

2021 COOKIE CALENDAR



DATE	WHAT TO DO	PAGE	✓
JANUARY			
Saturday, January 9	Let's Go: Be Amazing Entrepreneurs (Cookie Rookie & Returning Volunteer Training)	2	
Saturday, January 30	Cookie Technology (Smart Cookies) Training	2	
FEBRUARY			
Early February	Hold Your Troop Family Cookie Meeting (before initial orders are due Feb. 15)	4	
Sunday, January 31 - Saturday, February 6	Badgerland-led Family Cookie Meetings	3	
Wednesday, February 10-11	Booth Scheduler Lottery Open for Council-Secured Booth Sites	12	
Thursday, February 11	Booth Scheduler Lottery Winners Drawn	12	
Friday, February 12 - Sunday, February 14	First Come, First Served Booths Open - Choose 3 additional booth locations.	12	
Sunday, February 14	First Weekly Booth Scheduler Opening - Troops can log back in every Sunday at 8 a.m. to request additional council-secured booth locations.	12	
Monday, February 15	Initial Cookie Order Due	14	
Monday, February 15	Gluten-Free Cookie Request Due	26	
MARCH			
March 7	Update Your Troop Bank Account Info In ABC Smart Cookies	9, 18	
Week of March 7-12	Cookie Buzz - Virtual trainings for events for girls, families & volunteers	21	
Thursday, March 11	First Planned Order Due - Planned Orders Due Every Thursday at 10 p.m. Thru April 15. Orders will be available for pick-up the following week on Friday/Saturday.	15	
Friday, March 12	Cookie Countdown Party - Virtual kick-off event for girls, families & volunteers, complete with a cookies & milk dunk countdown.	21	
Prior to March 13	Return the Troop Cookie Coordinator Agreement to your Product Sale Manager.	4	
Prior to March 13	Collect Permission Slips from Families	4	
Saturday, March 13	Cookie Program Begins! Girls start taking orders.	2	
Wednesday, March 31	ACH Withdrawal 1: 30% of troop's balance as of March 23.	18	
APRIL			
Thursday, April 1	Communicate with families and determine if your troop needs to return cookies.	19	
Monday, April 5	Order-Taking Troops: Collect order cards and money from families. Place Planned Order by April 8.	7	
Tuesday, April 6	Cookie Returns in Madison, La Crosse, Janesville & Platteville (only return date for PV)	19	
Wednesday, April 7	Cookie Returns in Madison, La Crosse & Janesville	19	
Thursday, April 8	Order Taking Troops: Planned Order due in Smart Cookies by 10 p.m. for pick up on April 15-16.	15	
Wednesday, April 14	ACH Withdrawal 2: 40% of troop's balance as of April 7.	18	
Thursday, April 15-16	Order Taking Troops: pick up cookies from Cookie Cupboards. Distribute cookies to girls.	7	
Sunday, April 18	Cookie sale ends. Keep selling until your inventory is at 0.	2	
Saturday, April 24	Turn in any Delinquent Parent information to Badgerland	18	
Sunday, April 25	All Cookies should be delivered to customers	7	
Sunday, April 25	Deposit Cookie Money Into Troop Bank Account	18	
Monday, April 26	Girl Rewards Order due in Smart Cookies. Rewards arrive in early June.	24	
MAY			
Wednesday, May 5	Final ACH Withdrawal: remaining balance of what's owed to council as of April 27	18	
Sunday, May 23	Top Cookie Seller Ceremony. Girls selling 600+ boxes are recognized.	23	
Early June	Pick up Girl Rewards from Product Sale Manager and distribute to girls.	24	
Mid June	Badgerland Bucks and Adventure Point Certificates mailed to girls by Badgerland.	22-23	