



# 2025 Cookie Guide



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This Girl Scout Cookie™ season, we are inspiring Girl Scouts® to embrace the endless possibilities to grow their skills that selling cookies offers!



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# Include the 5 Skills

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!

	Goal Setting	Girl Scouts learn how to set goals and create a plan to reach them.
	Decision Making	Girl Scouts learn to make decisions on their own and as a team.
	Money Management	Girl Scouts learn to create a budget and handle money.
	People Skills	Girl Scouts find their voice and build confidence through customer interactions.
	Business Ethics	Girl Scouts learn to act ethically—both in business and life.



# Resources

ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	<a href="http://www.facebook.com/abcbakers">www.facebook.com/abcbakers</a>
Lemonades Facebook	Product sales and marketing tool	<a href="http://www.facebook.com/LemonadesCookie">www.facebook.com/LemonadesCookie</a>
Lemonades Instagram	Product sales and marketing tool	@Lemonadescookie
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Cookie theme information	Gallery of images, clip art, certificates	<a href="http://www.flickr.com/photos/abcbakersvolunteergallery/albums">www.flickr.com/photos/abcbakersvolunteergallery/albums</a>
Cookie varieties	Product descriptions and recipes	<a href="http://www.abcbakers.com">www.abcbakers.com</a> <a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Rally Guide	Fun ideas for troop rallies	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Standard forms	Parent permission slip, count it up activity	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Troop goal poster	Poster	<a href="http://www.flickr.com/photos/abcbakersvolunteergallery/albums">www.flickr.com/photos/abcbakersvolunteergallery/albums</a> <a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Volunteer and girl videos	How-to videos on a variety of topics	<a href="http://www.youtube.com/user/ABCCouncils">www.youtube.com/user/ABCCouncils</a>



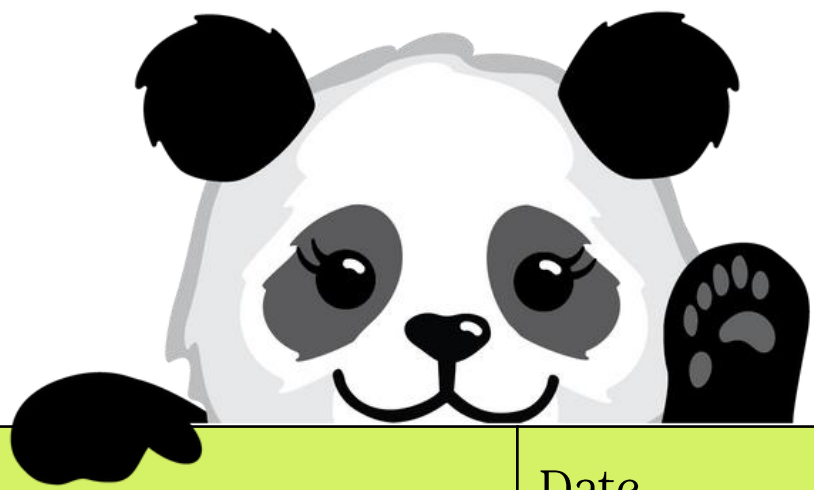


# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator		

# Cookie Calendar



Activity	Date
Cookie Sale Opens! Girls begin paper order sales, troops begin planning initial order	January 1, 2025
Volunteer access for Digital Cookie opens	Tuesday, January 7, 2025
Parent Access for Digital Cookie opens	Tuesday, January 14, 2025
Initial order from Troops due in Smart Cookies by 11:30pm	Wednesday, January 15, 2025
Initial order from Service Units & cupboards due in Smart Cookies by 11:30pm	Thursday, January 16, 2025
Digital Cookie opens for girls and sales	Tuesday, January 21, 2025
Depot Deliveries	February 4, 2025 – February 9, 2025
Booth Sales Begin!	Friday, February 7, 2025
ACH #1: 50% of Troop's initial order	Monday, February 17, 2025
ACH #2: 50% Troop's Balance Due as of 3/7/2025	Monday, March 10, 2025
Cookie Sale Ends! Girl rewards due in Smart Cookies by 11:30pm or troop forfeits all recognition items including patches. No exceptions.	Monday, March 31, 2025
ACH #3: All remaining Troop's Balance Due	Monday, April 7, 2025

# Promotions



## Cookie Share

Girl Scout Cookies purchased through “Cookie Share” are donated to a charitable organization chosen by the Girl Scouts’ troop or council. The Girl Scout will receive credit for your cookie donation purchase, as will the troop.

## Cookies from the Heart

All virtual cookie share donations are collected at council **and then distributed to LOCAL hometown heroes**. From firefighters and police to active and retired military. Nurses, EMTs, teachers and more!





# Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up.** Always use the buddy system. It's not just safe, its more fun.
- **Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

## In Person Sales

- **Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

## Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.





# Troop Manager Checklist



- \_\_\_\_\_ Register as a member of Girl Scouts of the U.S.A. for FY'24, October 1, 2024, through September 30, 2025.
- \_\_\_\_\_ Submit a completed T-1 and T-3 ACH form. Assume financial responsibility for all cookies received by the troop.
- \_\_\_\_\_ Take Cookie training as instructed by Council.
- \_\_\_\_\_ Provide adequate information sharing and support for all girls and parents in the troop during the cookie sale.
- \_\_\_\_\_ Submit the troop initial cookie order with booth cookies included via Smartcookies by January 15th, 2025, no later than by 11:30 pm.
- \_\_\_\_\_ Participate in your Service Unit Booth Sale Lottery.
- \_\_\_\_\_ Sign up for additional FCFS Booth Sale opportunities through Smartcookies.
- \_\_\_\_\_ Arrange, with the Service Unit Cookie Manager, pickup of the Troop's initial order.
- \_\_\_\_\_ Distribute cookies to parents/guardians and obtain signature on the T2 Troop Worksheet form. Continue to collect re-orders and obtain additional cookies from cupboards as needed.
- \_\_\_\_\_ Place planned orders in Smartcookies weekly as needed.
- \_\_\_\_\_ Handle money properly and provide parent receipts. Provide troop leader with validated troop deposit slips or obtain a receipt if cash is given directly to the leader.
- \_\_\_\_\_ Update Smartcookies with girl's final sale totals and order main recognitions no later than March 31st, 2025, by 11:30 pm. If the troop chooses to opt out, patches must still be ordered by the deadline.
- \_\_\_\_\_ Report parents/guardians or other outstanding debts to Service Unit Cookie Manager and GSCM immediately by using a T-6 delinquent account form.
- \_\_\_\_\_ Turn a copy of Troops' final cookie sale report to the Troop Leader.
- \_\_\_\_\_ Arrange for pickup of girl rewards from your Service Unit Cookie Manager. Distribute girl awards and report any discrepancies to your Service Unit Cookie Manager prior to May 30th, 2025.



# Cookie Facts



12 cookie packages per case

\$6.00 per package  
\$7.00 for Gluten Free

Proceeds stay local!



How much can I pickup?

How much should I order?

Based on average sales per cookie variety in the past, we recommend you order based on the below mixture:

Thin Mints®	28%	Trefoils®	9%
Caramel deLites®	18%	Peanut Butter Sandwich	6%
Peanut Butter Patties®	15%	Toast-Yay!®	5%
Adventurefuls®	7%	Caramel Chocolate Chip	2%
Lemonades®	10%		

Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station Wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases

The oven that bakes Trefoils® is as long as an American Football field.

A cookie season of Caramel deLites® needs as much coconut as 6 blue whales weigh.

Fun Facts!

ABC uses enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.

Girl Scouts have been selling Lemonades® since 2006.

# Your Girl Scout Cookie favorites are back!



**Adventurefuls®**

*Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt*



**Toast-Yay!®**

*French Toast-inspired cookies dipped in delicious icing*

made with  
vegan  
ingredients



**Lemonades®**

*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*

made with  
vegan  
ingredients



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

*Crispy chocolate wafers dipped in a mint chocolaty coating*

made with  
vegan  
ingredients



**Peanut Butter**

**Patties®**

*Crispy cookies layered with peanut butter and covered with a chocolaty coating*

made with  
vegan  
ingredients



**Caramel deLites®**

*Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes*



**Peanut Butter**

**Sandwich**

*Crisp and crunchy oatmeal cookies with creamy peanut butter filling*



**Caramel**

**Chocolate Chip**

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie\**

*\*Limited availability*

GLUTEN  
FREE










Peanut  
PF  
Free

made with  
vegan  
ingredients



# Girl Scout Cookies<sup>®</sup> 2025 Food Allergens Guide



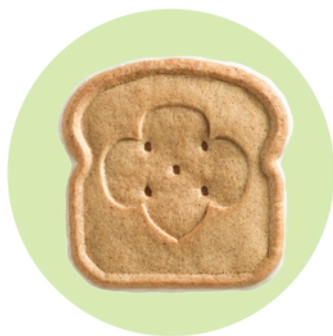
	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 <b>Adventurefuls<sup>®</sup></b>	Y	Y	M	M	M		Y	Y	Y	Y			Y
 <b>Toast-Yay!<sup>®</sup></b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Lemonades<sup>®</sup></b>	Y	Y	M	M	M		Y	Y		Y		Y	Y
 <b>Trefoils<sup>®</sup></b>	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 <b>Thin Mints<sup>®</sup></b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Peanut Butter Patties<sup>®</sup></b>	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 <b>Caramel deLites<sup>®</sup></b>	Y	Y	Y	Y	M		Y	Y		Y			Y
 <b>Peanut Butter Sandwich</b>	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 <b>Caramel Chocolate Chip</b>							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit [girlscoutcookies.org](http://girlscoutcookies.org) or [www.abcbakers.com](http://www.abcbakers.com) for more information.



Toast-Yay!® is retiring...but we are still saying “yay!”, because it means 2026 will bring a new Girl Scout Cookie!

Use the 2025 season as a last-call push promotion opportunity.



**Good bye,**  
**Sweet Friend!**  
We'll miss you, Toast-Yay®

# Prepare for the Possibilities



## Ordering

- Distribute order cards, rewards inserts, and money envelopes to girls.
- Set a date to collect all girl paper order cards for initial order.
- Enter the girl's initial orders into Smartcookies by 1/15/2025.
- Submit the order and select your delivery location.
- Girls continue to take orders between initial order and delivery day.
- Continue to collect reorders and place planned orders into Smartcookies to re-stock troop's supply.

## Delivery

- Delivery information will be printed on your order.
- Schedule a time for your troop to pickup cookies from the Service Unit.
- Sort cookies out to girls per their initial order cards.
- Have parent/caregiver sign for all cookies they receive.

## Booths

- Attend the Service Units Booth Lottery to get first choice of secured booths.
- Select any additional booths from Smartcookies FCFS available slots.
- Follow all safety guidelines while at the booth.
- Track cookies sold and use Smartcookie Booth Divider to assign boxes to girls.
- Remember: You are representing all Girl Scouts, follow the Girl Scout Promise and Law.



## Money



- Troops should set their own policy for accepting checks. With the digital system, credit cards can be used for payment.
- Council pays all credit card fees.
- ACH's can either be withdrawals or deposits into the troops bank account.
- Safely secure cash money at booths and learn how to identify counterfeit bills.
- Deposit all cash and checks into the troops bank account.

## Donations

- All virtual cookie share donations are collected at Council.
- Troops have the opportunity to help distribute them at the end of the sale.
- All donations go to local hometown heroes.



## Returns, Damages + Leftovers

- GSCM does not allow for any returns.
- Troops can transfer any remaining stock to other troops.
- Damaged boxes can be replaced box for box, variety for variety, at any cupboard.
- Troops can continue to sell any remaining stock after the sale has ended but payment for them must be made by the final ACH deadline.



# Main Rewards

- All Troops must create their main rewards order
- Opt Out Troops must SUBMIT a main reward order by Wednesday, January 15<sup>th</sup> to receive patches **only**
- 500+ and 1,000+ club are based on individual girl sale totals, not troop proceeds. Girls in Opt Out Troops are eligible for these two club celebrations
- Rewards are shipped in May 2025

## Girl Main Recognition Plan (Cumulative)

Troop initial orders are NOT cumulative. Girl recognition items ARE cumulative.

<p>48 Pkgs</p> <p>Theme Patch</p>	<p>72 Pkgs</p> <p>Mood Cup</p>	<p>100 Pkgs</p> <p>Coin Purse</p>	<p>150 Pkgs</p> <p>Socks</p>
<p>210 Pkgs</p> <p>Small Plush &amp; Goal Getter Patch</p>	<p>250 Pkgs</p> <p>Clear Cross Body Bag</p>	<p>300 Pkgs</p> <p>\$25 off 2026 Girl Scout Membership Renewal</p>	<p>350 Pkgs</p> <p>Bento Box</p>
<p>425 Pkgs</p> <p>Large Panda Plush</p>	<p>500 Pkgs</p> <p>500+ Club Patch &amp; Orioles Event <i>Date TBD</i></p>	<p>650 Pkgs</p> <p>Panda Blanket</p>	<p>800 Pkgs</p> <p>Panda Onesie</p>
<p>1000 Pkgs</p> <p>CEO Club Event at Toby's Dinner &amp; Theater <i>Showing The Little Mermaid Date TBD</i></p>	<p>1500 Pkgs</p> <p>JBL Speaker</p>	<p>2000 Pkgs</p> <p>National Aquarium Tour Event <i>Date TBD</i></p>	





## Meet the Panda

Use these panda fun facts to kick off your cookie rally with some fun. Will you turn them into jeopardy? How about a box of cookies as a prize for whoever gets the most correct!

Giant Pandas spend nearly 12 hours a day eating.

99% of their diet consists of different types of bamboo.

Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.

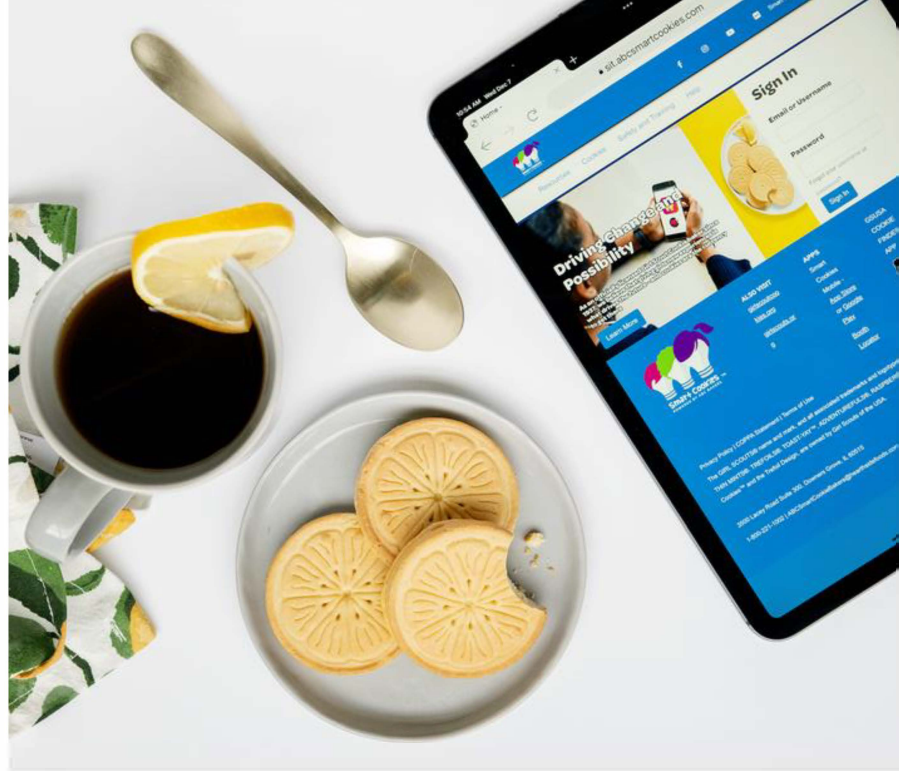
Giant Pandas are one of the few bear species that do not hibernate.

Natural habitat is only in the mountain ranges of central China.

Giant Pandas are able to climb a tree backwards, like a hand stand, to leave scent markings as a way of communicating with each other!



ABC Bakers provides YouTube training videos to guide you every step of the way!  
Training can be accessed directly from  
[www.abcsmartcookies.com/safety-and-training](http://www.abcsmartcookies.com/safety-and-training)



Be on the lookout for this important email!

**From:** [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) <noreply@abcsma...>  
**Sent:** Tuesday, November 29, 2022 4:34 PM  
**To:** [abcbakers.troop+test@outlook.com](mailto:abcbakers.troop+test@outlook.com) <abcbakers.troop+test@outlook.com>  
**Subject:** ABC Smart Cookies Registration

Add noreply@abcsmartcookies.com to your email contacts list!

Dear Girl Scout Volunteer,

Girl Scout Cookie season is starting soon! To help you get ready for a great cookie season please set up your account and register on the ABC Smart Cookies website, click the link below to get started:

<https://app.abcsmartcookies.com/#/registration?token=88273fb7-c1e7-4531-9d3e-577860f90a53>

By registering on ABC Smart Cookies website, you will be able to complete your profile, start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Thank you,

The ABC Smart Cookies Team

If you'd like to unsubscribe and stop receiving these emails [click here](#)



# Become a true cookie boss in four easy steps!

## Digital Cookie®

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

### 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**

1 Sales Target 2 My Cookie Story 3 Published

**STEP 1 SET MY SALES TARGET REQUIRED**

**Your Goal Calculator**

ToniLisa wants to sell  boxes which = about  to help her Troop and others. **Save**

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

\*When you sell cookies to go to your troop goals.

**SO FAR TONILISA HAS SOLD:**

9999 Offline Sales  
 538 Online Sales

ToniLisa's Total Sale Progress

10537 Total boxes sold

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

Use the **Digital Cookie®** app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



### 3. Invite Customers



Use the email 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 Progress

**Total Online Sales**

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

**Online Sales by Cookie**

- Thin Mints® (18,346)
- Trefoils® (13,536)
- Do-a-Dash® (7,486)
- Samoas® (26,796)
- Chew Mores® (11,116)
- Girl Scout Cookies® (7,486)
- Raspberry Rally® (7,486)

**Marketing Emails**

14 marketing emails sent to 10 customers

Open for Business	10
Sell time to order	4
Email my site (mobile)	0
Thank You - Ask your Troop Leader for rewards	3
Shipping Preparation	0

**Online Sales by Delivery**

Picked Up	0 Pgs
Donated	16%
Shipped	72%
Deliver in Person	8%
Cookies in Hand	0 Pgs
Total	100% 32 Pgs

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



# Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program,<sup>®</sup> they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



## Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

## Digital Cookie<sup>®</sup>

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

## Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

## Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

## Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.



# Promising Practices

- Set a goal, both a troop goal and a personal goal.
- Hold a cookie kickoff meeting to build excitement.
- Hold a parent/caregiver meeting to discuss cookie sale goals and how the troop plans to reach them. Ask for parent involvement to help reach those goals.
- Go over the safety guidelines.
- Discuss ways to participate.
- Discuss deadlines and the importance of meeting them.
- Set up troop booths so girls can enjoy the activity together.
- Make posters showing your troop goals and service projects. Customers love to support what you are doing!
- Try upselling – when a customer buys a box or two, ask them to buy another box to donate to *Cookies From The Heart*, which provides cookies to military personnel and hometown heroes.
- Participate for the entire sale period.
- Use resources on the websites at GSCM and ABC Baker.
- When in doubt, ask your Service Unit Cookie Manager. They are there to support you throughout the sale.



# Terms and Definitions

## **ABC BAKERS**

The current contracted baker who provides Girl Scout Cookies to the Girl Scouts of Central Maryland Girl Scout Council.

## **ABCSMARTCOOKIES.COM**

Is the bakery website with cookie selling resources for girls, parents, and adult cookie volunteers. Tips, ideas, and cookie recipes can all be found here.

## **ACH FORM (T-3)**

An “Automatic Clearing House” form filled out by troops to authorize Council to withdraw funds for product payment from the troop’s bank account. This form is filled out at the beginning of the cookie sale and annually thereafter. This form outlines the dates and amounts to be withdrawn in a calendar sale. Troops understand that they may not order or receive Girl Scout Cookies until the ACH Debit Authorization form, T-3, is received by the Council.

## **ACH SWEEP**

The term used for the automatic deduction of product sales payments from the troop bank account to Council for product sold. See the ACH FORM for date and amount details.

## **BOOTH LOTTERY**

A lottery process used to sign up for cookie booths within your Service Unit geographic area. This can be done in person at meetings held at the Service Unit. It can also be done via an on-line process. Whether in-person or on-line, troops choose available cookie booth times and locations.

## **BOOTH SALE COORDINATOR**

The appointed Service Unit Booth Sale Manager responsible for the soliciting, coordinating, distribution, monitoring and evaluating the Troop Booth Sales in the assigned geographic area.



# Terms and Definitions

## **COOKIE BOOTH**

A cookie booth is a group of girls and adults that set up a stationary table, usually in front of a business, to sell product. We recommend a minimum of two adults and two girls. All Troop Cookie Booths should be coordinated with the Service Unit Booth Sale Coordinator or Service Unit Manager. Permission to set-up a Troop Cookie Booth in another Service Unit should be coordinated with that other Service Unit prior to conducting the Cookie Booth.

## **COOKIE CUPBOARDS**

Cookie Cupboards are set up throughout Council as cookie storage locations where you can pick up additional cookies after sales have begun. See also Planned Order.

## **COUNCIL**

The regional Girl Scout Charter for a geographic region responsible for the operations of the business and the management of volunteers.

## **DEPOT and DEPOT DAY**

Depot is the place where your Service Unit has established the initial order cookie delivery will take place. All arrangements are made by the Service Unit Cookie Managers. Depot Day is the day troops come to the centralized location to pick-up their initial orders.

## **DIRECT SALE**

When cookie product is delivered to Troops and Booth Sales are conducted.

## **FORM #s**

All forms have form numbers in the upper right-hand corner. The letter included in the form number indicates which group uses the form. A form beginning with (T) is a Troop form, a form beginning with (G) is a girl form, a form beginning with (SU or N/S) is a Service Unit level form and forms beginning with (BS) are Booth Sale Forms.



# Terms and Definitions

## **INITIAL ORDER**

The first order for product placed by a troop. Cookie Initial orders are based on expected sales and placed prior to the beginning of the sale.

## **JULIETTE**

Juliette's is a program designated for individually registered girls above the Daisy Girl Scout age level without a troop designation.

## **OPT OUT**

Is when a troop decides to forfeit girl recognition items for additional troop proceeds per box sold by the troop. Girls in opt out troops still receive appropriate patches and the celebration events at individual sales levels.

## **PLANNED ORDERS**

A planned order is an order placed with a specific Cookie Cupboard for pick-up of more cases of cookies after initial order. Refer to the full calendar on the GSCM website for dates.

## **RECOGNITIONS /REWARDS**

Recognition items are earned by girls for achieving sale volume levels. Levels and items are outlined on the girl cookie order card. Troops decide if the girls want incentive items or additional proceeds per box. All incentives are cumulative.

## **SERVICE UNIT (SU)**

The geographic service area assigned by the Membership Department based on school districting. Service Units are comprised of several Troops.

## **SERVICE UNIT MANAGER (SUM)**

A volunteer who manages the SU and the troop volunteers therein.





# Terms and Definitions

## **SERVICE UNIT COOKIE MANAGER (SU COOKIE MANAGER)**

A volunteer who manages the Cookie Sale coordination for all troops in the SU.

## **SERVICE UNIT BOOTH SALE COORDINATOR (SUBC)**

A volunteer who secures, coordinates, and disseminates the booth locations to troops in the SU.

## **T-1 TROOP COOKIE MANAGER Position Description**

Completed by the adult troop member responsible for coordinating the Cookie Sale on behalf of the troop.

## **T-6 DOCUMENTATION OF UNPAID MONIES**


A form used by a troop to document when parents have not completed the financial responsibilities, they agreed to for the product checked out to them.

## **TROOP COOKIE MANAGER (TCM)**

The adult troop member responsible for coordinating the Cookie Sale on behalf of the troop.

## **TROOP TRANSFERS**

Troops may transfer cookies between themselves by using the (T-4 / CC-2) cookie transfer form and entering the transaction in Smartcookies.



Embrace the cookie  
panda-monium  
possibilities and have  
a great sale!

**girlscouts**   
of central maryland