Online Training Series

Five Training Videos

- Cookie Program Overview
- Engaging Troops and Girls
- Managing the Cookies
- Managing the Cookie Finances
- Smart Cookies

This is the third in a series of your five training videos. This session is filled with information on managing the cookies. Managing the troop's cookies means placing an initial order, transferring cookies to girls and visiting cupboards when necessary. Let's get started.

In this video you'll learn about:

- Updates to the initial order
- Updating your troops on what to expect at initial order pickups
- Cookie cupboard updates
- Coaching troops on managing inventory based on their participation options
- What to do if you find yourself with extra cookie inventory at the end of the sale

Cookie Pick-up Options

Troops must work with families to determine how girls will participate:

COOKIE INVENTORY PICK-UP OPTIONS			
PARTICIPATION OPTIONS	**ONLINE COOKIES**	**HYBRID COOKIES: ORDER-TAKING & DELIVERY**	**IN-PERSON COOKIES: COOKIES IN HAND**
HOW TO GET THE COOKIES	No troop/Girl Scout inventory. Cookies shipped from vendor.	Troops set a schedule with families to report cookie needs, then visit cupboards for cookie inventory. Distribute inventory to Girl Scouts and/or retain for booth/Lemonades™ stand sales.	Troops place an initial order; visit cupboards to restock cookie inventory. Distribute inventory to Girl Scouts and/or retain for booth sales.

So how do Girl Scouts get cookies to their customers?

Let's review the inventory pick up options based on the way troops and girls participate:

1) Online cookies -- no physical inventory is needed because all cookies are shipped direct from the baker to the customer.

2) Hybrid cookies – think of this like an order-taking sale, Girls collect orders online or in-person then report their orders to the troop. This also includes virtual booth sales where troops take online orders/payments and then deliver via curbside pickup or at a pre-determined location. The troop arranges to pick up the cookies from a cookie cupboard to fill the orders for girls or for the booth sale.

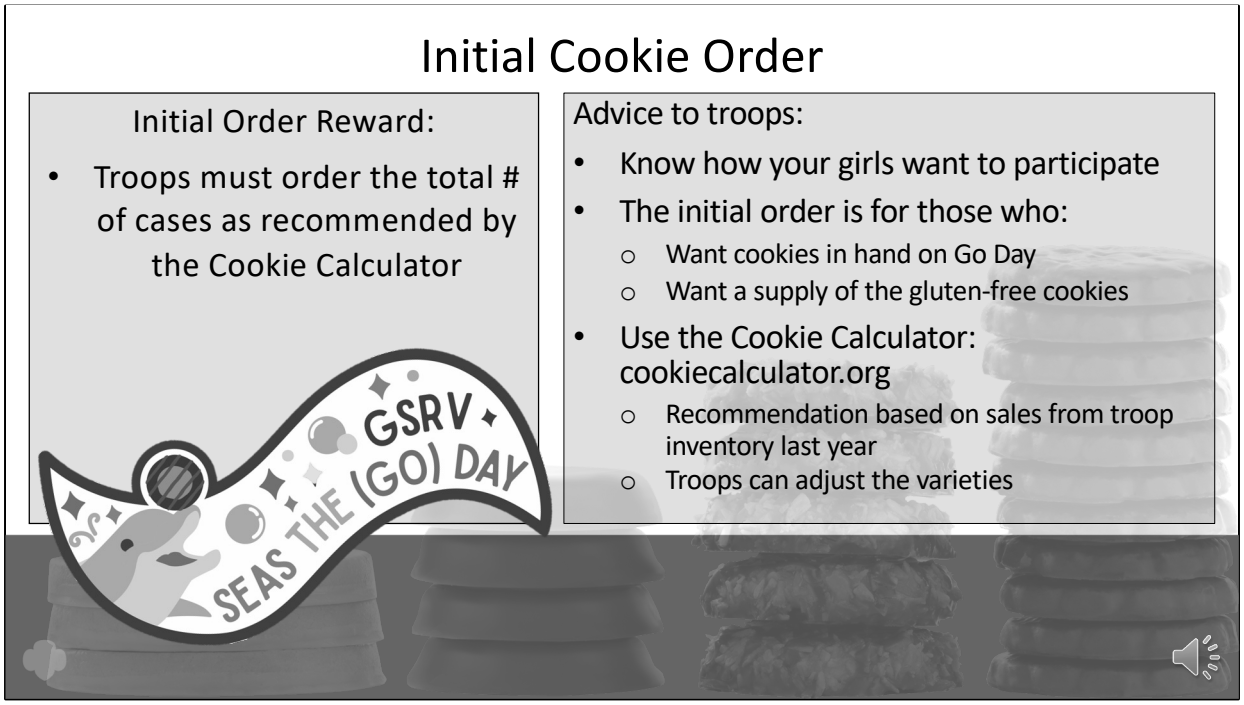
3) In-Person cookies –girls plan on going door to door or participating in other sales opportunities where they want to have cookies in hand starting on Go Day. This means the troop should place an initial order, so they have cookies to transition to girls prior to Go Day. Once the troop exhausts their initial

inventory, they may also need to visit cupboards as the season goes on.

The Initial Order

The initial order, as the name suggests, is an opportunity for troops to order their initial supply of cookies to have on hand to sell on Go Day. With the initial order, it is amazing to think that in the span of ***just one week,*** millions of packages of cookies get delivered across River Valleys to our troops and cookie cupboards. It takes the partnership of our delivery crews, volunteers, and staff (and a little magic) to make it all happen in that short timeframe. Last year, 56% of all cookies sold were distributed through the initial order. We

are fairly certain that number will grow this season.



Troops can earn an initial order reward again this season. It's our adorable Seas the Go Day patch for each girl selling. Troops must order the total # of cases recommended by the Cookie Calculator to receive the boost bar for each girl selling.

Not sure if you should place an initial order, or how much you should order? The first step is to reach out to the families in your troop to determine how the girls will participate. If families say they want to have

cookies in hand on Go Day and do in-person booths, your troop should place an initial order. Also, if your troop intends to sell the gluten-free cookies, you should include that in your initial order-we'll talk more about that cookie variety shortly.

The Cookie Calculator can also provide your troop with a recommendation for the initial order. The calculator will ask if a troop participated in 2022 or not. The recommendation for troops that participated last year will be based on the troop's PGA from the troop's total sales. For troops that did not participate last year, the recommendation will be based on the PGA by the troop's Girl Scout Grade Level.

To earn the initial order reward, the troop only need to order the total # of cases recommended – you can mix up the varieties based on your Girl Scout's predictions for what will sell the most!

Gluten-Free Caramel Chocolate Chip Cookies

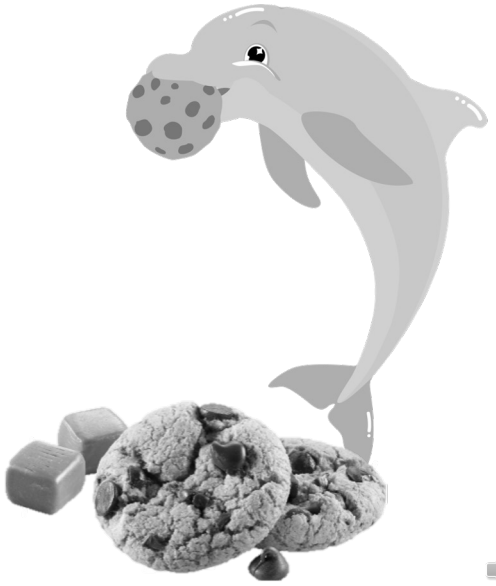
For troops that placed a pre-order:

- Email reminder with order in early January

For new troops or troops that did not place a pre-order:

- Limit of two cases per troop

Not guaranteed to be in stock at cupboards



We offered troops the chance to place a pre-order for the gluten-free caramel chocolate chip cookies in October. We used that information to place our order with the bakery, which was also due in October. For troops that did place a pre-order, we will send an email reminder with their order in early January. Troops can decrease the order if needed.

For new troops or troops that did not place a pre-order, there will be a two case per troop limit. If troops need more, we'll grant exceptions if we have any extra supply left after the IO deadline.

We do not guarantee that the gluten-free will be in stock in cookie cupboards, but if we do have a supply-we'll announce the info in The Cookie Press.

Mega Drop

- Large communities
- Select a date & time in Smart Cookies
- Cookies loaded into your vehicle by delivery staff

Mini Drop

- Smaller communities
- Volunteer run
- Check with your SUCM for your delivery date

Report discrepancies within 24 hours to girlscouts@girlscoutsrv.org

Initial Order Deliveries: Feb. 10-16

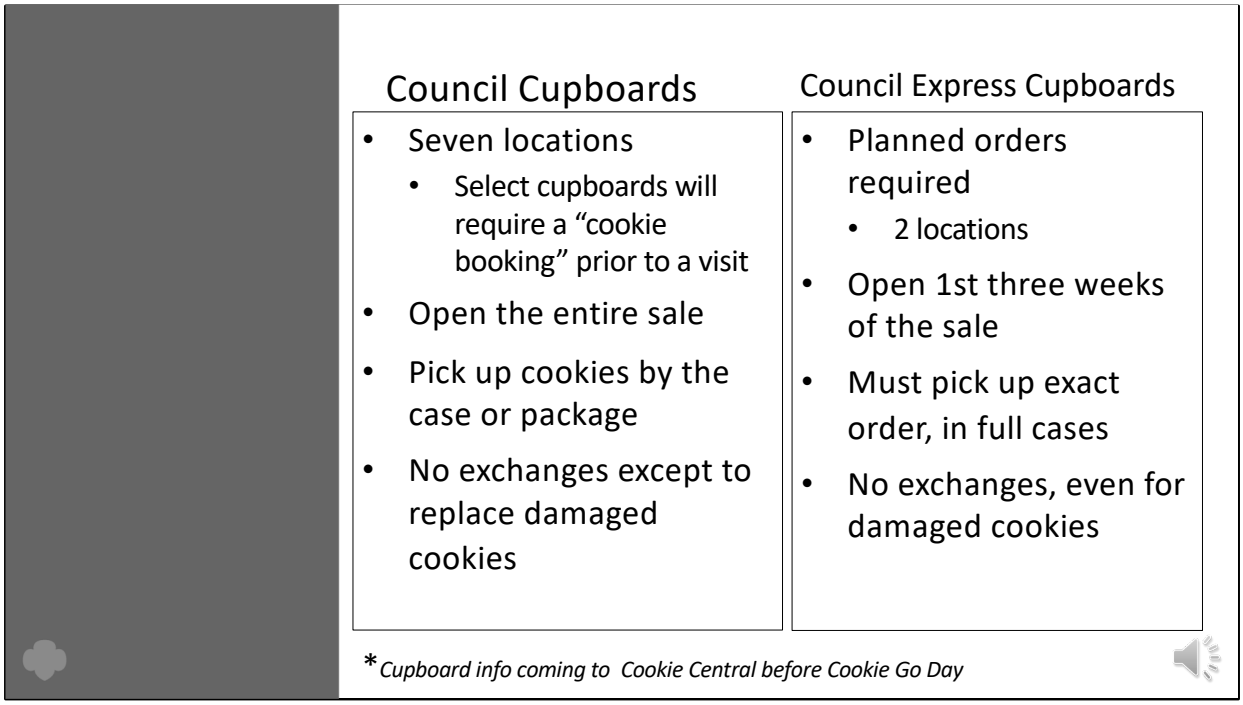
For troops that place an initial order, there are two types of cookie deliveries: A mega drop and a mini drop. You can connect with your SUCM to find out which type of delivery your troop is assigned to. You can also find the information on Cookie Central.

The first type is a mega drop; these mostly take place in the Twin Cities metro, and other larger communities. You will sign up for a location and time during your initial order process in Smart Cookies. You arrive to your chosen location with a vehicle or vehicles large enough to fit your order. You can checkout the number of cases that can fit in a vehicle in your online guidebook. It works just like a drive-thru-you'll make your way to each cookie station and the delivery crew will verify the count of the cookie cases with you and load them into your vehicle. When you're done, the delivery crew will sign an order sheet on your behalf. You can snap a photo of the sheet to serve as your verification to make it a contactless process.

If you live in a smaller community, you may pick up your cookies at the second type, a mini-drop. These deliveries are coordinated by volunteers, and you should check with your Service Unit Cookie Manager to confirm the date, time, and location of the delivery. At a mini drop, you'll arrange for pickup of your troop's cookies at the

designated location, verify the count with your SUCM, then load the cookies in your vehicles.

For both deliveries, you will need to report any inventory discrepancies to River Valleys within 24 hours. You can email us at girlscouts@girlscoutsrv.org.



River Valleys features a network of over 40 cookie cupboards with locations throughout our council's jurisdiction.

With all these locations, it's important to know where you will go to pick up more cookies! Your service unit cookie manager will inform you of your nearest cupboard location. You can also check out the cookie cupboard information on Cookie Central.

All troops have the option to use council cupboards. With council cupboards run by River Valleys staff, there are seven locations. Select locations will require a cookie booking using our bookings software prior to making a visit, others will be on demand. These cupboards are open during the entire cookie season where troops can pick up cookies by the case or package. No exchanges are allowed except to replace damaged cookies.

With the Express Cupboards, a planned order is required to visit these locations at our delivery agent warehouses located in Burnsville and Maplewood. The planned orders are due Monday's by 8am. These cupboards are only open the 1st three weeks

of the sale. Troops must pick up their exact planned order-in full cases. Again, no exchanges-and note, these cupboards are unable to replace damaged packages. Council Express cupboard are a great option if you can order in full cases and are in a hurry as the locations are set up to move cookies quickly and efficiently-after all, they are run by professional movers.

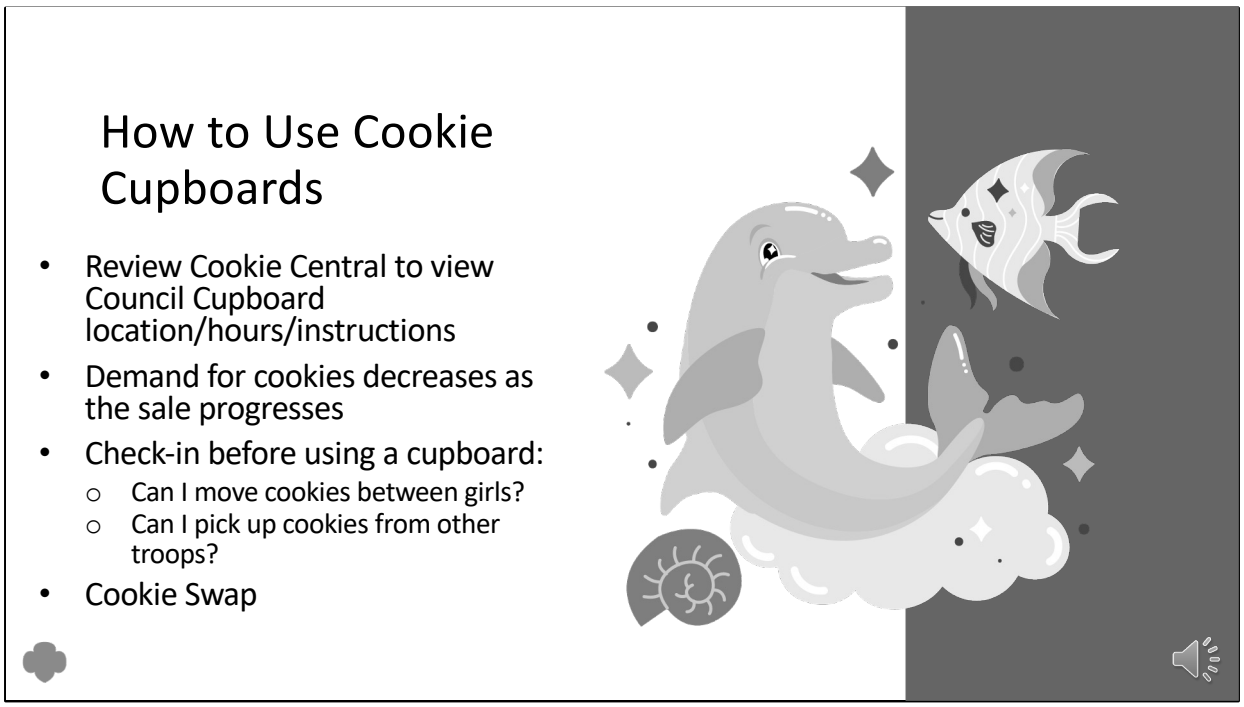
The hours and locations for all council cupboards will be posted on Cookie Central prior to Go Day.

Regional Cupboards

- Cupboard location/hours/contact/preferred contact method
- Planned orders in Smart Cookies
  - Deadline: Mondays by 8am
- Pick up during hours of operation set by the manager.

River Valleys also has a network of Regional Cookie Cupboards, these are located in rural areas and run by volunteers. They can be located at a volunteer home or in a community building. These are only open to troops assigned to the cupboard. For troops that use this cupboard, you must place a planned order by Monday at 8am for cookies to be delivered later in the week. Each cupboard has its own hours of operations, which will be posted on your Smart Cookies dashboard, plus, your service unit cookie manager will also provide you with the cupboard info.

You can pick up cookies by the case or the package. No exchanges can be processed, except to exchange damaged packages for non-damaged packages and no returns are accepted.



If you ever have questions about where a cupboard is located, or when or how to access cookies at a particular cupboard, check Cookie Central! It will have the most current information about cupboards in real time.

Some other inventory management tips to remember:

Demand for cookies is highest in the first days of the sale and decreases as the sale continues for both booth sales and door to door sales.

Before visiting a cupboard, especially in the final weeks of the sale, you should determine if you can move cookies between girls or even pick up cookies from other troops before you visit a cupboard. Your service unit cookie manager can also be a helpful resource when it comes to cookie transfers between troops in your service unit. Check with them to see if the service unit has a tool to advertise cookie transfer opportunities for troops that have too many cookies or troops that are looking for cookies. These tools could be a Facebook page, Google Doc, group text, or email chain. You can also use the River Valleys Cookie Swap to be connected with other River Valleys troops. Find out more about the Cookie Swap on Cookie Central.

- Maintain good records
- Set a firm cookie return date
  - Write date in each Family Guide
  - Families should connect with the troop as soon as they know they have too many cookies
- Set a cookie schedule
- Remind families cookies must be in “sell-able” condition

Cookie Management Tips

To help your troop keep their cookie business running smoothly, we highly recommend that you utilize these tips in your cookie inventory management:

- Provide families with a receipt each time cookies or money is exchanged. Keep copies of these receipts just in case of issues.
- Set a firm cookie return day with the families and write this date on **The Family Guide & share it at the Family Cookie Meeting**. This return date should be before the end of the sale so that there is time to make a plan for a large amount of excess cookies. Please note that cookies may not be returned to River Valleys if they aren’t sold.
- If at any time during the sale a family finds that they have too much cookie inventory, they should communicate this to the troop leader or cookie manager in order to facilitate inventory movement to other girls.
- Also, reinforce that all cookies should be kept in sell-able condition; troops can and should refuse any cookies that were not stored in appropriate areas (aka areas free of extreme temperature changes, pests, smoke, or other damaging

effects).

- Finally, encourage troop volunteers to share their sales experiences with the girls, whether those experiences were with selling cookies or at your current job-girls enjoying hearing about your stories!

How to Handle Extra Cookie Inventory:

- Schedule additional cookie booths or walkabouts
- Business 2 Business sales
- Cookie donations
- Transfer cookies to other troops in the SU
- Cookie Swap

So what if you do find that your troop has excess inventory at the end of the sale? Here are a few options that you can consider:

1) scheduling additional cookie booths, maybe try a virtual booth?

2) contacting businesses for a “b2b” or Business to Business sales

3) arrange for troop to troop transfers to move inventory to troops continuing to sell.

4) Promote the cookie donation opportunity with customers, collect money for donations, then use the remaining inventory to fulfill those donations

5) Use the Cookie Swap platform to connect with troops outside your service unit,

6) or connect with your SUCM, chances are, they’ve helped other troops in the same situation and can help you too!

Managing Cookies Online with Smart Cookies

- Record transfers & payments weekly
- Review cupboard transfers for accuracy
- Connect with your SUCM if you have issues in Smart Cookies

Managing the cookies also means managing the inventory in Smart Cookies!

- It's important to keep up to date with inventory transfers in the system. We recommend you should record cookie transfers and payments from girls each week.
- Use the reports in the system to help verify your transfers are correct or to assist you in troubleshooting any issues.

And, review the resources available to learn the system. We have both videos and step by step guides on working in Smart Cookies posted on Cookie Central for both you and your families!

Now it's time to introduce you to the newest cookie in the line up: the Raspberry Rally! It's our first-ever cookie exclusively available for customers through Smart Cookies direct ship. ABC Bakers worked in collaboration with GSUSA on the Raspberry Rally with three key elements in mind:

1. Simplicity-there's no physical handling or forecasting needed; the cookie is shipped directly to customers.
2. Learning for Girl Scouts: This opportunity enables girls to learn entrepreneurship through their own online business by building multi-channel selling skills, pitching to customers online and providing convenience to purchasers.
3. Building excitement-there's always excitement when a new cookie is announced, which also draws more customer attention to our cookie season.

Raspberry Rally will be available while supplies last. We will monitor inventory levels and would remove the cookie as an option from direct ship when the supply is exhausted.

Raspberry Rally Resources

- Raspberry Rally booth flyer
- Business card
- Q&A for families
- FAQs for volunteers
- Door hangers

The Product Program Team wants to make sure that you, your troops, and families have the resources they need for an online only cookie. In your cookie materials, you'll be provided with a Raspberry Rally booth flier. Troops can add their ship-only QR code or tiny url to this filer and display it at a booth sale or have it handy should a customer ask about the cookie. On Cookie Central, you'll find a Raspberry Rally business card, a Question and Answers tip sheet for families, FAQs for volunteers, and the Raspberry Rally will be added to door hangers for girls to utilize in their door-to-door sales.

New Recipe – Caramel Chocolate Chip

- Gluten-free
- Egg-free
- Dairy-free
- Nut-free

In other cookie news, our gluten-free Caramel Chocolate Chip now features a new recipe! We are so excited about this new allergen-free recipe that is not only gluten-free, but also egg, dairy, and nut free. It's still made with real chocolate, comes in a resealable pouch, and really is just as delicious as before!

The classic Shortbread has a new name-as GSUSA continues its efforts to harmonize the cookie names. The Shortbread will now be known as Trefoils. All of our materials and Smart Cookies have been updated with the new cookie name. And finally, you may have noticed towards the end of the 2022 cookie season that our Peanut Butter Patties were no longer in paperboard packaging, rather, they were in a softpack similar to the Lemonades and Toast YAY. Now, both the Peanut Butter Patties and Caramel deLites will feature the softpack packaging. Rest assured, the size, weight, and number of cookies remains the same despite the new look to the packaging.

River Valleys will continue to subsidize shipping for customers this season. The shipping subsidy will take effect when a customer orders a minimum of 9 packages. Then, the subsidy will continue with every additional case purchased. For some added context, the average # of packages per order from customers in the River Valleys council area in 2022 was 8 packages.
If you need to report an issue with a direct ship order for a customer, please use this new email address: ABCSmartCookieDirect@hearthsidefoods.com. You'll also see this updated email in your cookie materials this season.

Key Takeaways

- Troops must order the recommended case count (or more) from the Cookie Calculator to earn the initial order reward
- All troops can utilize a Council Cupboard. Find cupboard information on Cookie Central
- Stay ahead of inventory management by communicating with families throughout the sale

To recap,

- Troops must order the recommended case count (or more) from the Cookie Calculator to earn the initial order reward
- All troops can utilize a Council Cupboard; find cupboard information on Cookie Central
- Stay ahead of inventory management by communicating with families throughout the sale

You're ready for the quiz on section 3: Managing the Cookies! We'll see you again for part 4.