

Glossary

ABC Bakers – is one of two bakers licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program. Our council works with ABC Bakers.

Automated Clearing House (ACH) – is the electronic transfer of funds from one bank account to another via computer-based systems, without the direct intervention of bank staff. This is used to process payments to and from Troops and Council during the Cookie Season.

ACH Ping Test – this is a test that council performs to ensure that troop accounts are accurate and able to accept transfer of funds. It provides council with a list of troops that do not have correct banking information.

Case- refers to a “case of cookies”. Case is used as the container (case) of 12 packages of Girl Scout Cookies. There are 12 packages of one flavor in one case of cookies.

Cookie Booth – During the cookie sale. A troop will sell Girl Scout cookies at a stationery booth at an approved public location.

Cookie Finder – is found on our website. It is a database of Booth Sale locations, dates & times that connects customers to cookies. Customers type in their zip code, and the finder displays the current and future active booth site locations within a certain radius. Booths must be in Smart Cookies to appear in Cookie Finder.

Cookie Share- is another word for Donations. Packages of cookies purchased by customers that GSHNJ will deliver to the military and nonprofits on behalf of our troops. The Girl Scout will collect the money but do not physically take possession of the cookies. (Gift of Caring is also used for Cookie Share/ Donations)

Council Booths – are Cookie Booths set up by Council. Select booth locations (such as Walmart, NJ Transit, others) are confirmed and set up by Council in the GSHNJ footprint. Council booths are shared with local Service Unit Cookie Manager where the store is located first. Any open dates/times are then available GSHNJ Troops to select.

Crossover Patch – Are patches given to Girl Scouts that have participated in the Fall Product Sale and the Girl Scouts Cookie Sale when the criteria is met. Girl Scouts that have set up their avatars and sent 16+ emails during the previous Fall Product Program sale AND sold 175+ packages of cookies during the current Cookie Program sale, are eligible to earn the avatar Nut/Cookie Crossover Patch. Crossover patches will be ordered after the end of the Cookie Program. Allow 14 -16 weeks for delivery after the Cookie Program ends.

GSHNJ Cupboards – are staffed cookie storage locations. Volunteers can pick up cookie restock orders. Only the Cookie Manager(s) or Leader(s) can place a cupboard order in Smart Cookies. Cookies are charged to the troop account. Leaders can pick up full cases and individual packages. Orders should be planned. Walk-in orders may be accepted depending on location and time in the cookie season.

Delivery Agents- are the transport companies that handle product delivery for Girl Scout councils.

Digital Cookie - is an online selling platform that allows Girl Scout to manage their cookie sales through a personalized storefront and mobile app. It enables girls to take orders, track purchases and delivers, track progress towards a goal, and manage sales.

Digital Cookie Troop Site – the digital cookie troop site is like a Girl Scout’s individual site but feeds back to the troop sales in Smart Cookie instead of a specific Girl Scout. This allows for credit card sales at a booth. Cookies can be divided between the participating Girl Scouts after sales are made.

Digital Order Card (DOC) order – is a general term to describe all prepaid orders placed in Digital Cookie.

Direct Ship- are Girl Scout cookie orders that ship directly to customers. Digital orders are placed through Digital Cookie.

Early Reward or Initial Order Reward – are rewards Girl Scouts or troops earn based on their first order (Initial Order) placed with their council.

Girl-Delivery – a prepaid credit card ordering option on Digital Cookie, where the customer places an order and then the Girl Scout delivers once they have cookies available. Caregivers should ONLY approve orders they can physically deliver in-person, otherwise they should reject the order and ask the customer to use another shipping option.

Goal Getter - order taking continues via shipped orders, more paper orders, and booths. Orders are filled by using troop inventory from troop extras after the Initial Order (IO), booth inventory, or by placing a planned order (cupboard order).

gsLearn – is the name of the program with in MyGS account where volunteers can access training videos.

Initial Order (IO) Period – the first order the council places with its baker for cookies, which includes girls’ orders and troops’ orders. Girl Scouts use the paper order form to take pre-orders and use Digital Cookie (DC26) to take prepaid credit card Girl-Delivery and shipped orders. Initial Order cookies come in one bulk delivery for the troop in late February at a Megadrop.

Jurisdiction- refers to the geographic area over which a Girl Scout council’s authority extends.

Lemonade Stand Style Booth - is a cookie booth in a residential neighborhood with the permission of the homeowner, follows all HOA or town ordinances. Must be entered in Smart Cookies with street name ONLY. Do NOT include address or last name since this will appear in the Cookie Finder.

Megadrop – for Girl Scout Cookies is a designated location where troop leaders and/or Cookie Mangers pick up their initial orders (IO) for the cookie season. This event allows troops to collect their cookies in bulk (full cases ONLY) at a specific time and location. Troops must sign up in advance for a slot to participate. It is essential to arrive at the scheduled time to ensure a smooth pickup process. Signup in Smart Cookies required.

Operation Jersey Cares (OJC) – the organization that takes the packages of cookies purchased by customers as Donations (also known as Cookie Shares) and delivers to the military troops. The Girl Scouts collect the money but do not physically take possession of these donated cookies. See also, Cookie Share.

Opt-out - Junior, Cadette, Senior, and Ambassador troops can opt-out of receiving physical rewards to receive a higher proceed amount (Girl Scouts that opt out of physical rewards will still receive patches).

Package - term for a single container of cookies. Some Girl Scouts Cookies come in boxes, and some come in packages. Both are considered packages.

Paper Order – are traditional paper order forms used to collect orders and deliver cookies at a later date. The “check when order paid” box is critical to keep track of customers who prepay or still owe payment.

Per Girl Average (PGA)- The average number of packages Girl Scouts sell for a troop. Girl Scouts with zero sales and not participating in selling will NOT count against the PGA for a troop.

Registered Member- is a member of the Girl Scouts by paying annual dues or is a paid lifetime member.

Retail Price - The price the customer pays for a single package of cookies. Price is determined by the Council and cannot be changed.

Rewards, Recognitions, & Incentives - merchandise or cookie credits given to acknowledge a Girl Scout's efforts in the cookie program. Rewards are based on the number of packages sold during the cookie program. **See the current reward sheet for a full list of rewards offered.

Service Unit - a regional grouping of troops, usually one or more neighboring towns.

Service Unit Cookie Manager (SUCM) - is a volunteer role in girl scouts, responsible for overseeing and managing the Girl Scout Cookie Program within a specific Service Unit (see definition). The SUCM acts as the primary liaison between the council and the individual troop cookie managers, ensuring that the cookie program runs smoothly and successfully at a local level.

Smart Cookies - is a user-friendly platform for managing all aspects of the Girl Scout cookie sale process. It allows troop leaders to order cookies, manage booth sales, and track inventory efficiently. Can be accessed on various devices. Offers features like centralized order management and streamlined sales tools.

The Five Skills - Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics are the 5 key skills that Girl Scouts participating in the Fall Product Program & Girl Scout Cookie Program learn that will help them in business and in life.

Tough Cookie - is a patch the troop earns collectively. The Cookie Manager completes a form at the end of the season if the troop collectively has met requirements.

Troop Cookie Manager (CM) - is the troop's go to person or persons for managing the cookie program along with the troop leaders. Parents should always go to their Troop Cookie Manager for help first.

Troop Proceeds - The portion of cookie earnings that a troop keeps and spends on the items that its members decide to fund, such as trips or community service projects.

Turning Off Girl-Delivery - AFTER Initial Order (IO), if the a Troop may choose to turn off Girl-Delivery in their Digital Order Card. This should be decided as a whole troop. Council will share a form with troops to request the entire troop's Girl Delivery be turned off. Girl Scouts are still encouraged to continue their sale through Shipped Cookies and Donations for the remainder of the Program.

Unpaid Funds Form - is a tool for the troop leaders. At the end of the program, troop leaders will submit this form if there are any delinquent parent payments to the Troop bank account for paper orders. Submitting the form notifies Council that a Troop Leader/Cookie Manager is having issues collecting money from a parent which could cause the troop account to go into overdraft. The form documents troop, parent, amount owed, and number of attempts to collect.

Walkabout Week - an informal tradition for Girl Scouts/troops to sell cookies door-to-door in their neighborhood during a specific week. Encourages girls to connect with the community and build customer relationships. Girls who participate earn a walkabout patch.