

Short and snappy guide to

COOKIES

2024

This is your simplified guide to cookies! For more in-depth resources, open the QR Code for the complete Troop Cookie Manager Guide, step-by-step instructions, videos & testimonials all available here.



To participate in the Cookie Program, troops MUST:

- ✓ Have at least two approved adults registered with the troop.
- ✓ Have a bank account/current ACH on file.
- ✓ Must have a parent/guardian sign a permission slip prior to any participating.
- ✓ Attend training.

**Troop
leaders!**

Your job is so very important to your Girl Scouts! Don't be afraid to delegate a caregiver to help with product program and make them a Troop Cookie Manager!

*Must complete a background check and be a registered Girl Scout.

girl scouts 
heart of michigan

Dear Spectacular Volunteers,

The 2023 Cookies Season was a smashing success with 1,045 troops participating! Girls sold 1,487,173 packages of cookies, resulting in a per girl average (PGA) of 214 packages! The Product Team developed this Short & Snappy Guide because we want every girl to have a successful 2024 Cookie Season. We know that starts with you, our amazing troop leaders, and troop product managers! Without your assistance, the girls would not be able to achieve their dreams.

We heard your feedback that the full Troop Cookie Manager Guide is overwhelming and can be daunting to new and returning product volunteers. The Product Team hopes the Short & Snappy Guide gives you the basics of cookies with the opportunity to access more in-depth resources online. When Girl Scouts thrive, we all succeed!! The Short & Snappy Guide will help you get started with your Cookie Season and provide a useful reference throughout the sale.

We are going to keep this Short & Snappy. 😊

Yours in Girl Scouting,
The Product Team

All Girl Scout Cookies are now
\$6.00



Adventurefuls®



Samoas®



Do-si-dos®



Lemon-Ups®



Trefoils®



Thin Mints®



Tagalongs®



Girl Scout S'mores®



Toffee-tastic®

How the Cookie Crumbles

For every package of Girl Scout Cookies sold 100% stays local to Girl Scouts Heart of Michigan.

22%

goes toward troop proceeds and girl rewards.



→ **54%**

is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services.

24%

goes toward the Girl Scout Cookie Program and baker costs.

*based on averages

Troop Proceeds

Troops earn proceeds based on the per girl selling average (PGA).

| Per Girl Selling Average (PGA) | Troop Proceeds Per Package |
|--------------------------------|----------------------------|
| 1-174 packages | \$0.95 |
| 175-224 packages | \$1.00 |
| 225+ | \$1.05 |
| Troops opting out of Rewards* | Additional \$.10 per pkg. |

Juliette* Proceeds


Juliettes earn proceed credits that are loaded to the Girl Scout Heart of Michigan credits card.

| Juliette Bands | Juliette Credits Issued per 25 Packages Sold |
|------------------|----------------------------------------------|
| 10-24 packages | \$10.00 |
| 25-174 packages | \$23.50 |
| 175-224 packages | \$24.75 |
| 225+ packages | \$26.00 |

*Juliette Girl Scouts are individual Girl Scouts that do not have a troop affiliation.

Important Dates to Remember

November

- Turn in ACH before training
- Training (GS Events)
- Familiarize with eBudde
- Join Rallyhood 
-
-
-

December

- Initial order taking date
- DOC open - 12/1
-
-
-
-
-
-

January

- Initial order due - 1/21
- Troop: Submit cookie initial order - 1/22
- Troop: Submit initial reward order - 1/22
-
-
-
-

February

- Council Booth sign up open
- Initial order pick-up
- Troop: Delivery to Troops
- Cookie Booths start - 2/16
-
-
-
-

March

- Troop: Submit final rewards
- Cookie Booths end March 25
-
-
-
-
-
-

April

- Troop: Bonus Booths through cupboard
- Hometown Heroes sign up for pick-ups begin - 4/10
- Hometown Heroes troop distribution - 4/20 - 4/27
-
-
-
-

May

- DOC closes for season
- Girl: Cookies to Camp
-
-
-
-
-
-

June

- Party w/troop
- Club #1 - High Adventure - Late June
-
-
-
-
-
-

July

- Club #2 - Michigan's Adventure - July 15th
-

August

- Club #1 - Kids Bop - Early August
-



Girl Rewards

Initial Reward 150+: Axolotl Socks and Frog Charm

Troop Reward:

225+ PGA: Troop T-Shirt (Troops with a 225+ per girl selling average will receive an Own Your Magic t-shirt for every girl selling and 1 adult in the troop)

400+ PGA: Own Your Magic Hat (Troops with a 400+ per girl selling average will a hat for every girl selling)

Hometown Heroes

10+ Hometown Hero Donations: Gift of caring patch

36+ Hometown Hero Donations: Heart charm

Cookie Booths

40+: Booth Sales Patch

75+: Booth Sales Charm

Cookie Tech (DOC)

100+: Cookie Techie Patch

150+: Phone Charm

225+: Lottie the Mini Plush



American Girl



Sales

30+: Charm Patch

60+: Magical Marker

90+: Own Your Magic Charm

120+: DIY Playing Card Set

150+: Lanyard

190+: Wallet Pouch or \$5 Cookie Cash

225+: Axolotl Pillow and Axolotl Samoas Charm or \$6 Cookie Cash

300+: Axolotl Action Patch and Collapsible Camp Cup or \$7 Cookie Cash

400+: Lucy the Axolotl Plush or \$8 Cookie Cash

500+: Crossbody bag and Fashion Patches or \$9 Cookie Cash

600+: Super Patch and Axolotl Mache Up Pouch or \$10 Cookie Cash

800+: Weekender Tote or \$20 Cookie Cash

1000+: Puffy Camp Blanket or \$40 Cookie Cash

1250+: Peral Pendant or \$60 Cookie Cash

1500+: American Girl Doll of the Year or \$80 Cookie Cash

2024+: 2024 Year Bar Patch

2500+: Backpack with Mess kit or Fuji Camera with Film or \$100 Cookie Cash

3500+: Tent with Sleeping Bag or Beats Headphones or \$200 Cookie Cash

5000+: Any GSHOM Camp with Treading Post Credits or iPad or \$300 Cookie Cash



What is opting out and how can I do so?

Junior through Ambassador troops can choose to opt out of girl rewards/cookie cash and earn an additional 10 cents per package in troop proceeds. Troop per girl selling average must be at or above 125 packages. Girls must decide, unanimously, to participate in opting out of rewards. Parents and guardians must be notified of the troop decision. Patches and troop rewards (ie, troop tshirt) will still be awarded to troops participating in the opt-out program.

In the settings tab in ebudde simply choose "opt out" by your Initial Order submit date. If troops DO NOT earn the 125 PGA by the end of the normal cookie sale, they will be opted back into individual rewards. Please note this will impact the amount owed to Girl Scouts Heart of Michigan.

Finances

2023-2024 Product Program Automated Clearing House (ACH) Payments Troop Instructions

ACH Sweep Dates

| Schedule | Sweep Payment Date | Deadline for changes including outstanding money report (OMR) |
|----------------------------------------|--------------------|---------------------------------------------------------------|
| Early November Sales | 12/15/2023 | 12/8/2023 |
| Initial Order (75% of I/O less DOC) | 03/15/2024 | 03/8/2024 |
| Final Payment | 04/15/2024 | 04/8/2024 |

Show me the money!



Money Collection

- ➔ All checks should be made payable to Girl Scouts Heart Of Michigan (GSHOM).
- ➔ No money should be collected by anyone until cookies are delivered.
- ➔ Distribute product promptly to the girls. Initial cookie orders should be completely delivered to customers within three weeks. When parents pick up their cookies, the Troop Cookie Manager and parent must sign a receipt for the number of cookies taken.
- ➔ Collect money from girls often. Count all money turned in to you, with the parent present. Use a receipt book to record payments. Give parents a copy and retain a copy.

NSF Checks

If a customer's check fails to clear the troop account, complete an NSF Check form (available at www.gshom.org) and Girl Scouts Heart of Michigan will reimburse you for the check and fees.



Outstanding Money

If a caregiver fails to turn in payment by the deadline:

- Notify the caregiver immediately and remind them that payment was due.
- If payment becomes delinquent, complete an Outstanding Money Report (OMR), (available online at www.gshom.org) Be sure to attach a copy of the signed permission slip and receipts. Outstanding Money report forms submitted without the required paperwork will be returned to the troop for completion. OMRs past due date will not be accepted.
- Do not cover outstanding balances with troop funds.

Note: If an Outstanding Money Report is **NOT** turned in with the final payment, the Troop Leader/Troop Cookie Manager will be held accountable for the delinquent funds.

Ways for girls to become a top seller

Why participate in the Cookie Program?

- The Girl Scout Cookie Program is the largest girl-led business in the world, and is highly anticipated by customers.
- The Girl Scout Cookie Program helps girls develop five business and leadership skills that they'll use for the rest of their lives:
 1. **Goal Setting**
 2. **Decision Making**
 3. **Money Management**
 4. **People Skills**
 5. **Business Ethics**
- Support the girls in your troop by helping them achieve their goals.
- Earn funds for your troop while supporting Girl Scouts Heart of Michigan.
- Funds earned help support financial assistance to girls, council sponsored programs and training, and maintenance of council properties.



Girls can sell online through **Digital Cookie (DOC)** during the initial order period.

The **Order Card** is another tool girls can use to sell cookies. Record any paper orders on the Order Card for easy delivery!



What is a Cookie Booth?

Customers love to buy cookies when they can eat them right away or donate them to local Hometown Heroes. That's why we have cookie booths! Booths set up in front of grocery stores, at sporting events, or in other high-traffic areas are successful locations. Girls will have lots of fun setting up the "store" and talking to customers.

Cookie booths are a great way for troops and girls to earn proceeds, learn the 5 Skills and reach their goals.

- Check the full guide for a complete list of places we can't contact to host cookie booths.



Be one of the
Cool Kids and
Join Today!

Cookie season is more fun with family.

Bring the whole family together for tons of fun and learning with our Girl Scout Cookie Program pin collection! Girls can earn all 13 pins in the collection - unique pin for every year the participate!

Learn more on: girlscoutcookies.org/entrepreneurfamily



COOKIE
ENTREPRENEUR
Family



Top Tips to Help Girls Sell!



Door-to-Door Sales

Girls & Caregivers walk door-to-door in their communities.



Online Sales

Girls set up shareable sites on Digital Cookie. **DO NOT** share on Facebook Marketplace, eBay, and Craigslist.



Telephone Sales

Girls can contact previous customers, friends, and family.



Workplace Sales

Bring Your Kid to Work Day is a wonderful time to bring in your order card. Practice your sales pitch!



Booth Sales

Girls have the chance to sell in front of grocery stores, sporting events, and other high-traffic events.

Safety Comes First in Girl Scouting!

Be sure girls understand and follow these safety rules:

- 1. Show you are a Girl Scout**, wear your Girl Scout gear.
- 2. Buddy Up**, use the buddy system when selling cookies.
- 3. Be streetwise**, look both ways & sell in a familiar area.
- 4. Partner with adults**, especially door-to-door & booths.
- 5. Plan ahead**, have a plan for dealing with cookie money.
- 6. Do not enter** anyone's home or vehicle.
- 7. Sell in the daytime**.
- 8. Protect your privacy**, only give first name & troop number.



Gift of Caring: Hometown Heroes

Hometown Heroes is Girl Scouts Heart of Michigan's council-wide community service project. For various reasons, some customers do not want to buy cookies for themselves, or they have only a limited need. With Hometown Heroes, they have a chance to give to others while supporting Girl Scouting at the same time.

Congratulations
Lucy in troop
40554

for being the
top seller in GHSOM
with 5450 packages

Who to Contact and When?

- **Troop Cookie Guide:** Find details within this guide. Make sure to watch for important updates through eBudde!
- **Service Unit Cookie Manager:** Call or email your cookie volunteer. This is your “go-to” person during the cookie sale. Their contact information is on the front cover of this guide.
- **Help Desk:** If you have immediate needs or need more help, contact helpdesk@gshom.org (800-497-2688). Messages and emails are checked on a regular basis and you will receive a response by the end of the following business day.

Ways To Connect with Others & Get Help

SUPM

Start with your Service Unit Product Manager when you need help. Check Rallyhood for a list of SUPMs.

Help Desk

The superior Helpdesk Team can get you the answers you need. 1-800-497-2688 or helpdesk@gshom.org

Rallyhood

A terrific way to connect with other leaders and council.

SU Meetings

Drop into your service unit meetings for brainstorming and answers.

Virtual ways to connect

Remember to register for the Virtual Events through gsEvents

Trainings

Check GSHOM Event Page and Rallyhood for mandatory trainings.

Council Open hours

The Product Program Team will be holding Open Hours throughout the Cookie season for you to pop in and get a quick answer to your burning questions.



Materials Needed

Each Troop will receive:

- ✓ The NEW Short & Snappy Guide!
- ✓ XL Envelope
- ✓ 2 Cookie Receipt Books
- ✓ 1 Box of Cookies

Each Girl Will Need

(Materials provided to each Troop):

- ✓ 1 Order Card
- ✓ 1 Money Envelope
- ✓ 1 “5 For 5” Card
- ✓ 1 Guardian Permission Form



Scan to land on the Troop Product page.

girl scouts 
heart of michigan