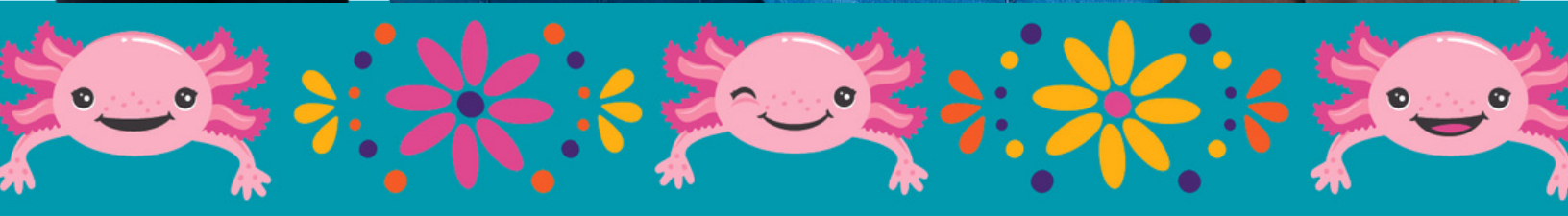




girl scouts  
louisiana east



# Troop Cookie Manager 2024 Go to Guide





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# Pre-Sale

Before the Cookie program officially begins, troops should:

- Complete your 2024 Troop Cookie Manager Agreement
- Assign yourself the role of Troop Cookie Manager in myGS (your Troop Leader can also do this for you)
- Please make sure that your troop banking information is up to date.
- Make sure that girls participating in the Cookie Program are registered Girl Scouts for the 2023-2024 membership year.
- Get Trained! -- attend one of the Zoom or recorded trainings hosted by Product Program staff.
- Involve your girls and caregivers! Meet with your caregivers and girls to get familiar with the upcoming program. Please be sure to use only program materials provided by your Service Unit and Council. Be sure to have a parent/guardian submit the online Caregiver Permission and Responsibility form for each girl. Without the completed form, girls will not be able to receive credit for sales.
- Set a Troop goal and encourage individual girl goals! -With your girls and their guardians/parents, decide on a Troop goal and work with girls to set a personal goal.
- View the Just in Time training video on “Smart Cookies Set Up for Girls & Volunteers”- the video can be found on the ABC Bakers YouTube channel and under the Resources tab of your Smart Cookies dashboard.
- Go Digital! Go over the Digital Cookie online sales platform with your girls and caregivers. Tell them about the email link each will receive to register each girl on the Digital Cookie Direct site and set up their account.
- Remember girls are “On their honor” to abide by the January 19 start date!



# Initial Orders and Cookie Booth Selections



The Girl Scout Cookie Program begins January 19. On February 4, Troop Initial Orders are due. During this time, no cookies will be in hand. Girls are taking orders through Direct Ship, social media links, and their order cards.

## Some things to keep in mind:

- Girls will be able to sell online and in person beginning January 19.
- Before selling online, parents/guardians should review the Internet Safety Pledge.
  - Girls can take orders using their Digital Cookie app, including pre-payments.
- Send emails and messaging about program dates, cookie booths and online sales to girls and their parents/guardians.
- View the Just in Time training tutorial on “Planned Orders” on ABC Baker’s YouTube channel. It can also be found under the Resources tab in Smart Cookies.

**During this time, you as the Troop Cookie Manager can participate in Cookie Booth selections.**

## Lottery Booths (Sign-Ups occur: January 20-23)

- Troops will have the opportunity to enter a lottery selection for a booth at the Mall of Louisiana in Baton Rouge, Lakeside Mall in Metairie, the Outlet at Riverwalk Collection in New Orleans, the GSLE DreamLab, and several other premium booth locations.
  - Each troop has an opportunity to pick up to three possible slots, and win one slot.
- The lottery winners are system generated by ABC Smart Cookies. Winners will be automatically notified on January 25th.

## Council Sponsored Booths (First Come, First Served)

- Council Sponsored booth locations are storefronts that have been secured by Council staff and/or Service Unit Booth Coordinators. These locations are NOT to be solicited by troops for individual use; a list of these locations can be found on ABC Smart Cookies. There are three rounds of First Come, First Serve Booth selection.

### Jan 26-30: First Come First Served Booth Signup 1

Troops can reserve a total of 3 booth reservations  
1 of 3 can be a Premium location (Indicated in Smart Cookie with a “P” icon)

### Feb 3-6: First Come First Served Booth Signup 2

Troops can reserve a total of 3 booth reservations  
1 of 3 can be a Premium location (Indicated in Smart Cookie with a “P” icon)

### Feb 10-Mar 24: First Come First Served Booth Signup 3

There is NO limit on the number of reservations or premium locations.



# Cookie Booths

## 2024 Cookie Season

### How to schedule booth in Smart Cookie System:

1. Click on “Booth” tab.
2. Select “Troop Secured Booth”.
3. Enter booth information.

Be sure to have the business name, address, city, state & zip.

4. Click on “Appointment Times” tab and enter the date/time.
5. Click “Save” at the bottom along with the “Request Troop Secured Booth”.

The request will be pending until it is either approved or denied by Council. You will receive approved or denied notification of the request in a Smart Cookie email within one to three business days.



### Review:

1. Go to “My Reservation Page” to view all of your reserved booths.
2. Please make sure to cancel any booth sales that your troop is unable to make in Smart Cookies.
3. Please limit booths to smaller venues with less physical traffic.
4. Virtual Cookie Booths can be created for optimal exposure.



No bars, party stores, breweries, wineries or drug dispensaries are allowed. Council reserves the right to deny any booth site that is not up to our standards. If troops insist on a location that was denied, the troop leaders could be released for placing girls in harm's way.



# Mega Drop: Feb 24 & 25



Initial delivery, called “Mega Drop”, for the majority of troops will be February 24 and 25 . Your troop will schedule your pickup time in the Smart Cookies system. Due to your area location, you will be assigned a pickup location.

Initial delivery can be a little intimidating. Lots of cars, lots of volunteers, lots of cookies! Thousands of cases of cookies are being moved in a very short period of time, so it’s important to:

- Arrive on time- we have a ten-minute time frame to get you in and out, so it is imperative that you show up at your designated time. Please do not show up earlier than your scheduled time as there are others who will be doing their pickup on time.
- Bring enough cars for all your cookies! Please see the chart below as a reference to how many cases can fit in a vehicle. If arriving with multiple cars, please show up all together to make the process as smooth as possible.
- Also remember that you cannot fit cases of cookies around other people! Your car needs to clear of strollers, car seats, children, or any other items or individuals that will take up space.
- Be Prepared! - Take a copy of your troop’s initial cookie order printed from Smart Cookies.
- Count and recount your order and check for damaged cases BEFORE signing for cookies! Make sure to load all of the cookies that were counted.
- Remember troops will be charged for the cases listed on the bubble sheet as signed by the troop leader/Cookie Manager. Make sure you pick up exactly what you ordered and signed for!
- Distribute cookies - Once you have your cookies, take them to a site where you can sort them into girl orders and distribute to your girls. You cannot sort your troop’s order at the pickup location.
- Receipts! Remember to have your parents/guardians sign a receipt for their order and give them a copy as well.

How many cases of Girl Scout  
Cookies can you fit in your car?

<i>Vehicle Type</i>	<i>Approximate # of Cases</i>
Compact or 3-door	23
Hatchback or Small Wagon	25-30
Mid-size Sedan (using back seat & trunk)	35
8 passenger Mini-van or SUV	60
Full-sized Station Wagon	75
Standard Pickup Truck	100
Full-sized van with Seats	150
Full-sized van without seats	200
10’ U-haul truck	400

All figures are approximate with the vehicle empty, using all space except the driver’s seat.

**Please note, for safety, children are NOT permitted at Mega-drop**





# Cookie Booths

## 2024 Cookie Season

### When to have a Cookie Booth:

Cookie Booth sales are a great way to increase your Troop's cookie product program success!

Troops may organize Cookie Booths at locations of their choice during the official Cookie Booth season. These sites must be added to the Smart Cookies for approval.

### How to Secure a Council Secured Cookie Booth Site:

All Walmart, Sam's Clubs, and all the local malls are secured by council per the store's requests. Council may request additional volunteer assistance booking some of these locations.

Cookie Booth Sales will take place: March 1-3, March 8-10, March 15-17, March 22-24.



### Planning a Troop Cookie Booth

After securing permission from the manager of a location for a date and time, troops MUST submit their booth information in the "Booth" tab in Smart Cookie for:

- Council approval and awareness where troops are holding Cookie Booths throughout the booth season.
- Free advertising through the GSLE website ([www.gsle.org](http://www.gsle.org)) and GSUSAs Cookie Locator.
- Avoiding conflicts with another troop's scheduling the same location/date/time.



## Cookie Cupboards and Tips for Cookie Booths

During girl delivery, do not forget to transfer cookies in Smart Cookies from your troop to girls that have sold cookies.

Council Cupboards will open February 28. Cupboard planned orders must be placed by the previous Sunday night by 11:59 pm.

When ordering from a Council cupboard, you are only able to order by the case, not in packages.

***You cannot return cases to the Cupboard.***



### Helpful tips for booth sales:

- There must be 2 registered, background checked, non-related female adult volunteers present at all times.
- Sign up for multiple booths and allow girls to sign up for booth times that they are willing to work.
- Encourage girls to interact with their customers. This is their opportunity to practice their five skills; assist when needed.
- When arriving for booth set up, please notify the manager on duty beforehand.
- Please abide by management's rules and regulations regarding booths.
- Deposit money collected from booth sales prior to first ACH draft on March 6th. The first ACH will be for 25% of your troop's total balance due as of 3/3/24 and will be drafted from the troop bank account.
- Check the Messages section of your Smart Cookies dashboard for important news, reminders, and alerts.



## ACH and Smart Cookie Reminders

Ask caregivers if they need more cookies. Work with them to place an order for additional cookies from a Council cupboard, local cupboard, or through a troop-to-troop transfer.

- Set a time and place for caregivers to pick up additional cookies and turn in money for cookies they have already sold/delivered.
- Remind girls/caregivers that money is due for the first ACH draft before March 6th. The first ACH will be for 25% of your troop's total balance due as of 3/3/24 and will be drafted from the troop bank account.
- Deposit all collected cookie money into your troop bank account.

***Council will be doing an ACH draft test on February 20, 2024 to ensure bank accounts are set up correctly.***

- Check your balance in your troop's bank account to be sure you have the adequate funds for the first ACH draft, which will occur on March 6th.
- Remind girls once again about collecting donations.
- Transfer cookies in Smart Cookies from your troop to girls that have sold cookies as necessary.
- Check your Troop Balance Summary Report in Smart Cookies to see what cookies have been transferred into your troop from cupboards and other troops, and what has been transferred out of your troop. Report any possible discrepancies to your SUCM immediately.
- Check the Messages section of your Smart Cookies dashboard for important news, reminders, and alerts.



# Finance

## 2024 Cookie Season

### Collecting Cookie Money from Families

It is the Troop Cookie Manager's responsibility to collect all money from the families. Do not hold on to money until you have it all, rather ask families to turn cookie money in to you as soon as they receive it and deposit it as quickly as possible. Set-up time(s) designated for this purpose to meet with caregivers and do not accept money from a girl without a caregiver present. Ensure that a receipt is provided for every financial and cookie transaction.

### Finance in Smart Cookies

Smart Cookies will calculate troop proceeds based on the number of girls selling and the total number of boxes ordered by the troop both in the Initial (Early) Order and from Cookie Cupboards. Find this on the 'Dashboard' in Smart Cookies. For more details, go to Reports and select the 'Troop Balance Summary Report'. Enter family payments in Smart Cookies under the Finance Tab 'Girl Orders' column, dollar amounts in the 'Paid' column, as documentation of payments so this information is accessible to council. For more detail, go to 'Reports' and select the 'Girl Balance Summary Report'. At the end of the program, when all monies are collected from the girls, the girl balances should all reflect a zero balance.



### Issuing Receipts

**ANY TIME COOKIES OR MONEY EXCHANGES HANDS, A RECEIPT IS NEEDED.**

1. Fill out a cookie receipt for each caregiver who gives you cookie money.
2. Include Troop number, girl's name, date, and amount received on each receipt.
3. Have each caregiver count their cookie money in front of you to verify the amount before signing the receipt. Do not accept unopened Girl Money Envelopes without counting the money with each caregiver.
4. Caregivers are responsible for all cookies and money during the Product Program. Have caregivers, not girls, sign the receipt.
5. Troop Cookie Managers sign in the "Received From" area of the receipt and the caregivers sign in the "Received By" area.
6. Give caregivers a signed copy of the receipt and retain a copy for your records. It is best practices to keep all receipts from transactions during the Cookie Season. This will serve as verification and a safeguard to protect you in case of questions after the payment is received.

# Finance

## 2024 Cookie Season

### Collecting Cookie Money from Families

Outstanding Payment from a Caregiver

***If you have difficulty collecting money from a family, complete a Collection Form and submit it to Council before the final ACH sweep date on April 3. The following MUST be completed. If not, the Troop Cookie Manager will be responsible for all unpaid cookie monies:***

- An electronically signed, current Caregiver Permission Form from the parent or guardian.
- Copies of all receipts for cookies and money received, filled out in detail.
- Documentation on the Collection Form of your attempts to collect the overdue money such as face-to-face requests, phone calls, emails/texts.

Providing the above information is the only way council can assist your troop with unpaid monies owed by families. If the above information is not submitted, the Troop Cookie Manager is responsible for any delinquent amounts.



### Paying Cookie Money to Council

All troops must have a valid troop bank account and it is the Troop Cookie Manager's responsibility to ensure money is in bank account for council Bank Sweeps. Before selling cookies, the troop's bank routing and account numbers MUST be entered/verified into Smart Cookies no later than January 19, 2024 so the pre-note process can be completed.

The Booth Credit Card Reader is auto-installed for every troop through the Smart Cookie system.

# Finance

## 2024 Cookie Season

### Bank Sweeps

March 6th: Council will sweep your troop bank account on or after March 6 for 25% of your Troop's Initial (Early) order, which includes girl orders, Share Cookies and any pre-ordered troop booth sale or gluten-free cookies as of March 3rd. This should be in the troop bank accounts no later than March 6 in preparation for the bank sweep.

April 3rd: Council will sweep your troop bank account on or after April 3 for any and all remaining monies due to council. This should be in troop bank accounts no later than April 3 in preparation for the bank sweep.

Troops who do not deposit all "due to council" funds into the troop bank account within 24 business hours before a scheduled bank sweep date will be subject to charges of \$15.00 for every Non-Sufficient Funds rejection. A bank statement will be requested as proof of deposit date if a Non-Sufficient Funds situation occurs. All bank fees incurred will be the Troop Cookie Manager's responsibility and not paid with troop funds. These fees could also apply if the troop bank account numbers are not entered correctly, and it is not flagged through the pre-check process. It is the Troop Cookie Manager's responsibility to ensure accuracy for entry of all bank information.



## Closing out the Sale

The last week of the 2024 Cookie Program is March 18-24th. Encourage your girls and caregivers to sell anything that they have left! Watch for notices from your Service Unit Cookie Manager for troops who would like to trade varieties or transfer cookies (in or out of the troop). Make sure you have some of the favorites for your final booth sales!

**Remind caregivers that this is the last chance to get additional cookies.**

- Final planned order is due in Smart Cookies by 11:59 pm on March 24th.
- Set a time and place for caregivers to pick up additional cookies and turn in money for cookies they have already sold/delivered.
- Deposit all collected cookie money into your troop bank account.
- Send a final reminder notice to each girl that still owes money for cookies and let them know of the final deadline for turning in money owed. Report any potential problems with caregiver payments to your Service Unit Cookie Manager.
- Transfer cookies in Smart Cookies from your troop to girls that have sold cookies as necessary.
- Check Smart Cookies for transfers in and out of your troop for accuracy and report any discrepancies to your Service Unit Cookie Manager immediately.
- Check the Messages section of your Smart Cookies dashboard for important news, reminders and alerts



## Closing out the Sale

- Collect all outstanding money from girls/caregivers by March 26 and deposit into your troop bank account.
- Complete all transfers of cookies in Smart Cookies from your troop to girls by the March 26th deadline.
- Let girls and their parents/guardians know each girl's final box total.
- View the Just in Time training tutorial on "Recognition Orders" on ABC's YouTube Channel, or under the Resources tab of your Smart Cookies dashboard.
- Create your troop's main recognition order in Smart Cookies and check for accuracy before March 26 - Be sure your girls get credit for their sales!
- Check Smart Cookies for transfers in and out of your troop for accuracy and report any discrepancies to your Service Unit Cookie Manager immediately.
- Review your Troop Balance Summary report in Smart Cookies and check for accuracy before the final April 3 ACH draft. Report any discrepancies to your SUCM immediately.
- Please turn in the following items for any girl that did not pay her cookie bill in full: Cookie Collection Cognito form, copies of receipts, emails/texts and any other documentation and Girl Balance Summary report from Smart Cookies. All Cookie Collection forms are due April 3.
- Once incentives arrive in May to your SUCM, please pick up recognitions and distribute to girls as soon as possible.
- Report recognition issues and/or shortages to your SUCM as soon as possible.

*Have a cookie and pat yourself on the back for a job well done!*



# Proceeds & Rewards 2024 Cookie Season

## 2024 Proceeds:

Based on PGA (Per Girl Average)

Proceeds for Troops at all levels who select Incentives:

- 1 - 99 packages PGA = \$0.50 per package
- 100 - 199 packages PGA = \$0.55 per package
- 200+ packages PGA = \$0.60 per package

\*\*Multi-Level Troops that include Daisies and Brownies must choose the incentive award option listed above.

Proceeds for Junior troops and above who do not select Incentives have increased this year:

- 1 to 99 packages PGA = \$0.65 per package
- 100 - 199 packages PGA = \$0.70 per package
- 200+ packages PGA = \$0.75 per package



## Cookie Dough

GSLE Cookie Dough is a Council issued gift card that can be used in the Council shop towards programming fees or camps. GSLE Cookie Dough cannot be used online or towards Early Bird Membership. Cookie Dough expires on September 15, 2024.



Service Units that grow their initial order 5% or more earn bonus proceeds per case of cookies. Note: If a Service Unit grows their entire sale they will be paid on the entire sale. If a Service Unit grows only their initial order they will only be paid on their initial order.

SU initial order increased by 5% - 9.99% receive \$0.06 per case

SU initial order increased by 10% + receive \$0.12 per case

## Requirements:

1. SUA or SUCM must attend cookie training
2. SU must grow their initial order by at least 5% over the previous year's initial order
3. SU must host a Cookie Rally with 30% of SU's membership attending
4. ALL final paperwork must be turned in on time with NO collection issues



# Set Your Cookie Goals

The Girl Scout Cookie Program begins January 19, 2024.  
On your honor, you may not take in person delivery orders before this date.

My Goal:

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www.gsle.org | 504-733-8220

25+ Pkgs



Participation Patch

60+ Pkgs



Mood Cup **OR** Lanyard

100+ Pkgs



Adventurefuls Keychain  
**OR** Theme Cookie Keyring

150+ Pkgs



\$5 GSLE Cookie Dough  
**OR** Theme Sunglasses

200+ Pkgs



Flair Bottle with Mood  
Straw **OR** Theme Socks

275+ Pkgs



Own Your Magic T-Shirt **OR** Axolotl Plush Ball Jelly  
*Will receive one, colors vary.*

350+ Pkgs



\$10 GSLE Cookie Dough  
**OR** Small Axolotl Plush

425+ Pkgs



Axolotl Plush Pillow **OR** Axolotl Beanie

500+ Pkgs



Paint Party at Camp Marydale  
on Saturday, June 1 with  
Paint Set **OR** Beach Towel

600+ Pkgs



Bowling at Premier Lanes in Gonzales on Friday,  
April 19th **OR** Own Your Magic Belt Bag

750+ Pkgs



Own Your Magic Hoodie **OR** 1 Ticket to the GSLE Pelicans  
Event on Friday, April 5 at the Smoothie King Center

900+ Pkgs



CEO Archery Event at Camp  
Covington on Saturday, May  
18 with Archery Kit **OR**  
\$40 GSLE Cookie Dough

1,250+ Pkgs



Science of Baking Class at the GSLE DreamLab on Saturday, June 8 with Mixer  
**OR** Dry Bag Backpack, Mood Mixer Camp Light, and Playing Cards

2,000+ Pkgs



Glass Blowing Class in  
Slidell **OR** \$100 GSLE  
Cookie Dough  
*Date chosen by awardee.*

3,000+ Pkgs



1 Week of GSLE Camp (\$445 value) **OR** Polaroid  
Camera with Scrapbooking Class at the DreamLab

4,000+ Pkgs



3D Pen, Cricut, and Marketing Class at the DreamLab  
**OR** Kendra Scott Entrepreneurial Experience with Necklace

## Daisy Super Seller

135+ Pkgs\*



Super Patch

\*Sold by Daisy Girl Scouts

## Super Troop

230+ PGA\*



Super Troop Girls  
\$5 Cookie Dough and Goal  
Getter Patch



Super Troop Adults  
Anytime Zip Bag

\*One Troop Adult will receive this  
reward in each Super Troop

## Own Your Magic Reward

200+ Pkgs\*



Axolotl Backpack Clip

\*Girls with an Initial Order of 200+

## 2023 Top Seller

3,813 Pkgs!



Victoria Hanke  
Troop 40876