



# Cookies 101

A guide to the 2024 Girl Scout Cookie Program  
for leaders and volunteers.



**girlscouts**   
of southwest  
indiana



# Welcome to the 2024 Girl Scout Cookie Program!

## To our volunteers:

As a cookie volunteer, we know you work hard and give so much during Girl Scout Cookie season to ensure girls' success. We genuinely appreciate your lead-taking, logistics-crushing, mountain-moving, make-it-happen-no-matter-what spirit. We know we can't do this without you.

When you support girls as they run their cookie businesses (through the largest entrepreneurial program for girls in the world!), you play a pivotal role in powering unique experiences for them all year. You're also enabling them to learn essential life skills that will set them up for a lifetime of leadership, success, and adventure. The cookie program would not be as effective as it is without your undying passion, dedication, and hard work. So when you feel tired, a little overwhelmed, or even ready to quit, please know that we see you and appreciate you; what you're doing for the girls in our community is meaningful and long-lasting. Mentors like you make sure your girls' pioneering spirit continues to shine bright—not just during cookie season but all year!

**THANK  
YOU!**



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## IMPORTANT CONTACT INFORMATION

### My Council Office

Girl Scouts of Southwest Indiana (GSSI)  
5000 E. Virginia Street, Suite 2  
Evansville, IN 47715  
(812) 421-4970  
[www.girlscouts-gssi.org](http://www.girlscouts-gssi.org)

### GSSI Cookie Email

[cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org)

### Smart Cookies

[www.abcsmartcookies.com](http://www.abcsmartcookies.com)  
Smart Cookies Questions:  
[ABCSmartCookieSupport@hearthsidefoods.com](mailto:ABCSmartCookieSupport@hearthsidefoods.com)  
Phone: 1-800-853-3730

### Service Unit Cookie Chair (SUCC)

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

# What's New At-a-Glance

## Raspberry Rally Paused for 2024

The GSSI cookie lineup will be our core eight cookies (Adventurefuls, Toast-Yays, Lemonades, Trefoils, Thin Mints, Peanut Butter Patties, Caramel deLites, and Peanut Butter Sandwiches). The Gluten Free Caramel Chocolate Chip cookies will be available online only.

## Cookie Prices Remain Unchanged

Great news! Cookie prices remain at \$5 for all core varieties and \$6 for Gluten Free Caramel Chocolate Chip.

## Two Online Platforms: Smart Cookies® & Digital Cookie®

This year we will utilize two online platforms to manage the cookie program.

- **ABC Smart Cookies:** Volunteers and council staff will continue to use Smart Cookies to manage the back end of the program, including initial orders, transfers, entering cookie booths, and recognition orders.
- **GSUSA's Digital Cookie:** Digital Cookie will replace Smart Cookies for the front end of our program, including accepting online orders and taking payments. Booth payments will be processed through Digital Cookie, and an app is available for download on Android and iOS platforms.

## Cookie Dough is Now Cumulative

Cookie Dough is a credit that girls may choose as a cookie program recognition. Girls may use Cookie Dough to pay for approved council activities and supplies associated with Girl Scouting. With Cookie Dough being cumulative, girls have more choices. They can now select cookie dough at one level and a recognition at another. They still will only be able to choose one item at each level.

## Troop Status Bonus Increases

Troop status bonuses are available for troops to earn during the cookie program. The bonus is based on average packages per girl.

- Champion Troop (250 packages/per girl): Increased from \$20.00 to \$25.00 per girl.
- Trailblazer Troop (200 packages/per girl): Increased from \$16.00 to \$20.00 per girl.
- Pacer Troop (175 packages/per girl): Increased from \$14.00 to \$16.00 per girl.
- Pioneer Troop (150 packages/per girl): Increased from \$12.00 to \$14.00 per girl.
- Super Troop (125 packages/per girl): Increased from \$10.00 to \$12.00 per girl.
- Banner Troop (100 packages/per girl): Increased from \$4.00 to \$5.00 per girl.



# Meet the Cookies

## Girl Scout Cookie Varieties 101

GSUSA partners with two bakers to produce Girl Scout cookies; ABC Bakers and Little Brownie Bakers (LBB). GSSI's baker is ABC. The bakers' recipes and ingredients may differ slightly, and some cookies have different names. As customers inquire about cookies, they may use the other baker's cookie names. Below is a guide to each baker's cookies.

### Cookies Available from Both Bakers



Adventurefuls®



Trefoils®



Peanut Butter Patties®

*LBB: Tagalongs®*



Caramel deLites®

*LBB: Samoas®*



Thin Mints®

*LBB: Thin Mints®*



Peanut Butter Sandwich

*LBB: Do-si-dos®*

### ABC Bakers Exclusive Cookies



Toast-Yay!®



Lemonades®

Online  
Only



Caramel Chocolate Chip

*Gluten Free • Online Only*

### Little Brownie Bakers Exclusive Cookies



Lemon-Ups®



Girl Scout S'mores®



Toffee-tastic®

*Gluten Free*

# Cookie Resources

## INFORMATION DOCUMENTS & FORMS

Each of the documents listed below are available on our website at [girlscouts-gssi.org](http://girlscouts-gssi.org) under [Cookies->GSSI Cookie Resources](#).

- **[Cookie Permission & Responsibility Agreement](#)**: Must be signed by legal guardian of each girl member participating. **Note: If a girl has a split family, the form must be signed by a guardian from each side if both households are going to participate in the Girl Scout Cookie Program.** Forms are due to GSSI by December 1. Forms may be scanned and emailed to [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org). Please keep the original copy for your files.
- **[Mini Cookie Order Card](#)**: A printable version of the order card. Hard copies are included in troop packet and additional forms are available from your SUCC and the council office.
- **[T1 Troop Worksheet](#)**: Optional, may use to prep for Smart Cookies entry.
- **[T5 Troop Rewards Worksheet](#)**: Optional, but may be required by your SUCC. Allows you to gather individual girl recognition information.
- **[C1 Council Owes Troop Form](#)**: Used by SUCC for troops that overpaid council.
- **[D1 Delinquent Girl Cookie Account Form](#)**: Final Troop Report if applicable: Used by Troop if girl is missing funds at the end of the program.
- **[D2 Delinquent Troop Account Form](#)**: Used by SUCC for troops missing funds at the end of the program.
- **[2024 Cookie Program At-a-Glance](#)**
- **[Opt Out Form](#)** (for Junior, Cadette, Senior, and Ambassador Troops ONLY)
- **[Safety Activity Checkpoints](#)** (See pages 92-95, *Cookie and Product Sales*)

## TRAINING INFORMATION & LINKS

### GSSI Cookie Training

All Troop Cookie Volunteers must attend their service unit's cookie training. Cookie training documents and videos are available on GSSI's website under [Cookies->GSSI Cookie Resources](#).

### Volunteer Essentials: Girl Scout Product Programs

The Girl Scout Product Programs section of GSUSA's Volunteer Essentials is another resource for the Girl Scout Cookie program including the Five Essential Skills, cookie history, and best practices.

### Smart Cookies and Digital Cookie Training Resources

ABC Bakers and GSUSA offers a variety of training videos for girls/families and volunteers. A list of training videos is also available on the GSSI website.



### REFERENCE LINKS

[GSSI's For Cookie Volunteers Webpage](#)  
[Volunteer Essentials Product Program](#)

Volunteer Essentials



For Cookie Volunteers



# Troop Cookie Volunteer Roles & Responsibilities

## TROOP COOKIE VOLUNTEER JOB DESCRIPTION

The Troop Cookie Volunteer organizes and carries out the troop's product sales. This volunteer will assist with individual and troop goal setting, product ordering, pick-up and delivery, and collecting monies to submit to the council for payment. The Troop Cookie Volunteer reports to the Service Unit Cookie Chair (SUCC).

### Qualifications:

- Registered and approved volunteer.
- No outstanding debt to the council and authorized to handle money.
- Before receiving program materials, completes paperwork and training for the position.
- Functioning email address, checked frequently.
- Computer access to Smart Cookies.
- Organized and attentive to deadlines.

### What you'll do:

- Attend service unit training, review printed guide (Cookies 101), and use Smart Cookies to stay up-to-date on program requirements and deadlines.
- Present the opportunity to participate in the 2024 Girl Scout Cookie Program to all eligible girls.
- Train families and girls on the cookie program and support to them as needed.
- Collect completed and signed permission slips from all participating girls and turn them in to the council before distributing program materials.
- Use Smart Cookies to manage girl orders and recognitions, schedule cookie booths, and track girl payments and troop sales.
- Submit troop initial cookie order, recognitions order, and choose delivery location and time in Smart Cookies.
- Manage the pick-up, storage, and distribution of troop's cookie delivery.
- Distribute cookies and recognitions to girls promptly.
- Allocate cookies and submit annual recognitions order in Smart Cookies.
- Keep and maintain accurate program records for the troop.

### Financial Responsibility:

As the Troop Cookie Volunteer, you agree that all product and girl recognitions received during the cookie program are your responsibility. You accept personal liability for all monies, products, and girl recognitions received by you or on your behalf, whether or not said monies, products, and girl recognitions are lost or stolen. You understand that you will not be asked to return in this volunteer capacity if you cannot meet the above requirements.

### Cookie Program Preparation Checklist

- Attend your service unit cookie training.
- Watch ABC Smart Cookies videos as needed throughout the sale.
- Meet with SUCC to receive troop cookie materials and sample cookies. Supplies are typically distributed at a monthly service unit meeting.
- Set the dates you want initial orders and money turned in to you and add those to each girl's paperwork. (Initial orders are due to the troop by January 10, and money is due by March 6.)
- Ensure all girls are registered members and have a Cookie Permission Form on file at the council.
- Designate a spot for troop cookies to be delivered, sorted, and distributed from, plus store any cookie booth product.
- Set a troop cookie goal and decide what activities you will do with the proceeds.
- Have each girl set an individual cookie goal and remind the girls about early recognitions and online direct ship recognitions.
- Hold a Family Cookie Meeting.

# Family Cookie Meeting Information

## What is a Family Cookie Meeting?

New and returning troops are encouraged to have a family meeting about the Girl Scout Cookie Program before the program begins on Wednesday, December 6. Families who understand the program can give it full support and help their girls succeed. As the Troop Cookie Volunteer, you communicate the program's value and engage the families. We recommend girls attend the family meeting to share their thoughts and input.

## Why hold a Family Cookie Meeting?

Sharing the benefits of their girl participating in the cookie program at your family meeting is essential.

The Girl Scout Cookie Program supports all girls in Girl Scouts of Southwest Indiana's council. It makes it possible to provide girl programs, low-cost council events, training, resources, and volunteer support.

The cookie program powers new and valuable experiences for girls and teaches them these five essential leadership skills:

1. **Goal Setting:** Girls set sales goals and make plans to reach them.
2. **Decision Making:** Girls decide how their troop will spend program proceeds.
3. **Money Management:** Girls learn to run their own cookie business by taking orders, handling money, and creating budgets.
4. **People Skills:** Every new customer a girl meets is an opportunity to gain experience working with all kinds of people.
5. **Business Ethics:** Girls are encouraged to be responsible and honest at every step of their cookie journey.

## Target Outcomes of a Family Meeting

- Girls and families understand the importance of the Cookie Program.
- They understand all the program procedures.
- You secure needed assistance.
- You have your troop and individual goals set.
- You have completed paperwork from all families, and they have their cookie program packet.

## Family Cookie Meeting Outline

The following is a guide for topics to cover during your meeting.

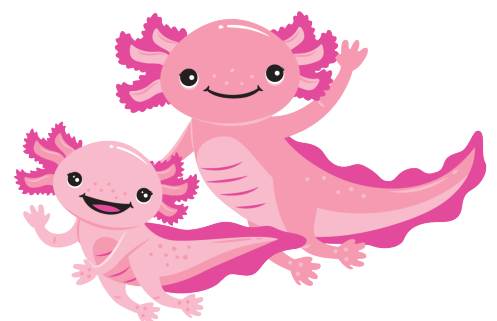
### INTRODUCTION

Introduce yourself and any other volunteers helping with the cookie program. Share contact information and hours of availability.

### PAPERWORK

Pass out paperwork to each family; each packet should include:

- 2024 Cookie Program At-a-Glance
- Order Card
- Recognition Sheet
- Money Envelope



# Family Cookie Meeting Information

## *FAMILY MEETING OUTLINE CONTINUED*

### **COOKIE PROGRAM BASICS**

- Cookie program start and end dates (December 6, 2023–March 3, 2024)
- Cookie program due dates (Initial orders due by January 10, money due by March 6)
- The Five Essential Leadership Skills achieved through the cookie program
- Smart Cookies website ([www.abcsmartcookies.com](http://www.abcsmartcookies.com))
- Opt-Out Option: Junior, Cadette, Senior, and Ambassador troops can opt out of receiving recognitions (including early recognitions) and Cookie Dough to earn additional troop proceeds. The girls WILL still receive any earned patches, and if they reach the 500 packages level, they will earn their 2025 GSUSA membership. Graduating Seniors will earn \$25.00 towards their Lifetime Membership upon request. To qualify, the entire troop must agree to opt out of the cookie recognition program and agree to receive additional troop proceeds. Opt-out forms must be submitted to GSSI by January 10.

### **GOAL SETTING**

- Discuss the troop goals and individual girl goals.

### **COOKIE SELLING** (Reference [2024 Cookie Program At-a-Glance](#))

- How to use the order card, initial order dates, and early recognitions.
- Remind families that girls continue selling even after their initial order is turned in to reach higher goals.
- Booth sales—when, where, and how families can help.
- Online selling through Smart Cookies including:
  - How to register.
  - How to send eCards.
  - How to create your girl's own marketing video.
  - Remind parents/guardians to include any online girl delivery orders on the order card!

### **MONEY AND PRODUCT MANAGEMENT INFORMATION**

Discuss the following upfront so there are no surprises later.

- Be clear when the money is due to the troop.
- What payment will be accepted (credit/debit cards through Smart Cookies, checks written out to GSSI, cash).
- Discuss how you will distribute the cookies to each family and if you need help picking up or sorting the orders.
- Remind the group that money earned is troop money, not an individual girl's money.
- The Troop Cookie Volunteer must provide a receipt when picking up or paying for cookies.
- Families are responsible for counting their inventory before receiving it.
- Cookies cannot be returned once they are signed for.
- Any girls with outstanding funds as of March 13 will be turned in to the council for collections. Girl recognitions will be withheld until payment is received in full.
- Store your cookies in a safe spot – you are still responsible for them even if they become unsaleable.



# Smart Cookies (Council & Volunteers)

Smart Cookies is a digital platform that allows councils and volunteers to seamlessly manage every aspect of the cookie business from a smartphone, tablet, or computer. Sign in daily to monitor progress, connect with the community, and find helpful resources to support success.

GSSI will begin to upload girl members into Smart Cookies in November. Please check Smart Cookies to ensure your entire troop is uploaded before the program begins on Wednesday, December 6. **NOTE: If a registered girl joins your troop after December 6, contact your SUCC, and they will see that she gets added to your roster. Remember, only girls registered Girl Scout members with a Cookie Permission on file can participate in the Cookie Program and utilize Digital Cookies.**

## HOW TO GET STARTED

To get started in Smart Cookies, look for an email invitation from [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) and complete your registration for the troop account. Your username will be your email address, and you may pick a password.

## ENTERING INITIAL ORDERS

**Date Reminders:** Initial pre-sale ends January 10, and initial orders are due to the troop on that date. ALL initial orders and early recognitions should be uploaded into Smart Cookies no later than January 13. **NOTE: Girls' shirt sizes are needed for recognitions; please be sure to enter them into Smart Cookies. Smart Cookies will calculate early recognitions for you.**

To enter initial orders:

1. Log into your Smart Cookies account at [www.abcsmartcookies.com](http://www.abcsmartcookies.com).
2. Once on the main dashboard, hover your mouse over the ORDERS tab and click TROOP INITIAL ORDER.
3. Click on the GIRL icon on the far left next to each girl's name or click the down arrow on the far right, and each girl's variety grid will appear.
4. Enter the total number of packages by variety ordered for each girl. Repeat this step for each girl until all girl orders have been entered.
5. **NOTE: Smart Cookies rounds up initial orders to case quantities.** The EXTRA packages at the bottom of the order grid are automatically added to round up to the nearest case. Extra cookies can be used at cookie booths or as extras for the girls to get from the troop during the cookie program.
6. **Booth Orders:** You can enter your booth cookies on your initial order to ensure varieties and totals. This is optional but helpful if you have a cookie booth the first week cookies are delivered. You will enter these cookies at the bottom of the initial order under BOOTH. Remember, EXTRA cookies can be part of your booth cookies. After the last girl's order, you may enter your additional cookie booth order.
7. The total of the troop's initial order is shown in dollar amount, packages, and case quantity at the bottom of the initial order page.
8. Click the SAVE box to save your order.
9. Select the delivery station and click SAVE to complete the initial order process.

*Continued next page*

# Smart Cookies (Council & Volunteers)

*Entering Initial Orders, continued*

- 10. IMPORTANT NOTE:** You can edit any part of the order until the troop order due date, **January 13**. The date is listed in red at the top of the initial order screen.
- 11.** Slide the **READY FOR REVIEW** button to the right when your order is complete. This will alert your SUCC that your order is complete and ready for processing. **IMPORTANT:** Once you place your order in “review status,” you cannot edit your order.

## EARLY RECOGNITIONS

Any girl who sells 210+ packages by January 10 will earn the small axolotl plush. These will be delivered with cookies in February. Smart Cookies will automatically include the early recognition if a girl earns it.



## ALLOCATING BOOTH COOKIES TO GIRLS THROUGH SMART BOOTH DIVIDER

Troop Cookie Volunteers can utilize the Smart Booth Divider in Smart Cookies to automatically allocate cookie sales to each girl who participated in a booth sale. It can even distribute cookies based on the hour(s) worked.

## FINANCIAL TRANSACTIONS

The Financial Transactions Page will show all financial transactions associated with a troop. All deposits need to be entered into Smart Cookies.

- Go to the main dashboard, click the **FINANCES** tab, and then **FINANCIAL TRANSACTIONS**.
- The volunteer can use two ledger tabs at the top to document the finances received: one for Troop Transactions and one for Girl Transactions.
- The troop transactions are documented on the Troop Dashboard. The Financial Summary section has the total troop deposits listed. When entering your troop deposit into the Council account, select **TROOP BANK DEPOSIT** under type.
- The girl transactions are documented on the Troop Dashboard. Leaders can view girls' accounts individually by scrolling down to the **SOLD BY COOKIES** section. There are 3 dots on the far right side for each girl. Click **VIEW GIRL**, and the individual girl's information will appear. When entering a girl payment to the troop, select **PAYMENT** under type.



**SMART COOKIES  
TRAINING VIDEOS**  
[Entering Initial Orders](#)  
[Allocating Booth Cookies](#)

Initial Orders



Allocating Booth Cookies




# Digital Cookie (Girls & Families)

Digital Cookie is a digital platform that allows girls and their families to manage and engage in every aspect of the cookie business from a smartphone, tablet, or computer. Girls can sign in to monitor their progress and send their Girl Scout sisters encouragement and cheers. They can use this link to take customer orders and process payments. Girls can also send emails and share their virtual link with friends and family. Volunteers will use Digital Cookies to process customer payments.

## STEPS TO REGISTER:

1. Digital Cookie access will be available on December 1. Registration emails will be sent with the subject line “Register for the Digital Cookie Platform Today.”
2. In the email, click the Register Now button to take you to the Digital Cookie registration site, where you will create your password.
3. Once your password is created, log in using the email address where you received your registration email.
4. If you are also the parent of a Girl Scout under 13, you will watch a quick “Safe Selling for Smart Cookies” safety video. You can’t proceed any further until you have viewed the video.
5. Read and accept the Terms and Conditions for Volunteers. You must read and accept the Terms and Conditions for Parents if you are also a parent.
6. A girl pledge will appear for volunteers who are also parents.
7. Select the role you would like to view. If you are a volunteer only, you will only have that as a role. If you are also a parent, you will have an additional role in the drop-down. Once you log in, you can indicate what role you want to get to the correct homepage. You can navigate to your roles at the top of all your screens by the drop-down.



Digital  
Cookie®

This cookie season,  
superpower your  
sale by adding  
Digital Cookie®  
to your toolkit.

## Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

Create your **Digital Cookie** Password  
for email address: parent@email@domain.com

When you create your password, a confirmation email will be sent.

Password

\* Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, @, or \$

Confirm password

SUBMIT

Look for the Digital Cookie registration email in your inbox to register. If you can't find it, contact your council.

2. Set Up Your Site

Cookie Page Setup

Level: 1st    My Cookie Story    Published

STEP 1 SET MY SALES TARGET REQUIRED

Your goal Calculator

\* Tonika wants to sell 200 boxes which is about \$120 to help her troop and others.

The money you earn helps everyone in your troop reach your troop goal. Find out more.

\*Members of cookies sales to our marketplace

SO FAR TONILISA HAS SOLD:

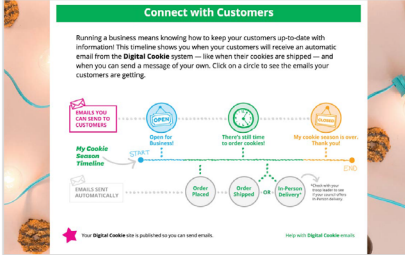
10000	Offline sales
10537	Online sales

Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers

Connect with Customers

Running a business means knowing how to keep your customers up-to-date with information. This timeline shows you when your customers will receive an automatic email from the Digital Cookie system — like when their cookies are shipped — and when you can send a message of your own. Click on a circle to see the emails your customers are getting.



\* Your Digital Cookie site is published so you can send emails. Help with Digital Cookie emails.

Use the emails in Digital Cookie to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

4. Track Your Goal

Total Online Sales

Customers who ordered: 6  
Cookies placed: 6  
Packages sold: 32  
Gift boxes: 2

Marketing Emails

14 marketing emails sent to 10 customers

Online Sales by Delivery

100%	Delivered to Parent
100%	Delivered to Member
100%	Delivered to Friend
100%	Delivered to Other

Use your Digital Cookie platform to track sales and inventory and check progress towards your goal.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.

# Cookie Delivery

## COOKIE DELIVERY TO TROOP

Cookies are delivered to the designated locations the week of February 5–9.



This delivery will include the following:

- Cookies from your initial order (if you have booth cookies in your initial order, these will be included in the delivery as well)
- Bank Deposit Slips
- Receipt Books
- Early Recognitions

Your SUCC will alert you of your cookie delivery location and times available for pickup. Before pickup, ensure you have a dry, safe, and sanitary place to drop off and sort your troop's cookie orders. Consider what kind of vehicle(s) you may need to pick up your order; the ENTIRE ORDER must be picked up during your designated time slot.

**NOTE: Children are not permitted on/at the cookie loading dock for safety purposes.** Children must stay in the car while cookie loading is taking place. If bringing a trailer, it must be covered to ensure the product is kept secure and dry.

### Estimated Number of Cases Vehicles Can Hold:

•Sedan: 30 •Minivan: 60 •SUV: 60 •Full-Size Van w/o seats: 200

## COOKIE DELIVERY TO GIRLS

Once you've picked up your troop's initial cookie order, you must take it to a dry, safe, and sanitary location. Sort each girl's order according to her original order card. (If you kept the order cards, ensure you return them to the girl during pickup.) Once sorted, you will need to schedule convenient pickup times for your troop families.

### During Cookie Pickup:

- Ask the adult picking up to count the cookie order with you and verify it is correct.
- Complete a receipt that details the varieties and quantity of cookies.
- Each designated adult must sign the receipt when picking up the girl's order. Retain the white copy for your file and give the person picking up the order the yellow copy.
- If the girl has additional cookies to pick up from orders taken AFTER she turned in her initial order, don't include these in the initial order count. Do her initial order count first and have the adult sign for the initial order.
- If there are additional cookies to be picked up from the troop's extra/booth cookies, count these cookies afterward and make a separate receipt for them. Have the parent sign the receipt for the additional cookies.
- Give each family a money envelope with the date money must be submitted to the troop. If girls' order forms were collected, return their forms to them at this time.
- Girls will receive their Early Recognition with their initial order
- Remind the family of upcoming date expectations and any upcoming booth sale opportunities.

# Cookie Delivery, continued

## FRIDAY COOKIES

Friday Cookies is a GSSI program that allows troops to check out additional cookies for booth sales with the benefit of returning them if unsold. Friday Cookie Orders may be returned only in full, unopened cases. **FRIDAY COOKIES DATES FOR 2024 ARE FEBRUARY 9 & 16.**

### How to Order Friday Cookies:

- You may order [online](#) or call the council office at (812) 421-4970. Orders must be in by 4:00 PM CST on the Wednesday before the Friday date of choice.
- Friday cookie orders are limited to a total of 40 cases. If you need more than 40 cases, contact the Product Sales department at [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or (812) 421-4970.
- When ordering, you must provide a pickup time between 8:00 AM–4:00 PM CST. Pickup times are every 15 minutes.

### How to Pick Up Friday Cookies:

- Friday Cookie orders may only be picked up on the designated Friday at your appointed time.
- **NOTE: Pickup location is Shetler Moving and Storage, 1253 Diamond Ave, Evansville, IN 47711, NOT the council office!**

### How to Return Unsold Friday Cookies:

- Cookies must be in unopened, full cases and must be in the same condition and variety that you checked out originally. (Cookies from initial troop order cannot be returned.)
- Friday, February 9, cookies must be returned to the council office on Monday, February 12, by 5:30 PM CST.
- Friday, February 16, cookies must be returned to the council office on Monday, February 19, by 5:30 PM CST.
- **NOTE: Return location is the council office at 5000 E Virginia St, Ste 2, Evansville, IN 47715.**

## COOKIE CUPBOARDS

GSSI provides cookie cupboards in Vanderburgh, Daviess, Dubois, Knox, and Perry counties from February 5–March 3. Cookie cupboards provide additional cookies to troops for booth sales and additional customer orders.

### Cookie Cupboard Information:

- Most varieties will be available at the cookie cupboards for about two weeks after the initial delivery. After that, certain varieties may be limited.
- Contact the cupboard before pickup to confirm varieties and reserve your cookies.
- Orders placed with the cookie cupboard must be picked up within 24 hours of the call.
- Once cookies leave the cupboard, they cannot be returned or exchanged without prior approval from the Product Sales Director.

### Council Cookie Cupboard:

GSSI Council Office  
5000 E. Virginia Street, Suite 2  
Evansville, IN 47715  
(812) 421-4970

### Hours of Operation: (all times CST)

- Monday-Thursday: 9:00 AM–5:30 PM
- Fridays: 9:00 AM–5:00 PM
- Saturdays February 10, 17, and 24: 9:00 AM–12:00 PM

# Cookie Booths

## COOKIE BOOTH SALES

A cookie booth is a direct sale where your troop partners with a local business on a set day and time to sell cookies to customers visiting the business. Cookie booths are an excellent way for a troop to reach higher goals. Only troops conduct cookie booths, not individual girls and their families.

### How to Plan for a Cookie Booth Sale:

- Work with your troop to set a goal and plan what you'd like to do with the cookie proceeds. Cookie booths can help your troop reach that goal.
- Booth cookies can be ordered with the troop's initial order in Smart Cookies under Extra or Booth cookies. You can also call a cookie cupboard to reserve and pick up cookies for a booth. Friday Cookies are another option to obtain booth cookies.
- Determine dates, times, and locations that work best for your troop.

## COUNCIL SPONSORED COOKIE BOOTH LOTTERY

The council obtains, organizes, and schedules some booth locations, including Evansville and Newburgh Walmarts, Sam's Club, East Evansville Lowe's, Eastland Mall, and Schnucks. These council-sponsored cookie booth sale times and locations will be awarded to troops via a cookie booth lottery on Smart Cookies. There will be an allotted time frame to sign up for GSSI's Booth Lotteries. There will be a cap on the number of booths reserved for each troop during the lottery process.

### How to Register for GSSI's Cookie Booth Lottery in Smart Cookies

1. Login to Smart Cookies.
2. The council pre-populates the time frame for when Booth Lottery requests. When the lottery begins, select the desired location. Purple locations are available for the lottery.
3. Once a location is selected, click on the desired month and date. Repeat the same steps for all desired locations. There is a maximum number of lottery selections that will be saved.
4. My Reservations will show all lottery requests. If you receive a booth assignment, notifications will be sent from Smart Cookies to the troop's contact email address confirming the booth assignment after the lottery has been completed. If a troop does not receive a booth assignment, the lottery request will fall off My Reservations.
5. Smart Cookies will automatically show your lottery booth reservation on My Reservations.
6. If the lottery is not completely booked during the available time frame, the open slots become first come, first served for all interested troops. There will be a cap on the number of booths a troop may reserve.
7. Smart Cookies will automatically show your first come, first served booth reservations on "My Reservations." You do not need to enter lottery booths into Smart Cookies manually.



## ONLINE TRAINING VIDEOS

[Cookie Booth Lottery](#)

[First Come, First Served Cookie Booths](#)

Cookie Booth Lottery



First Come, First Serve



# Cookie Booths, continued

## TROOP SECURED COOKIE BOOTHS

Businesses not on the council sponsored booth list can be contacted by troops directly. Troops will need to receive permission and confirm the date and time of their cookie booth with the business. Consider grocery stores, salons, banks, fitness clubs, retail stores, gas stations, churches, sporting events, specialty stores, etc. **NOTE: Cookie booths may not be set up in front of locations/businesses that girls cannot legally enter/patronize.** (Examples: liquor stores, bars, etc.)

All troop secured booth information must be entered into Smart Cookies for council approval. Entering your booth into Smart Cookies allows your troop to utilize the credit card platform ABC provides. It also will add your booth to the online Girl Scout Cookie Finder, a website and app that enables customers to search for cookie sales near a specified location.

### How to enter troop secured booth into Smart Cookies:

1. Click on the BOOTH tab and select TROOP SECURED BOOTHS.
2. Complete the booth information (required fields are marked with a red asterisk) and click save.
3. Select Request Appointment Time, choose your booth's date and start/end times, and click save. For multiple times, repeat these steps. This completes your request.
4. To check the status of your request: Click BOOTHS and select MY RESERVATIONS. Booth will show pending status until the council approves. You will receive an email from Smart Cookies once your booth is approved or denied. If not approved, the Product Sales Director will contact you.

### More Information about Troop Secured Booths

- Some businesses require proof of insurance. Contact [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or (812) 421-4970 to request this information; please allow two (2) weeks for request processing.
- **NOTE: Do not call radio/TV stations or newspapers regarding your booths.** GSSI's media team submits press releases and schedules media appearances on multiple news outlets across the council area throughout the cookie program.



### ONLINE TRAINING VIDEO

[How to Share Your Booth on Social Media Using Smart Cookies](#)

Share Booth on Social Media



## CONDUCTING A COOKIE BOOTH SALE

### Cookie Booth Safety Guidelines & Procedures

Ensure that all booth volunteers have reviewed the following safety guidelines before your booth sale.

- Ensure you have an updated troop roster on-site and off-site with emergency contacts.
- There should be 2-4 girls and at least 2 adults present at a booth sale at all times. All girls and at least one adult present must be registered for the 2023-2024 Girl Scout year to participate in Girl Scout booth sales.
- Never leave girls alone at a booth. There should ALWAYS be two adults present and engaged.
- Locate and show the girls where the approved restrooms are in the facility. Some locations do not have or do not allow public use of the restroom. Do not ask for exceptions.
- Girls should always use the buddy system when leaving the booth during the sale.

# Cookie Booths, continued

## *Cookie Booth Safety Guidelines & Procedures, continued*

- Only registered Girl Scouts and volunteers may be at the booth. No family, friends, or pets, please.
- Only sell Girl Scout Cookies at cookie booths, do not bring any other items for sale.
- Smoking is not permitted anywhere near a cookie booth.
- If someone takes money or cookies, DO NOT attempt to physically retrieve the stolen items, and DO NOT allow the girls to do so. Instead, get a good description of the offender(s), call 911, and alert store security (if available). Make sure the girls know what to do in the case of theft. Keep the girls in a safe location until parents/guardians pick them up.
- In the case of an incident where you or your girls feel threatened or money/product is stolen, call 911 immediately and then call the GSSI emergency number at (812) 484-6806. An Incident Report must also be completed and submitted to the council office. Incident Reports are found under the Resources tab at [www.girlscouts-gssi.org](http://www.girlscouts-gssi.org).
- Adults should not engage in debate if approached by an individual challenging the Cookie Program or Girl Scouting in general. Refer the individual to [GSSI's Answering Difficult Questions Sheet](#) or ask them to contact the council office to discuss the matter further at (812) 421-4970 or [support@girlscouts-gssi.org](mailto:support@girlscouts-gssi.org).
- Girl Scouts should always behave in a manner appropriate to a public place. Adults are responsible for their actions and the actions of the girls. Failure to do so may jeopardize the troop's ability to participate in future booth sales. Location managers have the right to ask anyone participating in a booth sale to leave. Troops are to leave without comment if asked to do so. Adults should immediately report the incident to their SUCC, who will contact GSSI's Product Sales department.

## **COOKIE BOOTH SALE BEST PRACTICES**

- Before the booth date, assign shifts and duties to girls and volunteers.
- For larger troops, schedule girls to participate for shorter periods so that every girl has the opportunity to participate.
- If accepting credit cards, ensure that girls and volunteers have completed the Smart Cookies Credit Card training and that a computer or mobile device with an internet connection is available.
- Arrive no more than 10 minutes before your shift. If a troop is scheduled before you, they are allowed to sell until the end of their time slot. Please do not begin selling before your time slot.
- Bring cookies of all varieties and count your cookie inventory before the sale begins.
- Girls should wear Girl Scout clothing or uniform to identify them as Girl Scouts.
- Bring a cash box with one, five, and ten dollar bills. Be mindful of the money box. Girls should be encouraged to accept payments and make change, but an adult should carefully watch all financial transactions.
- Be polite when asking customers to buy cookies—you represent the Girl Scout movement.
- If a booth runs for an extended period or sees a high sales volume, GSSI recommends periodic cash pick-ups by an off-site registered adult or troop leader to detour theft.
- Thank the business before you leave. Girls can even send a thank you card to the business.
- Be sure to clean up the area when you are finished. Do not leave cardboard cases or trash.
- If two troops show up at the same location, please work it out as Girl Scout sisters. Do not involve store management.



# Cookie Booths, continued

## TIPS FOR A FUN & SUCCESSFUL COOKIE BOOTH SALE

- Check out cookie costumes for girls to wear during the sale! Reserve costumes with the council office by emailing [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or calling (812) 421-4970.
- Work with girls to write and practice their cookie pitch so they are comfortable with approaching customers and speaking to them about cookies.
- Participate in the Bling Your Booth contest!

### BLING YOUR BOOTH CONTEST

Attract more customers by creating a fun and eye-catching cookie display! We encourage girls to use their imagination and creativity to make their booths unique with our Bling Your Booth Contest. Troops enter by submitting pictures of their booth creation which will be posted on the GSSI Facebook page with a voting link. Dates & details for submissions will be shared in January on Facebook and the council email newsletter.



## TRADITIONAL COOKIE BOOTH ALTERNATIVE

### SET UP A COOKIE DRIVE THRU

- Give customers a convenient way to get their cookies by setting up in parking lots and offering a drive thru service.
- Work with local businesses to secure a safe location and collaborate on advertising your drive thru, including on social media.
- Share your drive thru location with your community and invite individuals to visit your drive up location.
- **NOTE: Your Cookie Drive Thru should follow the same rules and expectations of a traditional cookie booth.**

# Recognitions & Cookie Dough

## RECOGNITIONS

Recognitions are items that girls can earn when they participate in the Cookie Program. Girls start earning recognition items at 18 packages. Recognitions accrue cumulatively, so with each level a girl reaches, the more awesome swag she can earn! Girl Scouts Junior, Cadette, Senior, and Ambassador troops may opt out of receiving individual recognitions to earn more troop per package proceeds. Troops that opt-out will still receive earned patches plus their 2025 GSUSA membership if they reach that level.

## COOKIE DOUGH

Cookie Dough is a credit that girls may choose as a Cookie Program recognition. Registered Girl Scouts can use Cookie Dough to pay for approved council activities and supplies associated with Girl Scouting, including purchases in the GSSI council shop, service unit events, camps, or council-sponsored events. Cookie Dough can also be used for troop-approved events or trips. For full information on using Cookie Dough, see the [Cookie Dough Usage Form](#) on the GSSI Cookie Resources page.

**New for 2024**, Cookie Dough is now cumulative. This means at each level, the girl will choose a recognition item or cookie dough. For example, she can choose a recognition item at the first level and cookie dough at the second level.

## GSSI'S TOP RECOGNITION LEVELS FOR THE 2024 COOKIE PROGRAM YEAR

- **500-749 Packages:** Girls will receive the Super Patch, Cookie Event Ticket, 2025 Girl Scout Membership, & a Beach Towel. The Cookie Event will be on Saturday, April 6th from 5:30-7:30 PM CDT at the Deaconess Aquatic Center in Evansville.
- **750-999 Packages:** Girls can select a Philanthropic Reward OR a Tamagotchi®.
  - The Philanthropic Reward is a donation of a pair of shoes from The Shoe That Grows to a child impacted by poverty. The shoes that are donated expand five full sizes and last for years. If girls select this recognition, they will not receive the shoes; The Shoe That Grows will donate them on their behalf.
- **1,000-1,249 Packages:** Girls can select a Dee Berkley® genuine gemstone quartz bracelet with custom charm OR a Lego® axolotl set.
- **1,250-1,499 Packages:** Packages: Girls can select a Build-a-Bear® Gift Card to make their own Girl Scout Bear (or another of their choice) OR a Zion Sling Bag. (Zion Sling Bags are one-of-a-kind bags that repurpose used US billboard vinyl and turn it into a unique accessory, keeping the vinyl material out of landfills.)
- **1,500-1,749 Packages:** Girls can select a portable photo printer OR Crocs™ & Jibbitz™.
- **1,750+ Packages:** Girls can select a camping bundle OR an activity bundle.
  - Camping Bundle includes: A tent, a sleeping bag, and a rocker chair.
  - Activity Bundle includes: An activity tracker, 2 tickets to Holiday World, and Nike® headbands.

*NOTE: Recognition item colors may vary from visual. Recognition items may be subject to change due to availability.*



**ONLINE RESOURCES**  
[Cookie Dough Usage Form](#)  
[2024 Cookie Recognitions](#)

Cookie Dough Info



Recognitions



# Banking Procedures

- Ask customers to make checks payable to “Girl Scouts of Southwest Indiana” or “GSSI.”
  - There will be a fee to the check writer for any returned checks.
  - GSSI will assume all non-sufficient funds (NSF) fees for checks deposited into the GSSI cookie bank account.
  - GSSI WILL NOT assume NSF fees for checks deposited into troop accounts.
- Encourage families to turn in cash and checks weekly. You should make deposits often to help eliminate potential loss, theft, and bounced checks due to the hold length.
- Always give a receipt to the girl/family when cookie money is collected. Receipt should be signed by the volunteer who receives the money and by the parent/guardian who turns in the money. Put the girl's deposit to the troop into Smart Cookies under FINANCES>FINANCIAL TRANSACTIONS>GIRL TRANSACTIONS. Use the payment type for this transaction. The transactions will be reflected on the Girl Balance Summary Report.
- You may deposit into GSSI cookie accounts at German American Bank, Fifth Third Bank, or First Federal Savings Bank. The SUCC will provide GSSI cookie account deposit slips to you; more are available at the council office.
- Utilize the Troop Balance Summary Report in Smart Cookies for a running total of money due to the council.
- Keep all GSSI cookie account bank deposit receipts; these will be turned in to the council with your final paperwork. Write your troop number on all GSSI cookie account bank deposit tickets and receipts.
- **NOTE: You must record all GSSI cookie bank account deposits into Smart Cookies.** Use the Troop Bank Deposit type when entering money that was deposited into the GSSI cookie account. This will be reflected on the Troop Balance Summary Report. See the Smart Cookies section of this document for more details.
- All money collected **except Troop Proceeds** should be deposited into the GSSI cookie bank account. Deposit troop earned proceeds into your troop bank account. Run the Troop Balance Summary Report to determine your troop proceeds. Check troop direct ship orders in Smart Cookies. If you have any of these orders, this will be reflected on what is owed to the council on the Troop Balance Summary. Any troop direct ship orders should be divided amongst the girls before the end of the program.
- **DATE REMINDER: All money is due to the troop no later than March 6. Money should be deposited and final paperwork is due to your SUCC by March 9.**



# Troop Proceeds

**Opt Out Option:** Junior, Cadette, Senior and Ambassador troops can choose to opt out of receiving recognitions and cookie dough in order to earn additional troop proceeds. This includes early recognitions. The girls WILL still receive any earned patches and if they reach the 500 cookie level, they will earn their GSUSA membership. Graduating Seniors will earn \$25.00 towards their Lifetime Membership upon request. In order to qualify, the entire troop must agree to opt out of the cookie recognition program and agree to receive additional troop proceeds. Opt out forms must be submitted to GSSI by January 10.

**Individual Girl Scouts:** Individual sellers do not qualify for troop proceeds or bonuses due to IRS regulations. Girls who plan to sell as individuals are encouraged to team up with a troop. If the girl cannot find a troop to join for the cookie program, the SUCC will help assign a troop.

## How to determine your troop average?

Divide the total number of packages sold by the number of girls selling. Determine your troop's per package proceeds using the chart below:

Troop Packages Sold Average	2024 Per Package Proceeds	Opt out per package proceeds increase	Opt out proceeds
Less than 100 packages	\$0.35	\$0.02	\$0.37
100-124 package	\$0.37	\$0.02	\$0.39
125-149 packages	\$0.43	\$0.02	\$0.45
150-174 packages	\$0.45	\$0.03	\$0.48
175-199 packages	\$0.46	\$0.05	\$0.51
200-249 packages	\$0.48	\$0.07	\$0.55
250 packages	\$0.49	\$0.09	\$0.58

## TROOP STATUS BONUS

Troops may be eligible for a troop status bonus. Do not withhold this bonus from what is owed to the council to pay for cookies. A check will be mailed to the troop after final paperwork is verified. Please make sure the troop leader's home address is current with the council office. Determine your troop's per package bonus using the chart below:

Troop Status	Average Packages Per Girl	Bonus Amount Per Girl
Champion Troop	250 packages/per girl average	\$25.00 per girl
Trailblazer Troop	200 packages/per girl average	\$20.00 per girl
Pacer Troop	175 packages/per girl average	\$16.00 per girl
Pioneer Troop	150 packages/per girl average	\$14.00 per girl
Super Troop	125 packages/per girl average	\$12.00 per girl
Banner Troop	100 packages/per girl average	\$5.00 per girl

# End of Program

## END OF PROGRAM NOTES

- No cookies may be sold after March 3 without permission from GSSI. Contact the Director of Product Sales at [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or (812) 421-4970 prior to the March 3 deadline.
- A 2024 Cookie Program Survey will be emailed to all Troop Cookie Volunteers at the end of the program. This is great opportunity to share your experience and offer feedback to the GSSI Team. We appreciate your time and service to Girl Scouting!

## DELINQUENT ACCOUNTS

GSSI will work with all troops and service units to collect outstanding debt to the troop and/or council.

### If cookie money is not turned into the troop by the deadline:

- First, make every effort to contact the family and remind them the money is due.
- Before you close out your program in Smart Cookies, contact GSSI's Product Sales Department at (812) 421-4970 or [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) to give notice of a delinquent girl.
- GSSI will adjust Smart Cookies for the uncollected cookie funds; however, you will need to adjust your final paperwork before you turn it into your SUCC.
- You or the troop do not need to take responsibility for the delinquent girl's cookies.
- GSSI will adjust the total number of girls selling in the troop to reflect an accurate per girl average.
- Fill out GSSI's [D1 form](#), include a copy of the girl's signed Cookie Permission Form, and submit the documents with your troop's final paperwork to the SUCC.

## TROOP FINAL REPORTS

You will receive a Troop Final Report Envelope from your SUCC with your cookie delivery. All final reports are due to your SUCC no later than March 9. Receiving recognitions and patches is not guaranteed if your troop's final paperwork is submitted after March 9. Make sure all deposits to GSSI have been entered into Smart Cookies. Your Troop Balance Summary should be at a zero balance when you sign it.

### Final Reports Directions:

Complete all information requested on the front of the envelope and enclose the following:

1. Troop Balance Summary Report from Smart Cookies. Go to REPORTS, click on CURRENT, in the CATEGORIES box click FINANCES, and click TROOP BALANCE SUMMARY. Click GO TO REPORTS and complete the information needed.
2. D1 Form and copy of Cookie Permission Form, if applicable for delinquent girls.  
**NOTE: If there is a delinquent girl in your troop, the Balance Summary Report must be run again after the delinquent cookies are removed from your troop. GSSI Product Sales Department must be notified to remove the delinquent cookies.**
3. All GSSI cookie account bank deposit receipts – this is the receipt received from the bank after depositing to the GSSI cookie bank account. **NOTE: Write your troop number on all bank deposit tickets and bank receipts.**

If you overpay GSSI, the council will refund you once the overpayment is verified. Fill out the [C1 Form](#) located on the GSSI COOKIE RESOURCES page on the GSSI website. You should also alert your SUCC that you overpaid. Refunds are processed and mailed no later than mid-June.

# End of Program, continued

## RECOGNITION DISTRIBUTION

### Recognitions & Cookie Dough:

- Recognitions are shipped directly to the SUCC, who will distribute troop recognitions in mid-May to the Troop Cookie Volunteer.
- Please check your order received against your records in Smart Cookies.
- If you have any discrepancies, please notify the Product Sales Department at [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or call (812) 421-4970 as soon as possible. Due to ABC Bakers' limited supplies, council has 3 weeks to report missing or damaged recognitions.
- Distribute recognitions to girls within one week of receipt unless you plan to give them out at a special ceremony. Be sure to alert families of recognition receipt date.
- Any undeliverable recognitions should be returned to the council office by June 7.
- Cookie Dough will be delivered to the SUCC and will be distributed to troops with girl recognitions.

### Troop Status Bonus Check:

- All earned troop status bonus checks will be sent to troop leaders from the council office no later than mid-June. NOTE: Troops must be in good standing to receive a bonus check.

## REFLECT & CELEBRATE!

Don't forget to take time to reflect on the program with your girls while it's still fresh in everyone's minds. What went well? What could be improved? Discuss what they each want to do differently next year.

Work with your girls to plan a fun celebration to mark the end of the cookie program. A pajama or pizza party where girls can relax and write thank you cards to those who helped them reach their goals is the perfect way to wrap up the cookie season!

GSSI is always here to help; please contact us at [cookies@girlscouts-gssi.org](mailto:cookies@girlscouts-gssi.org) or call (812) 421-4970 if you need anything or have any questions.



*\*All times CST*

## DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Cookie Permission Forms Due to Council 1	2
3	4	5	Program Begins 6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	Initial Orders Due to Troop. Opt Out forms due.* 10	11	12	Troop Pre-Orders Due to SUCC 13
14	15	16	SU Orders Due to Council 17	18	19	20
21	22	23	24	25	26	27
GIRLS CONTINUE TAKING ORDERS TO REACH HIGHER GOALS JANUARY 10-MARCH 3!						

## FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
GIRLS DELIVER COOKIES FEBRUARY 5-MARCH 3						
4	5	6	7	8	Friday Cookies 9	Council Cupboard Open 9:00-12:00 10
COOKIES ARRIVE & COOKIE BOOTHS BEGIN						
11	Friday cookies returns due by by 5:30 PM 12	13	14	15	Friday Cookies 16	Council Cupboard Open 9:00-12:00 17
National Girl Scout Cookie Weekend						
18	Friday cookies returns due by by 5:30 PM 19	20	21	22	23	Council Cupboard Open 9:00-12:00 24
25	26	27	28	29		

## MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
Program Ends 3	4	5	Girl Payment to Troop Due 6	7	8	Troop Paperwork Due to SU & Main Recognition Order Due in Smart Cookies 9
10	11	12	All SU Final Reports Due to Council 13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30