

Unlocking Cookie Magic: A Service Unit Guide



One of the great benefits of being a Service Unit Cookie Manager is guiding Girl Scouts and Girl Scout volunteers on their cookie journey. You are a cookie expert and have the know-how to best support your troops and Girl Scouts! Thank you for your dedication to the largest girl entrepreneurial program in the world!



BRAVE. FIERCE. FUN!



As a Service Unit Cookie Manager, you're an invaluable part of the cookie program, and we're here to support you with resources, tools, tips, and more.

- After first receiving training from GSWNY, use the cookie materials to determine the training option (virtual and in-person) that works best for how you want to deliver training to your troops. Training is crucial as it ensures your troops are ready to take on the cookie season.
- For troops, you are the information source for all things cookies-from distributing key program materials, to directing them to helpful resources.
- You'll assist with, and respond to, troops who have issues or concerns (like too many cookies or finance problems), and try to be proactive. New troops will especially need the extra support.
- The cookie season is a joyous time of year. You are the troops' #1 cookie supporter, so take time to re-energize your troops throughout the program.

In December, you'll receive enough materials for all registered troops and Girl Scouts in your service unit. Need more or have extras to share? Email customer care@gswny.org.

Sample cookies: You'll receive one package of Exploremores for each troop in your SU.



Before the Program

Service Unit Product Program Managers (SUPPM's) are required to hold an informational meeting with troop leaders and troop cookie managers to go over the details of this year's cookie program. Remember, troops must have their materials early enough in order to meet with their Girl Scouts and parents/guardians.

Prepare

- Schedule a SU Cookie Rally and troop training
- Use cookie program materials provided
- Plan activity to keep training engaging
- Distribute troop cookie samples
- Recruit other volunteers to assist you with training and Service Unit duties

Training

- Refer to SU & Troop Guide, Family Flyer, Order Card & Recognition Flyer
- Talk about ways to participate (online-direct or with the girl delivery option, in-person, direct sales); troop proceeds, girl goal (190/200 packages); troop hoodie incentive; troop experience reward and recognition program
- Explain Gluten-Free pre-orders by troop (Troops pick up order at delivery)
- Troop Vol Position Descriptions & Parent Permission forms must be signed before paperwork can be distributed
- Review functionality of Smart Cookies and Digital Cookie.
- Review Cookie Program dates



Initial Order Recognitions

Girl Initial Recognitions:

Girl Scouts who sell 190+ packages by January 31 will earn a BFF Pillow Set & Goal Getter Patch

Girl Scouts who sell 200+ packages by January 31 will earn a Girl Scout Designed Crewneck!



Troop Hoodie Incentive:

Troops who average 200 packages per girl selling by Feb. 6 will receive two sweatshirts for the leaders. They will be included with the early recognition girl items...just in time for booth sales.

Troop Experience Reward:

When troops reach a 300+ PGA by the end of the program, they unlock their choice of:

Jump passes at Altitude Trampoline Park (1 hr pass) OR an activity with goats at Rowandale Farms!



Online Order Taking

Starts December 12th

The Digital Cookie platform allows Girl Scouts to seamlessly manage every aspect of the cookie business from a smartphone, tablet, or computer. SUPPM's and Troop leaders still utilize Smart Cookies to seamlessly submit and manage orders, set up booth locations, track finances, and simplify their workflow. However, SUPPM's and Troop Leaders do have access to Digital Cookie to help manage the troop and Girl Scouts in those systems.

Getting Started in Smart Cookies/Digital Cookie: On December 1: If the troop designated a Troop Cookie Manager in MyGS, an email with a registration link was sent directly to them from noreply@abcsmartcookies.com. If the troop did not have a designated Cookie Manager, council selected one adult with the "co-leader" role in MyGS - if that person is incorrect, you can edit that information in Smart Cookies. Troops received a DC registration on December 8th.

Each year, we clear out the system of troops and Girl Scouts - they are uploaded in November from our membership system. All troop volunteers must be registered and background checked to be entered into the selling systems.

Subsidized Shipping

GSWNY is again subsidizing shipping rates for Smart Cookies Direct Ship. The consumer will see a message at the point-of-sale indicating the lower shipping cost.

ONLINE PROGRAM

- Safety is our top priority. Before participating in any money-earning GS activities, it is important Girl Scouts and adults review and sign the Girl Scout Online Safety Pledges found on our website.
- Girl Scouts set up their dashboard, send emails, texts, and share their sales link via social media.
- Parents/Caregivers must approve all orders within 5 days taken via the Girl Delivery Link or QR code.

Service Unit Duties

- Promote initial order goals and early recognition rewards
- Encourage troops to help Girl Scouts find ways to reach 190/200 packages to earn the early (initial) recognition rewards
- Encourage troop volunteers to earn the troop hoodie incentive reaching a troop average of 190 packages per Girl Scout by February 6th

January 19-January 30: COUNCIL BOOTH LOTTERY

Booth lottery is open 1/19-1/30. Troops will be notified on 1/31 if they were selected for a council booth, via a Smart Cookies email. First come first served (FCFS) will open on February 1st. Videos and tip sheets on how to request both a lottery booth and FCFS booth can be found on our website.



Initial Order Taking



January 7- January 31

Before January 7th - SU should hold a training for all troops. In turn, the troop trains Girl Scouts and families.

- Hold training using Family Guide, order card & recognition flyer
- Set SU goal based on the Goal Sheet given out at training. Encourage troop, and Girl Scout goals
- **All parents/guardians must complete either the Annual Permission form or the 2026 Cookie Program Parent/Guardian Permission form. Form is kept by the troop.**
- Anyone who volunteers with the troop or handles money must be registered and background checked with GSWNY

As an SUPPM during the initial order period:

- Encourage your troops and Girl Scouts to reach 190/200 package levels for early girl rewards and the troop hoodie recognition & troop experience reward
- Remind troops: Money is collected when cookies are delivered unless paid via credit card

FEBRUARY 6:

(NOTE: 6 day delay from parent entry date (January 31) to troop entry date (February 6) to allow orders to process from DC to SC)

- **Initial Product and Recognition Order due by troop in Smart Cookies by 11:59 pm**

Remind troops:

- In abcsmartcookies.com troop completes:
 - Initial Cookie Order (Smart Cookies rounds up to full cases at the initial order - they should keep in mind the extra packages they'll have on hand. These cannot be exchanged or returned. Troops use these cookies at Booth Sales or extra orders received.
 - Order booth sale cookies with initial order under the booth line in SC
 - Select a Delivery Pickup Appointment Time
 - Create and Submit Early (Initial) Girl Recognition Order. ****NO EXCHANGES FOR SIZES****

Order troop sweatshirt in ABC Smart Cookies. An instructional video will be sent to troop leaders on how to order

February 7th, (after troops are locked out) check Smart Cookies to ensure troops have correctly completed their:

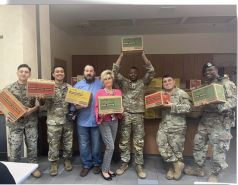
Service Unit Duties

- Initial Cookie Order
- Delivery Appointment Time
- Early (Initial) Recognition Order
- Council will add the Gluten Free Orders into SC for troops on February 8th

Cookie Share

Share patch
available in
council shops
for \$1.50

Cookie Share is our Council's cookie Community Service Project. Customers can purchase cookies to be donated to those serving in the military and to local shelters, frontline workers, and food banks.



- Initial orders: Enter Cookie Share Donations in the Cookie Share column
- Keep Goaling/booth orders: enter in Virtual Cookie Share under Orders tab.
- Troops have the option to donate and deliver cookies to an organization of their choice. To receive these cookies, troops will need to choose flavors in the Girl Scout's order line.

Goal-Getter Orders

February 1-March 29

Encourage Girl Scouts to continue taking orders while they wait for the initial order to be delivered!

- "Keep Goaling" orders are taken using Digital Cookie ecards, electronic/paper order cards, and Girl Scout or Troop DC store link.
- To fill these orders, troops use extras from the Initial Order, or place a Cupboard Planned Order in Smart Cookies for extra product to fulfill additional orders as well as for troop direct sales.
- Girl Scouts give these orders to their Troop Cookie Manager/Troop Leader to fulfill in a timely manner

- Encourage troops to secure booth sale locations and enter them into SC. This will enable them to take credit card payments at their booth.
- Encourage Walkabouts and SU Community Booths
- Remind Girl Scouts they can still continue to take orders
- Remind troops to place a planned order in SC for additional cookies needed from a cupboard

Service Unit Duties

Product Delivery

February 25-28

- Detailed information will be sent the week before delivery to all Service Unit Cookie Managers as well as troop leaders.
- If you'd like to volunteer at delivery, please contact your Council Product Program Mgr.



Service Unit Duties

Mega Drop Deliveries:

- Remind troops it's **REQUIRED** for them to have a driver AND counter/loader to pick up the troop's cookie order

Non-Mega Drop Deliveries:

- Ensure product is distributed accurately; count order with troop for accuracy
- Maintain signed receipts for product distributed. Give copy to council product team
- Troop Volunteer counts and signs for their entire SU's initial product received

Direct Sales

February 28-March 29



By hosting a booth sale, girls gain experience conducting transactions, answering questions, counting money, setting up product displays, and managing inventory.

- Council-Secured booths are arranged by GSWNY staff with our corporate and community partners. The sign-up process is in two phases for these booths: Lottery and first-come, first-served (FCFS). Instructions on how to enter the lottery and FCFS will be sent in January.
- Troop-Secured booths are arranged by troops at local businesses in their communities. Have troops contact local businesses, as it is a great way for girls to learn business strategy and people skills. Troops can start NOW to set up locations for their troops!

Planned Orders

Troops must order cookies via a planned order in ABC Smart Cookies from a cupboard ONE week prior to cupboard pickup. It is recommended troops order their booth cookies with troop's initial order to guarantee quantities needed for direct sales.

Place Planned Order By:

March 1

March 8

March 15

March 22

Cookies Available:

March 5

March 12

March 19

March 26

- Organize a Community SU drive-thru event; help troops secure booth locations
- Remind troops to enter troop booth sale locations in SC under troop-secured booths. This will allow council to promote the sale and give the troop ability to use credit cards as payment by their customers. Reminder: Credit Card transactions for booth sales are processed in Digital Cookie. Credit card instructions available on gswny.org
- Troops can use the URL found in Digital Cookie to host virtual Cookie Booths

Service Unit Duties

Payments and Final Steps

TROOP PAYMENTS - Troops should use e-payment to pay the amount due to council. Link is on the homepage - gswny.org

By March 18:

Troop Makes Initial Payment. We ask troops to pay as much as they can to council to cover the cost of their initial order.

March 30:

Main Recognition Order Due by troops

- Remind troops to manage inventory to ZERO by transferring troop on hand cookie inventory to girls.
- If Cad/Sr/Amb troop selected older girl proceeds option, TCM/TL must make selection in Smart Cookies by updating Proceeds Plan and place a Main Recognition order for patches. Girls earn all patches regardless of opt-out status.
- Verify troop initial/final payments in SC. Reach out to the troop with a balance due. Notify council of any delinquency issues.
- TL/TCM emails their ePayment confirmations to you by due dates
- Unpaid Balances/Refunds: Turn in the troop's D1, NSF and/or Troop Refund forms with supporting documentation to customer@gswny.org. Without this completed paperwork, the TL/TCM is responsible for the unpaid balance due. The TL/TCM is responsible for any lost, stolen, or misplaced money and/or cookies.



By April 1:

Troop Final Payment Due

- Unpaid balances: Turn D1, NSF and/or Troop Refund forms with supporting documentation to customer@gswny.org. Without this completed paperwork, the TL is responsible for the unpaid balance due council. If no parent delinquency is declared, SUPPM must turn in a D1 form for the Troop Leader.

May - 10 days from Shipping Notification

- Recognitions will be shipped directly to you, the Service Unit Cookie Managers from ABC Bakers and Centricity
- Verify all recognition items shipped from to packing list and notify council with discrepancies.
- Prepare troop orders and receipts, distribute within one week. Use the "Recognition Order by Troop" Report to confirm items received and "Recognition Order By Girl" Report to prepare girl orders. Distribute items timely to girls. Keep a copy of all signed reports.
- Last day to report any damages and shortage to council. Rewards not picked up by June 15th should be returned to council.

Follow GSWNY on Social Media for up-to-date Cookie Program information!

