



2021 Spring Cookie Program FAQs

March 13 – April 18

DATES & INITIAL ORDERS

Training Dates

The Cookie Program training scheduled for December 12 is now January 9

Smart Cookie technology training is January 30

Initial Order Deadline

February 15. To ensure your troop has cookies available on the first day of sales, March 13, the troop must place an Initial Order by February 15.

If your troop does not plan to do booth sales or direct sales (neighborhood or door-to-door), the troop does not need to place an initial order.

Gluten Free Orders? To have Gluten Free Girl Scout cookies, your request order is due on February 15. Here is the [link](#) to the order form. This is ONLY a request order. Council will email you by March 1 on the number of cases your troop will receive the week of March 8.

Will other councils be moving their sales later in the year as well? We have not heard from any neighboring Councils that they will be moving their sale in 2021.

COOKIES AND PROGRAM THEME

NEW COOKIE!

The Toast-yay is brand new for 2021 and expect it to be a big-seller. It tastes a lot like French toast. Yum. Yay!

This is the final year for S'mores.

The Cookie Program theme is Be Amazing and the mascot is a Bee with lots of bee-themed rewards for girls.

3 WAYS TO SELL

Virtual Only

Share online store link on social media / Send ecards with only direct ship option / Host a virtual cookie booth

Minimal Contact

All the above and send ecards with option for customer to prepay and girls do a porch deliver / Host a curbside or neighborhood pick-up / Use door hangers or business cards with a link to her online store for girl delivery with prepayment

Most Contact

All the above AND go door-to-door using app to take payment / host traditional or drive-through booth

MORE ABOUT TROOPS AND SELLING

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. Girls may sell direct, online, or by taking orders.

Each member of the troop can do whatever is most comfortable for their family. If the Troop Cookie Coordinator is not comfortable picking up cookies, they can let the Cupboard Manager know who is picking up cookies on their behalf.

2021 RETURN POLICY

The policy remains the same as last year: Troops that place an order on February 15 may return up to ½ case per REGISTERED girl in their troop. If a troop has 12 girls registered, they can return up to 6 cases. If a troop has 13 girls in their troop, they will be able to return up to 7 cases of cookies since we only allowed UNOPENED cases of cookies to be returned.

Only troops that place an Initial Order on February 15 will be allowed to return cookies during the return period.

REWARDS

More Troop Rewards are on the horizon for 2021! And more philanthropic opportunity for the girls. The 2021 Troop Rewards structure allows for Juliette Girl Scouts and troops of various sizes to earn the rewards.

DIGITAL SALES AND SHIPPING COSTS

Look for her online cookie business to SOAR in 2021. That's why Badgerland is subsidizing shipping costs this year. See the table for shipping costs and note that for every one dozen a customer purchases, Badgerland picks up \$6.

Online sales work two ways:

- 1) She sends an invite for a customer to purchase from her store. The customer prepays and has cookies shipped directly to them (with Badgerland subsidizing part of the shipping).
- 2) She also sends an invite for customers who live nearby to purchase from her store. The customer prepays BUT instead of paying shipping the Girl Scout can deliver cookies for a porch drop off.

Girl Scouts earn box-selling credit for all digital sales, shipped and dropped off.

2021 DIRECT SHIP SHIPPING RATES	
PKGS SOLD	Shipping fee
1 - 5 Pkgs	\$12.00
6 - 12 Pkgs	\$6.00
13 - 17 pkgs	\$18.00
18 - 24 pkgs	\$12.00
25 - 29 pkgs	\$24.00
30 - 36 pkgs	\$18.00
37 - 41 pkgs	\$30.00
42 - 48 pkgs	\$24.00
49 - 53 pkgs	\$36.00
54 - 60 pkgs	\$30.00

COOKIE BOOTHS 2021

Badgerland is working to secure safe booth locations as well as drive through booth options. We are still confirming dates and vendors and locations and will announce all Council-Secured locations by January 30.

If your troop earned the **Fast Pass** Renewal reward, you will have an early entrance into the Booth system to select 1 booth prior to the rest of the system opening up. Not sure if you earned it? We will email everyone that earned it by January 30.

If your troop earned the Fast Pass Renewal reward but you are not doing booths in 2021, you may gift it to another troop. Please forward your Fast Pass invite that you will receive in January to the Troop, then let us know by February 6th which troop you gifted it to.

Lottery booths open on February 10 at 10 am and close on February 11 at 10 am. Troops may select up to 2 timeslots, but may only win up to 1 timeslot.

First Come First Serve booth open on February 12 at 8 am and close on February 14 at 6 am. A Troop may choose up to 3 timeslots. The FCFS will reopen every Sunday at 8 am for a troop to select up to 3 additional slots.

CREDIT CARD APPS VS CASH

Use the credit card option in the Smart Cookies App. There is no fee to the girl or the troop; it is covered by Badgerland Council.

The Smart Cookies App credit card option is phenomenal to use at cookie booths. As long as the troop has added their Troop secured booth to the Smart Cookies system or is conducting a Council secured booth, they would be able to accept credit cards through the Smart cookies app.

Venmo is not an allowed vendor as it is not allowed for business transactions. Troops may set up an account with Square or PayPal to accept payments. Fees can be reduced on Square if you get a referral code OR if you refer a new person.

About handling cash during COVID. Troops may want to allow Girl Scout families to deposit their funds directly into the Troop's bank account. Otherwise, if they receive cash, set it aside for 72 hours and it will then be safe to handle.