

Planned Orders

After the Initial Order, as Girl Scouts sell more cookies, troops can order and pick up more cookies by placing a Planned Order in Smart Cookies. You can order cookies from a Cookie Cupboard located throughout the Girl Scouts of WNY footprint.



PLACE PLANNED ORDERS FOR ADDITIONAL COOKIE ORDERS/BOOTHS

Enter a Planned Order in Smart Cookies, (Unit of measure is in packages, 12 packages = 1 case)

- Troops must order cookies from a cupboard one week prior to cupboard pickup. It is recommended troops order their booth cookies with troop's initial order
- Only troop volunteers may pick up cookies at cupboard
- Bring a copy of your planned order to cupboard



How many cookies will fit in my vehicle?

Payments and Final Steps



Troops Earn

\$.90 per package base proceeds
 \$.95 per package base proceeds if troop PGA is 350 pkgs by April 28th
 OPT OUT - CAD/SR/AMB troops can earn an extra \$.13 per package by opting out of rewards. (Signature required by each GS in the troop. GS/Troop will still earn initial and troop rewards regardless of opt-out status.)

TROOP PAYMENTS - (Use EPayment)

By April 10

Troop Makes Initial Payment. Pay as much as you can to council to cover the cost of the initial order.

By May 1

Troop makes final payment to council.



April 29:

Main Recognition Order Due

- Manage troop cookie inventory to ZERO. Transfer troop on hand cookie inventory to Girl Scouts
- Distribute Troop Ship Only Link cookies via Direct Ship Orders Divider
- Create Main and Troop Reward Order
- If Cad/Sr/Amb troop selected the CAD/SR/AMB proceeds option, Troop Cookie Manager/Troop Leader must make selection in Smart Cookies by updating Proceeds Plan and still place a Main Recognition order for patches
- Make recognition choices in Smart Cookies. If choices are not made, a default item will be chosen by council



By May 1:

Troop Final Payment Due

- Manage all Girl Scout/parent payments.
- Record Girl Scout payments in Smart Cookies and give receipt to parents
- Email ePayment confirmation to SUPPM
- Unpaid balances: Turn D1, NSF and/or Troop Refund forms with supporting documentation to SUPPM. Without this completed paperwork, the TL is responsible for the unpaid balance due council. Refund requests to council must be submitted by June 30th
- The troop leader is responsible for any lost, stolen, or misplaced money and/or cookies

10 days from Reward Ship Date - Last Day to report recognition shortages and damages

- Use the "Recognition Order by Troop" Report to confirm items received and "Recognition Order By Girl" Report to prepare girl orders. Distribute items timely to girls. Keep a copy of all signed reports
- Last day to report any damages and shortage to your GSWNY Product Program Manager is 10 days from reward ship date. Rewards NOT picked up before that date are non-returnable. Please pick up your rewards IMMEDIATELY after SUPPM notifies you they have arrived.
- Print the Recognition Order Summary By Girl to view items earned
- Girl Scouts are to pick up items timely from the Troop Cookie Manager/Troop Leader. Again, no exchanges for damaged items after the 10 day window.

girl scouts of western new york

OWN YOUR MAGIC

2024 Troop Guide



Welcome to Cookies 2024!

As a cookie volunteer, we know you give so much during Girl Scout Cookie season to ensure girls' success. We appreciate your lead-taking, logistics-crushing, mountain-moving, make-it-happen-no-matter-what spirit. When you support girls as they run their cookie business, you play a pivotal role in powering unique experiences for them all year. You enable them to learn essential life skills that will set them up for a lifetime of leadership, success, and adventure.

So when you feel tired or a little overwhelmed, please know we see you and appreciate you; what you're doing for the girls in our community is meaningful and long-lasting. Mentors like you make sure your girls' pioneering spirit continues to shine bright—not just during cookie season but all year!

Girl Initial Rewards



Sell 180 packages by 2/23:
 Earn the 2024 Themed Hoodie and Goal Getter Patch!



Sell 190 packages by 2/23:
 Earn one 2024 Themed Lanyard



Sell 200 packages by 2/23:
 Earn a 2024 Themed beanie hat!

A-lot-I new things to know!

We're moving online cookie sales for Girl Scouts to a platform called Digital Cookie®. Going forward, Girl Scouts will be using the new Digital Cookie application to sell cookies to customers online, track progress towards a goal, and manage sales. Selling Girl Scout Cookies online and reaching your goals just got easier!



Please note: Troop leaders and volunteers will still utilize Smart Cookies™ for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales.

Troop Initial Reward

Troops who average 190 packages per girl selling by February 23rd will receive TWO 2024 Themed hoodies with the GSWNY logo on the sleeve for the leaders!



Troop Experience

Reward



Each troop who averages 300 packages per girl selling by April 28 - ALL participating girls in the troop and two adults will receive admission to Hidden Valley Animal Adventure for a Safari Bus Tour and Small Animal Adventure in Varysburg

OR

Receive funding for your troop to create their own magical troop experience! (\$15 per participating girl and two adults)

Cookie Team Circles of Support



2024 Cookie Program February 2 - April 28

Initial Order Taking

February 2 - February 23

The initial cookie order is placed to fill orders taken by Girl Scouts on their order cards, online for girl delivery, as well as allows troops to secure inventory for additional orders and booth sales. Troop initial orders are due in Smart Cookies by the troop leader by February 26, 2024.

Lower Shipping Fees for Direct Ship

Customers who order 4 or more packages online for direct ship will receive a reduced shipping rate! The discounted rate will show at the point of sale for the customer.

The Cookies are here! March 20-23

Troop Distribution:

- Watch for the Cookie Connection Newsletter with in-time instructions for troop pick-up
- **REQUIRED BY TROOP:** Troops must supply a driver AND counter/loader(s) to pick up the troop's cookie order
- Troop Volunteer counts and signs for their troop's initial product received

Girl Distribution:

- **Troop secures location (Cannot be at council distribution location)**
- Sort Girl Scout orders and prepare parent receipt
- Troop Cookie Manager/Troop Leader keeps signed parent receipt for product given to parents and provides a copy for their records
- Deliver initial product and turn in money to troop leader timely

Product Delivery

March 20-23



JANUARY

TROOP TRAINS GIRL SCOUTS/FAMILIES

- Participate in the Service Unit Training and Rally
- Hold parent & Girl Scout training using Family Guide, order card & recognition flyer. Remind parents to visit gswny.org for Digital Cookie training videos
- Safety is our top priority. Before participating in any money-earning GS activities, it is important Girl Scouts and adults review and sign the Girl Scout Online Safety Pledge, and Practical Tips for Parents, Safety tips for Product Sales, Digital Cookie Girl Pledge
- Set troop and Girl Scout goals
- **Collect the 2024 Cookie Program Parent/Guardian Permission form from each Girl Scout before materials are distributed**
- Anyone who volunteers with the troop must be registered and background checked with GSWNY

FEBRUARY

- Make booth lottery selections (see page 3)

February 2 - February 23

INITIAL ORDER TAKING

(In person with order card and online)

- Encourage Girl Scouts to reach 180/190/200 package levels for early rewards
- Encourage Girl Scouts to set cookie goals and send emails to customers via Digital Cookie
- Encourage Girl Scouts to sell 36 pkgs Direct Ship to earn the Cookie Techie patch
- Money is collected when cookies are delivered unless paid via credit card

February 26:

- Initial Product and Recognition Order due in Smart Cookies by 11:59PM
- In abcsmartcookies.com complete the troop's:
 - Initial Cookie Order (Smart Cookies rounds up to full cases at the initial order. Be aware of extra packages your troop will have on hand. These cannot be exchanged or returned. Troops should use these cookies at Booth Sales or for any extra/goal getter orders received.)
 - Order booth sale cookies with initial order under the booth line in Smart Cookies
 - Select a Delivery Pickup Appointment Time
 - Create and Submit Early Recognition Order. (Youth M, L; Adult S, M, L, XL, 2X, 3X) ****NO SIZE EXCHANGES****
- Complete the Troop Leader Hoodie Recognition Order. An instructional video will be sent to troop leaders on how to order.



A Cookie Booth (Direct Sale) is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies.

Troops can sell a lot of cookies in a short period of time as they don't have to transport boxes to individual homes. Girl Scouts and troops can reach customers that may have been overlooked or were unreachable during door-to-door sales.

Direct Sales

March 23-April 28

By hosting a booth/direct sale, Girl Scouts get experience conducting transactions, answering questions, counting money, setting up product displays, and managing inventory.

- Council-Secured booths are arranged by Girl Scouts of WNY staff with our corporate and community partners. The sign-up process is in two phases for these booths: Lottery and first-come, first-served (FCFS). Instructions on how to enter the lottery and FCFS will be sent to you in January. Council booth locations include: Galleria Mall, Goodwill, Ashley Furniture, Walmart, JoAnn Fabrics and Sam's Club locations. View complete list in Smart Cookies. Troops are NOT to contact these locations to request booths.
- Troop-Secured booths are arranged by troops at local businesses in their communities. Have your troop contact local businesses, as it is a great way for girls to learn business strategy and people skills. Troops can start NOW to set up locations for their troop booths! Think outside the cookie box... hold a Drive-Thru or Virtual Booth!
- Encourage your Girl Scouts to participate in "Take your Girl Scout to Work" during the week of National Cookie Weekend!



What do I order for booth sales?

On average, troops sell about 30-40 packages per hour at a booth. Quantity sold will vary by site, day, and time of the sale. A safe suggestion is always to order more of the favorites - Thin Mints, Caramel deLites, Peanut Butter Patties, and Lemonades.

Visit our website for tools to help you prepare for the booth.

Check out the Booth Guide on gswny.org for information on how to enter your booth into Smart Cookies so it appears in the national Cookie Booth Finder.

Booth Lottery Dates:

- Council Sponsored Booth Lottery entry open to troops: 2/10-2/23
- Troops will be notified via email on 2/24 whether or not they won a council sponsored booth location.
- FCFS opens: 2/25 (one per troop), 2/26 (unlimited per troop)

The Goal Getter Phase is the second of three phases in our council's cookie program. It's an opportunity for Girl Scouts to continue selling between Initial Order and Booth Sales so they can reach their goals and grow their cookie business!

Goal-Getter Orders

February 24- April 28

KEEP GOALING AND VIRTUAL ORDERS

Encourage Girl Scouts to continue taking orders (extra order card in Family guide) to "Keep Goaling!"

- Use troop extras from the Initial Order, or place a Cupboard Planned Order in Smart Cookies for extra product to fulfill additional orders and troop direct sales
- Keep Goaling-use ecards, paper order cards, and Digital Cookie girl link to take additional orders
- Girl Scouts must turn in any additional cookie orders to the Troop Cookie Manager/Troop Leader to fulfill in a timely manner

Share patch available in council shops for \$1.50



Cookie Share

Cookie Share is our Council's cookie Community Service Project. Customers can purchase cookies to be donated to those serving in the military and to local shelters, frontline workers, and food banks

- Initial orders: Enter Cookie Share Donations in the Cookie Share column
- Troops still have the option to donate and deliver cookies to an organization of their choice. To receive these cookies, troops will need to choose flavors from their troop inventory or pick up additional cookies from a cupboard

Booth Guidelines

- A minimum of two adults, including one female, (at least one of whom is an approved registered Girl Scout volunteer with the required background check) and a minimum of one Girl Scout must be present at the booth at all times
- Girls should have on at least one official uniform item
- Girls must have a signed Parent Permission Form on file to participate
- Troops must clean up the area and dispose of trash. Remember, Girl Scouts always leave a place better than they found it!
- Arrive and depart booths on time
- No blocking the entrance or exit of an establishment
- Do not leave cash out in the open or unattended
- Troops may lose their booth privileges if rules are not followed

