

girlscouts[®]
heart of new jersey

BRAVE.
FIERCE. **FUN!**



2026 Troop Volunteer Guide

For questions, contact your Service Unit Cookie Manager or
GSHNJ Product Programs at productprograms@gshnj.org
OR call 908-518-4400, option 4

Find more
resources [here!](#)

Service Unit Cookie Program Manager:

Name: _____

Email: _____

Phone: _____



Table of Contents

This Girl Scout Cookie™ season, we are inspiring Girl Scouts® to be Brave! Fierce! and have Fun! while growing their skills that selling cookies offers!

Introduction/ The 5 Skills.....	3
Cookie Calendar.....	4
Your Girl Scout Cookie favorites are back!.....	5
Meet Exploremores!.....	6
Girl Scout Cookies® 2026 Food Allergens Guide.....	7
Ways to Participate.....	8
Girl Scout Safety Practices.....	9
Troop Cookie Program Checklist.....	10-11
Join GSHNJ Rallyhood Community!.....	12
Troop Proceeds.....	13
Managing Inventory.....	14-16
Cookie Transfers.....	17
Unpaid Funds Policy.....	18
2026 Cookie Program Calendar.....	19-21
Digital Cookie®.....	22
Entrepreneurship Badges & Pins.....	23
Glossary.....	24-26








Introduction

Brave. Fierce. FUN!

The Girl Scout Cookie Program™ is the largest girl-led entrepreneurial program in the world, and it's been in place for over 100 years! That's a remarkable history, and it wouldn't be possible without you! Troop Cookie Managers are an invaluable part of the Girl Scout Cookie Program™. Volunteers like you are champions, role models, and coaches who help girls discover their amazing potential and take steps toward achieving their goals.

Everything Girl Scouts do is designed to help them grow into leaders of courage, confidence, and character. The five skills they learn through the Girl Scout Cookie Program are important ingredients in the Girl Scout Leadership Experience.

The 5 Skills

Through the Girl Scout Cookie Program, Girl Scouts learn ...	This matters because...
 Goal setting as they set cookie business goals individually and with their team and then create a plan to reach their goals.	They develop a strong sense of self, cooperation, and team-building skills as they learn to set and reach goals to succeed in school, on the job, and in life.
 Decision making by deciding what to do with their troop funds, how to market their business, and how to adjust their plans as they encounter challenges and new opportunities.	They develop critical-thinking and problem solving skills that will help them make big and small decisions in their life.
 Money management as they develop and manage a troop budget, take cookie orders, track their sales, and gain confidence handling and managing money.	They gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.
 People skills as they learn how to talk to, listen to, and work with customers in person and virtually. Plus they put teamwork into action as they reach their goals together.	These experiences help them develop healthy relationships and conflict-resolution skills for the future.
 Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	They practice putting the positive values they learn as Girl Scout into action to become ethical leaders.

Cookie Calendar

Activity	Date
Troop Leader Training	December 6 - 10 – 11:30 AM: <u>Virtual</u>
Volunteer Access to Digital Cookie	December 15
Parent Access to Digital Cookie	December 22
Girl and Family Led Training	December 22: <u>Virtual</u>
Initial Orders Begin	January 2
Troop Sites Open in Digital Cookie	January 6
Initial Orders Due	January 23: Parent Orders Due January 29: Troop Orders Due
Troops Locked Out of Initial Order	January 29 11:59 PM
Goal Getter Period	January 30 – March 29
ACH Test Ping	February 12
Mega Drops/Regional Deliveries	February 18 – March 1
Booth Sales	February 27 - March 29
Walk About Week	March 7 - 14
Cookie Sales End	March 29
Troop Rewards Due	April 12
Troop Cookie Review	April 10
Final ACH	April 30
Last Day to Report Missing Reports	June 5





Your Girl Scout Cookie favorites are back!

All varieties
\$6
per package



Adventurefuls®

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



Exploremores™

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

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



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

Chocolate.
Marshmallow.
Toasted almond cream.

Meet Exploremores!



**The newest Girl Scout Cookie has arrived
—and it's already creating buzz.**

Exploremores™ are rocky road ice cream-inspired sandwich cookies, layered with chocolate, marshmallow, and toasted almond-flavored crème. They're as adventurous and bold as the members who wear the sash.

But here's what makes this launch even sweeter: Girl Scouts from our very own council are front and center in the national—and even international—marketing campaign. From magazine features to TV news coverage, GSHNJ members are shining a spotlight on what it means to explore, discover, and dream big.










This year, when you buy Exploremores™, you're not just getting a brand-new cookie—you're fueling the next generation of trailblazers while celebrating our council's Girl Scouts on a global stage.



Girl Scout Cookies®

2026 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					CONTAINS				CERTIFICATIONS		
	Wheat	Soy	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	ONLY Colors from Natural Sources	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M		Y	Y	Y	Y			Y
 New! Exploremores™	Y	Y	Y	Y		Y	Y		Y			Y
 Lemonades®	Y	Y	M	M		Y	Y		Y		Y	Y
 Trefoils®	Y	Y	Y	M		Y		Y	Y			Y
 Thin Mints®	Y	Y	M	M		Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	Y	M	Y		Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	M		Y			Y			Y
 Peanut Butter Sandwich	Y	Y	Y	Y		Y		Y	Y			Y
 Caramel Chocolate Chip						Y		Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit girlscoutcookies.org
or www.abcbakers.com for more information.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an official GSUSA licensee.



Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scouts get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, 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®/Smart Cookies™

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie/Smart Cookies platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in person delivery. And 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 girls 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.



Girl Scout Safety in All Places

- **Show you're a Girl Scout.** Wear your complete Girl Scout Uniform with vest or sash to identify yourself as a Girl Scout.
- **Buddy up.** Always use the buddy system. It's not just safe, it's 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.

For 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.

For 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/Guardian



Troop Cookie Program Checklist



To Participate in the Girl Scout Cookie Program, your Troop Must:

- ☐ Have two unrelated, registered, background-checked leaders listed with a “Leader” role in MyGS.
- ☐ Designate a Troop Cookie Manager in MyGS — this volunteer serves as the primary contact in Smart Cookies and receives all program communications.
- ☐ Have no outstanding debts from a previous Product Program.
- ☐ Maintain an active troop bank account.

Additional Responsibilities:

- ☐ Attend a troop cookie training hosted by your Service Unit Cookie Manager or the Product Program team.
- ☐ Train and mentor Girl Scouts and families participating in the Cookie Program.
- ☐ Distribute program paperwork to troop members.

Set Your Troop Up for Success:

- ☐ Log into MyGS to review your troop information.
- ☐ Confirm that all troop members have active 2026 memberships.
 - Uploads will begin December 4, 2025.
 - Bi-weekly uploads will occur December–January; weekly uploads February–March
- ☐ Verify that each Girl Scout’s grade level is correct.
- ☐ Confirm that your troop level is correct.
- ☐ Double-check that adult, guardian, and volunteer email addresses are accurate.
- ☐ If updates are needed, email info@gshnj.org for assistance.

During the Sale

- ☐ Log into **Smart Cookies**.
- ☐ Add your troop's bank name, routing, and account information.
 - Banking information must be entered accurately. The routing number should contain nine digits only — do not include dashes, spaces, or extra zeros.
 - ACH information for troops with successful Fall 2025 transactions will be uploaded by council.
- ☐ Ensure accurate records in Smart Cookies throughout the sale.
- ☐ Review troop profit and recognition options with Girl Scouts and their families.
- ☐ Complete cookie transfers and assign all inventory to Girl Scouts. (This step is important for both Opt-In and Opt-Out troops to ensure an accurate final PGA number.)
- ☐ Document all cookie or money exchanges between caregivers and volunteers — each must be signed for.



After the Sale

- ☐ Make sure your troop inventory in **Smart Cookies** is zero.
- ☐ Complete all rewards selections by April 12. Make sure you deposit all cash from paper order forms and booth sales into Troop Bank Account
- ☐ Complete One Tough Cookie form by April 12 (if applicable).
- ☐ Submit an Unpaid Funds Form for parent payments by April 12 (if needed, with the required documentation).
- ☐ Look at your dashboard and review the Troop Proceeds and amount due to council. Ensure the funds are deposited into your bank account prior to April 30.
- ☐ Pick up rewards from your Service Unit Cookie Manager and distribute your rewards to your Girl Scouts.

Join GSHNJ's Rallyhood Community!

Looking for the latest updates, announcements, and resources?

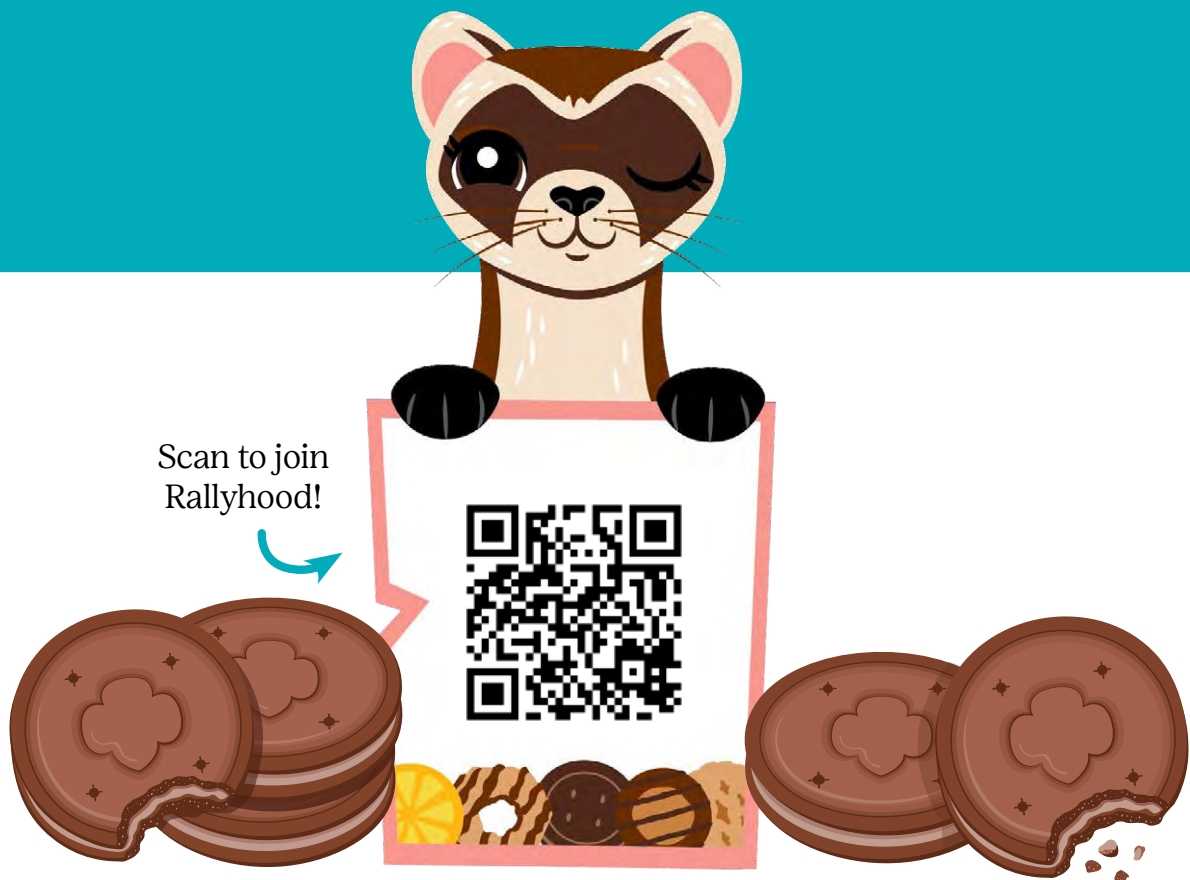
Connect with other council Girl Scout leaders, volunteers and cookie managers to share ideas and solutions. Access exclusive events like GSHNJ's Just in Time Trainings, Cookie University sessions, and Product Team Open Office Hours.

Scan the QR code below to join **Rallyhood** and tap into a community of support, resources, and guidance designed just for GSHNJ's troop's to make your cookie season a success.

Just in Time Trainings:

Troop Leader Training: December 6 • 10 – 11:30 AM - Click [Here](#)

Girl and Family Led Training: December 22 - Click [Here](#)





Troop Proceeds

By participating in the Girl Scout Cookie Program, troops earn monetary profit based on the Per Girl Average (PGA). The Troop's PGA is calculated by taking the number of packages the troop sold divided by the number of girls selling (at least one package of cookies transferred to the Girl Scout). **A Girl Scout who does not sell cookies is not counted in the Troop PGA.** In order for PGA to calculate correctly, all packages must be assigned to the Girl Scouts. All cookies sold between January 26 - March 29 need to be transferred to the Girl Scouts in your Troop.

Troops have two options to earn money during the Cookie Program. Regardless of which option a troop selects, every Girl Scout will receive patches/achievement bars.

Option 1: Traditional Proceeds with Recognitions

Daisy and Brownie Girl Scouts must choose this option. (Opt In)

Troops that select this plan will earn monetary profit while opting for their Girl Scouts to earn physical recognitions as listed on the Order Card.

Girl Scouts receive the rewards as listed on the Rewards card. Rewards are cumulative. Troops will receive a proceed level based on an overall Per Girl Average for the troop.

Option 2: Higher Proceed Plan without Recognitions (Junior level and above only) (Opt out)

Junior, Cadette, Senior and Ambassador troops have the option to opt out of the physical rewards for a higher troop proceed. Option 2 Girl Scouts will receive patches.

PGA	Option 1 (Per Package)	Option 2 (Per Package)
1-150	\$0.95	\$1.05
151-224	\$1.04	\$1.14
225 - 500	\$1.14	\$1.24
501+	\$1.24	\$1.34

Managing Inventory

Initial Order*

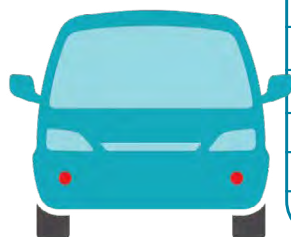
- **January 2** - Girl Scouts can take orders through paper card or Digital Cookie.
- **January 23** - Paper orders with money collected due to Troop Cookie Manager
- **January 29 at 11:59 pm** - Volunteers are locked out of Initial Order. Cookie Manager should notate any cookies in the Extra lines. These are 'unpaid' and must be sold prior to March 29. Troops can add Booth Sale Cookies (in packages). If you want a case, enter 12 packages.

***Initial Order** (IO) Period – the first order the council places with its baker for cookies, which includes girls' orders and troops' orders. Girl Scouts use the paper order form to take pre-orders and use Digital Cookie (DC24) to take prepaid credit card Girl-Delivery and shipped orders. Initial Order cookies come in one bulk delivery for the troop late February at a Megadrop.

Delivery - Troop Pick Up of Initial Order

- Troops will schedule a delivery station/Mega Drop and time to receive their initial order. Hint: Your Smart Cookies Troop order opens with your first sale. Pick up dates can be scheduled January 2 - January 29.
- If a Troop does not schedule a delivery station prior to January 29, one will be assigned to the Troop by council.
- Council can not hold any troop's cookies that miss their scheduled time. We recommend contacting your troop members before your scheduled date to arrange assistance with receiving your order. In the event of emergencies or unexpected situations, please email productprograms@gshnj.org with "Missed Pick Up" in the subject line. Missed pick ups will not be able to be accommodated during cupboards.





Estimated Cases in an EMPTY Vehicle	
Compact Auto	23 cases
Hatchback Car	30 cases
Standard Auto	35 cases
SUV	60 cases
Station Wagon	75 cases
Minivan	75 cases
Pickup Truck (uncovered bed rolling cover)	100 cases
Pickup Truck (with bed cap)	150 cases
Cargo Van	200 cases



Cupboards

- Up to date Council Cupboard schedule will be posted in Rallyhood.
Thursdays & Fridays 10am - 7pm | Saturdays
- All planned orders must be placed in **Smart Cookies** by Sunday 11:59 PM for orders for the week.
- Walk-ins available as inventory allows.
- Swap/Exchange Weeks: Visit Rallyhood for the Swap schedule.

Cookie Booths

- Service Unit Cookie Managers will secure booth locations and inform troops how to sign up for booth sales.
- Each booth must have at least two GSHNJ registered, unrelated, background checked volunteers supervising the Girl Scouts.
- Troops can collect payment in cash or use the **Digital Cookie**'s online payment features.
- Troops may not host a cookie booth outside their Service Unit's footprint.



Preparing for a Cookie Booth

Our council-wide cookie booth sales for the 2025 Cookie Season showed the following trends for a **2 Hour** Booth Sale. It is recommended to consult with your Service Unit team for trends within your area.

Cookie Varieties	Order %	2 HOUR BOOTH SALE average
Thin Mints	24%	3 cases
Caramel deLites	18%	2 cases
Peanut Butter Patties	13%	2 cases
Lemonades	8%	1 case
Trefoils	8%	1 case
Adventurefuls	8%	1 case
Peanut Butter Sandwich	8%	1 case
Exploremores	9%	1 case
Caramel Chocolate Chip	4%	1/2 case

Council Booths

- Secured locations by Girl Scouts Heart of New Jersey Product Program team.

Virtual Booths/Troop Direct Ship Link

- A troop can create a Virtual Booth through **Digital Cookie** where the troop can share a link online to collect orders.
- Troops can also share a link to collect Direct Ship troop orders from customers.



REMINDER: All cookies sold at booths need to be assigned and transferred to a Girl Scouts in Smart Cookies by April 12 to accurately reflect earned rewards.

Cookie Transfers

What is a Cookie Transfer?

A cookie transfer is the movement of cookies in the **Smart Cookies** system. Every troop must maintain an accurate inventory and record of any movement of cookies. At the end of the Cookie Program, the troop inventory must be zero and all the packages must be transferred and payments for each transaction.

Social Media Reminders

- Girl Scouts may only advertise their individual Cookie Program and cookie social link on a personal (parent's/caregiver's) social media page.
- Troops may advertise their cookie booth and virtual booths links on personal (parent's/caregiver's) social media pages.
- Community, marketplace, business and neighborhood sites are not permitted to promote an individual Girl Scout member sales.
- Sites with the direct purpose of selling items such as Facebook Marketplace, Craigslist and YardSale are not permitted.

Donation Information

- *Gift of Caring (Cookie Share)* donations do not get fulfilled from the troop inventory. GSHNJ Council donates *Gift of Caring* packages to Operation Jersey Cares.
- Donations are purchased through paper order cards or the **Digital Cookie** site including direct ship, online orders, or at a cookie booth using **Digital Cookie**.

Damages

- If you received damaged product, complete a **Cookie Adjustment Form** within 48 hours after your cookie pick-up.
- Visit a Cookie Cupboard to swap out your damaged packages for new packages during cupboard hours.

Adjustments/Discrepancies Reporting

- If you have a discrepancy i.e. missing cookies or received too many, an adjustment request needs to be submitted by completing the **Cookie Adjustment Form**.
- Mega Drop Adjustments need to be reported using the **Cookie Adjustment Form** within 48 hours of the Mega Drop Pickup.
- Cupboard Adjustments need to be reported using the **Cookie Adjustment Form** within 48 hours of the confirmed transaction in **Smart Cookies**.

Please allow up to 2 weeks for the adjustment to be made in Smart Cookies.



Unpaid Funds Policy

What is the Unpaid Funds Policy?

Created for caregivers who may be delinquent on payments to troops. This allows the troop to escalate collection responsibility, if submitted by April 12.

Troops whose ACH transactions fail are also subject to the unpaid funds policy.

Weeks	Actions Taken
Week One	Email to the parent or troop leaders to remit payment.
Week Two	Call to parent or troop leaders to remit payment.
Week Three	Certified and plain envelope letter sent to parent or troop leaders to remit payment.
Week Four	Service Unit Cookie Manager contacted on delinquent payments.
Week Five	Legal action or collection agency pursued.

Council offers a payment plan to any troop that contacts us during the Unpaid Funds Process. 60% of balance is due, followed by remaining balance due 30 days after initial payment. Higher balances may warrant 60% balance due, followed by 50% remaining balance due in 30 days and the other 50% due in 60 days after the initial payment.

2026 Cookie Program Calendar

DECEMBER 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6 Troop Leader Training
7	8	9	10	11	12	13
14	15 Volunteer Access to Digital Cookie	16	17	18	19	20
21	22 Parent Access to Digital Cookie Girl and Family Led Training	23	24	25	26	27
28	29	30	31			

JANUARY 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Initial Orders Begin	3
4	5	6 Troop Sites Open in Digital Cookie	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23 Initial Parent Orders Due	24
25	26	27	28	29 Initial Troop Orders Due Troops Locked Out of Initial Order at 11:59pm	30 Goal Getter Period Begins	31

2026 Cookie Program Calendar

FEBRUARY 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12 ACH Test Ping	13	14
15	16	17	18 Mega Drops/ Regional Deliveries Begin	19	20	21
22	23	24	25	26	27 Booth Sales Begin	28

MARCH 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Mega Drops/ Regional Deliveries End	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29 Booth Sales End Goal Getter Period Ends	30	31				

2026 Cookie Program Calendar

APRIL 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10 Troop Cookie Review	11
12 Troop Rewards Due	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 Final ACH		
MAY 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	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
JUNE 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 Last Day to Report Missing Rewards	6
7	8	9	10	11	12	13



Digital Cookie®

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

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.



GET IT ON
Google Play

Download on the
App Store

Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

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

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

Password

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 200 boxes which = about \$120 to help her Troop and others

SO FAR TONILISA HAS SOLD:

10537 Total boxes sold

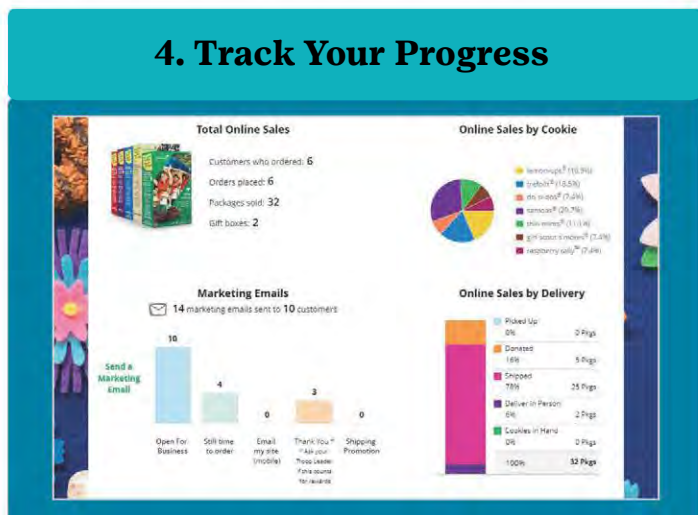
Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

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



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

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		

Glossary

ABC Bakers – is one of two bakers licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program. Our council works with ABC Bakers.

Automated Clearing House (ACH) – is the electronic transfer of funds from one bank account to another via computer-based systems, without the direct intervention of bank staff. This is used to process payments to and from Troops and Council during the Cookie Season.

ACH Ping Test – this is a test that council performs to ensure that troop accounts are accurate and able to accept transfer of funds. It provides council with a list of troops that do not have correct banking information.

Case- refers to a “case of cookies”. Case is used as the container (case) of 12 packages of Girl Scout Cookies. There are 12 packages of one flavor in one case of cookies.

Cookie Booth – During the cookie sale. A troop will sell Girl Scout cookies at a stationery booth at an approved public location.

Cookie Finder – is found on our website. It is a database of Booth Sale locations, dates & times that connects customers to cookies. Customers type in their zip code, and the finder displays the current and future active booth site locations within a certain radius. Booths must be in Smart Cookies to appear in Cookie Finder.

Cookie Share- is another word for Donations. Packages of cookies purchased by customers that GSHNJ will deliver to the military and nonprofits on behalf of our troops. The Girl Scout will collect the money but do not physically take possession of the cookies. (Gift of Caring is also used for Cookie Share/ Donations)

Council Booths – are Cookie Booths set up by Council. Select booth locations (such as Walmart, NJ Transit, others) are confirmed and set up by Council in the GSHNJ footprint. Council booths are shared with local Service Unit Cookie Manager where the store is located first. Any open dates/times are then available GSHNJ Troops to select.

Crossover Patch – Are patches given to Girl Scouts that have participated in the Fall Product Sale and the Girl Scouts Cookie Sale when the criteria is met. Girl Scouts that have set up their avatars and sent 16+ emails during the previous Fall Product Program sale AND sold 175+ packages of cookies during the current Cookie Program sale, are eligible to earn the avatar Nut/Cookie Crossover Patch. Crossover patches will be ordered after the end of the Cookie Program. Allow 14 -16 weeks for delivery after the Cookie Program ends.

GSHNJ Cupboards – are staffed cookie storage locations. Volunteers can pick up cookie restock orders. Only the Cookie Manager(s) or Leader(s) can place a cupboard order in Smart Cookies. Cookies are charged to the troop account. Leaders can pick up full cases and individual packages. Orders should be planned. Walk-in orders may be accepted depending on location and time in the cookie season.

Delivery Agents- are the transport companies that handle product delivery for Girl Scout councils.

Digital Cookie - is an online selling platform that allows Girl Scout to manage their cookie sales through a personalized storefront and mobile app. It enables girls to take orders, track purchases and delivers, track progress towards a goal, and manage sales.

Digital Cookie Troop Site – the digital cookie troop site is like a Girl Scout’s individual site but feeds back to the troop sales in Smart Cookie instead of a specific Girl Scout. This allows for credit card sales at a booth. Cookies can be divided between the participating Girl Scouts after sales are made.

Digital Order Card (DOC) order – is a general term to describe all prepaid orders placed in Digital Cookie.

Direct Ship- are Girl Scout cookie orders that ship directly to customers. Digital orders are placed through Digital Cookie.

Early Reward or Initial Order Reward – are rewards Girl Scouts or troops earn based on their first order (Initial Order) placed with their council.

Girl-Delivery – a prepaid credit card ordering option on Digital Cookie, where the customer places an order and then the Girl Scout delivers once they have cookies available. Caregivers should ONLY approve orders they can physically deliver in-person, otherwise they should reject the order and ask the customer to use another shipping option.

Goal Getter - order taking continues via shipped orders, more paper orders, and booths. Orders are filled by using troop inventory from troop extras after the Initial Order (IO), booth inventory, or by placing a planned order (cupboard order).

gsLearn – is the name of the program with in MyGS account where volunteers can access training videos.

Initial Order (IO) Period – the first order the council places with its baker for cookies, which includes girls’ orders and troops’ orders. Girl Scouts use the paper order form to take pre-orders and use Digital Cookie (DC26) to take prepaid credit card Girl-Delivery and shipped orders. Initial Order cookies come in one bulk delivery for the troop in late February at a Megadrop.

Jurisdiction- refers to the geographic area over which a Girl Scout council’s authority extends.

Lemonade Stand Style Booth - is a cookie booth in a residential neighborhood with the permission of the homeowner, follows all HOA or town ordinances. Must be entered in Smart Cookies with street name ONLY. Do NOT include address or last name since this will appear in the Cookie Finder.

Megadrop – for Girl Scout Cookies is a designated location where troop leaders and/or Cookie Mangers pick up their initial orders (IO) for the cookie season. This event allows troops to collect their cookies in bulk (full cases ONLY) at a specific time and location. Troops must sign up in advance for a slot to participate. It is essential to arrive at the scheduled time to ensure a smooth pickup process. Signup in Smart Cookies required.

Operation Jersey Cares (OJC) – the organization that takes the packages of cookies purchased by customers as Donations (also known as Cookie Shares) and delivers to the military troops. The Girl Scouts collect the money but do not physically take possession of these donated cookies. See also, Cookie Share.

Opt-out - Junior, Cadette, Senior, and Ambassador troops can opt-out of receiving physical rewards to receive a higher proceed amount (Girl Scouts that opt out of physical rewards will still receive patches).

Package - term for a single container of cookies. Some Girl Scouts Cookies come in boxes, and some come in packages. Both are considered packages.

Paper Order – are traditional paper order forms used to collect orders and deliver cookies at a later date. The “check when order paid” box is critical to keep track of customers who prepay or still owe payment.

Per Girl Average (PGA)- The average number of packages Girl Scouts sell for a troop. Girl Scouts with zero sales and not participating in selling will NOT count against the PGA for a troop.

Registered Member- is a member of the Girl Scouts by paying annual dues or is a paid lifetime member.

Retail Price - The price the customer pays for a single package of cookies. Price is determined by the Council and cannot be changed.

Rewards, Recognitions, & Incentives - merchandise or cookie credits given to acknowledge a Girl Scout's efforts in the cookie program. Rewards are based on the number of packages sold during the cookie program. **See the current reward sheet for a full list of rewards offered.

Service Unit - a regional grouping of troops, usually one or more neighboring towns.

Service Unit Cookie Manager (SUCM) - is a volunteer role in girl scouts, responsible for overseeing and managing the Girl Scout Cookie Program within a specific Service Unit (see definition). The SUCM acts as the primary liaison between the council and the individual troop cookie managers, ensuring that the cookie program runs smoothly and successfully at a local level.

Smart Cookies - is a user-friendly platform for managing all aspects of the Girl Scout cookie sale process. It allows troop leaders to order cookies, manage booth sales, and track inventory efficiently. Can be accessed on various devices. Offers features like centralized order management and streamlined sales tools.

The Five Skills - Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics are the 5 key skills that Girl Scouts participating in the Fall Product Program & Girl Scout Cookie Program learn that will help them in business and in life.

Tough Cookie - is a patch the troop earns collectively. The Cookie Manager completes a form at the end of the season if the troop collectively has met requirements.

Troop Cookie Manager (CM) - is the troop's go to person or persons for managing the cookie program along with the troop leaders. Parents should always go to their Troop Cookie Manager for help first.

Troop Proceeds - The portion of cookie earnings that a troop keeps and spends on the items that its members decide to fund, such as trips or community service projects.

Turning Off Girl-Delivery - AFTER Initial Order (IO), if the a Troop may choose to turn off Girl-Delivery in their Digital Order Card. This should be decided as a whole troop. Council will share a form with troops to request the entire troop's Girl Delivery be turned off. Girl Scouts are still encouraged to continue their sale through Shipped Cookies and Donations for the remainder of the Program.

Unpaid Funds Form - is a tool for the troop leaders. At the end of the program, troop leaders will submit this form if there are any delinquent parent payments to the Troop bank account for paper orders. Submitting the form notifies Council that a Troop Leader/Cookie Manager is having issues collecting money from a parent which could cause the troop account to go into overdraft. The form documents troop, parent, amount owed, and number of attempts to collect.

Walkabout Week - an informal tradition for Girl Scouts/troops to sell cookies door-to-door in their neighborhood during a specific week. Encourages girls to connect with the community and build customer relationships. Girls who participate earn a walkabout patch.



Have a great cookie season!

girl scouts 
heart of new jersey

