

## Important Dates

### December 4 - April 3:

Online Cookie Program via Smart Cookies ecards, social media links and texts

### January 8 - February 6

Initial Order Taking (in-person and online) using Smart Cookies AND order card to earn initial rewards

### February 7 - April 3

Keep Goaling! (see inside for details!)

### March 6 - April 3

Direct Sales



## How much is a package of cookies?

All cookie varieties (including Gluten Free Caramel Chocolate Chip) are:

**\$5**

per package



2022 FAMILY GUIDE



**SELLING COOKIES. CHASING DREAMS.**



**NEW**



Introducing Adventurefuls™! An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt.

**Help your Girl Scout earn her Initial Rewards!**

Initial rewards are cumulative!

**Sell 180 packages by 2/6**

Cad/Senior/Amb troops that waive the main recognition program ARE eligible for all patches and initial recognition rewards!

girls will earn a 2022 cookie hoodie and Goal Getter Patch!



**NEW this year! Themed hoodie has GSWNY logo on the sleeve!**

**Plus!**



**...sell 190 packages by 2/6**

girls will earn a color changing theme cup!

**...sell 210 packages by 2/6**

girls will earn a limited edition 110th Girl Scout Birthday patch!



**...sell 300 packages by 2/6**

girls will earn this adorable mini clip-on koala!



**Get a head start!**

Online Program begins December 4th!



**Keep Goaling!**

Girls can continue selling to reach their goals through 4/3!

\*see inside for Keep Goaling details

## How to support your Girl Scout

- Participate in a family cookie information meeting.
- Sign and forward all parent permission forms timely.
- Provide transportation for order taking and delivery.
- Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills.
- Volunteer to help the group cookie coordinator when needed.

## When do girls collect payment?

If your customer didn't pre-pay online with a credit card, payment is collected when cookies are delivered. Do not leave cookies with a customer without receiving payment. If taking a check, have it made out to the troop.

## Where does the money go?

- All Girl Scout Cookie proceeds stay local to:
- Fund projects and amazing girl-led adventures for troops.
  - Cover the cost of running the Girl Scout Cookie Program, including the cost of cookies, materials and rewards.
  - Help the council provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps & leadership training!

## Online Safety

Girls must have their parents'/guardians' permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in Smart Cookies, girls must read and abide by the Girl Scout Digital Cookie Pledge, and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians. You'll find these resources on gswny.org.

## Girls may use Social Media

as online marketing tools to let family, friends, and former customers know about the program. Girls under 13 cannot independently set up online marketing sites however they can use their parent or guardian's online sites with their approval and supervision. Girls must read the Girl Scout Activity Checkpoints and sign the Internet Safety Pledge. Cookies cannot be sold on eBay, Craigslist, Facebook Marketplace or any other public online sales site.

## Quick QR Codes

Scan these codes with your smartphone's camera for quick access to these frequently used web pages during cookie season!



GSWNY Cookie Resources



ABC Smart Cookies

## Cookie Share

Your package donation will benefit our military as well as local community organizations. Customers can donate to Cookie Share on the order form and online. \$5 per package is paid at the time of order. (Cookie 2022 Share patch available at GSWNY stores for \$1 each.)



## Special Patches Available in our shops:

**\$1 each**



**Thank you for your support of your Girl Scout, her troop and GSWNY!**

**Enjoy the Cookie Season with your Girl Scout!**



# Smart Cookies & the Digital Cookie Program



Smart Cookies is an online platform which allows girls and volunteers to seamlessly manage every aspect of their cookie business from a smartphone, tablet, or computer. This Digital Cookie platform gives you and your cookie customers more ways to participate. Now there's more ways to sell, more ways to buy, and more ways to learn and have a ton of fun! Customize the way you learn and earn, using technology in a whole new way with Smart Cookies.



## First...

You'll receive a Smart Cookies registration email from noreply@abcsmartcookies.com on December 4th. It will include the link to login to abcsmartcookies.com and set up your Girl Scout's online account. Tip: To help prevent this email from going to your junk folder, make noreply@abcsmartcookies.com a trusted sender.

## Second...

Create her account! Use the information in the registration email to create an account in Smart Cookies. Your Girl Scout can create her profile - complete any open fields including the girl's user name and password. Click "Submit" to complete the process. An on-screen confirmation will be displayed and email confirmation will be sent. Tip: Save the confirmation email because it contains the girl's username and password and the link to ABC Smart Cookies.

## Third...

Explore! Once your Girl Scout's profile is created, she can set cookie sales goals, place and track customer orders for girl delivery, track progress towards her goals and view rewards and achievements. Check out the Tips and Tools and Resources on the girl's dashboard for printables, Digital Art and Smart Cookies Training Videos.

..sell 36 packages by Direct Ship

earn the Cookie Techie patch!

## Quick Start for Online Orders

Set up your Smart Cookies account and choose your cookie delivery method

Share your cookie sales link and/or send your e-cards

Review and approve orders from social link girl delivery orders

There are two ways customers can receive their online cookie order: direct ship or girl delivered. At the time of registration in Smart cookies, you will have the option to "opt in" for girl delivered orders. If you do not opt-in, the only option for customers is direct shipment from the baker.

Decide how to reach your customers.

- Sales links can be shared via text, email, or on social media as a link or QR code.
- E-cards can be sent directly to family and friends. To access your sales link, go to your girl's Smart Cookies account, scroll over to "My Orders" and select "Share My Cookie Link."

- Parent/guardian receives an email for each girl delivered order from her social media link for approval. (Girl Delivered orders via e-card do not need approval.)
- **Parent/guardian must approve the order within five days or order will be canceled.**
- Click the link in the email to either approve, update, or decline the order.
- Reach out to your troop cookie manager to let them know of any additional cookies needed to fill your orders.



### Girl Delivered Cookies

- Opt-In or out anytime
- Available through sales link or ecard
- Payment can be either online or at time of delivery
- Cookies delivered by the girl

### Direct Ship Delivery

- Available through sales link or ecard
- Customer must pay online
- Shipping discount on 6+ packages
- Cookies shipped directly to customer by ABC Bakers



## Be a Smart Cookie!

Girls can promote their digital cookie store by emailing friends and family, create videos to share on social media, and host a virtual cookie booth where they make their pitch online. There are endless ways for girls to get creative in spreading the word about their Smart Cookies site. Girls have the option to include local delivery with payment by credit card for orders placed through their social media link. Girls will need to obtain the product from their troop leader and make arrangements with their customer for delivery.

- Parents or guardians must approve social media orders marked for girl delivery and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).

# Keep Goaling!

Girls can continue to sell after the initial order period ends on 2/6!



How? Girls can continue to collect orders until 4/3 online via Smart Cookies as well as use the order card below for additional sales! These sales will count towards earning troop funds AND main rewards for your Girl Scout! (See recognition flyer for reward details.) Just let your troop leader know you have additional orders and arrange for pickup!

Need additional order cards? Download the Mini Order card from our website to print at home!

**Adventurefuls™**  
Approx. Ct. 15, Net Wt. 6.5 oz. (184g)  
2 cookies (25g) per serving  
130 calories per serving

**NEW COOKIE!**

**Toast-yay!™**  
Approx. Ct. 16, Net Wt. 8.5 oz.  
2 cookies per serving  
140 calories per serving

**Lemonades®**  
Approx. Ct. 16, Net Wt. 8.5 oz.  
2 cookies per serving  
150 calories per serving

**Shortbread®**  
Approx. Ct. 40, Net Wt. 9 oz.  
4 cookies per serving  
120 calories per serving

**Thin Mints®**  
Approx. Ct. 32, Net Wt. 9 oz.  
4 cookies per serving  
160 calories per serving

**Peanut Butter Patties®**  
Approx. Ct. 15, Net Wt. 6.5 oz.  
2 cookies per serving  
130 calories per serving

**Caramel deLites®**  
Approx. Ct. 15, Net Wt. 7 oz.  
2 cookies per serving  
140 calories per serving

**Peanut Butter Sandwich**  
Approx. Ct. 20, Net Wt. 8 oz.  
3 cookies per serving  
170 calories per serving

FIRST NAME _____			Don'te Cookie Packages		Adventurefuls™	Toast-yay!™	Lemonades®	Shortbread®	Thin Mints®	Peanut Butter Patties®	Caramel deLites®	Peanut Butter Sandwich	Total Packages	AMOUNT DUE	Check when Paid
ADULT CONTACT'S NAME/PHONE _____			PRICE PER PACKAGE _____ TROOP # _____												
#	LAST NAME (PRINT)	ADDRESS	PHONE/EMAIL	NUMBER OF PACKAGES									AMOUNT DUE	Check when Paid	
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2															2
3															3
4															4
5															5
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<b>TOTAL</b>				Total in red square must equal both across and down.									<b>AMOUNT DUE</b>		

