

2025 Service Unit Cookie Guide



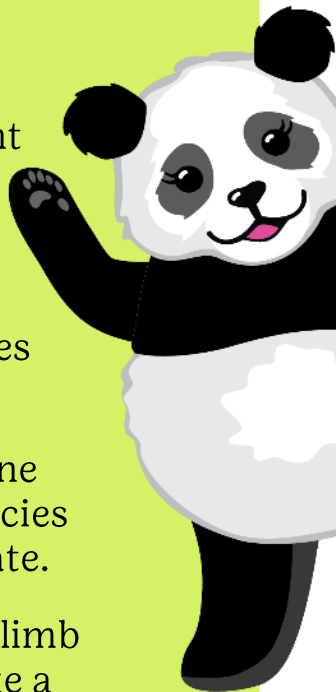
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Meet the Panda

Use these panda fun facts to kick off your Girl Scout Cookie rally with some fun.

Did you know?

- Giant Pandas spend nearly 12 hours a day eating.
- Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.
- 99% of their diet consists of different types of bamboo.
- Their natural habitat is only in the mountain ranges of central China.
- Giant Pandas are one of the few bear species that do not hibernate.
- Giant Pandas can climb trees backward, like a handstand, to leave scent markings and communicate!

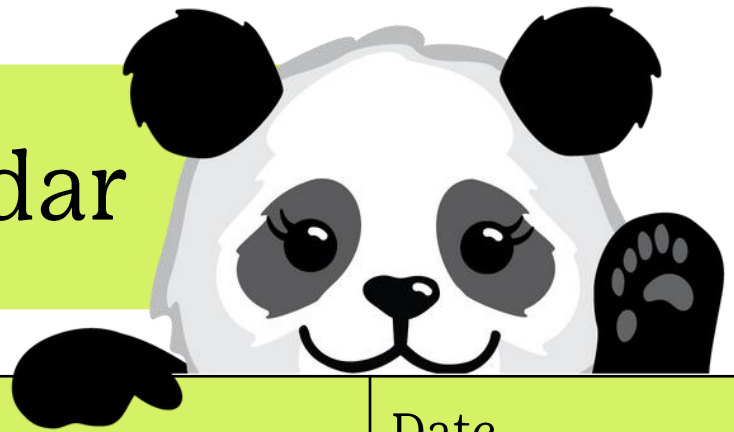


Service Unit Training Guide Addendum

Use this guide addendum in conjunction with the Troop Cookie Guide to ensure a successful cookie program for your service unit.

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Cookie Calendar



Activity	Date
Service Unit Early Access to Smart Cookies	November 22
Mini Drop Request Forms Due	December 1
Booth Locations Entered in Smart Cookies	January 3
Initial Order and Early Recognition Order due from SU	January 28
Main and Troop Recognition Orders due from SU	March 23
Last day for SU to report reward discrepancies to GSHCC	May 25

The listed dates are in addition to all dates found in the Troop Cookie Manager Guide

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



Volunteer Responsibilities

Before the Program

- Share your enthusiasm for the Girl Scout Cookie Program with your service unit and share your service unit's goal—hosting a cookie really is a great way to do this!
- Begin preparing for your Cookie Drop (if applicable)
 - Identify and secure a Mini Drop location if your service unit does not attend Mega Drop
 - Recruit volunteers for the event. Service units attending a GSHCC Mega Drop are required to provide at least 10 volunteers for the day of the event. If this requirement is not met, GSHCC will discuss a Mini Drop with your service unit for future cookie programs
- Secure booth locations throughout your service unit and enter all locations, dates, and times in Smart Cookies by January 3
- Ensure that troop cookie managers complete training for the 2025 cookie program in gsLearn
 - Cookie managers will receive a certificate of completion which must be provided to you prior to receiving program supplies
- Ensure troop review the Troop Cookie Manager Guide
- Share your contact information and availability with troop cookie managers
- Inform troops of all resources available to them
- Distribute troop program supplies upon training completion and prior to the start of the program
- Verify that all participating troops have submitted banking information via the ACH Authorization Form. Troops who participated in the 2024 Girl Scout Cookie or Fall Product Program will have their information automatically uploaded, and do not need to complete the form unless banking information has changed.



During the Program

- Mentor and support participants and caregivers by:
 - Sending out important notifications as the program progresses
 - Being the first point of contact for questions, showing best practices and helping with caregiver engagement
 - Ensuring a system is in place for troops to communicate when they have extra cookies or need more cookies; encourage using this before picking up more cookies from the Cookie Cupboards
 - Share additional resources with troops that can be found on www.girlscoutshcc.org/resources
- Keep up to date with bi-weekly emails, emails sent from the Product Program Department, Rallyhood updates, and news on our website
- SU cookie managers must be opted in for and read program email
- Ensure troops are also staying up to date with communications sent

After the Program

- Ensure all troops have assigned sold inventory to girls in Smart Cookies to maximize rewards
- Ensure all troop balances are zero after the final ACH withdrawal
- Ensure all troops save copies of recommended reports prior to cookie sales platforms closing for the season
- Encourage participants to save their customer list for next year
- Count rewards upon receipt and no later than May 25
 - ABC is unable to replace items after this date
- Distribute rewards promptly to troops
- Remind participants to thank their customers





Additional Service Unit Support Roles

Consider finding other service unit volunteers to support the service unit cookie manager role.

Cookie Booth Coordinator

- Secure booth site locations throughout the service unit and enter all locations, dates, and times in Smart Cookies by January 3

Cookie Reward Coordinator

- Receive all girl reward items, distribute items to the troop cookie managers in a timely manner, and return unclaimed reward items to the product program department.

Cookie Event Coordinator

- Assist the team with Cookie Rallies and service unit Cookie Drops (for service units not attending a Mega Drop)
- Cookie Rally—Recruit older girls to organize a Cookie Rally to teach younger girls about The 5 Skills, safety and fun

Cookie Drops

- Service Unit Mini Drop
 - Secure Cookie Drop location, schedule event date, and recruit volunteers
 - Count inventory with the delivery agent on the day of your event to ensure you have received the correct amount of cookies
 - Ensure troop volunteers have counted and signed for their troop's Initial Order
 - See Mini Drop Planning Checklist for more information.
- Mega Drop
 - Recruit volunteers to help at your regional Mega Drop and have them registered by January 3 (only for those service units attending Mega Drops)
 - Volunteer registration instructions will be sent in December 2024




Supporting Juliette Participants

As a service unit cookie manager, your role also includes supporting individually registered Girl Scouts (Juliettes) and their families who may wish to participate in the cookie program. Ensure that families are receiving regular communications and reminders. You will also distribute rewards to these families. The Girl Scout Cookie Program provides girls an opportunity to learn The 5 Skills and helps to fund their Girl Scout Leadership Experience (GSLE).

- Juliettes must submit a digital Cookie Permission Form prior to participation
- Caregiver will act as cookie manager for Juliettes
- “Troop number” will be the caregiver's nine-digit GSUSA ID number.
 - Families with more than one Juliette will be able to manage girls under one troop account
- Cannot accept cash or check payments; all payments collected via Girl Delivery or Direct Ship orders
- Families must abide by all program guidelines and deadlines
- Submit the same inventory and reward orders as troops do
 - No Troop Recognition Order will be submitted
- Can place Planned Orders for additional inventory needs
- If Juliettes have unsold inventory at the end of the program:
 - Must complete Juliette Unsold Inventory Form—which can be found at **www.girlscoutshcc.org/resources**
 - GSHCC will transfer out up to 24 packages of unsold cookies (any variety) per girl
 - Cookies must be in “troop” inventory, meaning not assigned to girls and not counted toward rewards
- Juliettes can participate in booths and alternatives to booths following all safety guidelines
- Juliettes can earn Pathway Credits based on the number of packages sold. These credits can be used within GSHCC to pay for events, uniforms, camp, and more
- In accordance with the IRS, individual girls cannot earn proceeds on a per-box basis

Packages Sold	Credit Earned
51-70	\$50
71-90	\$65
91-110	\$80
111-130	\$95
131-150	\$110

*Pathway Credits are not Cumulative

**After 150 packages, girls will earn \$15.00 for every 20 packages sold



Service Unit Incentive



Your Role

- Communicate your service unit's goal with your troops
- Strategize with your troops about how they can help achieve this goal. Here are some suggestions:
 - Keep recruiting girls during cookie season
 - Encourage girls to engage in sales throughout the entire program
 - Engage Juliettes/Individually Registered Girl Scouts

Incentive

- Communicate your service unit's goal with your troops
 - Achieve 10% growth over the number of girls registered as of July 1, 2024
- Achieved through renewal and new registrations
- The service unit will earn three cents per package of cookies sold by the entire service unit
- Funds will be sent to the service unit in May 2025



Order Submissions



Your role is to verify that all troops have created their Initial Order and all Recognition Orders by their deadlines. If edits need to be made, you are able to do so at the service unit level until your deadline.

Initial Order and Early Recognition Order

- Review all Initial Orders for troops in your service unit and ensure that all participating troops have submitted their order
- **Important:** Girl Delivery orders included in the Initial Order will show a green checkmark in Digital Cookie under the “Initial Order” column and should not be included in the “Inv” column
- Girl Delivery orders received after January 21 and not showing the green checkmark can be added to the “Inv” column to count for rewards.
Please note: Troop is responsible for verifying the order was not included in the “presale” column
- If you have concerns about a troop’s Initial Order, please contact their troop cookie manager; the decision will ultimately be up to the troop
 - Orders are the financial responsibility of the troop and are non-refundable
- Assist troops in determining the right number of packages needed for their first few booth sales
- Ensure troops opting for the Older Girl Proceeds have changed their proceed plan
- Verify that all troops have an Early Recognition Order created
 - Remind troops to select correct sizes as no changes can be made after submission
- Submit Initial and Early Recognition Orders. Order status should show as “S” in Smart Cookies; this means it was submitted at the service unit level
 - Check out our Just in Time training for more information
- GSHCC is unable to modify orders after Tuesday, January 28

Main and Troop Recognition Order

- Verify troops have assigned all sold inventory to participants
- Ensure all troops create the Main and Troop Recognition Orders, regardless of proceed plan selected
- Juliettes submit a Main Recognition Order only
- Rewards cannot be ordered for troops without recognition orders
- Troops with outstanding cookie balances will go into the collection process and will not receive Troop Treasure (if earned)
- Submit all Main and Troop Recognition Orders at the service unit level. Order status should show as “S” in Smart Cookies; this means it was submitted at the service unit level
- Count all rewards upon receipt and prior to troop distribution
- Print copies of recognition reports for each troop to facilitate distribution
 - Count items with troops at the time of pick-up
 - Save a signed copy of the report for your records
- Remind troops to count rewards prior to distribution to participants

Reward discrepancies

- Troops must notify you within 24 hours and must resolve with you directly
- Service units must notify GSHCC within 7 days of discrepancies at the service unit level
- All discrepancies must be reported to GSHCC prior to May 25; cannot order replacements from ABC after this date



Securing Booth Sites

Your Role

- Secure booth sale locations within service unit boundaries
- Maps can be found on the GSHCC website (Discover -> Our Council)
- Enter all booth appointments into Smart Cookies as you get approval from each location and no later than Friday, January 3
- Locations can be added after this time but will not be available for Lottery round

Tips for Securing Booth Sites

- Be creative and think outside the box
- Always keep safety of troops and girls in mind
- Consider grocery stores, coffee shops, community clubs, shopping centers, retirement homes, colleges, office buildings, community centers, etc.
- Do not solicit booth sales locations where girls are prohibited without an adult
 - Participants should not sell in or in front of establishments that they themselves cannot legally patronize (i.e. bars, liquor stores, casinos, or medical marijuana dispensaries)
- Always introduce yourself as a Girl Scout service unit volunteer
- Ask for information regarding the approval process, policies, procedures, and restrictions for solicitation outside of their establishment
- Inform store personnel that a Certificate of Insurance is available upon request
 - Found on GSHCC website **www.girlscoutshcc.org/resources**
 - Allow up to two weeks for processing
- Use the Booth Approval Form when requesting appointments
- Upload all signed approval forms in Smart Cookies; this is especially important when working with large chain retail locations with multiple managers
- Provide site managers with a list of items that may be used at a site sale (tables, chairs, signs, posters, etc.) and confirm they are allowed at their location







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Girl Scout Cookies®

2025 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	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
 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	M	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.