the event that a troop secured booth is scheduled during the same time and/or in close proximity to another location
- Troop Secured booths must be within council jurisdiction
- Lemonade Stands are not submitted as Troop Secured Booths
- Must follow all booth dates and guidelines

If a location would like to offer more dates/times than allowed for a troop, they will be asked to open up the opportunity to all GSHCC troops.



Preparing For Booth Sales

Your Role

- Know the Girl Scout booth sale guidelines
- Notify troop as soon as possible if you can no longer attend booth so they can find a replacement
- Keep track of inventory and funds
- Review the safety guidelines in Volunteer Essentials and Safety Activity Checkpoints
 - Only registered Girl Scouts may attend booth sales
- Encourage participants to decorate booths

How to Prepare

The Juliette caregiver is responsible for reserving booths and making sure the sales are accurately recorded.

You should bring:

- Assortment of cookies
- Table, chairs (if allowed on property)
- A data-enabled device to accept credit card payments
- Booth Sale Worksheet
- Copy of the booth sale guidelines
- Print out of booth confirmation in Smart Cookies
- First aid kit

Optional:

- Decorations
- Hand sanitizer
- Gloves

Financial Transactions at Booths

- Accepted forms of payment are:
 - Credit Card

Booth Guidelines

- 1-4 girls and 2 adults required at all times
 - Only registered Girl Scouts may attend booth sales
 - Minimum of 2 adults required for all Girl Scout activities
 - At least one volunteer must be a registered volunteer with background check
 - At least one female volunteer
 - Booth cannot be hosted with one adult
- Can only be set up at locations that are entered and approved in Smart Cookies
- Booth sales should be girl-led
- Recommended to wear at least one official uniform item, but not required
- Customers should be approached when they are exiting establishments
- Leave the place better than you found it
- Arrive and depart booths on time to ensure other troops can set up for their reservations
- No selling on public streets. Wagon sales are only allowed in residential areas
- No blocking the entrance or exit of an establishment
- Sell only Girl Scout cookies at booths
 - Raising funds for other organizations at booths is not permitted
- Have fun!



Booth Inventory

\$6 per package

12 cookie packages per case

How much should I bring to a booth?

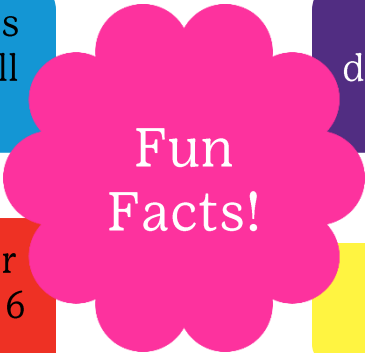
Keep in mind variables that could impact booth sales, such as, time and day of week, location, and weather. Based on average sales (three year trend), we recommend you order based on the below mixture:

All Locations/All Varieties	Average sales per 2 hour time slot
First Friday	124
First Saturday	121
First Sunday	103
First Week (Mon-Fri)	103
Second Saturday	100
Second Sunday	92
Second Week (Mon-Fri)	87
Third Saturday	92
Third Sunday	84
Third Week (Mon-Fri)	87
Fourth Saturday	94
Fourth Sunday	85

All Locations/All Dates	Average sales per 2 hour time slot
Adventurefuls	10
Toast-Yay	6
Lemonades	11
Trefoils	5
Thin Mints	25
Peanut Butter Patties	14
Caramel DeLites	21
Peanut Butter Sandwiches	5
Caramel Chocolate Chip	2

The oven that bakes Trefoils® is as long as an American Football field.

A cookie season of Caramel deLites® needs as much coconut as 6 blue whales weigh.



ABC uses enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.

Girl Scouts have been selling Lemonades® since 2006.

A-lot-l Alternatives to Booth Sales

In addition to booths, we recommend that participants explore alternative ways to get cookies to customers to learn new skills, marketing strategies and inventory management.

All alternative options must follow booth dates and guidelines



Lemonade Stands

- Held on private, residential property only
- Residential areas such as parks are considered public areas and require approval as Troop Secured Booths
- Cannot be in commercial/business areas
 - Booths in commercial/business areas must be submitted as Troop Secured Booths
- Do not require approval
- Are not entered into Smart Cookies for safety as locations are shared in the National Cookie Finder
- Can have one adult if only one girl is present
- If there are two to four girls present, must have two adults
- Must follow booth guidelines (unless otherwise noted above)

Walkabouts and Wagon Sales

- Adult supervision is required for Walkabouts and Wagon Sales
- Troops can post flyers or leave door hangers in their neighborhood
 - Resources are available online
- Personal information, such as address, cannot be posted on public pages

Cookie Drive-Thrus

- Work with service unit and local businesses to secure a safe location and collaborate on advertising these drive-thrus
- Must be entered and approved in Smart Cookies prior to troops hosting the sale
- Share drive-thru locations with your community and invite individuals to visit locations while keeping a safe distance
- Booths must be set up in such a way that girls never approach vehicles in the line of traffic

Virtual Booths and No-Contact Deliveries

- Tap into social networks and share cookie links following safety guidelines
 - For safety, links cannot be posted on sites/pages where selling is the primary focus. Includes but not limited to: Craigslist, eBay, Facebook Marketplace, Nextdoor for Sale, etc.
- Encourage girls to get creative and have fun
- Participants should communicate with customers to determine where they would like cookies dropped off

Cookie Cupboards



What is a Cookie Cupboard?

- Operated by a GSHCC staff or volunteers who have offered their space and their time to warehouse an inventory of cookies
- All Cupboards are CLOSED on Mondays for inventory days
 - Periodically closed throughout program based on demand
- Inventory cannot be returned or exchanged
- Inventory is based on the Planned Orders placed by troops
- May not be restocked for all varieties towards end of cookie program

What is a Planned Order?

- Placed at a local Cookie Cupboard by 11:59 p.m. on the Sunday before a troop would like to pick it up
 - An order placed on Monday, for example, would be available for pickup Tuesday of the following week
- Help GSHCC accurately stock Cookie Cupboards based on community demand

- List of Cookie Cupboards will be shown at time order is placed
 - Troops pick the location, day and time most convenient for them
- Orders held for 48 hours
 - Orders not picked up within that timeframe will be canceled and cookies made available for other troops

What is an Unplanned Order?

- Picked up at local Cookie Cupboard on a *first-come, first-served* basis
- Only used in the event that Juliette needs more cookies outside of Planned Order
- At discretion of Cupboard manager
- Contact local Cupboard to check if they accept Unplanned Orders and to check available inventory before visiting
 - Capacity for excess inventory varies by each Cupboard location
- If Cupboard does not have inventory needed, consider contacting another Cupboard or work with another troop to process a Troop to Troop transfer
- Planned Orders take priority over Unplanned Orders

Typical Planned Order Week					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Planned order deadline by 11:59 p.m.	Based on planned order volume, existing cupboard inventories and existing inventory at Master Cupboard (delivery agent), Product Program purchases additional inventory from ABC Bakers by noon on Monday.	Transit Time from ABC Bakers distribution center to GSHCC Master Cupboard.	Transit Time.	Transit Time. Delivery Agent starts delivery routes to Cookie Cupboards council-wide, if inventory is available at their warehouse. Cupboards are stocked based on existing inventory vs inventory needed for Planned Orders.	Monday's order arrives at GSHCC Master Cupboard (may arrive following week as transit time can be 5-7 days). Delivery agent continues Cupboard deliveries, if inventory has arrived. Cookies available for pick-up as early as Friday (check with Cupboard).



Note: Though there may be pick up times available early in the week at local Cupboards, GSHCC suggests troops schedule pick-up for Thursday or later. Due to transit times, Cupboards may not have inventory to fill Planned Orders scheduled for pick-up Tuesday-Wednesday.

Transfer Orders



Maintaining accurate inventory is very important and key to having a successful cookie season. Inventory management is a critical part of the Girl Scout Cookie Program for your Juliette and directly impacts your troop's bottom line. Anytime inventory is given to someone else, the transfer should be entered in Smart Cookies as soon as possible to facilitate inventory management.

Your Role

- Monitor troop inventory regularly
- Verify all transfers have been entered accurately and in a timely manner
- Smart Booth Divider is highly encouraged for booth sales; Can be used after each booth sale or can divide all booth sale packages at the end of the program
- Do not create negative inventory

What is negative inventory?

- When a troop's on hand inventory shows up as a negative number in the system
- Troop has *transferred out* more cookies than what was in troop inventory
- Make sure all transfers were entered in the system correctly
 - Are Cupboard to Troop, Girl to Troop, and/or Troop to Troop transfers correct? Did your troop receive extra inventory at Mega Drop that was not reported?
- **What happens with negative inventory?**
 - Troops will be contacted to correct their inventory transfers by GSHCC
 - If not corrected by March 24, GSHCC will process Girl to Troop transfers to correct the discrepancy
 - May impact girl rewards

What Is a Transfer Order?

Transfer Orders are how inventory gets assigned to troops and girls in Smart Cookies.

Types of Transfers

Troop to Troop Transfer (T2T)

- Transfers inventory between troops
- Troop transferring *out* will process transfer in system
- Can transfer by individual packages

Troop to Girl Transfer (T2G)

- Transfers inventory to participants within a troop
- Reduces troop on hand inventory and increases each girl's packages sold
- Two types of T2G transfers
 - With financial responsibility in the PACKAGES field: Girls will need to turn in money collected
 - Without financial responsibility in the BOOTH field: Money was collected at a booth
 - Strongly recommended to use Smart Booth divider to distribute packages sold at booth instead of transfer order

Girl to Troop Transfer (G2T)

- Transfers inventory back to troop
- At each troop's discretion
 - Troop can choose to accept or decline excess inventory
 - Some troops may not accept returns

Cupboard to Troop Transfer (C2T)

- Planned Orders convert to C2T transfers once picked up from Cupboard
- Increases troop on hand inventory
- Troops should verify C2T transfers are accurate and entered in timely manner
- Only Cupboard managers can process these order types
- Can only transfer in full cases



Rewards

Your Role

- Set a goal
- Submit all reward choices and sizes prior to submission deadlines
 - Girls cannot receive rewards if Recognition Order is not created by troop
 - Rewards cannot be changed after the deadline
- Familiarize yourself with experience dates prior to selecting them to ensure there are no scheduling conflicts
 - Available on GSHCC website starting January 2024
- Ensure all age requirements are met prior to selecting rewards
 - Some rewards are for Cadettes, Seniors and Ambassadors only
- Pick up rewards as soon as possible
 - Early reward will be available in mid-late February
 - Main rewards will be available mid-May

Cookie Experiences

- All events with a green star require an adult chaperone
- All events with a pink star are for Cadettes, Seniors and Ambassadors only
- Camp Menzies voucher can only be used for the 2024 camp season
 - Cannot be moved to a different year
 - Cannot be used for other camps
 - Girls who wish to secure a spot in a specific camp session, may register before confirmation of the reward is given, but will have to pay the \$25 deposit
 - Deposit is not required and GSHCC will work to offer each earner one of their preferred camp sessions
- Girl Scouts must be present at event to receive any swag items earned
- No alternate dates are available for cookie experiences
 - GSHCC cannot provide tickets to events



Lucy + Lottie the axolotls are wishing you a gill-y successful Girl Scout Cookie® season!

OWN YOUR magic

Cookie Program Dates:
January 12—March 17, 2024
Rewards are cumulative!

Goal:

 <p>Theme Patch 45+ packages</p>	 <p>Custom GSHCC Pin 85+ packages</p>	 <p>Charm Bracelet 160+ packages</p>	 <p>Small Plush 255+ packages</p>	 <p>GSHCC Branded Hoodie 625+ packages</p>	
 <p>Achievement Bars start at 100+ (increments of 100)</p>	 <p>GSHCC Branded T-Shirt AND Theme Cookie Key Ring 360+ packages</p>	 <p>Large Plush Pillow 475+ packages</p>			
 <p>all 3 items!</p>	<p>Beach Towel, Drybag Backpack, AND Axolotl Plush Belly Jelly (4 Assorted colors) 775+ packages</p>	 <p>Crocs Clogs AND Custom GSHCC Charms OR iFly STEM Experience 975+ packages</p>	 <p>Paddling Experience AND Inflatable Raft OR 3D Printer Package 1350+ packages</p>		
 <p>2024 Camp Menzies Voucher OR Nintendo Switch Lite Gaming Bundle 1750+ packages</p>	 <p>San Diego Safari Zoo Experience OR San Francisco Excursion OR Record Player AND Music Experience 2800+ packages</p>	 <p>iPad AND Design Workshop OR Crater Lake Roadtrip 4000+ packages</p>			

Colors may vary. All reward experiences are designed to meet Safety Activity Checkpoint guidelines.

All events with a green star require an adult chaperone. Events with a pink star are for Cadette, Seniors or Ambassadors only. If in-person experiences must be canceled due to COVID-19, girls will earn the alternate experience and/or physical item offered for each level. The camp voucher can only be used for a 2024 Camp Menzies season (up to a five-day session or any weekend camp session for a girl and one chaperone) and cannot be rolled over to a future year. For more information, please visit www.girlscoutshcc.org/rewards.

Financials

Troops will deposit all monies (including checks) into their own bank account and the troop's balance due will be withdrawn via ACH (Automated Clearing House).



Pathway Credits

- Due to IRS guidelines, participants cannot earn cash funds
- All Juliettes qualify for Pathway Credits
 - Funds earned based on chart below
 - Juliettes can return up to 24 packages of unsold inventory. Pathway Credits are earned after returns are made
 - Pathway Credits are loaded on a card that can be used for membership dues, uniforms, GSHCC Sacramento and Modesto shops, camp and GSHCC activities

Packages Sold	Credit Earned
51-70	\$50.00
71-90	\$65.00
91-110	\$80.00
111-130	\$95.00
131-150	\$110.00

*Juliette Pathway Credits are not cumulative
 **After 150 packages, girls will earn \$15.00 for every 20 packages sold!

Payments

- Accepted payment methods:
- Credit Cards
 - GSHCC will cover Digital Cookie fees for the 2024 cookie program
 - Cash and checks are not permitted as Juliettes do not have a troop bank account in which to deposit funds

Cookie Collection

- Juliettes should collect all funds in Digital Cookie. This will ensure Juliettes do not have an outstanding cookie balance due.
- If cash is accepted, Smart Cookies will show a balance due. If funds are not paid, balances will be sent to an external collection agency
- Participants who had balances due will be unable to participate in in-person sales and caregivers will be unable to hold volunteer roles that manage finances (such as troop leader or cookie manager roles)

Theft/Loss

- Caregivers are responsible for funds and cookies in their possession
- It is the caregiver's responsibility when cookies are in participant's possession
- Notify troop immediately in the event of loss or theft

Conflict Resolution

These processes are meant to reduce stress and frustration when troops encounter conflicts.



Performance Management

When a performance issue is identified, inappropriate behavior is displayed or the caregiver/participant does not follow program guidelines, GSHCC will bring it to their attention as soon as possible. Concerns reported to GSHCC Customer Care will be addressed using the following steps:

- 1. Coaching:** An informal discussion with the cookie manager and/or troop leader is often sufficient to prompt voluntary corrective action by the participant. A summary of the discussion may be given in writing and will be documented in the corresponding caregiver and troop records. Cookie managers will be notified if concern is regarding a caregiver. Service unit will not receive copies.
- 2. Written Warning:** When a caregiver/participant's performance or behavior necessitates, a written warning will be addressed to the troop with copies to the service unit cookie manager and will be documented in the corresponding troop's records.
- 3. Dismissal:** If the caregiver/participants performance continues to deteriorate, an acceptable level of performance is not achieved, or the situation merits, they will no longer be allowed to participate in the cookie program and/or volunteer will be removed from their role.

Product Complaints

If there is a complaint due to the overall quality of the cookies, please visit www.abcbakers.com/contact-us, email ABCSmartCookieBakers@hearthsidefoods.com or 800.221.1002.

Issue with Direct Ship Order

If a customer experiences issues or has concerns regarding their Direct Ship order, please contact ABC customer care. ABCSmartCookieDirect@hearthsidefoods.com. GSHCC is unable to look up order information.

Thanking Customers

Remind girls to find a special way to say “thank you!”—whether through a thank you video or a personalized note, Girl Scouts will want to show their customers some appreciation!



Product Program Terminology

ABC Bakers: One of two bakers licensed by Girl Scouts of the USA to provide cookies for the Girl Scout Cookie Program.

Automated clearing house (ACH): The electronic transfer of money from one bank account to another via computer-based systems, without the direct intervention of bank staff.

Bakers: The licensed companies that supply Girl Scout Cookies to councils. There are two licensed bakers, ABC Bakers and Little Brownie Bakers. Cookies with the same flavor profile may have different names depending on baker of origin (e.g. Samoas are from LBB and Carmel deLites are from ABC).

Booths: Public location of a stationary sale of Girl Scout Cookies.

Case: Term used for a container of 12 packages of Girl Scout Cookies.

Cookie Permission Form: Form giving permission for a girl to sell cookies and acknowledging caregiver responsibility to pay for all cookies ordered on their behalf.

Cookie Cupboards: Volunteer-staffed or council employee-staffed cookie storage locations (such as warehouses or council offices) where volunteers can pick up cookie restock orders.

Cookie Share: Packages of cookies purchased by customers that GSHCC will deliver to the military or other nonprofits on behalf of our troops. The girls collect the money but do not physically take possession of the cookies.

Delivery agents: The transport companies that handle product delivery for Girl Scout councils.

Digital Cookie: Application used primarily by participants to sell cookies to customers online, track progress towards a goal, and manage sales.

Direct Ship: An online sales platform for Girl Scout Cookies, designed to supplement and enhance the traditional cookie program. Smart Cookies lets customers order cookies through an online system and have their cookies shipped directly to them.

Early Reward: Rewards girls or troops earn based on their first order (Initial Order) placed with their council.

gsLearn: An online learning site that allows for just-in-time training and the ability to track all accomplishments, both online and in person. Learn at your own pace, access additional resources, and repeat info when needed.

Initial Order: This is the first order the council places with its baker for cookies, which includes girls' orders and troops' orders.

Jurisdiction: The geographic area over which a Girl Scout council's authority extends.

National Cookie Finder: Found at www.girlscoutcookies.org; members of the public can type in their type in your zip code to locate a cookie booth near you.

Package: Term for a single container of cookies.

Per Girl Average (PGA): The average number of packages girls sell. This could be determined for a troop. Calculated by taking total packages sold divided by total girls selling.

Registered member: A person who has paid annual dues to be a member of Girl Scouts or is a lifetime member of Girl Scouts.

Rewards: Merchandise or cookie credits given to acknowledge a girl's efforts in the cookie program. Rewards are based on the number of packages sold during the cookie program.

Retail Price: The price the customer pays for a single package of cookies.

Smart Cookies: Application used by troops for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales.

The Five Skills: Girls participating in the Girl Scout Cookie Program earn funds for their Girl Scout activities while learning key skills that will help them in business and life. Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.

Troop proceeds: The portion of cookie earnings that a troop keeps and spends on the items its members decide to fund, for example trips or community service projects.










Troop Treasure: Earned rewards for girls participating in the cookie program, based on sales activity. Troop Treasure can be spent on Girl Scout programs and mission-related items and services such as camping and other events, troop activities, or Girl Scout merchandise.

Warehouse: A large facility that a council may use to store its cookies.

Girl Scout Cookies®

2024 Food Allergens Guide



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



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