



girl scouts
of central maryland



Service Unit Cookie Training

2025 Cookie Program

Your 2025 ABC cookie lineup

5 Core Classics



Caramel
deLites



Peanut Butter
Sandwich



Thin Mints



Peanut Butter
Patties



Trefoils

+4 More Crowd Pleasers



Adventurefuls



Lemonades



Toast-Yay!



Caramel
Chocolate Chip

ABC offers healthful features for consumers

Thin Mints



GF Caramel
Chocolate Chip



Peanut Butter
Patties



Made with
Vegan Ingredients



Lemonades



Toast-Yay!



- Kosher
- Halal
- No preservatives
- Zero grams trans fat per serving
- No partially hydrogenated oils
- No high fructose corn syrup
- Mass balance palm oil

GSCM 2025 Cookie Program Basics

- Cookie program dates **January 1st through March 31st, 2025**
 - **Wednesday, January 1st** – Cookie Sale Opens: paper order sales begin, Troops plan initial order in Smart Cookies.
- All girls must be registered for 2025 season
- TCM's must be registered and background checked for the season
- Complete Forms in VTK or on Council website under the Cookies tab at www.gscm.org
- **Tuesday, January 7th** – Digital Cookie Volunteer access opens

GSCM's 2025 program pricing

PRICE CHANGE:

\$6 per package

\$7 per package Gluten Free



Cookie Box Selling Price - All regular 8 varieties of cookies sell for \$6.00 per box. Gluten Free Caramel Chocolate Chip sells for \$7.00. Troops are not permitted to set prices higher or lower for any reason.

The Council will distribute cookies to troops in full cases ONLY. There are 12 boxes to a case. Girl Scout Cookies are ***not returnable***. Troops can transfer cookies by the box to other troops to help provide variety and reduce over stock.

Financial Responsibility - The Troop Cookie Manager (TCM) is responsible for all cookies received by the Troop. All delinquent parent accounts must be reported to GSCM; the appropriate paperwork (T-6) must be signed and submitted. Interest and fees apply to all accounts turned over to collections. No Troop or individual may pursue legal matters on behalf of GSCM.

2025 Cookie Program

IMPORTANT COOKIE DATES

2024

Friday, November 1	T-1 & T-3 Forms: Available on website and in VTK
Thursday, December 5	SU Cookie Manager & Booth Coordinator Training: In-Person, 7-8:30pm
Saturday, December 7	SU Cookie Manager & Booth Coordinator Training: In-Person, 11:30am-1pm
Monday, December 9	Troop Cookie Manager Training: Zoom, 6:30-8pm
Wednesday, December 11	Troop Cookie Manager Training: Zoom, 6:30-8pm

2025

Wednesday, January 1	Cookie Sale Opens: Paper order sales begin, troops plan initial order
Tuesday, January 7	Digital Cookie Volunteer Access Opens
Tuesday, January 14	Digital Cookie Parent Access Opens
Wednesday, January 15	Troop Initial Order Due in Smart Cookies by 11:30pm
Thursday, January 16	SU & Cupboard Initial Orders Due in Smart Cookies by 11:30pm
Tuesday, January 21	Digital Cookie Sales Begin for Girls
Tuesday, February 4	Depot Deliveries Start
Friday, February 7	Booth Sales Start
Sunday, February 9	Depot Deliveries End
Sunday, February 9	Planned Orders Due in Smart Cookies by 11:30pm (weekly)
Sunday, February 16	Planned Orders Due in Smart Cookies by 11:30pm (weekly)
Monday, February 17	ACH #1: 50% of Troop Initial Order
Sunday, February 23	Planned Orders Due in Smart Cookies by 11:30pm (weekly)
Sunday, March 2	Planned Orders Due in Smart Cookies by 11:30pm (weekly)
Sunday, March 9	Planned Orders Due in Smart Cookies by 11:30pm (weekly)
Monday, March 10	ACH #2: 50% of Troop Balance Due as of 3/7/2025
Sunday, March 16	Planned Orders Due in Smart Cookies by 11:30pm (weekly)
Sunday, March 23	FINAL Planned Orders Due in Smart Cookies by 11:30pm
Monday, March 31	Cookie Sale Ends: Rewards Due in Smart Cookies by 11:30pm; forfeits if late
Monday, April 7	ACH: All remaining Troop Balance Due



girl scouts 
of central maryland

Rewards and Proceeds



2025 Rewards: Initial Reward Plans

Troop Initial Order Reward Plan

Order due in Smart Cookies by January 15, 2025. NOT cumulative.

T-Shirt

Girl's initial order
is 200+ pkgs



\$50 OFF GSCM

Campsite Rental

Troop's initial order
amounts to a 210 PGA



Troop Initial Order Reward Plan (non-cumulative)

Girl Initial Order: Girls who sell 200+ packages on their initial order will earn the panda t-shirt

Troop Initial Order PGA of 210+: Troops will receive \$50 off GSCM Campsite rental

Cumulative Main Rewards

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 & 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 & 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 & 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>	

- All Troops must create their Main reward order
- Opt Out Troops must SUBMIT a main reward order by Wednesday, January 15th 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

Patches, Certificates and Trophies

Patches

2
Booths



Booth Sale Patch
Participate in 2 Booth sales
documented in the system
through booth divider

36+
Pkgs



Cookie Share Patch
Participation with 36+ Pkgs.
in virtual Cookie Share
or online donations

100+
Pkgs



Level Bar
Highest Sale Level (100,200,300)

Certificates & Trophies

Top 5
PGA



Top 5 Selling Troops
Certificate and Ribbon

Top 5
PGA



Top 5 PGA Troops
Certificate and Ribbon



**Top Regional Selling Girls (6) &
1 Entrepreneur of the Year!**
Trophy, Sash & Tumbler

Booth Sale — Participation in 2 booth sales through the Smart Booth Divider in Smart Cookies

Cookie Share — Collect 36+ Pkgs in virtual cookie share

Achievement Bars — Earned at highest level sold. Increments of 100

2025 Proceeds Structure

- Troop proceeds \$0.82 for all varieties
 - +\$0.05 – Troop having done at least \$1,000 in total sales for Fall Product Program
 - +\$0.05 – Opt Out of Rewards
 - +\$0.08 – Completing MY25 Spring Renewal Requirements
-
- TCMs must regularly transfer packages to Girls in Smart Cookies for Girls to earn rewards
-
- Parents will be able to track sales and money owed through Digital Cookie

2025 Theme and Mascot



2025 Online Resources

Resource	Location
Cookie theme information	https://www.flickr.com/photos/abcbakersvolunteergallery/albums
Selling safely video and tips and volunteer training tutorials	https://www.youtube.com/user/ABCCouncils
Cookie variety details	www.abcsmartcookies.com
Social media tips & tricks to boost engagement	www.abcsmartcookies.com
Rally Guide	www.abcsmartcookies.com
Cookie Calculator	www.abcsmartcookies.com
ABC Bakers Facebook Page	https://www.facebook.com/abcbakers/
Lemonades Facebook Page	https://www.facebook.com/LemonadesCookie/

We provide Service Unit cookie volunteers a gift



This year's
gift is a handy
Panda
Cookie Tote!



GSCM Council Goals



Council Package Goal:
850,000 packages

Council PGA Goal:
200 packages





girl scouts 
of central maryland

Initial Orders



Initial Order Entry: by Girl, by Variety

Troop Leader of Troop: 100 is Cindy Schafer Training

Dashboard My Troop Orders Booth Rewards Finances Reports Cookies Tips & Tools Resources Help

Manage Orders

Troop Initial Order

Transfer Order

Planned Order

Damage Order

Tracked Cookie Share

Virtual Cookie Share

Initial Order

Troop: 100 | Order Number: 0000001

TOTAL SOLD LAST SEASON	PER GIRL AVERAGE	TROOP INITIAL ORDER CASES	TROOP INITIAL ORDER VALUE
No Data	This Season: 2.67 Last Season: 0	This Season: 2 Last Season: 0	This Season: \$96.00 Last Season: \$0.00

Troop Order Deadline: November 30, 2019 @ 11:59 PM

LAST EDITED: Cindy Schafer ON: November 07, 2019

READY FOR REVIEW

Clear Order

Build Order By: ☒ Cookies ☐ Girl

Measure By: ☒ Cases ☐ Packages

		Troop Order	Total Cases
Thanks-A-Lot	\$96.00	<input type="text" value="2"/>	2
S'mores	\$0.00	<input type="text" value="0"/>	0
Lemonades	\$0.00	<input type="text" value="0"/>	0

Initial Order guidelines

- Service Units have until January 16th at 11:59pm to review and submit the Troop initial order
- Troop initial orders are due in Smart Cookies Wednesday, January 15th by 11:59pm
- Troops create Initial Orders by GIRL, by variety and in packages. Select the downward arrow to the far right of each girl name to enter packages by variety

Troop Order Deadline: September 21, 2023 @ 11:59 PM

LAST EDITED: N/A ON: N/A ⓘ

READY FOR REVIEW



Clear Order

Build Order By:



Cookies



Girl

Measure By:



Cases



Packages

	Ariel Smith	\$0.00	Inv. Pkgs: 0	\$0.00	Pre Sale Pkgs: 0	\$0.00	Total Pkgs: 0
	Bethany Shipman	\$0.00	Inv. Pkgs: 0	\$0.00	Pre Sale Pkgs: 0	\$0.00	Total Pkgs: 0
	Elizabeth Reed	\$0.00	Inv. Pkgs: 0	\$0.00	Pre Sale Pkgs: 0	\$0.00	Total Pkgs: 0
	Jillian Luck	\$0.00	Inv. Pkgs: 0	\$0.00	Pre Sale Pkgs: 0	\$0.00	Total Pkgs: 0
	Lindsey Cho	\$0.00	Inv. Pkgs: 0	\$0.00	Pre Sale Pkgs: 0	\$0.00	Total Pkgs: 0
	Mary Lee	\$0.00	Inv. Pkgs: 0	\$0.00	Pre Sale Pkgs: 0	\$0.00	Total Pkgs: 0
	Penelope Wilds	\$0.00	Inv. Pkgs: 0	\$0.00	Pre Sale Pkgs: 0	\$0.00	Total Pkgs: 0
	Booth		\$0.00				Total Pkgs: 0
	Extra					\$0.00	Total Pkgs: 0
Total						\$0.00	0.00



girl scouts 
of central maryland

Depot Days



Depot Day Reminders

- Each TCM will sign up for the time they will pick up their troop's initial order when they submit the initial order in Smart Cookies.
- Safety First – No tagalongs! Please be patient and flexible.
- Sort and count your cookies before loading car or signing documents.
- Your SUCM will have each TCM sign dot sheets or M-9 form.



girl scouts 
of central maryland

Cookie Cupboards



Cookie Cupboards

Cookie Cupboards: A storage location, managed by volunteers, where Troops pickup weekly Planned Orders after the Initial Order period

- New Troops who miss Initial Order deadline will pickup their first order as a Planned Order from a Cupboard
- Planned order entry in Smart Cookies is 11:30pm Sundays for following week pickup
- Cupboard locations and availability are available in smart cookies
- Cupboards will open the week of February 9th (subject to change). Multiple locations are available throughout GSCM
- Verify your cupboard location and arrive on time. No Walk ins!
- No returns! Damages can be EXCHANGED at cupboards, package for package and variety for variety
- Cupboard managers will approve Troop Planned Orders in Smart Cookies. A reminder that once your planned order is approved, it becomes a transfer in the system

Transfers in Smart Cookies

ALL cookie transfers should be complete in Smart Cookies
Troop is financially responsible until entered into Smart Cookies
Single package transfers are allowed
Troop to Troop Transfers:

- Troops can transfer packages or cases of cookies out of inventory to another troop.
(Check Smart Cookies before giving any cookies to another troop.)
- *T4 form is filled out
- * Entered into Smart Cookies in a timely manner by the giving troop

Troop to Girl Transfers:

- Cookies sold by Girls should be transferred frequently throughout the sale. Girls do not earn incentives until packages are transferred in Smart Cookies
- Troops create Troop to Girl transfer
- Cookie booth sales should be transferred to girls via Smart Cookies Booth Divider



girl scouts 
of central maryland

Booth Sales



Service Unit Booth Coordinator (Booth Sale Coordinator) Job Description

- Establish booth locations for use during the cookie program within SU boundaries
- Booths outside of SU must be negotiated with the other SU before securing the site
- GS of Central Maryland regions: Baltimore City and 5 surrounding counties: Carroll, Anne Arundel, Baltimore, Harford and Howard
- Facilitate a TCM Lottery in your Service Unit prior to Initial Order due date (January 15th for Troops; January 16th for SU's)
- Distribute booth sale slots equitably to each Troop within your Service Unit
- If slots remain, upload to Smart Cookies for Troops to select during FCFS
- Approve ALL Troop Secured booth requests. REMEMBER: out of SU physical booths must be approved by the SU in which the booth location resides before a Troop can secure
- Maintain good working relationships with your booth businesses by enforcing Girl etiquette and removing Troops and Girls who exhibit inappropriate behavior at booth sale locations

How to Secure Booth Sale Locations

- Consider Troop and Girl availability on weekdays, weekends and evenings. Minimum 2 hour time slot; typical maximum is 4 to 5 hours
- Contact the merchant in person or by phone. Speak with manager or person with authority to make booth sale decisions. Introduce yourself as representing the Girl Scouts of Central Maryland in your local area and would like to discuss table setup to sell cookies. Then:
 - Put together a **request letter** for site including dates and times. (*See samples on the www.gscm.org*)
 - Visit locations/send email with letter for manager/contact signature. Retain one for your records, leave copy with contact/manager.
- Be sure to request blocks of time for the ENTIRE cookie season!
- If requested, a **Certificate of Insurance** requires **two weeks notice**. DO NOT WAIT. Download the request form from GSCM and submit through GSCM member care

How to Add Booth Locations in Smart Cookies

Booth locations and timeslots can be entered manually or via file upload

Securing a First Come First Serve Booth: [YouTube Video](#)

Using the Smart Booth Divider: [YouTube Video](#)

Troop Secured Booth Entry: [Troop Secured Booths](#)

Managing Booth Locations in Smart Cookies

Once all locations and timeslots and Troop assignments are loaded, the Booth Sale Coordinator must review and verify all assignments before the locations open to all Troops

- If there is a location that is selected or shared by two Service Units, only 1 SU should own the location but share available timeslots with the other Service Units
- Include detailed information in the booth location note section; remind Troops to follow all special instructions
- When naming booth locations, use name of business and street address only. Example: “Giant-1234 Baltimore Avenue”
- Booth Sale Coordinator’s role includes loading Troop booth locations. If a TCM has a booth location suggestion, please help them load it into Smart Cookies

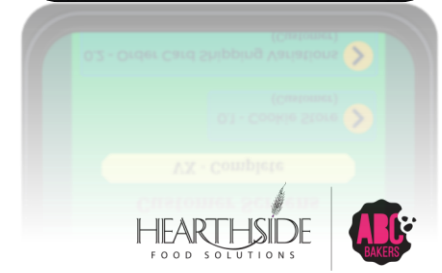
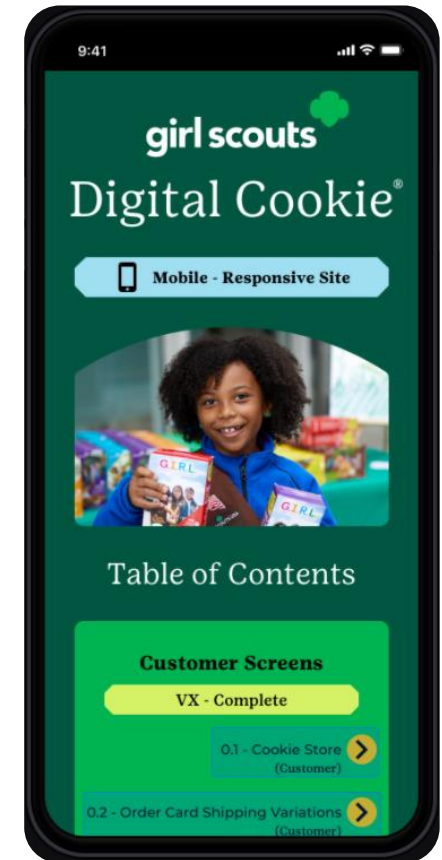
Reminders for Booths

- Businesses can refuse booth sales. If a Troop is scheduled at a business and the manager says no, the Troop should be polite, leave the site, and contact their Booth Sale Coordinator
- No Booths on military bases, Ft. Meade & Aberdeen. These bases are located within a SU and they have very specific contracts and rules to follow.
- Marc Train stations are contracted, and specific regulations apply. Sign up through Smart Cookies for any available slots at Marc and follow all guidelines.
- All booths should be listed and approved in Smart Cookies so they appear in the GSUSA National Cookie Finder

Digital Cookie: Point of Sale for Troops and Girls

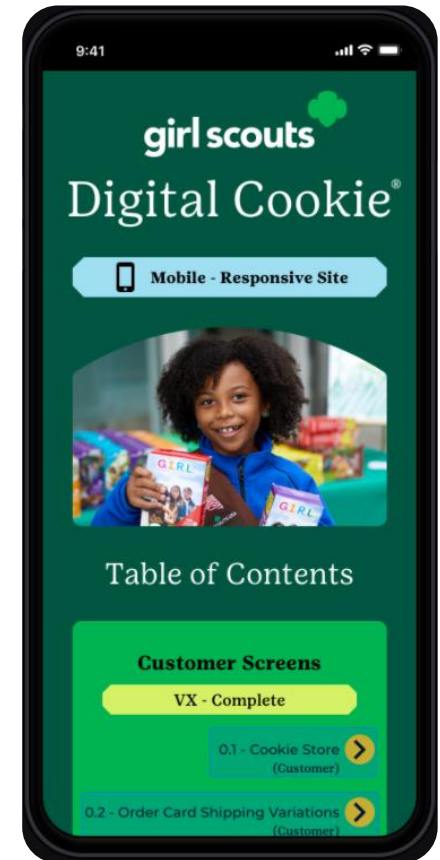
Online Sales access:

- Tuesday January 7th: Volunteer access
- Tuesday January 14th: Caregiver access
- Tuesday, January 21st: Open for Girl sales
- Girl online sales features, plus all credit card payments
- Girl online sales reporting features, by sales channel
- Virtual booth process
- Girl/Troop credit card transactions, sales and refund ability
- Girl delivery credit card financial settlement
- Girl, Troop and Shipped Only Order support



Digital Cookie Key Dates

- Parent/caregivers will receive registration emails from Digital Cookie when they are given access on Tuesday, January 14th, 2025
- Sales open for girls on Tuesday, January 21st, 2025
- There will be a mobile app for sales, compatible with both Android and Apple devices
- Please refer to www.gscm.org, under the Cookies section, for a full listing of Digital Cookie training tools.





Thank you!

