

2024 SU PPM Cookie Season Guide



OCTOBER

- ❖ Receive Cookie Program materials – if you need more or have excess, email cookies@gsksmo.org.
- ❖ Attend SU PPM Meeting on October 28 or schedule a makeup session with Julie J.



SMART TIPS:

- ❖ If you need to add a girl or a troop, email all info to cookies@gsksmo.org.
- ❖ Our council organization does not use districts, but some other councils do. Ignore that header.
- ❖ If you use email as your primary source of communication with your troop, consider a dedicated account for cookies only.
- ❖ Access Looker and run the Troop Details or Full Roster Report so that you can create packets before the meeting with 2 or 3 additional order forms included to cover girls not registered yet. Your Volunteer Support Manager can assist with this.
- ❖ Organize materials prior to pick up meeting.
- ❖ Place unused materials in a plastic box on your porch so that TCM and leaders may pick up extras at any time.

Notes:

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NOVEMBER

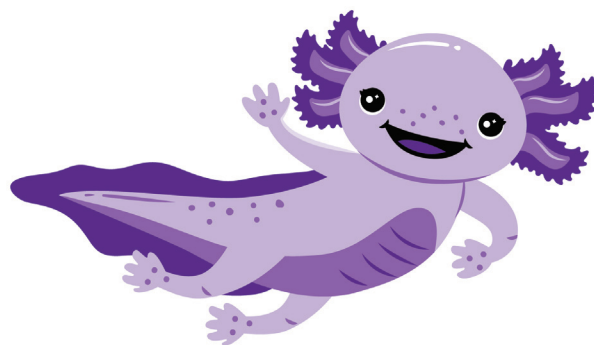
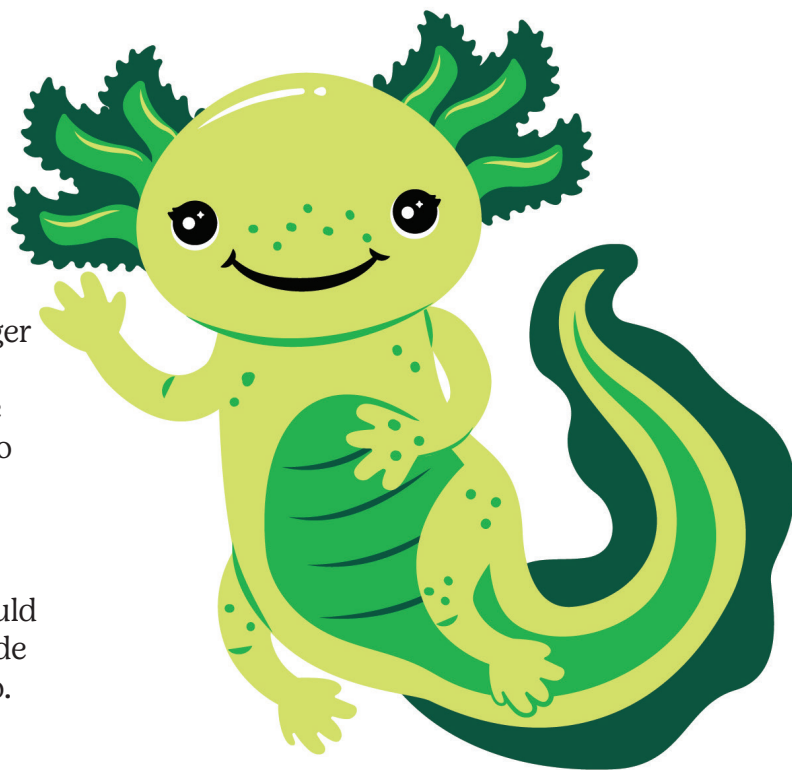
Attend the Nov. SU Meeting to introduce yourself, share how you will communicate with troops (email, Facebook), explain the basics of Cookies, and let troops know when you will distribute Cookie Program materials. Those materials include:

Girl Materials (one per girl)

- ◆ Order cards
- ◆ Recognition flyers
- ◆ Money envelopes
- ◆ Troop Materials
- ◆ Receipt books (three or four per troop)
- ◆ One package of Lemonades for girls to sample.
- ◆ Cookie Booths work for your SU:
 - How does the lottery work for your SU?
 - If you're not in the KC Metro, what stores are on the SU's No Call list, and how will they be distributed?
 - Remind troops that the council will handle all Walmart, Walmart Neighborhood Market, and Sam's, per Walmart guidelines.
- ◆ Remind troops that all families must complete the Health History and Annual Permission Form; make sure troops are filling this out yearly.
- ◆ Explain Cookiegrams—what they are and what to expect.
- ◆ If your SU meeting is in person, bring the sample cookies you received via FedEx to share with troops.

- ◆ Remind troops that you (SU PPM) are their first point of contact and how you want them to contact you. Stress the need to include details in all communications (ex. Troop #).
- ◆ Manage expectations—allow 24–48 hours for a reply to emails/calls.
- ◆ Explain to troops their options for Troop Cookie Training (in-person, Zoom, on-demand recording).
- ◆ Encourage troops to attend GSKSMO's Cookie Coach sessions. These are live, "Just in Time" Zoom meetings called Cookie Coach to review individual aspects of Smart Cookies/DC24 and critical deadlines along the way. Dates for these sessions are in the TCM Handbook and on the GSKSMO website.
- ◆ Share the Family Meeting Resources with TCMs and Leaders. It will be available at gsksmo.org/cookies.
- ◆ Review important dates for your Service Unit - reference the TCM Handbook Calendar and announce any adjustments for your SU.
- ◆ Cookie Cupboards: explain what they are and tell your troops if your SU is hosting a cupboard.
 - If yes, where is the cupboard, and who is the manager?
 - If no, share that they will be assigned to the closest regional cupboard, which is _____ for your SU.
 - NOTE: If they are assigned to Camp Prairie Schooner or Fry-Wagner, hours will be Friday 10:00 am -6:00 pm.

- ♣ Begin to recruit helpers for your SU's initial delivery order.
- ♣ Log into Smart Cookies (Receive email invite; you will need to register in Smart Cookies).
 - If you are unable to get into Smart Cookies, email cookies@gksmo.org. ALWAYS include your SU number.
 - After logging in, confirm all your information and edit as needed.
- ♣ Attend a GSKSMO's Troop Cookie Manager Meeting (in-person, live online, recorded session so you have firsthand knowledge of what the council has communicated to troops).
- ♣ Reach out to new troops to introduce yourself, and to returning troops who could not attend the November meeting, provide support, materials, and your contact info.



DECEMBER

- ◆ Attend monthly SU MEETING
 - If there is not a SU Meeting this month, consider hosting your own in-person or online meeting for cookie questions.
 - Review the bullet points on the provided SU Agenda and answer questions.
- ◆ Continue to reach out to new troops to introduce yourself, and to returning troops who could not attend the November meeting. Provide support, materials, and your contact info.
- ◆ **Dec. 1: TCMs look for an email from Smart Cookies and set up your profile. All previous and new users must set up a new account.**
- ◆ **Dec. 3: Deadline for SU PPMs to enter Delivery Station details** in Smart Cookies. The location must be clean, dry, and free of fumes, odors, and/or pets. It must be temperature controlled and between 40–70 degrees.

To enter your Delivery Station Details.

- ◆ Log in to Smart Cookies.
- ◆ Choose Delivery, then Manage Delivery Stations.
- ◆ On the far right, click the pencil icon.
- ◆ Review/update your information.
 - Detail as you can about the station: location, directions (ex., When arriving, go to the black door.), your contact info, etc. Information about stairs, ramps, small doors, etc., is also appreciated.

- ◆ Review the troops in your SU in Smart Cookie after Dec. 12.
 - To see your troops in Smart Cookies, log onto abcsmartcookies.com.
- ◆ Hover your mouse over My Service Unit and click on Troops in the drop-down menu; you should see a list of troops.
- ◆ You can sort and filter by using the arrow and funnel icons, respectively, at the header.
 - If you're missing a troop or a user, email cookies@gsksmo.org.
 - If you see a troop listed that you know isn't in your SU, delete it by clicking the trash can icon at the far right of the column.
- ◆ If you accidentally delete a troop that should be in your SU, email cookies@gsksmo.org.

DEC. 18: COOKIE PROGRAM STARTS!

- ◆ Watch your email for Cookiegrams and then share on SU social media.
- ◆ Regularly monitor your SU Facebook Group for cookie questions throughout the cookie season.



SMART TIP:

Delivery Stations that allow the agent to unload cookies a dock, via pallet/pallet jack, go the quickest. Keep in mind the fewer the obstacles for the agent, the quicker the delivery.

JANUARY

◆ Attend monthly SU meetings.

- Review the bullet points on the provided SU Agenda and answer questions.
- If there is no SU meeting this month, consider hosting an in-person or online meeting for cookie questions.
- Remind new troops to ensure they have opened troop accounts and submitted their ACH documents.

◆ Continue to share tips and best practices from the SU Agenda in your SU Facebook group.

◆ Reach out to new troops to introduce yourself and to returning troops who could not attend past SU Meetings. Provide support, materials, and your contact info.

◆ Booth Lottery: Opens Jan. 2, closes Jan. 7, runs Jan. 8.

- Emails to troops arrive early AM on Jan. 8.
- The booth tab will disappear on Jan. 9 while we call troops who entered but have not been placed.
- Cookiegram for First Come, First Serve booths comes out Jan 10-11, and the booth tab returns.

◆ Jan. 8: Family initial cookie orders due in DC24.

◆ Jan. 12: Troop initial cookie orders due in Smart Cookies.

◆ Jan. 13-14: SU PPM reviews initial orders.

You are looking for errors and the troops that still need to place an order.

To look for errors, run two reports in Smart Cookies

1. Log in and go to Reports > Archived.
2. Select the 2022-2023 season from drop down.
3. Choose Inventory & Delivery under Report Categories and Delivery Station Order Detail under Reports.
4. Choose Excel or PDF and click RUN.
5. Start over and choose Reports > Current.
6. Repeat the steps above. You will not need to choose a season.
7. Compare troops that have results for 2023 and 2024.
 - Is the order a lot larger or smaller than 2023? Contact the troop and ask if they are aware of the change. There may have been an increase or decrease in the number of girls in the troop, or they have an increased or decreased goal for 2024.
 - Was the order entered by case vs by package? Initial orders are placed by package unit of measurement (UOM). If it's determined an error was made, please correct the order by Jan. 14, 2023.
 - Did they accidentally order too many of variety?
 - If the overall order isn't close to the sales percentages noted right, suggest they adjust the order.

- ◆ Don't tell troops they cannot have the order placed. If you're concerned about the order, remind the troop that they can always get more from a cupboard and that cookies are not returnable. If you have concerns after the SU PPM-troop interaction, email cookies@gsksmo.org with details.

Missing Orders:

If the troop is listed on the No Order link on your Smart Cookies Dashboard:

- ◆ Contact the troop and ask if they want to place an order.
- ◆ After 11:59 pm on Friday, Jan. 12, the troop will need you, or the Product Program Team to enter their order. **Your deadline is Sunday, Jan. 14, 11:59 pm.**
- ◆ Troops need an initial order to order from a cupboard. Pick-up will be in February, depending on when their cupboard opens.

If the troop is NOT listed on the No Order link on your Smart Cookies Dashboard, you can skip over that troop. Most likely, they still need to return for the 2024 Membership year.

SMART TIPS:

- ◆ Committing an order locks you out of the order. If a troop commits an order and needs to edit, either you or the Product Program Team can uncommit it.
- ◆ The same goes for the SU PPM. If the SU PPM commits, the Product Program Team can uncommit it.
- ◆ Failure to commit an order does not result in any negative results; ultimately the Product Program Team will commit all orders.

◆ Jan. 20: Run Dot Sheets.

- Dot Sheets are a report that shows, by troop, what each troop has ordered. You run these in preparation for SU Delivery. **DO NOT RUN THE DOT SHEETS UNTIL JAN. 20, 2024.**
- Log into Smart Cookies.
- Go to Reports > Current.
- Report Category = Inventory & Delivery Reports = Dot Sheets.
- Click Go to Report.
- Order Type = Initial (leave everything else alone). Click View Report.
- The report opens one page per troop. Load the dot sheets in your printer and print them, or transfer the totals by hand.



SMART TIPS:

- ◆ Hold firm on your delivery date/time. **DO NOT offer to hold orders for pick up later.**
- ◆ Create a sign-up for delivery day as soon as you have your delivery day details. Free services like Sign-Up Genius are a great way to schedule – send via email and/or post on SU social media.

♣ Jan. 20: Share Initial Delivery Details and Directions (if you haven't already).

- Address and directions to the delivery location.
- Directions for delivery day:
 - ♣ Arrive early and don't be late, especially if you're using someone's place of business!
 - ♣ Have enough vehicles to take the entire order.
 - ♣ Vehicles should be cleaned out to maximize cases in the vehicle.
 - ♣ No children, no pets.
 - ♣ Remind volunteers to bring dollies and wagons to transport cookies to troop vehicles.
 - ♣ Create sign-up sheets for initial delivery day volunteers to assist.
 - ♣ Create sign-up sheets for troops to make appointments to pick up.
 - ♣ Bring supplies for yourself and encourage your volunteers to do the same!
 - Clipboards
 - Drinks and Snacks
 - Chair – you'll want to rest when you can!

**BREAKDOWN OF
OUR 2023 SALES BY
VARIETY:**

- ♣ Thin Mints: 26.1%
- ♣ Peanut Butter Patties: 15% Caramel deLites: 14.9%
- ♣ Lemonades: 10.9%
- ♣ Peanut Butter Sandwiches: 9.3% Adventurefuls: 8.5%
- ♣ Trefoils: 6.2%
- ♣ Toast Yay!: 4.1%
- ♣ Caramel Chocolate Chip: 1.7%



FEBRUARY

- ◆ Attend monthly SU Meeting.
 - Review the bullet points on the provided SU Agenda and answer questions.
 - Or, if there is not a meeting this month, consider holding your in-person or online meetings for cookie questions.
- ◆ Reach out to new troops to introduce yourself and to returning troops who could not attend previous SU meetings. Provide support, materials, and your contact info.



SMART TIP:

- ◆ Share how your troops can ask for, or offer, extra product to help troops with inventory.
- ◆ Smaller SUs may want to use group emails, larger SUs may want to use social media.

- ◆ Feb. 1-9: Initial Order Deliveries for Service Units.

- **Damages while delivery occurs;** Agent is on site: Bring damages to the agent's attention. They will either fix it, tell you the next steps, or not fix it. If the issue isn't fixed, email cookies@gsksmo.org with details.
- **Damages after delivery—Agent has left:** If you encounter an issue, **DO NOT CONTACT THE AGENT**—email cookies@gsksmo.org with details.
- **Distributing Cookies to Troops:** Set up your delivery station however you'd like. Some SUs divide orders before troops arrive; some like to fill as troops arrive. It's up to you. We suggest all SUs:
 - ◆ Count and double count with the troop.
 - ◆ Schedule troops vs. letting everyone arrive at once.
 - ◆ Schedule volunteers to help.
 - ◆ Make every troop sign and date their dot sheet when troops pick up their cookies.
- If a troop wants a copy, have them snap a pic with their phone.
- Keep the dot sheet. You need to turn it in. **REQUIRED.**
- If your SU has a cupboard, it will be delivered simultaneously. Be prepared for that delivery.
- If you need help on the day of your delivery, call Julie J. at 816-759-3028.

- ◆ Share best practices from the SU Agenda on your SU Facebook page.
- ◆ Use Smart Cookies to monitor each troop's inventory.

- Does a troop look like they have too much? Reach out!
 - Do they need to complete transfers? If so, encourage them to do this so girl records are current.
 - Does the troop have too many cookies? Suggest they post on the SU Facebook page their extras.
 - Does the troop have too many of a slow seller? Have them reach out to their assigned cupboard to see about swap options. Remember—no returns!

◆ February 4, 9 pm: Planned orders due in Smart Cookies for pickup the week of February 5.

◆ February 9: Council Cookie Cupboards open, Fridays 10 am–6 pm.



◆ February 11, 9 pm: Planned orders due in Smart Cookies for pick up the week of February 12.

◆ Mid-February: Check in on new troops.

◆ February 18, 9 pm: Planned orders are due for pick up the week of February 19.

◆ February 19: First ACH withdrawal made from the troop's bank account (\$1/package, troops credited for Direct Ship orders).

◆ February 24: Cupboard Return Day; all SU cupboards close; SUs reassigned to regional cupboards.

◆ February 25, 9 pm: Planned orders due in Smart Cookies for pick up the week of February 26.

◆ Week of February 29: If your SU's March meeting is after March 3, or if you do not have a March meeting, consider hosting your own meeting this week to answer final questions.

SMART TIPS:

- ◆ Troops should not withhold recognitions if a parent/caregiver has not paid.
- ◆ Troops should not wait to submit the parent/caregiver. If the troop does not submit at the time of the SU PPM meeting, the troop forfeits the opportunity and must handle the collections.
- ◆ Troops should NOT pay for a parent/caregiver.
- ◆ Troops cannot keep the troop portion of the unpaid parent/caregiver balance. We will pay the troop when the parent pays.

MARCH

- ◆ Attend monthly SU meeting.
 - Review the bullet points on the provided SU Agenda and answer questions.
 - If your SU meeting is after March 12th and if someone has missed the recognition deadline, ask them to email cookies@gsksmo.org (include troop number).
- ◆ March 1: Final Council Cupboard, Friday 10 am–6 pm.
- ◆ **March 3: Cookie Program ends. Remind troops to make final deposits by March 12.**
- ◆ March 4: Share any final best practices on your SU Facebook page today!
- ◆ **March 12 - 15:** If needed, meet with any troops who have families not paid in full and those who still need to complete their Cookie Program.



**Scan the QR code to sign up
for your PPM Turn-In.**

For Troop Debt:

- ◆ Do not fill out a C-1 form.
- ◆ Be prepared to turn in Dot Sheets at your SU PPM Turn-in Meeting.

For Family Debt:

1. Fill out a C-1 form. Include the following:
 - How much is owed?
 - Why (if known) has the family yet to pay?
 - Contact information for the family (name, address, phone, email).
 - Collect receipts from the troop for each family.
 - Collect a copy of the Health form for the Girl Scout (we can accept an image of this document).
 - Collect copies of any communication regarding the debt between the TCM and the family (text messages, emails). These can also be images.

Details:

- How much is owed?
- Why (if you know) has the parent yet to pay?
- Caregiver contact information (name, address, phone, email).

NOTE: If the troop cannot provide any of the items above, the troop must handle the collections from the caregiver.

- If a caregiver pays the troop after turning the caregiver in, the troops should then communicate with the Product Program Team (cookies@gsksmo.org).

◆ **March 12: Troop recognition order entry due in Smart Cookies.**

◆ **March 12: Troops are locked out of most functions on Smart Cookies at 11:59 pm**
They can still run reports.

◆ **March 12 - 15:** Confirm that the troop has placed their recognition order. Before troops create a recognition order, they should:

- Complete transfers (troop and girl)
- Assign all virtual Cookie Share packages as needed.
- Know what each girl wants for her recognition.
- Shirt sizes are needed for Cookies 2024

To confirm recognition orders:

1. Log in to Smart Cookies and choose Reports.
2. Report Category = Rewards.
3. Reports = Recognition Order Summary by Troop Click Go to Reports.
4. Leave all fields alone except Recognition Plan Type Recognition Plan Type = Main.
5. Click View Report.

- This report is not in numerical order. You may need to scroll through the report to find each troop.
- If a troop has placed a recognition order but still needs to complete transfers, ask the troop to finalize the transfers and then VIEW the recognition order to update.
- If a troop still needs to place a recognition order, ask them to create the order and complete it.

March 13-15: Sign up for SU PPM Turn In.

- March 13: GSKSMO offices- 10561 Barkley, Suite 101, Overland Park, KS 66212
- March 14: CoffeeHead Coffee Shop- 1635 SW Washburn Ave, Topeka, KS 66604
- March 15: Starbucks- 324 N Belt Hwy, St Joseph, MO 64506

◆ **March 18: Final ACH withdrawal from troop bank account.**

APRIL/MAY

- ◆ Late April/Early May: Receive, sort, and distribute recognitions ASAP.

SU PPMs are responsible for receiving and distributing most of the recognitions. However, there are some exceptions. They include:

- ◆ Cookie Dough: girls will be notified in April by email.
- ◆ Girl Scout Day at the K.
- ◆ Girl Scout Day at Worlds of Fun.
- ◆ Newsies at The New Theater Restaurant.
- ◆ Painting Party Picnic.
- ◆ Nintendo Switch Lite.
- ◆ Great Wolf Lodge overnight.
- ◆ Apple MacBook Air.
- ◆ Girl Scout Trip.

GSKSMO will contact Girls for the items listed as exceptions.

- ◆ After Memorial Day weekend: Alert cookies@gksmo.org if you have any recognitions not picked up.
- ◆ Celebrate a job well done!

**ALL dates are subject to change.
Watch our Facebook Page and
Cookiegrams for updates.**



SMART TIPS:

- ◆ You're a volunteer, not a paid worker at a 24/7 convenience store. Set boundaries with your troops to manage their expectations. And sometimes you have questions, too. That's what the Product Program team is for. Email, with details, cookies@gksmo.org. Please do not copy members of the Product Program Team on these emails.



COOKIE PROGRAM SUPPORT

- ◆ **Service Unit Product Program Managers** (SU PPMs) are the first point of contact for the troops in your SU.

- Let the troops in your SU know the best way of getting a hold of you for questions and help. Please take some time in an SU meeting to introduce yourself and share how you prefer to be contacted.

- ◆ **Media/Communications/Submitting Photos of Girls in Action:**

- Contact Gina Garvin at 913-706-1975 or ginagarvin@gksmo.org.
- All media asks (requests for TV, radio, newspaper to attend a Girl Scout event) are managed by Gina.
- If a member of the media arrives at your event, please call Gina ASAP.

- ◆ **Smart Cookies Help Desk:** ABCSmartCookieTech@hearthsidefoods.com or 800-853-3730. The help desk can assist with Smart Cookies technical questions, correcting mistakes, or helping you to complete tasks.

- ◆ **GSKSMO Facebook:** We strongly suggest that you like/follow GSKSMO's page (facebook.com/gksmo). We post many announcements and reminders; it's a great way to stay updated on everything happening in our council. **SU PPMs should reshare posts about the Cookie Program to their own SU Facebook page.**

- ◆ **GSKSMO Service Unit Product Program Managers:** This private Facebook page has updates and announcements and is a page for SU PPMs to voice questions and concerns.

www.gksmo.org: This is our council's website.

- Refer TCMs to GSKSMO's website for resources and FAQs. **Cookies and Fall Product** is a revamped space on our website where all the details, instructions, essential downloads, and other resources will be for Troop Cookie Managers and Leaders. In addition, we'll have a section dedicated to resources specific to families and SU PPMs.

Thank you for all you do to support the girls in your troop and the girls in our council.

