## **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!)

### **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.

### **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 gswnv.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.

### **Ouick OR 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

## How much is a package of cookies?





### 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!

### **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:



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

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













### SELLING COOKIES. CHASING DREAMS.



Adventurefuls™! An indulgent brownie-inspired cookie with caramelflavored crème and a hint of sea salt

## Help your Girl Scout earn her Initial Rewards!

Sell 180 packages by 2/6 ad/Senior/Amb troops that waive the main recognition program ARE eligible for all patches and initial recognition rewards!

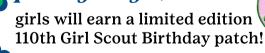
> girls will earn a 2022 cookie hoodie and Goal Getter Patch!



has GSWNY logo on the sleeve!

packages by 2/6 girls will earn a color changing theme cup!

packages by 2/6



...sell 300 packages by 2/6

girls will earn this adorable mini clip-on koala!





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

\*see inside for Keep Goaling details

## 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



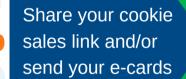
## Third...

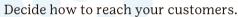
Explore! Once your Girl Scout's profile is created, she can set cookie sales goals, place and track customer orders for girl delivery, track progress towards her goals and view rewards and achievements. Check out the Tips and Tools and Resources on the girl's dashboard for printables, Digital Art and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

## **Quick Start for Online Orders**

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

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.





- 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."

### Review and approve orders from social link girl delivery orders

- 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



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