

girl scouts
of wisconsin
badgerland

2026 Juliette Cookie Guide





Enclosed in this packet you will find:

- Troop Cookie Guide
- Payment Deposit Slips
- Product Program Lead Contact Info
- Juliette Program Credit Chart
- Money Collection Envelope
- Receipt Book

Pieces you will receive the week of February 16 from your PPL/Cookie Cupboard

- Initial Cookie Order
(if one was placed by January 23)
- Cookie Order Card

Cookie Central

www.gsbadgerland.org/cookiecentral

Badgerland Customer Care Team

info@gsbadgerland.org

800.236.2710

Monday – Thursday, 10 am – 5 pm

Smart Cookies by ABC Bakers

www.abcsmartcookies.com

Digital Cookie

digitalcookie.girlscouts.org

Sashay!

Visits us for all
your cookie
merchandise
needs.

Madison Leadership Center

4801 S. Biltmore Lane
Madison, WI 53718

Sashay!

Tuesday and Thursday:
12pm-6pm

First Saturday of the month:
9am-2pm

La Crosse Leadership Center

2850 Midwest Drive, Suite 104
Onalaska, WI 54650

Sashay!

Tuesday and Thursday:
12pm-6pm

First Saturday of the month:
9am-2pm



Resources

Check Out Cookie Central

Your instant access to all things cookie! All your Cookie Program needs are in one easy-to-access location. Visit www.gsbadgerland.org/cookiecentral today.

Cookie Central

Click the Cookie on the top right of gsbadgerland.org



Find these resources - and more!

- Troop Cookie Guide
- Family Cookie Guide
- Training for ABC Smart Cookies
- Training for Digital Cookie

Your Cookie Community

Product Program Lead (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.

ABC Smart Cookies offers digital art and printables! Follow this QR code for cookie images, ferret-themed clip art and social media graphics to use in your marketing materials.



Ways to Sell

Selling Cookies In Person: Go door-to-door and sell to family, friends, neighbors, and other personal contacts. Payment is always collected at the time of the sale. You can also arrange your own cookie booths, just be sure to add the date/time/location into ABC Smart Cookies as a troop secured booth. There are two ways to sell in person:

Direct Sale: Girl Scouts have cookies on-hand and hands them over at the time of the sale. Tip: Use the Digital Cookie App to accept credit card, paypal, and venmo payments.

How to manage:

- Determine how many cookies to order during your initial order. You can always get more cookies by placing a planned order (pg. 16 of the Troop Cookie Guide).
- Throughout the program, Girl Scouts take orders, collect payments, and hand over cookies at the time of the transaction.
- Sell until their inventory is at zero.

Order-taking: Girl Scouts track their sales on an order card or via the Digital Cookie App during the first 3-4 weeks of the sale, and order exactly how many boxes they need. They have about two weeks to make their cookie deliveries.

How to manage:

- Before the sale, you will receive your order card from your PPL.
- Throughout the first 3-4 weeks of the program, Girl Scouts will take orders and collect payments from customers.
- Place a planned order on March 22 (pg. 16 of the Troop Cookie Guide).
- Pick up your cookies from the Cookie Cupboard March 27-28 (They will give you an exact date and time).
- Distribute cookies to families. Don't forget to make the transfer in Smart Cookies (pg. 17 of the Troop Cookie Guide).
- All cookies should be delivered by April 12.

Selling Cookies Online: Girl Scouts sell cookies by sharing the URL link to their unique Digital Cookies store.

Ways to Take Cookie Payments From Customers

Cash

At the time of sale.
Turn this in to your
Troop Cookie
Coordinator weekly.

Check

Make payable either to the
troop or Girl Scouts of
Wisconsin Badgerland (not
to the parent or Girl Scout)

Digital Cookie

Online: Through the Girl Scout's website
In-person: Using the Digital Cookie App

Venmo

Credit
Card

Paypal

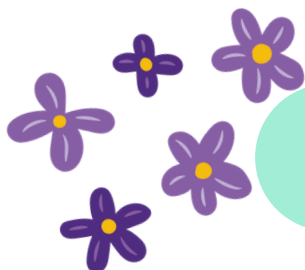
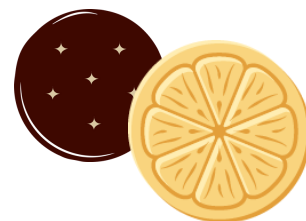
Your Girl Scout will collect money for cookies at the time of ordering.

Initial Cookie Order

Below are instructions on how to order cookies for your Girl Scout to have on-hand at the start of the sale on February 21. If you place an initial cookie order by January 23, you will be contacted by your community Product Program Lead to pick up your cookie order during the week of February 16.

To place an initial cookie order:

- Log in to Smart Cookies using your email address and password.
- Click “Orders” at the top then “Troop Initial Order.”
- Fill in the number of CASES (12 packages in a case) by variety.
- Click “Save” at the bottom. A pop-up will appear at the bottom of the screen indicating your order was successfully saved.
- The system will then ask you to select a delivery station. Click on the delivery location and click “Save.”



Need More Cookies?

If you need more cookies to fill your order taking card, OR if you chose to sell cookies directly at the start on February 21, and you run out of cookies, you can get more by placing a “Planned Order” before 10:00 p.m. on Sunday nights during the sale. Order-taking Girl Scouts need to place a Planned Order by Sunday, March 22 at 10 p.m. to guarantee you will receive cookies to fill your orders.

Here’s how:

- Log in to Smart Cookies using your email address and password.
- Click “Orders” at the top then “Planned Order.”
- Select a local cupboard.
- Choose a pick-up date and time (this is simply a placeholder – the Cupboard Manager will contact you when your order is ready for pick up).
- Enter the number of CASES for each variety (orders placed March 22 & after are in PACKAGES) and click “Submit.”
- 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.



Cookie Booth Information



Cookie booths are an additional way for your Girl Scout to sell cookies. They can be in retail stores, grocery stores, churches, banks, hair salons or other locations with lots of foot traffic. There are two ways your Girl Scout can reserve a booth:

- **Council Secured:** Sign up to have a booth at one of our already-scheduled locations in the Smart Cookies Booth Scheduler.
- **Troop Secured:** Your Girl Scout contacts a business to receive permission from the manager to set up a booth to sell cookies. Once the location is secured, enter the booth in ABC Smart Cookies.

Council secured booths will be put into a lottery for opening weekend and beyond. This will allow equal access to all “troops” interested in securing a popular location. Once the lottery winners are drawn, the council secured booth scheduler will open for the traditional First Come, First Served (FCFS) time slots.

See all the booth sites at www.gsbadgerland.org/cookiecentral. Please remember to make sure that your Girl Scout is always at her booth and the booth is not unattended at any time. More about safety guidelines and cookie booth etiquette can be found in the Troop Cookie Guide.



See pages 10-13 in the Troop Cookie Guide for full information on Cookie Booths:

- Lottery
- FCFS Booths
- Packing List
- How many cookies to order for a booth



How to Reserve a Council-Secured Cookie Booth in Smart Cookies:

Note on booth scheduling for the lottery: Follow the first 7 steps below except the lottery booth scheduler will be in purple. The First Come, First Served scheduler is in blue. Girl Scouts will receive an email after the lottery is drawn listing any booths received.

- Log in to Smart Cookies using your email address and password.
- Select “Booth” then “Schedule Booth.”
- The 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.
- Double click on the name of the booth you want to secure. A calendar screen will display available dates in blue.
- 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.
- 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 the 3 vertical dots. Next select “Remove Reservation” then click “Delete Forever” (this step is extremely important to guarantee customers do not try to go to the location to purchase cookies).

How to get your Troop-Secured Cookie Booth into the Cookie Booth Finder Database:

- Log in to your account at abcsmartcookies.com.
- Under “Booth” click “Troop Secured Booths” then fill in the required fields.
- Click “Save” after all your booth information is entered.
- Click “Request Appointment Times” to enter both dates and times.
- Select dates from the calendar view and enter the starting time and ending time, denoting A.M. or P.M.
- Click “Save” after all your booth times are entered.

Any Troop Secured booths entered in Smart Cookies will show on the national “Cookie Booth Finder” for customers to find cookies.

Cookie Financials

NO money is due at the time of cookie pick up from your Product Program Lead. Payment is due twice:

- **March 18: 40% of Initial Order**
- **April 23: Remaining Balance**

Payments must include Deposit Slip (included in this packet) to make sure that the funds are credited to your Girl Scout. You may mail your payments to any of our Leadership Centers, or drop off during Sashay hours in Madison or Onalaska (listed on the first page of this guide).

Digital Cookie

If your Girl Scout would like to take debit/credit cards, please download the Digital Cookie app on your phone and have your Girl Scout sign in. There you can take electronic payments. Payment will go through when the device is connected to a Wi-Fi signal.

Pro Tip: If you had the app last year, delete and re-download to ensure you have the latest version.



- **Girl Delivery:** With this option enabled, local customers can save on shipping by requesting that the Girl Scout/family delivers their order. The main email associated with the Digital Cookie account will receive an email notifying the Guardian of a new online order for Girl Delivery. **You must approve the sale within 5 days of the order being placed.** Girl Scouts connect with the customer to deliver the cookies.
- **Shipped Only:** Cookies are shipped directly to the customer from a warehouse. Orders have already been transferred and received credit in ABC Smart Cookies for the transaction. The cookies will arrive in the mail to the customer within 7-14 business days.
- **In-person sales:** Girl Scouts can take payments using their Digital Cookie app. If the customer is receiving their cookies at the time of the sale, click “Give Now”. If they are pre-ordering and will receive them later, click “Delivery Later”.
- **For booth sales:** the booth must be listed in Smart Cookies and in Digital Cookie on the Booth Pickup page, before taking sales through the Digital Cookie mobile app.

Transferring Cookies to your Girl Scout

After the Planned Order cookies are picked up from the cupboard, they will be transferred to your “troop.” Once cookies are transferred to your “troop,” you can transfer the cookies to your Girl Scout, so she receives credit for the cookies she sold.

Here’s how you transfer cookies to your Girl Scout:

- Log in to Smart cookies using your email address and password.
- Click “Orders” then “Transfer Order.”
- Select your Girl Scout’s name, click “Apply.”
- Enter quantities to be transferred in “boxes.”
- Click “Save”. A pop-up will appear at the bottom of the screen indicating your transfer order was successfully saved.



Rewards & Proceeds

To ensure your Girl Scout receives the rewards they earned, please complete their Girl Reward (recognition) order in Smart Cookies.

- To complete your Girl Scout’s recognition order:
- Click on “Rewards” then “Recognition Order.”
- You need to create a reward for “main” and “troop.”
- Wherever there is a choice, pick the item that they selected.
- Click “Save.”
- Repeat this to make sure you have done a reward order for both “main” and “troop”

In addition to earning funds, your Girl Scout will earn rewards. Please see the Family or Troop Cookie Guide for a complete list of rewards. Your Girl Scout’s rewards will be mailed to her after payment is received for the cookies she sold.

After your final payment is received, your Girl Scout will have access to the funds they earned. Funds will be held at the council level and can be requested by completing the Juliettes – Request to Access Funds form. Girl Scouts can use their funds toward membership renewal, program registrations, uniform items and Girl Scout trips like Destinations.

Juliettes – Request to Access Funds form





It's Cookie Time!

February 21 - April 12

Date	What to do
Jan 9	Access to ABC Smart Cookies begins! Login today
Jan 13-14	Cookie Booth Lottery Open
Jan 15-18	1st - First Come First Served Cookie Booth Selections Open
Jan 18-22	2nd - First Come First Served Cookie Booth Selections Open
Jan 19	Attend Cookie Crumbs: Program Overview
Jan 22-25	3rd - First Come First Served Cookie Booth Selections Open
Jan 23	Initial Orders & Gluten Free Requests Due
Jan 25	Weekly Booth Scheduler Open (Every Sunday Starting Today)
Feb 16	Attend Cookie Crumbs: Digital Cookie
Week of Feb 16	Pick Up Cookies from your Community Delivery Station
Feb 19	Digital Cookie Access for Families
Feb 22	Planned Order Due by 10 p.m. (Every Sunday Starting Today)





It's Cookie Time!

February 21 - April 12

Date	What to do
Mar 18	Cookie Money Due to Council - 40% of Initial Order
Mar 21 & 22	Cookie Return Days: One unopened case may be returned if an initial order was placed
Mar 22	Order Card cookie orders due in ABC Smart Cookies
Mar 22	Planned Order Due by 10 p.m. (Consignment)
Mar 29	Planned Order Due by 10 p.m. (Consignment)
April 12	Cookie Program Ends - Keep selling until your inventory is zero!
April 16	Reward Orders due in ABC Smart Cookies
April 22	If your Girl Scout earned 2+ Adventure Points, watch for an email from Badgerland.
Apr 23	Cookie Money Due - Remaining Balance
Late May	Reward Items arrive to Girl Scouts
June 6	Top Cookie Sellerbration for all Girl Scouts selling 600+ boxes.

