



Troop Cookie Guide

2024 Girl Scout Cookie Program

girl scouts 
of wisconsin
badgerland

Your Cookie Calendar

✓	DATE	WHAT TO DO	PAGE
January			
	January 13 & 14	New Program Training for Volunteers	23
	January 20 & 27	Tech Training for Volunteers	23
	January 29 & 30	Booth Scheduler Lottery opens for council - secured booth sites January 29 at 10 a.m. through January 30 at 9 a.m.	17
	January 30	Booth Scheduler Lottery winners drawn at 10 am.	17
	January 31 & February 1	First come, first served booths open - choose 3 additional booth locations January 31 at 8 a.m. through February 1 at 7 a.m.	17
February			
	February 1 - February 4	First come, first served booths open - choose 3 additional booth locations February 1 at 8 a.m. through February 4 at 7 a.m.	17
	February 2	Initial Cookie Order due in ABC Smart Cookies.	10
	February 4	First weekly booth scheduler opening - Troops can log back in every Sunday at 8 am to request additional council-secured booth locations.	17
March			
	Prior to March 2	Update your troop bank account info in ABC Smart Cookies.	5
	Prior to March 2	Return the Troop Cookie Coordinator Agreement (available online) to your PPL.	4
	Prior to March 2	Collect Permission Slips from families.	23
	March 2	Cookie Program Begins! Girls start taking orders.	14
	March 3	First Planned Order due. Planned Orders due every Sunday at 10 p.m. thru April 7. Orders will be available for pick-up on Friday/Saturday.	11
	March 20	Communicate with families and determine if your troop needs to return cookies.	21
	March 20	ACH Withdrawal #1: 30% of troop's balance as of March 13.	20
	March 22	Order-Taking Troops: Collect order cards and money from families. Place Planned Order by March 24.	14
	March 23 & 24	Cookie Returns in Madison, La Crosse & Janesville.	21
	March 24	Order-Taking Troops: Planned Order due in Smart Cookies by 10 p.m. for pick up on March 29-30.	11
April			
	March 29 -30	Order-Taking Troops: Pick up cookies from Cookie Cupboard. Distribute cookies to girls.	14
	April 4	ACH Withdrawal #2: 40% of troop's balance as of March 28.	20
	April 7	Cookie sale ends. Keep selling until your inventory is at 0.	14
	April 15	Girl & Troop reward order due in Smart Cookies. Rewards arrive in late May.	24
	April 15	Turn in any Delinquent Parent information to Badgerland (form available online)	20
	April 16	All Cookies should be delivered to customers	14
	April 16	Deposit Cookie Money Into Troop Bank Account	20
	April 25	ACH Withdrawal #3 (FINAL): remaining balance of what's owed to council as of April 22.	20
May			
	May 18	Top Cookie Seller VIP Camp Adventure Day for girls who sold at least 600 boxes of cookies.	26
	Late May	Pick up Girl Rewards from Product Program Leader and distribute to girls.	24
	May - Early June	Badgerland Bucks and Adventure Point items mailed to girls by Badgerland.	26



It's Cookie Time!

MARCH 2 - APRIL 7

Here's the opportunity for your troop to earn funds for the activities and experiences your Girl Scouts are eager to do.

We know Cookie Season brings extra work for troop leaders and troop volunteers. Your hard work and investment of time is appreciated. And while you're out there taking care of cookie business, remember we're here to support you and answer your cookie questions. Don't be shy: lean in to the Badgerland Cookie Team and your Service Unit community to get all your questions answered.



The star of this year's Cookie Mascot is the Axolotl, inspiring girls to Own Your Magic in 'alot-l' ways as they pursue their goals.
See the axolotl-themed rewards on page 25.

YOUR GUIDE TO SUCCESS

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Badgerland Customer Care Team
info@gsbadgerland.org
800.236.2710

Badgerland Cookie Resources
www.gsbadgerland.org/cookies

Smart Cookies by ABC Bakers
www.abcsmartcookies.com

Digital Cookie
digitalcookie.girlscouts.org

A Quick-Start Guide To the Cookie Program

The Cookie Program is a lot of fun but it can quickly overwhelm even the most organized volunteers. To help ensure your Girl Scouts (and you!) have a successful sale, we suggest these guidelines.

APPOINT A TROOP COOKIE COORDINATOR

Preferably, the cookie volunteer is not one of the two troop co-leaders. Why? Even running a scaled-down sale will take time and effort. Having a volunteer dedicated to managing the troop sale will allow the leaders to step in and help without taking focus away from the girls (or burning out and frustrating all the volunteers). Sign the Troop Cookie Coordinator agreement (available online), and turn it in to your Product Program Leader (PPL.)

We can't say this enough: Make the cookie sale a troop effort and ask all parents to step up and help.

REVIEW THE VOLUNTEER AND DIGITAL COOKIES TRAINING

Even if you attended the trainings, it's worth it to go back and review before sales begin. The trainings make even more sense when it's time to start creating a Digital & Smart Cookies account and holding your family meeting to prepare the girls for the sale. This year, trainings will be available on gsLearn. We'll email you the link once Cookie Season gets closer.

HOLD A FAMILY MEETING IN JANUARY

Initial Cookie Orders are due February 2, so you'll want to meet with the families in your troop to discuss your plan for the cookie program. If you are a first year troop (see page 6 for more info), it is highly suggested that your troop conducts an order taking sale. You'll also want to confirm during the family meeting that everyone has submitted their permission slips and that rewards are chosen. See the sample family meeting agenda page 23.

CHOOSE A COOKIE SHARE PARTNER

You'll have customers who pay for cookies but choose to 'donate' them back to the troop. The troop keeps the money and donates the cookies to a nonprofit or cause of their choosing after the sale. More info on page 22.

READ THE 'COOKIE SHEET' EMAILS

Every Friday during Cookie Season, Badgerland sends out the 'Cookie Sheet', an e-newsletter for all Troop Co-Leaders and Cookie Coordinators. This email includes everything that needs to be done for the Cookie Sale that week: important dates, to-do lists and links to timely training videos. The cookie sheet is also posted on our webpage every Friday. (<https://bit.ly/GirlScoutCookies2024>)

Not getting the Cookie Sheet? Let us know right away: info@gsbadgerland.org or 800.236.2710

KNOW YOUR COOKIE NETWORK

Community Product Program Leader (PPL)

The PPL is a Girl Scout volunteer, just like you, except at the community level. Each PPL is a terrific source of cookie knowledge, and has all your troop cookie paperwork. You'll also go to them to pick up your Initial Cookie order, and pick up your troop's rewards after the sale. Your PPL will reach out to you prior to the sale.

Cookie Cupboard Manager

This may be the same person as your PPL, depending on where you live. You'll pick up your Planned Order (any additional cookies needed during the sale) from the Cookie Cupboard Manager.

Don't know your PPL or Cookie Cupboard Manager?

Call us and we'll get you connected: 800.236.2710.



How-Tos for Volunteers

ABC Smart Cookies is the online platform where troops manage their Cookie Sale. You'll find lots of 'Smart Cookies How-Tos' in blue blurbs like these throughout this guide to make your job a little easier.



Smart Cookies for Volunteers

Your Cookie Management Site

www.abcsmartcookies.com

Smart Cookies is your home base for cookie season. It's where you'll order cookies, reserve booths, communicate with families and manage rewards. It also offers video walk-thrus and trainings to make it easy to answer your last-minute questions.

How To Set Up Your Smart Cookies Account

Troop Cookie Coordinators should receive a registration from Smart Cookies the week of January 15 inviting them to set up their account.

Getting Started

- Visit www.abcsmartcookies.com.
- Enter your username (your email) and password.
- If you have more than one Smart Cookies user for your troop, we can provide each with a login and password.
- If your troop is not yet set up on Smart Cookies contact Customer Care or email info@gsbadgerland.org.

Check Out Your Smart Cookies Home Page (aka Troop Dashboard)

- Messages: Click on the message and read it.
- Calendar/Tasks: Place the cursor over the task or date on the calendar to view more information. Replace your default view with Important Dates. Be sure to review action items and tasks for important deadlines.

Verify Your Contact & Banking Information

- Select "My Troop" then "Troop Information."
- Edit your troop details and update all of your contact information.
- Update your troop level and all information using the drop down menus.
- Important: Update all contact information, including your email. We use this to send lots of updates during cookie season so please make sure it's listed correctly here and in your My GS account.
- Enter/Edit your troop bank account number and routing number.
- Alternate contact information should be your assistant cookie coordinator or troop co-leader. Click "Update Information" at the bottom.

Girls in Your Troop

- Select "My Troop" then "Troop Roster."
- If you have new girls in your troop who are not listed, email the girls name to info@gsbadgerland.org and Council will get her added to your troop roster.

How To Set Up Your Digital Cookie Site For Your Troop



1. Registered Cookie program Volunteers will get an email invitation from email@girlscouts.org mid-January that includes a link to register your troop's Digital Cookie account.
2. Take a few minutes to set up your Troops Virtual Booth Site by clicking Start, entering your zip code for the troop, select the Troop site Lead for your Troop.
3. If you are the Troop site lead, click on the Set Up your site button. Complete the registration process. Once your site is activated, you will work with the Girl Scouts in your troop to create their message and photo/video.
4. Once the site is published and the sale has begun, the troop will have 2 links to use throughout the sale: Virtual Booth link & Troop Ship only link.

Ways to Sell Cookies in 2024

Talk with your girls and troop families to determine everyone's level of comfort with participating in this year's Cookie Program and get started prepping for a fun and innovative Cookie Season! Girls within each troop do not have to sell the same way. Each Girl Scout family decides the best way for them to participate based on their comfort level and method of selling. This goes the same for the troop: if the Troop Cookie Coordinator is unable to pick up cookies, they can let the Cupboard Manager know who is picking up cookies on their behalf.

WAYS TO SELL: *GIRLS & FAMILIES*

In Person: Families go door-to-door with their girl and sell to family, friends, neighbors and coworkers. Payment is always collected at the time of the sale. Families can also arrange their own cookie booths, just be sure they give you the date/time/location so it can be added to ABC smart cookies as a troop secured booth.

There are two ways to sell in person:

Direct Sale - Girls have cookies on-hand and hands them over at the time of the sale.

Order-taking - Girls track their sales on an order card during the first 3 weeks of the sale, and order exactly how many boxes they need. They have about two weeks to make their cookie deliveries. Order taking is **RECOMMENDED** for newer girls and troops.

Online: Girls sell cookies by sharing the URL link to her unique Digital Cookies store. With assistance from her adult, she'll send her unique link to family and friends via email, text and social media. Customers order and pay for their cookies online. There are two delivery options with online sales:

Shipped Only - Customers pay for shipping and cookies are delivered directly to their doorstep from the ABC Bakers fulfillment center. Girls never have cookies on hand but still earn credit for their sales. Shipping subsidies are available - learn more on page 9.

Girl Delivery - With this option enabled, local customers can save on shipping by requesting that the girl/family delivers their order. The family confirms the order (or denies, if it's out of delivery range or they can't fulfill the order), and arranges a drop-off with the customer.

WAYS TO SELL: TROOPS

In Person: Cookie booths are a Girl Scout favorite! Typically troops hold several through the cookie sale for girls to work together toward their goals. Learn all about Cookie Booths on page 18.

Online: Digital Cookie also offers you a Troop Dashboard where troops can review orders, send cheers to the members of the troop, and manage virtual Booth Info along with your Troop Cookie Link. **Digital Cookie has six tabs: Site Lead Dashboard, Orders, My Troop, My Troop Orders, Cheers, Virtual Booths.**

SITE LEAD DASHBOARD TAB

1. Troop Virtual Booth Info: Troop Virtual Booths allow you promote online sales for your regular in-person booths. Customers can place an order, pre-pay and then pick up their order at your scheduled booth. You'll find a link and a QR code you can choose from to promote your sale. You'll also see your Troop's Ship Only Link. This allows you to send a link to potential customer to place a Shipped Only order. If a customer orders, you can assign those sales to the girls.

2. Pending Virtual Booth Orders: Indicates if your Virtual Booth Link and Girl Scouts in your troop have an order that needs to be approved or delivered.

3. Troop Rewards Deadline: If you need to set your deadline earlier than the council date, you can edit this date for your troop.

4. Troop Online Sales and Marketing: This allows you to send your notes of encouragement to the girls in your troop.

5. Reports: You can access three reports to assist you in managing your Girl Scout's Digital Cookie activity:

- **All Order Data:** details on every order for every girl.
- **Rewards Selection:** Click to pull the report and enter into Smart Cookies so you don't have to track the Girl Scout down to find out what she wants.
- **Cookie Badges:** Indicates if the Girl Scout is completing steps towards Cookie Business Badges and/or the Family Entrepreneur Pins.

Troop's First Cookie Sale?

ALL our new troops should do an Order Taking Sale.

HERE'S WHY: Taking orders and delivering later means there's no guesswork in figuring out how many boxes each girl in the troop will sell. It also means families don't have to bear the financial risk by pre-ordering cookies for each girl to sell individually.

First-Year Troops can also do online sales and a few Cookie Booths...whatever they're comfortable with.

ORDERS TAB

This allows you to search for orders in multiple fields including customer name, girl name and more. Click Orders Pending Validation to see if your troop has orders that need approval.

MY TROOP TAB

This tab shows you each Girl Scout in your troop and how many packages she has sold. It also shows you her goal (if entered), if she published her cookie site on Digital Cookie, if she has any orders to approve, and details like cookies sold, her parent/guardian, her delivery settings (is she offering Girl Delivery and are all varieties available), and how many marketing emails she sent.

MY TROOP ORDERS TAB

This offers info regarding Digital Cookie Online Orders and a link to an instructional sheet regarding online ordering.

CHEERS TAB

Make a Girl Scout's Day when you use the Cheer tab! The tab allows you to see each Girl Scout and her percentage to goal progress. A couple of mouse clicks and you can send a girl a "way to go" message. What a fun way to keep the girls motivated!

VIRTUAL BOOTH TAB

Virtual booths allows troops to capture orders instead of a physical booth sale. You can create the link, offer pick-up and/or delivery to enhance sales.
(see number 1 under Site Lead Dashboard Tab)

Creative (Hybrid) Cookie Sale Ideas

Customers are getting more comfortable placing and paying for their orders on their smartphone or mobile device. This opens up a world of possibilities!

Drive-Thru Booths w/ Curbside Pickup

Secure a convenient and public location (such as a local business, park or library) to host a scheduled drive-thru booth. In the days leading up to the sale, the girl/troop promotes their sale via email, social media, door hangers, yard signs and other creative ways. Be sure to include your troop cookie link so that customers can place and pay for their order in advance, and enjoy curbside pickup. When they arrive, they'll provide their name and the girls will load the pre-packaged order into their vehicle.

Community Walkabouts

Hang flyers and door hangers around the community to let your neighbors know that Girl Scout Cookies are back and how girls are planning to sell. Set up a cookie stand in a central location in the neighborhood and invite neighbors to drop by. Share your 'open times' with the community and on social media.



Never Underestimate the Importance of Good Signage

Keep things informative and on brand. Handmade signs are super impactful!

- Types of Cookies & Costs
- Payment Types Accepted (display your QR code!)
- Information About Cookie Share and Your Partner
- Sales Goals - What You'll Do With the Profits

Media Coverage

Contact your local newspaper and radio station and tell them how your troop is getting creative with their Cookie Sale... they'll want to hear about it!

Reach out to them a few weeks before your booth sale or drive-thru event and send them your Troop Cookie Booth Link. Be sure to tell them what your troop is working toward and remind them there's so much more to Girl Scouts than Cookies! Invite them to stop by your booth and take photos, or offer to send some later.

Contact Badgerland's marketing team with questions about media relations:
communications@gsbadgerland.org

Social Media Policy

Families (and Girl Scouts over age 13 with parent permission) can advertise their sale on their personal social media sites. We suggest you only advertise your Girl Scout sale where people know your Girl Scout.

Fun Marketing Ideas:

- Business cards
- Door Hangers
- Posters
- Thank-you Cards
- Complete the Cookie CEO Challenge during February and March

ABC Smart Cookies offers digital art and assets...just for troops to use! Follow this QR code for cookie images, axolotl-themed clip art and social media graphics to use in your troop's marketing materials.



Selling Cookies Online

Digital Cookie: digitalcookie.girlscouts.org

Digital Cookie is where Girl Scouts run their online cookie business. With parent permission, they can:

- Take cookie orders on-the-go (for nearly contactless sales)
- Create a shareable social media 'shop now' link
- Send eCard invitations to family and friends inviting them to shop their online store
- Upload a video introduction and thank-you
- Track customer orders for girl delivery (optional)
- Track sales goals
- View rewards and achievements
- Interact with her troop

Ways Customers Get Their Online Cookie Orders

1. Girl-Delivery (optional): Local customers can request that the Girl Scout deliver their cookies to save on shipping costs. The girl/family is notified of the new sale via email and has up to 5 days to approve the Girl Delivery order (parents can reject orders that might not be suitable for delivery).

2. Shipped Only: The customer pays shipping fees and has them mailed directly from the ABC Bakers fulfillment center. The cookies will arrive in the mail within 7-14 business days.

Shipping Subsidies

Badgerland is subsidizing shipping costs for its Shipped Only cookie customers again this year.

2024 Shipped Only Shipping Rates		\$5 off promo
# Packages Purchased	Shipping Fee	Shipping Promo
4-8	\$12.99	\$7.99
9-12	\$14.99	\$9.99
13-20	\$27.98	\$22.98
21-24	\$29.98	\$24.98
25-32	\$42.97	\$37.97
33-36	\$44.97	\$39.97
37-44	\$57.96	\$52.96
45-48	\$59.96	\$54.96
49-52	\$72.95	\$67.95

There is a \$5 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands.

QR Codes: How They Work



Customers simply scan the code with their smartphone camera and their internet browser will open your troop (or family's) online cookie store. They can place their order right there on their phone and pay with a credit card.

The order will pop-up on the troop's Digital Cookie account, where it can be approved and fulfilled in real time by the troop (OR delivered at a later time, if the code was scanned on a door hanger, business card, etc).

All troops have access to their very own QR code right in Digital Cookie once the sale begins!



How To Track Girls' Online Sales

All online sales are automatically uploaded into the girl's Digital Cookie account.

Girl Delivery:

- Parents must approve the sale within 5 days of the order being placed.
- If a girl needs cookies to fill this order, they must communicate that with the Troop Cookie Coordinator to get more cookies.
- Girls are responsible for connecting with customers to deliver and collect payments, if the customer did NOT pay with a credit card.

Shipped Only:

- Cookies are shipped directly to the customer.
- Orders have already been transferred to your troop and the girl.
- Troop has received credit in Smart Cookies for the financial transaction.
- Any Cookie Share (CShare) boxes ordered through Shipped Only will be taken out of Badgerland Council's inventory (NOT the troop's).

Placing Your Initial Order

Order Cookies By February 2

Place your Initial Order in Smart Cookies by February 2 if your troop is planning to do booth sales or direct selling. These cookies will be available to pick up the week of Feb. 26 - just in time for opening weekend (March 2-3).

MISS THE FEB. 2 DEADLINE? Contact your Product Program Leader, then place a Planned Order in Smart Cookies by 10 p.m. March 2. Select the location where you plan to pick up your order by Friday, March 8.



Smart+ Cookies™
POWERED BY ABC BAKERS

How To Place The Troop's Initial Order

Place Your Initial Cookie Order By February 2

- Select “Orders” then “Troop Initial Order” then “Cookies” next to “Build Order By.”
- Enter the total number of CASES per variety. One case=12 boxes of cookies. Smart Cookies will total everything for you. Remember your cookie booth extras. If you are doing booth sales, order them now.
- Choose your delivery location. Click Save & Mark your order ready for review.
- Save the order. You will be able to modify the totals before February 2.

How Many Cases Should I Order?

Ordering the correct amount is not an exact science since each troop is different. Numbers below are based on the popularity of each variety. Badgerland retains the right to modify your troop's initial order if it appears excessive for the number of girls selling.

Badgerland's Suggested Order (Per Girl Selling In Your Troop)

5 Cases	Thin Mints
3 Cases	Caramel deLites
3 Cases	Peanut Butter Patties
1/2 - 1 Cases	Toast-Yays
1- 1 1/2 Cases	Lemonades
1 1/2 - 2 Cases	Adventurefuls
1/2 - 1 Case	Trefoil
1/2 - 1 Case	Peanut Butter Sandwich

★ Cookies are ordered by the case. Each case has 12 boxes of cookies.

★ These numbers reflect cookies sold through all channels - online and in person throughout the entire sale.

You do not have to order all varieties. Best sellers are
★ Thin Mints, Caramel deLites and Peanut Butter Patties.

★ Badgerland's per-girl selling average is about 34 cases.

★ You may want to change quantities based on troop sales goals, the number of cookie booths planned, or whether you have girls selling online with Shipped Only.

NEW TROOPS:

We suggest doing a simplified order-taking sale for first-year troops. Learn more on page 6.

RETURNING TROOPS:

Use the Troop Initial Order Estimate worksheet on our website to automatically calculate 100% of your troop's last year's order; you can increase or decrease the numbers depending on your goals and the number of girls selling this year.

Wondering what the troop sold last year? Reach out to our Customer Care team and they can provide Girl Cookie Details, a Troop Sales Summary and/or the Troop Balance Summary.



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How To Place A Planned Order

- Click “Orders” then “Planned Order.”
- Select your cupboard.
- Choose a pick-up date and time. **This date/time is NOT guaranteed.** The Cupboard manager will reach out to you to sign up for your exact pickup time once they know when they are receiving their inventory needed to fill your order.
- In the Order Reference Area, it is helpful to include a reference to why you needed to order the cookies. Example: Ruby's cookies, Week 2 booths, etc. It is also helpful to indicate if someone else is picking up the cookies on the Troop's behalf.
- Enter the number of CASES (your order is for cases of cookies - not packages) for each variety and click “Save.” DO NOT click on APPROVE. Your cupboard manager will click approve AFTER you have picked up your cookies.
- A pop up at the bottom of the screen will display ‘Order Was Successfully Saved.’
- Use the “Print Receipt” icon to generate a paper receipt for your Planned Order. (optional)

After the Planned Order cookies are picked up from the cupboard, the Planned Order will become a “cupboard-to-troop” transfer that is viewable on Smart Cookies’ Order Management page. When the transfer is complete, the cases will be available for you to transfer to girls for additional sales or booth sale credit to girls.

Changing, Viewing & Committing Orders

To view all of the different order types for cookies and rewards, the Manage Orders page MUST be used.

- Select “Orders” and click on “Manage Orders.”
- Select the type of order you would like to view from the order type row, then click “Apply Search Parameters.”
- You can edit the order by selecting the icon with three dots located at the far right of the order row.
- At the bottom of the page, you can view a summary of the order types and ‘click the arrow for more’ to display Planned Order details, total cases ordered, sold, and on hand inventory.
- Once a Planned Order is placed, DO NOT edit the order without contacting the Cupboard Manager.

Planned Orders Due Sundays

Need more cookies? Great! Troops can reorder them weekly through a Planned Order. These are due in Smart Cookies by 10 p.m. on the following Sundays:

Planned Order Deadlines

- March 3
- March 10
- March 17
- March 24*
- March 31*
- April 7*

All flavors will be available through the March 24 Planned Order.

*Planned Orders placed on March 24, March 31 and April 7 will be in PACKAGES instead of cases. This will allow troops to order only what they need to finalize their sale.

Picking Up Cookies: Planned Orders will be ready for pickup Friday or Saturday from the Cookie Cupboard you selected while placing the order. You can request a specific day and time for pickup, however you should still connect with the Cookie Cupboard Manager via phone or email to confirm the cookies will be ready at that pickup time. **(Times are not guaranteed, as the Cupboard may be waiting on a delivery.)**

PRO TIP: Before you place your planned order, communicate with the families in your troop to see if anyone's holding too many cookies they won't be able to sell. If so, transfer cookies among families first.

Missed placing a Gluten Free Order?



Place your Gluten Free request order, no later than February 2, to receive your Gluten Free Cookies with your Initial Order the week of February 26.



Types of Transfers

Any time you distribute or trade cookies, a 'transfer' in Smart Cookies must be made by the Troop Cookie Coordinator. There are 4 types of transfers, all of which are in package (not CASE) quantity.

1. Troop to Girl Transfer

(most common type)

Any time you distribute or trade cookies among your families/troop (including your initial and planned orders), a Troop to Girl Transfer must be made. This ensures girls receive correct credit when creating their rewards order and accurately determines the troop's per-girl selling average (which is directly related to your troop proceeds).

2. Girl to Girl Transfer

If one girl in the troop is in need of cookies and another girl has the inventory to spare, they can give the cookies to the girl in need. The Troop Cookie Coordinator would need to input a Girl to Girl Transfer.

3. Girl to Troop Transfer

If a girl has excess cookies she will not be able to sell, they can be transferred back to the troop's inventory.

4. Troop to Troop Transfer

If you give cookies to another troop (whether locally or through the Badgerland Cookie Swap site) you must make a Troop to Troop transfer. No funds are exchanged when cookies are given to another troop. The troop giving away the cookies will make the transfer in Smart Cookies.

How To Transfer Cookies

How to Do A Troop to Girl Transfer

- Click "Orders" then "Transfer Order."
- Your troop will auto default to the 'From' field and your available inventory quantity will display.
- Select the girl you are transferring to. Click "Apply."
- Enter quantities to be transferred. Pay close attention to the Unit of Measure so that your transfer amounts are correct.
- The far right column is for Booth Cookie sales (if not using the Smart Booth divider). The 2nd to the right column, titled Packages is for cookies for which the girl owes the troop money.
- Click "Save." A pop-up will appear from the bottom of the screen indicating your transfer order was successfully saved.
- To view all orders go to "Orders" then "Manage Orders" and use the filters to customize your order view.

How to Do A Girl to Girl Transfer

- Click "Orders" then "Transfer Order."
- Select the 'From' girl's name from the girl list. Select the 'To' girl's name from the girl list. Click "Apply." You'll be prompted to enter the number of boxes to be transferred.
- Click "Save."

How to Do A Girl to Troop Transfer

- Click "Orders" then "Transfer Order."
- Select the 'From' girl's name from the girl list. In the 'Type' box, choose "Girl to Troop". Click "Apply." You'll be prompted to enter the number of boxes to be transferred.
- Click "Save."

How to Do A Troop to Troop Transfer

- Select "Troop to Troop" in the Type box.
- Click on your troop in the 'From' box.
- Enter the number of boxes you are transferring to the other troop. Note: If you are transferring to a troop in a different Service Unit select the proper name of the Service Unit.
- Select the troop in the 'To' box. Click "Save." A pop up will appear from the bottom of the screen indicating your transfer order successfully saved.
- To view all orders go to "Orders" then "Manage Orders," and use the filters to customize your order view.

2024 Girl Scout Cookie Lineup



THIN MINTS



CARAMEL DELITES



PEANUT BUTTER PATTIES



TREFOIL



PEANUT BUTTER SANDWICH



LEMONADES



TOAST-YAYS!



ADVENTUREFULS



CARAMEL
CHOCOLATE CHIP
(GLUTEN FREE)*

*The gluten-free cookie is now made without eggs or butter and still gluten and nut free.

Cookie Box Prices

Each box of cookies is \$5, except **Gluten-free Caramel Chocolate Chip Cookies (\$6 per pouch)**. Cookie prices may not be discounted or increased.

All Cookie Profits Support Badgerland Girl Scouts

After paying the baker for the cookies, 100% of the money that your troop raises through the Cookie Program stays within Badgerland Council.

Cookie Program & Rewards	\$1.32
Girl Scout Programming	\$.96
Camp Properties	\$1.27
Cookie Program & Vendor Costs	\$1.45
Total	\$5 per box

Troop Proceeds

All troops earn at least 74¢ per box on cookies sales. The higher the troop's per-girl-selling average, the more the troop earns. To find your PGSA, divide the number of boxes your troop sold by the number of girls who participated in the Cookie Program this year (even if they only sold a few boxes).

Troop proceeds belong to the Girl Scout troop and not to the individual members of the troop. Decisions about spending troop proceeds must reflect the wishes and interests of all the girls. This is their girl-led business!

Per-Girl-Selling Average	Troop Proceeds
1-179 Boxes	74¢ per box
180-359 Boxes	80¢ per box
360+ Boxes	86¢ per box

*NOTE: The breakdown is different for Juliettes (individually registered Girl Scouts) and troops. Badgerland will connect with those families separately.

Girl Rewards

Girls earn rewards based on the number of boxes of cookies she sells. See pages 24-26.

Troop Rewards

Troops with a minimum 360 PGSA can also earn the Troop Reward. See page 24.

Managing In-Person Sales

Direct Sales (Door-to-Door)

If a family feels comfortable going door-to-door in the neighborhood or happens to be visiting family, they can sell cookies from their inventory. Girls collect money and hand off the cookies at the time of the sale. (TIP: Girls can use the Digital Cookies app to enter the customer's order and accept a credit card payment.)

Managing a Direct Sale

- Connect with families and use the chart and info on page 10 to determine how many boxes of cookies to order.
- Submit the troop's Initial Order by February 2. Instructions on page 10.
- Throughout the Cookie Program (March 2 - April 7) girls take cookie orders, collect payments and hand over the Cookies at the time of the transaction.
- Troops can always order more cookies throughout the sale if they run out. Planned Orders are due in Smart Cookies Sundays by 10 p.m. for delivery that Friday/Saturday. Check in with families weekly to determine supply before placing a Planned Order. Instructions on page 11.
- Troops that placed an Initial Order may return unopened, clean cases on March 23 & 24 (page 21).

After the sale, keep selling until your inventory is at 0.

Cookie Program Safety Tips

1. Adults must accompany Girl Scouts when they're taking orders, selling cookies, or delivering cookies - including cookie booths.
2. Girls should not give their phone number, address or last name to customers.
3. Girls should not carry large sums of cash. All money needs to be turned in promptly and frequently by a responsible adult.
4. Girls must wear their Girl Scout sash/vest or other Girl Scout clothing to identify themselves as Girl Scouts when selling cookies.

Order-Taking Sale

Girl Scouts receive an order card and money collection envelope from their troop leader. Throughout the sale, they take orders from family and friends. Girls collect money at the time of the sale, but deliver the cookies to the customer toward the end of the Cookie Program.

Managing an Order-Taking Sale

- The week of February 26, get the order cards and money envelopes from your PPL to distribute to your girls in time for the start of the sale on March 2.
- Throughout the first 3 weeks of the Cookie Program (March 2-22) girls take cookie orders and payments from family and friends.
- Collect all order cards and money envelopes from the girls by March 22. Double count the money with the parent and provide a receipt for money received. Deposit any cookie money as it comes in from families.
- Place your Planned Order in Smart Cookies by 10 p.m. on March 24. In the reference area, include: Order-Taking Girls Planned Order. (Remember to use up any cookies leftover from booths before placing your Planned Order.) Instructions on page 11.
- Pick up your order from the Cookie Cupboard March 29-March 30 (we will tell you exactly when).
- Distribute cookies to girls/families. Provide a receipt for the parent to sign AFTER they've counted their girl's order.
- Complete Troop to Girl Transfers in Smart Cookies, assigning cookies picked up to the girl who received them. Instructions on page 12.
- Girls should deliver their cookies to customers by April 16.

Ways to Take Cookie Payments From Customers

CHECK - Checks must be written out to the troop or Girl Scouts of WI - Badgerland (not to the parent or girl)

CREDIT CARD - Sales are stronger when customers have the option to use a credit card.

- **DIGITAL COOKIE**

- Online Sales: Customer can also use girl's unique Digital Cookie store link to place and pay for their order with a credit card and select whether they want girl delivery, or pay to have the cookies shipped directly to them.
- For in-person sales: girls can take payments using their Digital Cookie app. The customer simply selects Girl Delivery and she hands over the cookies. Simple as that. Badgerland covers all credit card fees for transactions through Digital Cookie, saving the troop some money.
- For booth sales, the booth must be listed in the Smart Cookies Booth Scheduler in order to take payment using Digital Cookie.

- **Square Reader, PayPal Account, or Venmo Business**

- Troops can take credit cards out in the field or at booth sales using a Square, Paypal, or Venmo Business.
- Credit card readers are not provided by Badgerland. Troops are responsible for all transactional fees charged by the company.



Take Payments Using the Digital Cookie App

If selling cookies in-person, girls and troops can use the Digital Cookie App to take virtual payment.



All About Booth Sales

A Cookie Booth sale is a great way for your troop to work together to achieve troop and individual sales goals. Girls get to practice their communication and financial literacy skills while having a blast with their troop. There are two types of booth sales: council-secured booths and troop-secured booths.

Managing Your Booth Sales

- At the family meeting in late January, talk about how your families want to handle booth sales this year. Decide if you'll be doing council-secured booths, troop-secured booths, or both.
- Starting January 24, you can log into the Smart Cookies Booth Scheduler and request booth time slots through the Lottery, and First Come, First Serve Process.
- Estimate how many cookies your troop will sell at each 4-hour booth sale. Use the formula below for guidance.
- Order your cookies to arrive at least one week before the booth sale. If you plan to have a booth sale for opening weekend, you'll need to order your cookies with your Initial Order on February 2.)

REMINDER that booth sales, and door-to-door sales, must be within the confines of Badgerland Council's membership area. Not sure? Ask us: info@gsbadgerland.org

Ordering Cookies for Booths

Order your troop's Cookie Booth cookies with the Initial Order or as a Planned Order at least one week before the booth sale. See Planned Orders on page 11 for instructions on ordering additional cookies.

OUR RECOMMENDATION FOR A 3-4 HOUR COOKIE BOOTH

4-5 Cases	Thin Mints
3-4 Cases	Caramel deLites
3-4 Cases	Peanut Butter Patties
1 Case	Adventurefuls
1 Case	Lemonades
1/2 - 1 Case	Toast-Yays!
1/2-1 Case	Trefoil
1/2-1 Case	Peanut Butter Sandwich

Remember: this is only a guide. If your troop participated in booth sales last year, pull out your sales data and adjust your order accordingly. If you're new to booth sales, start tracking this year's so you can use the data for the 2025 cookie sale.

Booth Sale Packing List

- ☐ Money Bag or Box
- ☐ \$60 Cash for Change
Mostly 5's with a few dollar bills if you sell gluten free.
- ☐ Decorated Posters and fun marketing signage
Ideas: cookie types, Cookie Share info, what the troop profits will be used for; business cards/posters with a QR code linking to the girl or troop's Digital Cookie store.
HINT: Find cute axolotl-themed graphics and marketing materials from ABC Bakers. See page 7.
- ☐ Card table, tablecloth and chairs.
- ☐ A prepared thank-you note for the store manager.
A copy of this Troop Cookie Guide for reference.
- ☐ Girl Scout Cookies!
- ☐ Your booth confirmation email showing your booth location, date and time.



Reserving Council-Secured Booths

Badgerland coordinates directly with several retailers to set up cookie booths throughout Cookie Season. Troops can reserve these 3-4 hour booth slots through Smart Cookies. See our website for the most up-to-date list of council-secured locations.

Cookie Booth Lottery

All council-secured booth locations will be put into a lottery for opening weekend and beyond. This will allow equal access to all troops interested in securing a high-traffic location.

January 29: Booth Lottery Sign Up

Beginning Monday, January 29 at 10 a.m., troops can use Smart Cookies to select three location/time slots that works best for them to hold a booth during the sale. The sign up is open for only 24 hours; it closes the following day (Tuesday, January 30) at 9 a.m.

January 30: Booth Lottery Selection

The lottery winners will be drawn Tuesday, January 30 at 10 a.m. Troops will be awarded either one or no booths (no troop will get more than one). Look for an email after the lottery is drawn listing any booths they received. Any slots remaining after the lottery will revert to First Come, First Served time slots.

First Come, First Served Booths

After lottery winners are drawn, the remaining slots open up for First-Come, First-Serve Reservations. Troops can use the Booth Scheduler in Smart Cookies to request up to three additional booth slots from the council-secured location list per week: January 31 8 a.m. to February 1 at 7 a.m.

1st Week Sign-Up: From 8 a.m. February 1 to 7 a.m. February 4 troops can use the Booth Scheduler in Smart Cookies to request up to three time slots from the council-secured location list.

Reserving More Throughout The Sale: Every week beginning Sunday, February 4 at 8 a.m. troops can log back in and request up to three additional booth slots. To see what booth slots are available, go to the Smart Cookies website, then Reports > Current > Booths > Available Booth Summary Report. To be able to sort by date, view and download the report as TEXT_EXCEL.



How To Reserve a Council-Secured Cookie Booth

- Login to your account at abcsmartcookies.com.
- Select “Booth” then “Schedule Booth.”
- The Lottery or First Come, First Served schedule will appear at the top of the screen and the available locations will appear down the left side.
- Use the ‘Search’ field to find booth locations by date, time or zip code. If a specific location is no longer showing up, it means that all date/time slots are currently taken.
- Double click on the name of the booth you want to secure. A calendar screen will display available dates in blue (or purple, if during the booth lottery).
- Single click any date(s) in blue. The available booth time will appear below. Select your desired time then click “Save.”
- From the main menu, select “Booth” then “My Reservations” to see your booth reservations.

Canceling a Booth Reservation

- If you wish to cancel a booth request AFTER you have saved the request, go to “Booth” then “My Reservations.” Scroll all the way to the far right of the reservation row and click “Remove Reservation,” then click “Delete Forever.”
- By deleting your booth reservation, it will open up for other troops to reserve.

Planning Troop-Secured Booths

Troops can use their contacts and reach out to local businesses and arrange a booth location in their community. These can be retail stores, grocery stores, hair salons, churches, parking lots or other areas with lots of foot traffic. Troops must get permission from the store or property management to set up a date and time for their booth and sell Girl Scout cookies. **Once secured with the location, please follow instructions below to enter your Troop-Secured Booth into Smart Cookies.**



How To Get Your Troop-Secured Booth Listed on the 'Cookie Finder'

- Under “Booth” click “Troop-Secured Booths” then fill in the * fields.
- Click “Save” after all your booth information is entered.
- Click “Request Appointment Times” to enter booth dates and times.
- Select dates from the calendar view and then enter starting time and ending time, denoting AM or PM.
- Click “Save” after all your booth times are entered.
- Once your booth is approved, you will receive an email stating you are approved for the specific cookie booth.

Booth Guidelines:

- Troops are responsible for bringing their own table, chairs, signage and safety supplies.
- There should be at least 2 girls and 2 adults present at all times. ONLY exception is if the Adult and girl are related. Then, there may be only 1 girl and 1 adult at the booth.

Cookie Booth Etiquette

- Before setting up the booth, check in with the store manager. After the booth, give a thank you card that the girls have already prepared and signed.
- Some stores have solicitation policies that don't allow girls to ask customers to purchase cookies until they approach the booth. Clarify the policies at your location before selling.
- A Girl Scout always is courteous and says thank you even when someone chooses not to purchase cookies.
- Leave the area cleaner than you found it and remove all empty boxes.
- When transitioning booth shifts, allow the first troop to complete their time before beginning to set up.
- Sell only Girl Scout cookies at your Girl Scout cookie booth.
- Girl Scouts should always be in uniform when selling cookies.



How To Transfer Booth Sale Cookies To The Girls



Girls who participate in a Cookie Booth earn this patch!

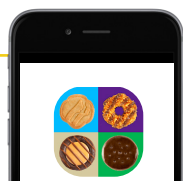
Using the Smart Booth Divider

You may divide up cookies to girls from any booth that you've scheduled in Smart Cookies. This will help maintain your proper on-hand inventory as exact boxes are transferred to girls through this process. You may choose to distribute the cookies individually for each booth or distribute all booth cookies equally to all girls.

- Click "Booths > My Reservations" then select the booth you want to record the packages sold.
- Click the icon with three dots located at the far right, choose Smart Booth Divider and enter the number of packages sold by variety.
- To distribute the cookies immediately click "Save and Distribute." Select the girls that participated and click "Continue." The system will distribute the cookies as evenly as possible. Any remaining boxes to distribute will be indicated in RED at the bottom of each flavor. You may edit the girls totals to include these remaining boxes, then click "SAVE."
- To distribute the cookies for ALL your booths at the same time click "Save and Go Back." After you have entered the sales from your final cookie booth, click on "Distribute Total Booth Sales." The boxes will immediately be removed from your Troops "on hand" inventory. If you wait to "Distribute Total Booth Sales", the cookies will remain in your "on hand" inventory until you click the "Distribute Total Booth Sales".
- If you had any donations and want to record the cookie shares, you can enter them in either the far left CShare Column (which uses the Councils cookies) or the far right Tracked CS column (which uses the Troops cookies). The Tracked CS cookies will NOT change a girls total sold until you complete a Troop to Girl Transfer when you know what varieties you will use for the cookie share donation.

Without the Smart Booth Divider

To give a girl credit for boxes sold at a Booth Sale without using the Smart Booth Divider, simply complete a Troop to Girl Transfer and enter the number of cookies for each variety in the Booth Box (far RIGHT column) until it equals her credit for that booth when completing a Troop to Girl Transfer. The girl is NOT financially responsible for these cookies - these are troop cookies. They simply help her achieve more rewards!



GIRL SCOUT COOKIE FINDER

Shipped Only Option for Troops

Customers who might not know a Girl Scout can use the Cookie Finder on girlscoutcookies.org to either find an in-person Cookie booth near them OR choose to have cookies shipped directly to their door. Be sure to keep your booths updated in Smart Cookies (it "talks" to Cookie Finder) so that customers can find you. See how to update the visibility of your Troop-Secured Booths in the Cookie Finder on page 18.



Paying for Troop Cookies

Troops pay Badgerland Council for all cookies received. These payments are debited from the troop's checking account using the ACH (automated clearing house) withdrawal process. To ensure your troop account is ready for ACH, you must enter the troop's bank account number and routing number into Smart Cookies (page 5). About a week prior to each withdrawal, look for an email with the exact amount being pulled. This email will be sent to the troop's main contact listed in Smart Cookies. NOTE: If you don't receive the email within 24 hours of the date it was to be sent, please reach out to Customer Care to inquire about the amount of funds to be pulled.

AUTOMATIC WITHDRAWAL DATES

March 20: 30% Withdrawal

The debit from your troop account will reflect 30% of what is owed according to reports on Smart Cookies as of March 13. Make sure you have at least one Troop to Girl transfer completed by March 12 so that Smart Cookies can figure your troop proceeds. Payment is recorded in the Finances section of Smart Cookies.

April 4: 40% Withdrawal

The debit will reflect 40% of what is owed according to reports on Smart Cookies as of March 28.

April 25: Balance Due as of April 22

The debit will withdraw the final balance. Any Delinquent Parent forms received by the council will be entered into Smart Cookies prior to this date, as your troop is no longer responsible for the payment of these cookies or the collection of the funds from the parent. The council will retain the troop profits on any delinquent parent cookies until the balance is paid in full.

Collecting Money From Families

- Cookie money should be turned in weekly to the troop and any time a girl picks up additional cookies from their Troop Cookie Coordinator. NOTE: Double count the money with the parent, have them sign a receipt, and give them a copy.
- Troop cookie money should be deposited into the troop account promptly and frequently.
- Deposit all cookie money into the troop account by April 16.
- Checks to the troop account that are returned for insufficient funds should be submitted to the council. Complete the Returned Check Reimbursement form with the necessary documentation and the council will reimburse the troop account for the amount of the check and any related fees. The form is available on www.gsbadgerland.org.

Trouble Collecting Money From A Parent?

When the troop's cookie money is due to Badgerland, and you have not been able to collect from a troop parent, DO NOT WAIT FOR THEIR MONEY!

- Complete the Delinquent Parent form found on www.gsbadgerland.org and turn it into the council (info@gsbadgerland.org) no later than April 15. Please include the parent's signed Product Sale Permission Slip, any signed receipts by the parent/guardian for cookies, and documentation of any communications with the parent in your attempt to collect the funds.
- Once the form is turned in, Badgerland will contact the family directly and work with them to collect the funds.
- Do NOT collect funds from parents after turning them in as Delinquent. Instead, direct them to the nearest Badgerland Council Service Center to turn in the funds.

2024 Cookie Return Policy

Badgerland council is among just a few in the nation that permit troops to return cookies. The Return Policy is a safety net designed to help troops manage cookie inventory and expenses. The goal of each troop's sale is to maximize troop profits by, ideally, selling all or as many as possible of the cookies ordered. However, there are many factors involved in the sale - such as inclement weather or illness - that can influence how many cookies Girl Scouts are able to sell. That's why, near the sale's end, we offer the option to return 1/2 case (6 boxes) for each girl registered in the troop.

Return Policy:

- Returns are accepted only March 23 and 24.
- Returns are limited to 1/2 case (6 boxes) per girl registered to the troop. (This includes girls not selling cookies)
- Returns are made in full case increments.
- Troops with an uneven number of girls, round up to the next full case for returns. Example: a troop with 9 girls can return 5 full cases; a troop with 11 girls can return 6 cases, etc.
- Returned cases must be unopened, clean (no writing on the cartons!) and undamaged.
- Gluten-free Caramel Chocolate Chip cookies cannot be returned.
- A troop must have placed an Initial Order by February 2 in order to make returns.
- Troops continue to sell cookies after the return period and may order additional cases, as needed.

How Do You Know If Your Troop Needs To Make Returns?

Communicate with troop families before March 17 and find out if they are holding too many cookies. Have families return cookies to you by March 20, then shuffle these cookies around to other families in your troop that still need them. Review your inventory and assess if your troop needs to return any to Badgerland Council.

Damaged Box?

1. Take a picture of the damaged box or wonky arrangement of cookies in that case that caused the damage. Include the code on the end of the package or side of the case in a picture.
2. Email it to info@gsbadgerland.org | Subject line: Damaged Cookie Credit
3. Include your troop number, the cookie flavor, and what's wrong with the box of cookies, and the code on the end of the package or side of the case.
4. We'll enter a "damage order" in Smart Cookies so that you are no longer financially responsible for that box.

2024 Cookie Return Dates:

March 23 & 24 | 2-7 p.m.

- Janesville Service Center
- La Crosse Service Center
- Verona Cupboard

Don't Forget!

You can manage your cookie inventory by swapping cookies with nearby troops. Swap by the case or by the box.



What Is Cookie Share?



Participating in Cookie Share is a great way for girls to experience the power of giving back to their community while boosting their sales. Plus, it gives cookie customers who cannot or choose not to eat Cookies the chance to still support Girl Scouts.

Before the cookie sale begins, the troop agrees on a local nonprofit organization they want to receive the cookies. A customer purchases these cookies, but instead of receiving them, the girl/troop sets them aside and donates them to their organization after the sale. Customers can donate to a girl's Cookie Share while ordering online, too. Cookie Share cookies are included in the girl's total and will count toward her rewards.



How To Record Cookie Share Donations

When a customer purchases Cookie Share cookies, it's important to record the transaction in ABC Smart Cookies properly, so that the correct number of boxes are donated, and that the girl receives the appropriate credit for her Cookie Share sales.

How you record the Cookie Share sale in Smart Cookies depends on whether the cookies were sold at a booth sale, and whether the box of cookies will be taken from the girl's inventory, the troop's inventory, or if it will come from Badgerland Council's inventory at the end of the sale.

Girl's Inventory: A customer makes a Cookie Share purchase from a girl, and she sets aside cookies from her OWN (already transferred to her from the troop on Smart Cookies) inventory to be donated.

- Direct/Door-to-Door Sale: Record the transaction in the 'Tracked Cookie Share' section of ABC Smart Cookies.

Troop's Inventory: A customer makes a Cookie Share purchase from a girl, and the box of cookies is taken from the TROOP'S inventory (the girl will save her own supply), and is set aside to be donated.

- Booth Sale: Include her sale in the 'Tracked CS' column of the Smart Booth Divider.
 - At the end of the sale, conduct a Troop to Girl (T2G) transfer on ABC Smart Cookies that reflects the girl's Cookie Share sales that were set aside from the troop's inventory to be donated.
- Direct/Door-to-Door Sale: Record the transaction in the 'Tracked Cookie Share' section of ABC Smart Cookies
 - At the end of the sale, conduct a Troop to Girl (T2G) transfer on ABC Smart Cookies that reflects the girl's Cookie Share sales that were set aside from the troop's inventory to be donated.

Badgerland Council's Inventory: A customer makes a Cookie Share purchase from a girl (at a booth or via shipped only), and instead of a box being set aside by the girl or the troop, Badgerland Council will make the donation to a local food pantry at the end of the sale. The girl and troop's cookie inventory will not be affected. You may do this if you are out of cookies and don't want to have to get more in to fill orders.

- Record the donation in the 'CShare' column of the Smart Booth Divider.
- Record the transaction in the 'Virtual Cookie Share' section of ABC Smart Cookies.



Girls who participate in Cookie Share earn this patch!

Hold a Troop Family Meeting in January

We recommend holding a Cookie Meeting with your troop to talk about troop and individual sales goals, choose a Cookie Share partner, and establish processes and deadlines. You'll also want to confirm during the family meeting that everyone has submitted their permission form (available online) and make sure all rewards are chosen. **Initial Cookie Orders are due February 2, so you'll want to meet before then.**

SAMPLE FAMILY MEETING AGENDA

1. Introduce the Troop Cookie Coordinator & Distribute Their Contact Info

- Set boundaries for when families can pick up cookies and drop off money.

2. Determine what type of Cookie Sale the troop/families are comfortable with this year

- Decide whether you'll be doing booth sales, and if so, what types? Choose the dates and locations of your troop's cookie booths.
- Girls are encouraged to set up a Digital Cookie account and invite family and friends to shop her online store. Review the online social marketing guidelines as listed on the Parent Permission Form.
- **Remember: Girl Scouts are honest and fair and don't begin taking orders before March 2.**

3. Review selling safety guidelines (pages 14 & 18).

4. Talk about Goal Setting

- What is the troop's goal? What are you working toward? What does the troop want to do with the proceeds? (TIP: Use the Troop Goal Setting chart available at abcsmartcookies.com.) You can add your troop goal to Digital Cookie.
- What is each individual Girl Scout's personal goal? What reward is she working toward? (There is no expected maximum or minimum amount for girls to sell. It's up to each family individually. The average number of boxes a Badgerland Girl Scout sells is 360.)

5. Talk About Money Collection

- Families are financially responsible for the cookies they order, but NO money is due up front for cookies received.
- Remind girls & parents that money is collected from cookie customers at the time of the sale. Checks can be made out to the troop.
- For direct sales, money should be turned in weekly AND when girls pick up more cookies. Provide specific dates you want.

6. Review the 5 Skills (see page 27)

- Girls gain essential life skills by participating in the Cookie Program.

7. Choose a Cookie Share Partner

- What cause or nonprofit will receive the troop donated cookies? (page 22)

8. Ask for Volunteer Help

- Before the meeting ends, have parent scheduled to help you during the course of the sale. Be specific about what your needs are and your expectations.

9. Gear Up the Girls

- Talk about attending your Service Units Cookie Rally and/or the Council's Financial Literacy Badge program.
- Invite them to attend one our Cookie Family Meetings for more info on the Cookie Program and the new Digital Cookie platform.

Cookie Season Training (these are for the grown-ups)

Come to these super helpful zoom sessions & be assured all cookie training info is available in your gsLearn account.

COOKIES NEW TROOP TRAINING

- Saturday, Jan. 13 | 9:30-11:30 a.m. | Zoom
- Sunday, Jan. 14 | 6-8 p.m. | Zoom

COOKIES TECH REFRESHER

- Saturday, Jan. 20 | 10:30-12 p.m. | Zoom

COOKIES TECH - NEW USER

- Saturday, Jan. 27 | 9:30-12 p.m. | Zoom & In Person (Madison)
- Saturday, Jan 20 | 1-3:30 p.m. | Zoom

FAMILY FORUM: THE PROGRAM

- Sunday, Jan. 28 | 6-7:30 p.m. | Zoom
- Wednesday, Jan. 31 | 6-7:30 p.m. | Zoom

FAMILY FORUM: NEW TECH

- Sunday, Feb. 25 | 6-7:30 p.m. | Zoom
- Wednesday, Feb. 28 | 6-7:30 p.m. | Zoom



Scan this code with your phone's camera to be taken to view and sign up for Cookie Family Meetings. Or type this into your browser: bit.ly/CookieEvents2024

Rewards

How Girl Rewards Work

Girl Scouts earn rewards based on all cookies she sells, including Cookie Share cookies, digital cookie sales and booth sales. Before the sale begins, girls choose one item at each earning level that she would like as her reward. She'll earn one item from each level she passed. Check out the rewards flyer on the next page for more info.

Earned Patches

Girls earn axolotl-themed patches depending on their participation in the Cookie Program. Troop leaders will select these when placing the girl rewards order in Smart Cookies at the end of the season. Girls earn patches when they:

- Participate in a Cookie Booth
- Choose Philanthropy as a reward item
- Participate in Cookie Share

Achievement Bars

Each girl will receive an achievement bar representing her highest level of boxes sold (in 100 box increments) starting at 100+ boxes. Number bar patches will be calculated automatically. (i.e. If she sells 634 boxes, she will receive the 600+ bar patch)

How Troop Rewards Work

Troops with at least 2 girls selling and a 360+ per-girl-selling average earn an outing! (Troops with 1 girl selling or a Juliette Girl Scout must sell at least 408 boxes to qualify.) Troops will receive one ticket per girl selling, plus enough adults to meet safety ratios for their troop level. (Juliettes and troops with 1 girl selling will receive 1 adult ticket to accompany the girl.)

2024 Troop Reward Options

Get one ticket per girl selling, plus enough adults to meet safety ratios.

- Marcus Theatre, you choose the location, date, and movie. We cover tickets and popcorn.
- Day trip to Kalahari Resort Waterpark & Tomfoolerys Park (June 2 or 9) **No vouchers will be given to those who can't make it.**
- Girl Scout Day at the Brewers on June 15, 2024 at 3:10 p.m. Terrace Reserved Outfield Seats will be provided.

How to Find Your Per-Girl-Selling Average

Divide the total number of boxes sold by the number of girls that SOLD cookies. (Girls that are registered for your troop, but did NOT sell cookies are NOT included.)



How To Enter Rewards

Before You Create the Rewards Order

Reward orders are due in Smart Cookies by April 15. Girl Scouts earn rewards based on their total number of cookie boxes sold. Make sure all troop to girl transfers are done and that the sales total for each girl is correct BEFORE ordering final rewards. The automated reward feature will calculate the quantities for each girl.

Creating the Girl Rewards (Recognition) Order

- Click "Recognitions > Create Recognition Order" and select "Main" under the plan type drop down.
- Each girl will be listed with the total number of boxes she is getting credit for. Wherever there is a choice in the "items" tab area, click on the button under the reward she chose.
- If a girl earned the Cookie Share Patch or Cookie Booth Patch the number "1" needs to be physically inserted in the quantity box in the "Extra Items" tab area. The number bar patches will be selected automatically.
- You will enter the reward choice for any girl earning 1 Adventure Point (over 408 boxes). Girls who earned 2 or more Adventure Points will be contacted directly by Badgerland regarding her reward choice. Please let those families know to watch for the Adventure Point email between May 1-5 asking for their reward selection.
- After all rewards for all girls are selected, click "Save" at the bottom.

Creating the Troop Reward (Recognition) Order

- Click Recognitions > Create Recognition Order and select "Troop" under the plan type drop down. The system will calculate the level your troop earned.
- Enter the number of girls that sold.
- Choose the option the girls want to attend. Click "Save".

2024 Cookie Rewards

Rewards are cumulative.
Choose one item at each selling level.

Level 1
48+ boxes



Axolotl Charm & Patch

Earned Patches:



Participate in a
Cookie Booth



Participate in
Cookie Share

Level 2
108+ boxes



Mood Cup & Straw

Badgerland Bucks

These come in the form of a gift card and can be used for program and camp registration fees, membership costs, or items in our Badgerland shops.

Expire 9/30/2024

Philanthropy Reward

Girls can choose to be a philanthropist with their earnings. This years donations will support the axolotls living at the Detroit Zoo! Includes a patch.

Level 3
180+ boxes



Sunglasses

OR



\$5 Badgerland Bucks

OR



\$5 Philanthropy Donation

Level 4
264+ boxes



Camp Light

OR



\$5 Badgerland Bucks

OR



\$5 Philanthropy Donation

Level 5
336+ boxes



Axolotl Plush

OR



\$10 Badgerland Bucks

OR



\$10 Philanthropy Donation

Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items may vary in color.

Troop Rewards

Troops (2+ girls selling) with a 360+ per-girl-selling average can earn Troop Rewards too! (Or, if she's selling individually, 408+ boxes). Choose one of the following adventures for your troop. You'll get one ticket per girl who sold, plus enough adults to fill safety ratios.

Girl Scout Day at the Brewers

June 15, 2024 at 3:10pm
Terrace Reserved Outfield seats
will be provided.

Kalahari Waterpark & Tom Foolery's Adventure Day

Troop may attend June 2 or
June 9. No vouchers given to
those who can't make it.

Marcus Theatres

You choose the day and the
movie. We will provide the
vouchers and a snack!

Sold more than 408 boxes? Congrats! You've earned Adventure Points!
Choose rewards from this page PLUS your Adventure Points on the next page.



Rewards - Adventure Points

Adventure Points

In addition to the Girl Rewards on the previous page, girls who sell 408+ boxes earn Adventure Points.

Girls earn the number of adventure points at their final earning level, but they can be mixed and matched from multiple AP levels when selecting their reward. For example, if a girl earns 10 Adventure Points, she could choose from Illinois Adventure Camp (10 APs) OR a combination of items that equal 10 APs (Camp Ehawee 4 Day/3 Night Session for 7 APs and Fjallraven Kanken Backpack for 3 APs = 10 APs Total)

Girl Scouts who sell 408-599 boxes should let her troop leader know which item from the 1 AP level she chooses.

Girls who sell 600+ boxes (2 AP or higher) will be contacted by Badgerland via email the week of May 1 to choose how she wants to spend her Adventure Points.

1 ADVENTURE POINT: 408+ BOXES

12" Axolotl Pillow
\$15 Philanthropy Donation
\$15 Badgerland Bucks

2 ADVENTURE POINTS: 600+ BOXES

Girl Scout Membership & Sashay! Item
Wisconsin State Park Pass & Pudgy Pie Maker
Branded Charcuterie Board & Virtual Demonstration

- Virtual Sweet Class: June 26, 6-8pm
- Virtual Savory Class: June 18, 6-8pm

\$50 Badgerland Bucks

3 ADVENTURE POINTS: 804+ BOXES

Fjallraven Kanken Backpack
Girl Scout Day at the Brewers

- June 15th at 3:10pm
- Two Terrace Reserved Outfield Tickets & Parking

\$100 Badgerland Bucks

5 ADVENTURE POINTS: 1008+ BOXES

biOrb 4 Gallon Mini Aquarium
MyFly Bag Personalized Carry-On Luggage
Stand Mixer & Baking Class

- La Crosse Area: June 23, 2-3:30pm
 - Jen Barney, Meringue Bakery
- Madison Area: TBD
 - TBD

\$200 Badgerland Bucks

7 ADVENTURE POINTS: 1216+ BOXES

Boolean Micro:bit Base Kit & Chromebook

- Virtual Class: June 24, July 1, July 8
 - Brownie/Junior 9-10am
 - Cadette/Senior/Ambassador 10-11:30am

Camp Ehawee 4 day/3 Night Session
Gorilla Line Outdoor Ninja Course Kit
\$300 Badgerland Bucks

10 ADVENTURE POINTS: 1416+ BOXES

Camp Ehawee 6 day/5 Night Session

- Excludes Horse/ Explorer Programs

Illinois Adventure Camp for Girl & Guardian

- July 22-24, 2024

\$400 Badgerland Bucks

13 ADVENTURE POINTS: 1620+ BOXES

Camp Ehawee Horse/Explorer Program
Mall of America Adventure for Girl & Guardian

- June 20-22, 2024

\$500 Badgerland Bucks

16 ADVENTURE POINTS: 1824+ BOXES

Canon EOS Rebel T7 with Starter Kit & Photography Lesson

- La Crosse: July 18, 9am-3pm
 - Bekky Murphy, Ladybug Photography
- Madison: TBD
 - TBD

\$600 Badgerland Bucks

19 ADVENTURE POINTS: 2024+ BOXES

Trip 1: Detroit, Michigan Adventure Trip

- 5 day 4 Night Girl & Guardian
- August 1-5, 2024
- Travel by Charter Bus
- All ages able to earn

Trip 2: Space Pathfinder Camp in Huntsville, Alabama

- 5 day 4 Night Girl Only
- August 1-5, 2024
- Travel by Airplane
- Girl Scouts age 9-18 eligible to earn
- Girl Scouts age 9-11 MUST bring adult
- Girl Scouts age 12-18 adult optional
- Adults who want/need to attend pay:
 - \$1000 at 19 AP Level (2024 Boxes Sold)
 - \$500 at 25 AP Level (2600 Boxes Sold)
 - FREE adult at 31 AP Level (3176 Boxes Sold)
 - Additional adult spaces are limited.

Note:
Both 19 AP trips
will take place
August 1-5, 2024.
Girl Scouts are not
able to select both.

For every 96 boxes she sells above 2024 she'll earn one additional Adventure Point.



Top Cookie Seller Status!

Girl Scouts selling 600+ boxes will be recognized at VIP Camp Adventure Day on Saturday, May 18 at their choice of Camp Brandenburg or Camp Ehawee.

Five Skills During Girl Scout Cookie Program



Goal Setting

Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.



Money

Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



Business Ethics

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.



People Skills

Girls learn how to talk (and listen!) to their customers, as well as learning how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.

Service Unit Profits & Rally Kits

Service Units will earn 3 cents per box sold by girls and troops through all sales methods: in person and online! Work together as a SU to boost sales and earn profits for amazing Service Unit (community) events

We know you are all gearing up to host your Annual Cookie Rally, and we are so excited to offer an additional resource this year to help make the process a little easier. We are pleased to announce your NEW Cookie Rally Kit!

This kit will be everything you need to host your SU Cookie Rally including printed activity sheets, laminated station numbers, activity supplies, selfie station props, fun patches, and a few surprise goodies! The best part? These are FREE to your Service Unit, courtesy of the generosity of Summit Credit Union.



Please Note:

One order per Service Unit. Kits are not intended for individual troop use. We will follow up with SU volunteers after orders are placed to confirm details.



It's Girl Scout Cookie Time!

800.236.2710 | info@gsbadgerland.org

girlscouts
of wisconsin
badgerland