



smart
COOKIE U™

COOKIE TRAINING FOR VOLUNTEERS

ABC SMART
COOKIES 101



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Why We Sell Girl Scout Cookies	3
How the Cookie Crumbles	4
Safety First	5-6
Going Places Materials from ABC	7-9
America's Best Cookies	10-11
Ordering Cookies	12
Delivery	13-14
Booth Sales	15
Girl/Troop Recognitions	16
Girl & Family Training Agenda	17

Why We Sell Girl Scout Cookies



Selling cookies is a tradition that dates back as early as 1917 when Girl Scouts began selling home-baked cookies to raise money to help their troop and community. In 1936, Girl Scouts of the USA began licensing cookie bakers. Since then, the selling of Girl Scout Cookies has grown into a highly successful program activity for girls to learn and practice important leadership skills while earning money for their team and council activities.

The Girl Scout Cookie Sale is first and foremost a great program activity for girls. In fact, it is the premier entrepreneurial program for girls in the United States!

All of us at ABC are excited to join Girl Scouting in meeting girl's definition of what it takes to be a leader - a model that engages girls to discover themselves, connect with others and take action to make the world a better place. Our "Going Places, Girls Take the Lead" theme for the 2008-2009 Girl Scout Cookie Sale Activity, not only motivates girls to explore this new leadership model but it engages them at every level as they discover, connect and take action in the cookie sale. Our new online Smart Cookie Connections: Grade Level Activities provide volunteers with a leadership experience centered on the new program keys and activities for every grade level.



As part of the Girl Scout Leadership Model, girls have the opportunity to set activity and service goals and support them with money earned through the cookie sale activity. They decide how many cookies they want to sell, where and how to sell them, and they manage their own resources of time, family support, and other support to reach their goals. Cookie activities are a powerful learning opportunity. During cookie time, girls learn practical life and entrepreneurial skills they can use for years to come.

Girl Scout Cookie activities also ensure the future of Girl Scouting in your community. Your Girl Scout council uses money generated from the cookie sale to provide quality programs for all registered girls, to expand financial support to girls who would not be able to be part of Girl Scouting without financial assistance and to maintain Girl Scout camps and properties so that future generations of Girl Scouts can share in the experience. The cookie sale is a legacy that builds the future each season. Imagine how many girls have attended camp or a program event at a facility built with and maintained by Girl Scout Cookie dollars!

All girls registered in the council at the Daisy level and up are eligible to participate in the cookie sale. Parent permission is required to take part in the sale. Girls who are part of all membership pathways (troop, group, individually registered) are eligible to participate with adult supervision.

Girls need to be an integral part of the cookie sale process. If parents wish to help by taking orders at work, girls should write a note and attach a picture (of herself) to the order card to be involved in the process. She might state what her personal goal is and let potential customers know what the troop plans to do with their money. If at all possible, girls should make the delivery in person. If that is not possible, then a note attached to each order is an appropriate way for girls to be involved in the transaction.

While girls cannot sell cookies via the Internet, personal contact with family and friends via email is appropriate to remind them that it is Girl Scout Cookie time. Payment and delivery is then arranged as appropriate. All Internet and cookie sale safety guidelines must be followed. Cookies can also be sold via direct sales, door-to-door, at booth sale sites or special events or through business sales opportunities.

How the Cookie Crumbles



Income from the Girl Scout Cookie Sale makes it possible for Girl Scouts to offer:

- Quality Girl Scout programs
- Safe facilities
- Fun experiences for every girl in Girl Scouting by helping to underwrite the cost of activities

If all of the true costs of every Girl Scout activity including the costs for program development, materials, instructors, insurance, and site fees were included in the participation fees charged to girls, you could easily see those fees increase 50 – 75%! For instance, a camp fee for resident camp that currently runs \$250 might increase to \$500 without the council cookie money. Girls who currently are able to participate because of financial assistance for membership fees, program materials and troop dues, might end up dropping out of Girl Scouting if cookie revenue were not there to help underwrite these costs.

The selling price of Girl Scout Cookies and the troop/group proceeds per package is determined by each Girl Scout Council. The council often has a committee of staff and volunteers that makes a recommendation to the board of directors. The incentives that are awarded to girls for selling are also selected on a council by council basis with volunteer and girl input.

As a cookie sale volunteer it is important for you to learn troop/group proceeds and girl recognition levels as well as the logic behind them. This information will vary by council. During cookie time, it will be very helpful for you to be able to pass along valuable information regarding plans for council cookie sale proceeds to girls, their families and the public. Learn about any plans your council has for new programs, new facilities, or camp improvements that cookie proceeds will help fund. Informing girls, parents and customers about how their efforts fit into the big picture will help you achieve your group's goals and service unit and council goals too!



Safety First



Girl safety is the most important thing that all adults working with girls should emphasize during cookie activities. By following safety basics, parents and volunteers can ensure that the cookie sale activity is not only a fun learning experience for girls, but also a safe one.

Parent/guardian permission to participate in the cookie sale activity is essential. No Girl Scout should ever sell cookies alone. Daisies, Brownies and Juniors must have direct adult supervision and girls should sell with buddies. Cadettes, Seniors and Ambassadors can sell in familiar areas using the buddy system under the supervision of an adult.

Daylight hours are best for selling cookies. Selling after dark is very risky and not encouraged. If girls are out after dark, they should have an adult with them at all times.

Girls should not go into homes or apartments when selling cookies door to door. Instead, they should stay outside the door. A girl shouldn't go into a neighbor's, friends' or relatives' home while selling without permission, knowledge and direct supervision of her parent/guardian.

Never approach cars or vans in the street, curb side or parking lot to sell cookies or follow up with a potential sale. Girl Scouts may ride with approved Girl Scout adults who are assisting with the activity with parental permission.

If a customer offers to lead the way to another potential cookie buyer behind a building or into an alley, the girls should refuse and stay out in the open. They should report the request to their supervising adult.

Each girl should be prepared to give a designated adult's name and phone number or email if asked and never give her own phone number, email, address or last name to customers.

Traffic on streets and in parking areas can be a hazard. Girls should be careful crossing streets and watch for cars backing out of driveways and parking spaces as well as exercise caution when getting out of a car with cookies.

Carrying large sums of money around is not a good idea. Arrangements should be made prior to selling for girls to transfer cookie money to an adult frequently.

Adults should bank money as soon as possible under the direction of the cookie adult. The cookie adult should make arrangements for money to be removed periodically from cookie booths, and make sure that money is not stored in a location accessible to customers at a booth.

Model safe behavior and treat cookie money and product as money that belongs to girls' troop/group. Never leave money lying around at home or mix with personal finances, and help your Girls Scout follow rules for turning in money frequently during the sale.





Safeguarding Girl Scout Cookie Money

Girls should be encouraged to turn in money on a regular basis, meaning at least weekly during the sale.

Troop adults or cookie chairs should always count the money with the girl and/or parent and give a receipt for the amount received.

Money should be deposited according to council procedures on a weekly or twice-weekly basis, as well as directly after a booth sale. This helps to decrease the number of dishonored checks when deposited promptly (if your council accepts checks) and keeps money from accumulating in the volunteers' homes.

Balancing Cookie Money at the End of the Sale

One of the best ways you can safeguard money is to receipt all transactions. When girls pick up cookies, turn in money or return cookies, always issue a receipt. This helps to keep the bookkeeping easier at the end of the sale.

The adult leadership of groups and service units are responsible for safeguarding money and reducing the amount of money outstanding at the end of the sale.



Materials from ABC



Girl Scouting takes girls on an incredible journey. It is a Movement where girls don't stand still. They are always Going Places! They are part of an exciting passage that empowers them to be true to their individuality, to explore their world fully and to lead the kind of life they choose. ABC's new theme emphasizes that participation in Girl Scout Cookie activities helps girls lead with courage, confidence and character. Because girls are Going Places during Girl Scout Cookies activities, they make the world a better place.

With girl input, ABC has developed great materials to make your cookie sale a success. The key pieces for the troop leader are the My Cookie Biz Girl Scout Cookie Volunteer Guide and the Volunteer Toolkit. Packed inside these handy guides is information for training, a training game, information about goal setting, a goal chart, safety information, a booth sale sign, window poster and cookie flyer and tips for a successful cookie sale!

Goal Setting

Girls learn from their very first troop meeting how to make decisions as a group, how to make plans and how to execute them. Participating in this shared goal-setting process helps girls connect during the cookie sale. Like Girl Scout Program, ABC's goal setting resources are girl-led.

By setting goals, girls learn that if they believe it, they can achieve it. Research shows that girls who set goals and share them sell more cookies! In addition to the goal chart in your Volunteer Toolkit, there is a place on the order card for girls to write in their personal and troop goals. This is a perfect opportunity for girls to show the general public their individual goals for the cookie activity. There is also a cool way for girls to track their goals on a secure Web site at www.abcsmartcookies.com. The Catch Goals activity in the Girl section of this fun interactive site not only allows girls to track their progress on sales and learning goals, it also prints out an achievement certificate at the end of the sale.

Team goal setting gets girls involved in the cookie sale process and motivates them to sell more packages.



★ Packages sold per girl selling



Family Guide & Order Card

Adult support is critical to a girl's success. The customized Family Guide provides important information to families about how to help their daughter during cookie time. It is combined with the one piece we know that all parents and guardians see – the order cards! These two comprehensive pieces cover everything girls and their families need to know to have a safe and successful cookie activity.

Program Emphasis

ABC Materials emphasize the following leadership skills that are reinforced by the cookie sale program: goal setting, financial literacy, planning, teamwork, communication and confidence. All materials support these learning activities. For instance, the training game in the Volunteer Toolkit helps girls learn about safety, and feeling safe gives girls confidence. The online goal setting program teaches goal setting and also helps girls to be even more comfortable with technology. As if they needed any help!

Web Resources

ABC's Web site has everything you need for a successful cookie experience. Check it out at www.abcsmartcookies.com.

Online Volunteer Training - This fast-track training is broken into short segments by subject allowing you to train when you want! Choose subjects as you're ready and repeat as often as you like. It is a great supplement to our training today.

New Grade Level Activities - ABC has created new grade level activities called Smart Cookie Connections that are aligned with Girl Scouts of the USA's new Girl Scout Leadership Experience. At each grade level, we show cookie volunteers like you how to help girls Discover, Connect and Take Action through developmental cookie time opportunities. We compliment our many print tools (My Cookie Biz, Volunteer Toolkit) with Web resources. The benefits of this multi-media approach include:

- More content in a convenient format
- Increased game and activity component (whereas print is limited)
- Supplemental art components like invitations, coloring pages and posters
- Volunteers can “go places” on the Web since program links are easier to find electronically than on paper and take leaders instantly to the content they need
- Content can be updated as it becomes available
- It is an exciting new way of training, supporting and engaging volunteers so that they can transform girls into leaders through cookie activities.

This area will continue to evolve and grow and go places to fit the needs of volunteers and the girls they serve.

For Girls: This interactive online experience emphasizes safety, selling, and fun activities to do during cookie time. It includes fun cookie games and downloadable artwork so girls can play and learn at the same time. There is also an area about tips for healthy lifestyles called Smart Moves and a new Girls Go Green section emphasizing ways girls can be environmentally aware and active.

Teens Only: This special section just for teens includes features such as The Future Starts Here, Going Places with Cookie Sales, The 411 on Cookies, Brand You! and Idea Share. Girls will find useful tools such as resume building tips, clip art and ideas. And amazing teen girls and their personal success stories are highlighted.

For Girl Scout Families: This Web section answers questions like “Why Should Your Daughter Sell Girl Scout Cookies?” It provides fast facts about cookie activities, and encourages support throughout the sale and gives parents and guardians clear steps to follow to help their Girl Scout have a successful cookie experience.

Catch Goals! This online activity reinforces the team goal-setting activity, letting girls save their personal cookie sale and leadership goals on their own Web page. Girls can update the number of cookies sold and goals achieved as often as they want. It includes a printable personal achievement certificate.

Set Goals Team Goal Tracker: This goal tracker organizes the process of budgeting, planning activities, setting a team goal, tracking team progress and displaying team plans at booth sales. Great for teens!



AMERICA'S BEST COOKIES!



Girl Scout Cookies taste amazing because ABC Bakers (your council's officially licensed Girl Scout Cookie Baker) takes great care in every detail of its baking process. ABC's Girl Scout Cookies are made with pure vegetable shortening and all eight varieties are kosher. Kosher certification is provided by the Orthodox Union Rabbinical supervision. Each package is marked with the circle UD emblem.

People who may be following diabetic diets can enjoy ABC's Girl Scout Cookies by using the dietary exchange rates found at www.abcsmartcookies.com and listed on the girl order card. All of ABC's Girl Scout Cookie varieties have zero grams trans fat per serving, are cholesterol free and preservative free. There are eight varieties of Girl Scout Cookies.



Thin Mints - ABC understands that it takes just the perfect balance of mint flavored chocolate icing over a tender, melt-in-your-mouth, chocolate cookie to create the taste sensation America knows and loves - Thin Mints! Girl Scouts can be proud that this item is the top selling Girl Scout Cookie in America!



Caramel deLites - Homemade caramel, cooked to a rich creamy consistency, and a special toasted flaked coconut makes ABC's Caramel deLites the second best selling Girl Scout Cookie and places it in the top five of all cookies sold in the United States annually.



Peanut Butter Patties - When it comes to peanut butter cookies, ABC knows best. We use only the finest #1 grade whole peanuts, roasted to perfection. Girl Scout Peanut Butter Patties are a peanut butter/chocolate lover's delight. Imitated but never duplicated, peanut Butter Patties have been in ABC's Girl Scout Cookie line for more than 30 years. We start with a tender, vanilla flavored base cake and add a plump dollop of fresh, homemade peanut butter on top. Then bathe it in rich fudge. It's no wonder that Peanut Butter Patties are the third best selling Girl Scout Cookie and are among the top 10 best selling cookies in America.



Peanut Butter Sandwich - Peanut Butter Sandwiches are another favorite of Girl Scout Cookie fans. In addition to the nutty fresh flavor of its peanut butter filling, ABC uses oats in the base cake mix. Cookie connoisseurs are assured of a unique taste that is both creamy and crunchy at the same time! It is no wonder that this cookie is also ranked in the top 10 of cookies sold in America each year.

AMERICA'S **BEST** COOKIES!



Shortbread - If you prefer the simple goodness of a plain cookie, you won't find one any better than ABC's Shortbread. Made from a recipe hand carried across the Atlantic from a bakery in England, this is an authentic shortbread recipe. A cup of hot tea and a tender Shortbread make for a memorable snack or bedtime treat! ABC Shortbread Cookies are relatively low in sugar containing only four grams per serving.



Thanks-A-Lot - Our Thanks-A-Lot Girl Scout Cookies speak five different languages! Each crunchy fudge-coated treat is embossed with the words "Thank You" in one of five languages: English, Spanish, Swahili, French and Chinese. A language key is printed on the over wrap inside each box. This important message reinforces social skills. After all, can we ever say "Thanks-A-Lot" too often?



Lemonades - This item was one of the best-selling Girl Scout Cookie introductions ever! Each box contains 8.5 ounces of savory slices of shortbread with a tangy lemon icing. Pack them for picnics, plate them up for barbecues, put some in your cooler for that trip to the lake - or just tear open a box and enjoy them on your front step.



Reduced Fat Daisy Go Rounds - Chances are you've already heard the buzz about Reduced Fat Daisy Go Rounds! This cookie was named in honor of Daisy Girl Scouts participating in cookie activities for the first time. Girl Scouts of all ages can show off their leadership by selling a portion pack Girl Scout Cookie. Each box contains five 100 calorie packs full of crispy cinnamon daisies. These cookies are great for breakfast, a snack or dessert. Portion control is at the heart of a healthy and balanced diet and lifestyle. This cookie makes it easy to snack smart by doing the calorie counting for you! Troops can really go places by featuring Daisy Go Rounds at booth sales.

Ordering



Cookies



During the Girl Scout Cookie Sale orders for cookies occur on several different levels:

- Customers place orders for cookies with individual girls
- Girl's orders are combined by groups
- A group order is placed for cookies from the service unit
- Service unit orders are combined and assigned to delivery locations
- A service unit order/delivery location order is placed to the council
- All of the service unit/delivery location orders are combined
- The final council order is placed with ABC Bakers

In order for the correct amount of cookies to arrive at the correct location on the correct days, all of the cookie orders must be processed correctly and on time. Your council will set up a process for placing orders and the dates that orders are due to each group, each service unit, and to the council to be sure the order can be placed to the bakery in time to make the delivery dates your council has set.

Your council will provide specific information about how to place group and service unit orders on forms and/or Cookie Works, ABC's online order processing software. Be sure to following the process and the schedule of due dates for cookie orders to help make the delivery go as smooth as possible. Cookie orders must be placed in full cases, unless indicated otherwise by your council.

Deadlines

Your council will provide deadlines for ordering. If you are using Cookie Works, you may be locked out of placing an order for cookies or girl recognitions after a deadline has passed. Preventing late orders from being placed online is a way for your council to ensure that your order was not missed in the delivery. Locking out your order after the deadline has passed makes sure you do not place an order online that will not be part of a shipment. Your council will provide instructions for how to place late cookie and/or recognition orders.

Delivery



Since delivery instructions vary, your council will provide specific information about the delivery process including how to get your initial order of cookies, and how to reorder and pick up additional cookies. Be sure to practice safety rules at the delivery site and count all cookies received before leaving the delivery station.



If it's your responsibility to select a neighborhood delivery station for Girl Scout Cookies, here are a few important points to consider:

- Each 100 cases of cookies takes up a space three-feet wide, three-feet deep and 5.5-feet tall. A standard two-car garage will hold about 1000 cases. Cookies could be damaged if they are stacked more than eight cases high.
- Each case of cookies weighs about eight pounds. If you are expecting 1000 cases to be delivered to your station, that's 8000 pounds or four tons. Be sure to determine if the floor of the site is strong enough to hold that weight.
- Look out for windows that could leak in a heavy rain, or pipes that might freeze and burst. Avoid sites that are likely to get hot enough to melt the chocolate cookies. Look for any signs of ants or other bugs that could infest the cookies.
- The truck that delivers your cookies may well be a tractor-trailer 60-feet long and 14-feet high! The site you select must be accessible to large vehicles. Avoid streets with obstacles like construction, low-hanging tree branches or utility wires. Make sure that the street, driveway and/or sidewalk can handle the weight of the truck.
- If you are expecting a large cookie order, community buildings like fire stations or churches generally make better delivery stations than personal residences.

It is always good to know how many cases of Girl Scout Cookies you can fit in your car. If your car is empty except for the driver and is tightly packed with cases of Girl Scout Cookies, it should hold the following:

Vehicle	Approx.# of cases
Compact or three-door	23
Hatchback or small wagon	25-30
Mid-size sedan (using back seat and trunk)	35
Eight-passenger mini-van or SUV	60
Full-size station wagon	75
Full-size van with seats	150
Full-size van without seats	200



Booth Sales



Booth sales are an effective and time efficient way of conducting sales for troops and parents. A booth sale can help increase sales and it offers parents a way to assist with just a few hours of their time. Booth sales are also a great way to reach customers that were not at home during order taking.



Location! Location! Location!

Location is the main component for a successful booth sale. Set up at the stores where people are shopping. Grocery stores work best. Booth sales can also be effective in a gated or secured community like a retirement community. Ask if your group can set up a booth one afternoon at a community center - this is a win for both the residents and the girls! Use your imagination on best booth locations – think outside the box! What about a video store or bank on paydays? How about the local car wash on Saturday or the local ball park one afternoon? Consider setting up a Lemonade Stand to promote Lemonades. If you participate in a Cookie Share program, advertise the program at the booth and have a decorated box to put the donations in! (Be sure to follow your council's booth sale guidelines.)

Booth Sale Safety and Policies

Adults must be present at booth sales. Be sure to review your council guidelines for booth sales including new guidelines for Girl Scout Brownies. Your council will have specific instructions for how to sign up for locations and times. Also be sure to check Safety Wise for program standards related to cookie sales, trips, and general safety. Younger girls have limits to the time they can stay at a booth and adult/girl ratios are higher because of money handling and the need to have supervision for breaks. A clean restroom within a reasonable distance is a must, and an adult should accompany girls at all times. Just as girls should never sell alone, adults should not be left alone at a booth without girls! Remember, cookies are sold by girls, not adults.

Girl/Troop Recognitions



The recognitions awarded to girls and/or troops are determined by each council. Sales and participation recognition including group proceeds are determined each year by your council. This information will be available at your council training. It will also be printed on the Family Guide. The pages on the outside of the actual Order Card are designated as the Family Guide and they are custom printed per council. This unique design keeps the recognition program on the order card so families can clearly see the recognition their daughter is working towards.



Girls should be encouraged to share their personal learning, sales and group goals with their customers. The Family Guide also has key information specific to your council's sale such as contact information, parent information and important dates. Recognitions are important to the girl goal setting process. It is important for girls to have the recognition information as they set their goals for the cookie sale. Girls can set individual goals online at <http://www.abcsmartcookies.com>. If your council has chosen to set up your recognitions program to be viewed by girls, it will be available on this Web site.

Distribution of Recognitions

Your council will provide information on the delivery process for recognition items at training. Each troop will need to place an order for recognitions by a deadline to receive their recognition order on time. Recognition orders placed after the deadline will have to be processed individually and will not be shipped with the main council order.



Girl & Family Training



Girl and family training should be FUN! Use the resources on the ABC Web site to help girls plan and create invitations to your training event. Serve your group sample cookies to make the evening special. Take this time to get parents to commit to helping at a booth sale or to help pickup the group's cookie order at the delivery site or other cookie sale related tasks. Some group adults, with the help of girls, can post specific tasks on cards or sticky notes which can be shared with parents, allowing for names to be written on the card or note.

Take time to discuss goals and plans for cookie money. Include an overview of where the cookie proceeds go, including examples of programs and resources at the council level. Make sure parents have all the key people to contact during the sale in case they have questions or their daughters need more cookies to sell. Reinforce all the key life skills girls learn as they sell cookies such as goal setting, project planning, money management, teamwork, networking and leadership.

Sample Agenda

- Welcome
- Why We Sell Girl Scout Cookies
- Important Dates
- Safety First
- The Cookies
- Troop and Council Goals
- How Families Can Support Their Girl Scout
- Resources for Girls and Families
- Contact Information for Help
- Thanks for Support

