

Product Program Coordinator 2024-2025 Cookie Guide





Embrace possibility this cookie season!

Hello Friends,

We are so glad you're here to join us for the year's cookie program. We are all hoping it's a great one. We will be saying goodbye to the beloved (at least by Michelle) Toast-Yay cookies, and look forward to seeing what comes for next year.

Please read both this guide and the troop cookie guide, and if you find something you wish was included, changed, or had more detail—let us know. We want these to be useful resources for you.

The biggest change we've got to this year's cookie program is in price. We waited as long as was feasible, but the costs associated with the cookie program have gone up just like most other things we all purchase. We are the last council in New England to bring our price to \$6, and now all varieties of our cookies are the same price. Troops will see increased proceeds as well this year since the costs of what they're spending their earnings on have also gone up in recent years.

In order to add a little more fun into cookie season, we are going to introduce a few silly little contests. For the last couple of years, Michelle's monthly hair color choice has been made by others. First by the Girl Scouts in her troop—but they have graduated and now other people are picking. For cookie season, those choices can be in your hands. Every month, a new little contest will be put forth to you starting here. If you've read this far, don't tell anyone and email mjessop@gssne.org with your favorite cookie flavor to be entered to pick the December color. Entries are due by December 1st. Winner will be notified.

Most importantly, we want to thank you for all you do for Girl Scouts. We know your job is not easy. Many of you have full-time jobs, families, and troops to juggle. Managing a cookie program for a service unit is a herculean task on top of all that. We hope you know that the work you do for your communities is not overlooked by us. Thank you once again for all of your help and the outstanding example you display to the Girl Scouts in your community.

Wishing you a successful cookie season,

Ginger, Rebecca, and Michelle



Dates & Updates

Role-Specific Cookie Dates		
Event	PPC Date	Troop Date
Access to ABC starts (apx.)	Early December	December 20th
Access to Digital Cookie starts (apx.)	December 20th	December 20th
Initials Order due	January 6th	January 5th
Final Transfers/Reward orders due	April 7th	April 4th

Here are the highlights of the biggest changes to this year's cookie program:

Higher proceeds: We understand that costs associated with everything have gone up. Since one of the cookie program's main goals is helping Girl Scouts fund their adventures, we want to make sure they are in the best position possible for that. Proceeds for troops now start at \$0.85/package.

Toast-Yay send off: This will be the last season for this cookie variety. The 2025-2026 season will see a new cookie that will be available online and on order cards, and will be the same for both bakers. Expect the flavor announcement in Fall 2025. Take advantage of some of the marketing tools ABC provides that have great images for this last season.

Price increase: Starting this year, the price of all varieties of cookies sold by GSSNE will be \$6. This is a \$1 increase for our core varieties, but the price of gluten free will remain the same. Costs everywhere have gone up, and unfortunately that doesn't exclude Girl Scout cookies. Production, packaging, and shipping costs have increased significantly over the past few years as have things like credit card fees. This was a tough decision to make, and we hope it doesn't add to your cookie season stress.

Delivery minimum increase: Our warehouse and delivery partner, Arpin Van Lines has worked with GSSNE for years to store and locally deliver both our cookies and fall product. They are logistical masterminds who manage to send out hundreds of deliveries to our service units every year on top of the other work they do. Their agreement with ABC has been altered this year, and now cookie orders will need a minimum of **200 cases** in order to qualify for a delivery. Any smaller orders will need to be picked up. This requirement applies to both the initial orders and reorders. We encourage you to aim for fewer but bigger reorders, or to work with neighboring service units to coordinate a combined order/delivery if needed.



Troop Training Checklist

Use this list as a guide when planning the training you deliver to your troop volunteers. Please read it carefully and make sure to talk about all the points.

- Make sure that all troop volunteers have signed the job description and agreement online.
- Remind everyone that only registered Girl Scouts can participate in the cookie program. Remind them to check their roster in their MyGS account for accuracy.
- Girl Scouts can not start selling before the start date of December 21st. They will get an email with access to Digital Cookie before that date.
- Encourage troop volunteers to join the Troop Product Managers, GSSNE rally in Rallyhood and to read any communications sent by council.
- Make sure to review safety guidelines and the GSUSA policy on online selling, marketing & social media found on page 5 of the troop guide.
- Provide troop volunteers with contact information for yourself and council in case they have any questions.
- Review the different methods of selling and the cookie varieties.
- Go over proceeds (increased from last year) and recognitions. Remember to talk about the opt-out option for older troops. Explain the service unit bonus as well and encourage troops to work together so everyone can benefit.
- Encourage goal setting and programming to be included in troop activities.
- Make sure to outline deadlines for orders and pickups. Highlight any differences in your service unit's schedule from those set by council.
- Review the booth sale process with troops. Let troops know how they are booked in your service unit and go over etiquette. Make sure they know they can't book a booth in another service unit without the permission from that area's PPC.
- Remind troops that cookies are not returnable to council. Encourage them to trade cookies among themselves, or even reach out to other troops via Rallyhood to swap outside their communities.
- Go over Cookie Share and the Community Service Project with troops.
- Give troops an overview of ABC including transferring cookies and tracking finances. Remind them to do these tasks regularly.
- Talk about options for making payments including a schedule for that.
- Really hammer home **WRITING AND KEEPING RECEIPTS FOR EVERYTHING.**



Program Start and Deliveries

The Cookie Program has started. You've hosted a service unit cookie training, now what?

- Make sure that troops place their initial orders on time.
- Use your cupboard manager role in ABC to place an initial order for your service unit's cupboard if you keep one. To do this log into ABC and in the role selection click *Cupboard Manager* from that dashboard, click **Orders** then **Cupboard Initial Order**. This is where you place your service unit's cupboard order. The order is in CASES. It's due by January 6th.
- By January 6th you also have to put your delivery information into ABC for initial deliveries. You do have to put this information in twice. Once for your troops order, and once for your cupboard order, even if they're going to the same place.
- Consider the following when choosing your delivery station:
 - Make sure the site is large enough to accommodate the entire order.
 - Make sure it is accessible for a large truck apx 60 feet long and 14 feet tall.
 - Be prepared for any weather—especially if you have an outdoor delivery.
 - Make sure all driveways and walkways are clear of snow and ice.
- On delivery day, make sure that you count all product before people start pulling orders. Confirm the quantity you receive matches what is on your delivery ticket. If you are short at all, mark that in the appropriate space on the ticket and email both Rebecca and Michelle to let us know. If you are given more cookies than the ticket lists, be sure to give them back to the delivery drivers. What you sign your delivery ticket stating you received is what your service unit will be marked as having in ABC. It is your responsibility to accurately count.
- If you choose to have your initial delivery as an Arpin pickup, be sure your troops know where to go. **Arpin is located at 99 James P Murphy Ind. Hwy, West Warwick, RI 02893.** Each service unit doing pickups there will be allocated one or more delivery bays to work from depending on the size of your order and how many other service units are there at the time. You'll be able to go in, count your order and then start distributing it to troops. It is suggested that you schedule their pickup times so you only have one troop at a time picking up.



Prepare for the Possibilities

Reorders

As a PPC you can set guidelines for how you structure the reorder process in your service unit. You can order cookies from council as often as once a week. If your order is larger than 200 cases, it can be delivered by Arpin. Smaller orders need to be picked up. Deliveries run Wednesdays—Fridays from 8am-1pm and pickups can be done from Arpin Tuesdays—Fridays from 9am-3:30pm.



Here are some things to keep in mind for reorders:

- Troops should be making payments before taking more cookies. Please make sure your troops are keeping up with this rule.
- Encourage troops to be making their transfers in ABC so that their inventory is accurate. Make sure you are also making your cupboard to troop transfers frequently to maintain that accuracy as well.
- All reorders must be submitted to council by 9am on Monday morning.
- All deliveries and pickup requests are subject to approval by Arpin. We will send confirmation emails to you once we can confirm your requested day/time.
- As with your initial delivery, be sure to accurately count your reorder delivery or pickup. What you sign your delivery ticket for will be what is transferred to your service unit in ABC.

Payments

- Make sure troops know about the different ways they can make payments.
- If payments are made by cash or check, a green payment form should be completed. The troop should keep the back copy, you should keep the middle, and the top copy comes to council within 3 business days.
- Additional deposit slips and green forms are available at council.
- If troops use the ePayment system, they should forward you a copy of the confirmation email they receive once payment is made.

Debt

- Make sure troop volunteers know to get payments before distributing more cookies to Girl Scouts and their families.
- If collection issues come up, have them fill out the [Unpaid Funds Collection Assistance Form](#) found on gssne.org. They submit this form to council, but also should be letting you know about the issue.
- If a troop is working with council on a collection issue, keep that debt in mind when sending any payment reminders—especially at the end of the season. **Troops should not be using their proceeds to cover unpaid debt from families.**



Booths

- Work with your troops throughout the season to book booth sales.
- Make sure to reach out to your fellow PPC for permission if one of your troops wants to have a booth sale in their service unit.
- Encourage troops to enter the council-run booth lottery held twice throughout the season and to sign up for First Come First Served booths once the lottery ends.
- Remind troops about the 5 for Five booth sale promotion.
- Use the booth spreadsheet to send booth information to council. This is how booths are loaded into the DC/ABC systems which allows for credit card payments as well as smooth booth sale distribution.
- Send this spreadsheet to Michelle early and often. **Booth spreadsheets should be in Michelle's inbox by 11am on the Friday before the booth sale at the latest. Late spreadsheets will not be uploaded.**
- Teach troops how to cancel booths in ABC if they can't attend. If they are cancelled during FCFS, the booth will automatically go there. If you want it removed, email Michelle.
- Walmart booths will continue to be booked through council. Council will request booths from Walmart throughout the season. Any Walmart approved booths that the service unit can't fill will go into the FCFS system.

Wrap up

- Make sure all your cupboard to troop transfers have been completed so troops have been allocated all cookies they sold.
- Have every troop complete all the transfers required to empty their inventory. Instructions for this can be found on page 20 of the troop guide.
- After the transfers are done, troops should complete reward orders. These instructions are on page 22 of the troop guide.
- If the troop volunteers do not complete these actions by April 4th, you as a PPC have the weekend to complete them. After April 7th, council will do it. **If council has to do this, we will distribute cookies evenly among all Girl Scouts in the troop, and any reward choices will be a guess and not exchangeable.**
- Rewards will be shipped to you in May/June. Check your order for accuracy. Any shortages/damages MUST be reported to council within 2 weeks of receipt. If a short or damaged item is requested after that time, ABC will not guarantee replacement, and items will be sent to council if available.



**GIRL SCOUT
COOKIE SALE**

girl scouts
of southeastern
new england



Customer Service and Technical Support

GSSNE customer care: 401-331-4500 or
customer care@gssne.org

ABC Smart Cookies tech support: 1-800-853-3730 or
ABC Smart Cookie Tech@hearthsidefoods.com



THANK YOU
FOR ALL YOU DO

