



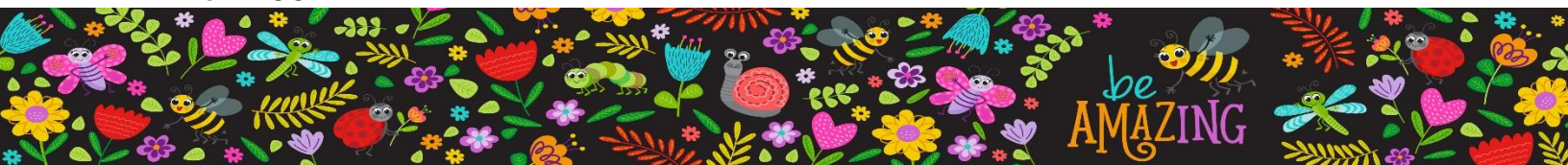
Girl Scouts—North Carolina Coastal Pines 2021 Troop Cookie Sale Week by Week Guide

For more detailed directions and step by step instructions for Smart Cookies, please view the short video training tutorials- the link for these is posted in Smart Cookies under the *Safety & Training* Tab and on ABC's YouTube Channel.

Pre-Sale

Before the sale officially begins, troops should:

- **Get Trained!** – take the recorded online training in GS Learn
- Complete and return your **Troop Cookie Coordinator Agreement**
- **Code yourself as the Troop Cookie Program Coordinator in My GS (your Troop Leader can also do this for you)**
- **Log in to Smart Cookies (www.abcsmartcookies.com)** once you get the registration email your ACC will trigger—and update your troop contact information (important you provide a valid email address)
- **Involve your girls and parents!** - Meet with your parents and girls to get familiar with the upcoming sale (**use only the training link provided to you by your ACC/Council and watch it together or request each of them watch it by a deadline and then have a group discussion afterwards**). Be sure to have parents submit the online Permission and Responsibility form for each girl.
- **Set a troop goal and encourage individual girl goals!** – With your girls and parents, decide on a sales goal for your troop and work with each girl to set a personal goal.
- Make sure that girls participating in the sale are registered Girl Scouts for the current year and show up in your troop roster in Smart Cookies.
- **View ABC's video on "Smart Cookies Set Up for Girls & Volunteers"** -access the video under the *Safety & Training* tab of your Smart Cookies dashboard or on ABC's YouTube channel.
- **Go Digital!** Go over our online sales platform (Smart Cookies Direct) with your girls and parents. Tell them about the email link each will receive to register each girl on the Smart Cookies site and set up their account.
- **Go over the credit card process in Smart Cookies with your girls and parents and make sure everyone is on board and ready to take credit and debit card payments through the Smart Cookies App!** – Show them the short video that is on the safety and training tab on your dashboard (they have it under this tab on their dashboard as well). No merchant account or swipers needed. All fees are paid by the council – how cool is that!?
- **View the video on "Entering Initial Orders"** - access the video under the *Safety & Training* tab of your Smart Cookies dashboard.
- **Place an initial order so you'll have cookies on day one of the sale!** Use your troop's goal, sales from last year and advice from your ACC to place your initial order BEFORE December 13 at 9pm. (new troops can use formula provided by your Area Cookie Coordinator : (Area Box Per Girl average X # of selling girls in your troop / 2)
- **Cookie Rally!** Register & log on to the Council wide virtual cookie rally and pick up girl order cards from ACC



2021 Troop Cookie Sale

Initial Delivery

The cookie sale does not officially begin until January 16, but we want you to have cookies in hand for the big day! So...Initial cookie deliveries will be January 9–16.

Your Area Cookie Coordinator (ACC) sets the date, time and location of your area's initial delivery. For more information regarding your troops exact pick up time and location, please contact your ACC.

Initial delivery can be a little intimidating. Lots of cars, delivery folks and cookies! We move thousands of cases of cookies during each initial delivery and in a very short time, so it's important to:

- **Arrive on time** – this is very important as we have all troops in an area picking up in a short amount of time.
- **Bring enough space** (cars, vans, etc.) to carry all of your troop's cookies. Use the chart shown to you in your 2021 Cookie Training to help determine how many and what size vehicle you'll need to get your troops cookies. We will also post this chart via link in the messages section of your Cookie Sheet in Smart Cookies.
- **Be Prepared!** - Take a copy of your troop's initial cookie order printed from Smart Cookies.
- **Count and recount your order and check for damaged cases BEFORE signing for cookies.**
 - **Remember Troops will be billed for the cases listed on the delivery report as signed by the troop representative. Make sure you pick up exactly what you ordered and what you sign for!**
- **Distribute the cookies** - Once you have your cookies, take them to a site (troop meeting location, cookie coordinator's garage, etc.) where you can sort them into girl orders and distribute them to the girls.
- **Get a Signature!** - **Remember to always get signatures from parents when distributing any cookies on the triplicate Cookie Receipt form.**



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2021 Troop Cookie Sale

Week One (January 16-23)

The big day is here! Cookie Sales officially begins at 9:00 a.m. on Saturday, January 16! During the first week of the cookie sale girls can sell door to door, participate in walk-about sales and troops can hold troop secured booths (see Booth Reference Guide for guidelines). This is a very exciting time – and customers will want lots of cookies! Girls may need additional cookies during the week so ask all parents if they need more cookies.

- **View the video on entering “Planned Orders”** under the *Safety & Training* tab of your Smart Cookies dashboard.
- Put in your Planned order before 9pm Sunday January 24th, if you need additional cookies for parents or upcoming booths the next weekend.
- **Review safety guidelines!** Review safety guidelines with girls and parents. A short list is found on our website at <http://www.nccoastalpines.org/en/cookies/for-cookie-sellers/resources-abc.html>
- **Transfer all cookies to girls that participated in Walkabout week** by 9pm Friday January 22nd so these girls can earn their Walkabout Boost Bar!
- **Distribute additional cookies!** Set a time and place for parents to pick up additional cookies and turn in money for cookies they have already sold/delivered.
- Remember to have parents **sign the Triplicate Cookie Receipt form** each time they pick up cookies and/or turn in money.
- **Reminders!** Send reminders about the online sales platform (Smart Cookies), taking credit cards through the app, cookie booth opportunities and other exciting happenings.
- **Send “Cheers”** - Encourage girls with “Cheers” through Smart Cookies!
- **Don’t forget about our Cookie Service Project - Operation Cookie Drop!** Remind girls about collecting donations for Operation Cookie Drop (15 boxes gets Operation Cookie Drop Boost Bar, 30+ boxes get a chance to win 1 of 3 giant stuffed Bees)
- **You can also place a planned order on Sunday, January 31 by 9pm**
 - **Remember the Super Bowl weekend starts on February 6th.** Be sure to have enough cookies for those great booths!
- **Deposit all collected cookie money** into your troop bank account.
- **Booths! Get Ready!**
 - Troops can begin securing *Troop Secured Booths* with businesses not already secured by the Area Booth Coordinators (see the Troop Secured Booth section of the Booth Reference Guide for more guidelines of Troop Secured Booths). Enter these into Smart Cookies for approval as soon as you receive approval from the business.
 - **Select possible cookie booths for your troop in the Cookie Booth Lottery. Troops can visit Smart Cookies January 19-22 and select up to 15 booths.** The lottery will be held at **10am on January 22nd** with each troop receiving **up to 3** of booths from their selection.
 - **On Jan. 22nd at 4pm Smart Cookies Booth Scheduler will be open for troops First Come First Serve to select cookie booths.** There is a max to the number of booths a troop can secure. Booths will be limited to 3 per day (up to one Premium Booth within the 3) **January 22 - 25** and then limited to 7 per day thereafter.

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Week Two (January 24-30)

The excitement is high! Girls are selling door to door and at local cookie booths. Are your girls getting close to their goal? How's your troop doing? Be sure to share the troop's success with the girls and parents!

- **Booth Sales!** Is your troop doing booth sales? Girls love this aspect of the sale! Be sure to work with parents so girls are not overwhelmed at booths – 2 hours can be a long time for the little ones. Check the Booth Sale Reference Guide for tips on making the girls' booth sale experience fun and productive! Don't forget about virtual cookie booths- your troop has it's own URL link to use for virtual booths- so fun and easy!
 - Remember you can sign up for additional booths at any time through Smart Cookies!
- **Got Cookies?** Check with parents to see if they need more cookies. They may need more cookies or different varieties. Work together to transfer between girls if necessary so everyone has what they need or place another order to pick up more cookies.
- Work with your parents to gauge how many additional cookies your troop should order for next week. Second **“planned order” is due in Smart Cookies by 9pm on Sunday, January 31.**
- Set a time and place for parents to pick up additional cookies **and turn in money for cookies they have already sold/delivered.**
- **Don't forget about those out of town relatives!** Now they can help girls reach their cookie goals while girls learn about e-commerce! And there's no need to run to the Post Office, just have them order through Smart Cookies Direct and have the cookies shipped directly to their homes!
- **Collect money** from each parent/girl on cookies sold and have parents sign the triplicate receipt.
- **Deposit all collected cookie money** into your troop bank account.
- **View video on “Transfers”** under the *Safety & Training* tab of your Smart Cookies dashboard.
- **Transfer cookies in Smart Cookies** from your troop to girls that have sold cookies
- **Check your Troop Balance Summary Report** in Smart Cookies to see what cookies have been transferred into your troop from cupboards, traveling trucks, warehouses and other troops, and what has been transferred out of your troop. Report any discrepancies to your ACC immediately.
- **Don't forget that Super Bowl weekend starts February 6th-** this is a prime time to hold cookie booths!

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Week Three (January 31- February 6)

Wow! Super Bowl weekend, additional door-to-door sales and Valentine's Day is right around the corner! Time for some creative selling! Every Valentine would love a basket with some great Girl Scout Cookies!

- February 7th is the Super Bowl and is a prime day to have a cookie booth!
- Third planned order is due in Smart Cookies by 9pm on Sunday February 7th so don't get caught up in the big game and forget to place your troops order. Do it early to ensure you don't forget.
- Set a time and place for parents to pick up additional cookies and turn in money for cookies they have already sold/delivered.
- **Collect money from each parent/girl on cookies sold and have them sign the triplicate receipt**
- Deposit all collected money into troop bank account
- **Do not give additional cookies to any girl/parent that has not given you money for the cookies they have gotten prior to this point**
- Check your balance in your troops bank account
- Transfer cookies in Smart Cookies from your troop to girls that have sold cookies as necessary.
- **View the video tutorial on "Reports"** under the *Safety & Training* tab of your Smart Cookies dashboard.
- Check your Troop Balance Summary Report in Smart Cookies to see what cookies have been transferred into your troop from cupboards, traveling trucks, warehouses and other troops, and what has been transferred out of your troop. Report any possible discrepancies to your ACC immediately.
- **Check the Messages section of your Smart Cookies dashboard for important news, reminders and alerts**



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Week Four (February 7-13)

Ask parents if they need more cookies. Work with them to place an order for your troop for additional cookies from either a cupboard, traveling truck or warehouse if needed.

- Fourth planned order is due in Smart Cookies by 9pm on Sunday February 14th.
- Set a time and place for parents to pick up additional cookies and turn in money for cookies they have already sold/delivered.
- **Remind girls/parents that ½ money for initial order plus ½ first planned order is due to the troop by February 15th at the latest. (1st draft is on the 19th)**
- Deposit all collected cookie money into your troop bank account.
- **Check your balance in your troops bank account to be sure you have adequate funds for your initial draft taking place on February 19th** (1/2 of your initial order and ½ of the first planned order **(this includes any transfers in/out through January 30th)** will be drafted on this date- contact your Area Cookie Coordinator at least 3 days prior to this date if you will not have the required funds available for withdrawal)
- Remind girls once again about collecting donations for Operation Cookie Drop
- Transfer cookies in Smart Cookies from your troop to girls that have sold cookies as necessary.
- Check your Troop Balance Summary Report in Smart Cookies to see what cookies have been transferred into your troop from cupboards, traveling trucks, warehouses and other troops, and what has been transferred out of your troop. Report any possible discrepancies to your ACC immediately.
- **Check the Messages section of your Smart Cookies dashboard for important news, reminders and alerts**



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Week Five (February 14-20)

Remind your girls/parents that they only have 3 more weeks to sell cookies. Work with them to place an order for additional cookies from either a cupboard, traveling truck or warehouse if needed.

- Fifth planned order is due in Smart Cookies by 9pm on Sunday February 21st.
- Set a time and place for parents to pick up additional cookies and turn in money for cookies they have already sold/delivered.
- Transfer cookies in Smart Cookies from your troop to girls that have sold cookies as necessary.
- Check your Troop Balance Summary Report in Smart Cookies to see what cookies have been transferred into your troop from cupboards, traveling trucks, warehouses and other troops, and what has been transferred out of your troop. Report any possible discrepancies to your ACC immediately.
- **Deposit all collected cookie money into your troop bank account and check the balance in your account. Are you close to having all the money for your final cookie bill?**
- **Send reminder notices to each girl that still owes money for cookies**
- Let your ACC know if you have a parent/girl that is having issues turning in money that is owed
- Let you ACC know if you have an excessive amount of cookies remaining for your troop and need help transferring out to other troops
- **Check the Messages section of your Smart Cookies dashboard for important news, reminders and alerts**



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Week Six (February 21- 27)

This is great time to work with parents for a final cookie booth to get rid of the onsie –twosies boxes of cookies. Watch for notices from the Area Cookie Coordinator for troops that would like to trade varieties or transfer cookies (in or out of the troop). Make sure you have some of the favorites for your booth sales!

Remind parents that next week is the last chance to get additional cookies.

- **Final “planned order”** is due in Smart Cookies by 9pm on Sunday, February 28th.
- Set a time and place for parents to pick up additional cookies and turn in money for cookies they have already sold/delivered.
- **Deposit all collected cookie money into your troop bank account.**
- Send another reminder notice to each girl that still owes money for cookies and let them know of the final deadline for turning in money owed. Report any potential problems with parent payments to your ACC.
- Transfer cookies in Smart Cookies from your troop to girls that have sold cookies as necessary.
- Check Smart Cookies for transfers in and out of your troop for accuracy (use your M8 ticket copies and receipts) and report any discrepancies to your ACC immediately.
- **Check the Messages section of your Smart Cookies dashboard for important news, reminders and alerts**



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Week 7 (Feb. 28- March 7) & After the Sale

- **Final “planned order”** is due in Smart Cookies by 9pm on Sunday, February 28th. You may continue selling cookies and begin wrapping up your sale.
- **Collect all outstanding money from girls/parents by March 12th and deposit into your troops account**
- **Complete all transfers of cookies in Smart Cookies from your troop to girls before the March 14th deadline**
- Let girls and their parents/guardians know each girl’s final boxes total
- **View video tutorial on “Recognition Orders”** under the *Safety & Training* tab of your Smart Cookies dashboard.
- **Create your troops main recognition order in Smart Cookies and check for accuracy before March 14th – Be sure your girls get credit for their sales!**
- Check Smart Cookies for transfers in and out of your troop for accuracy (use your M8 ticket copies and receipts) and report any discrepancies to your ACC immediately.
- **Look at your Troop Balance Summary Report in Smart Cookies. Note final amount that is owed for your cookie bill** (report any discrepancies to your ACC immediately)
- **Check balance in your troop bank account- do you have all money required for your final draft? If you do not, then notify your ACC well in advance of the March 19th draft.**
- Please fill out the online outstanding balance form and upload any of the following items for any girl that did not pay her cookie bill in full: upload with the form the Triplicate Cookie Receipt, any other receipts, emails/texts or any other documentation and *Girl Balance Summary* report from Smart Cookies if applicable.
- Remind parents that have individual girls that have sold 500 boxes or more to fill out the Superstar Destinations request form on our council’s website (form must be submitted by March 31, 2021)
- **Pick up recognitions and patches from your ACC and distribute to girls as quickly as possible, but no later than May 30.**
- Report recognition issues and/or shortages to your ACC by May 30.

