

# 2022 Troop Cookie Guide



**New** this year!



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

## Cookie Booths

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, and can reach customers that may have been overlooked or were unreachable during door-to-door sales.

- **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, GNC, Goodwill, Ashley Furniture, Walmart\*, Dunkin Donuts, JoAnn Fabrics and Sam's Club\* locations. (\*subject to change)
- **Troop-Secured booths** are arranged by troops at local businesses in their communities. Have your troop work together to 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 troops! Think outside the cookie box... hold a Drive-Thru or Virtual Booth! (Watch for the Cookie Connection newsletter for further details!)

Check out the Booth Guide on [gswny.org](http://gswny.org) for tips and tricks, as well as detailed information on how to enter your booth into Smart Cookies system so it appears in the national Cookie Booth Finder.

### Booth Lottery Dates:

- Council Sponsored Booth Lottery entry open to troops: Jan 15 - Feb 4
- Troops will be notified via email at 10 am on 2/5 whether or not they won a council sponsored booth location.
- FCFS opens: Feb 6th (one per troop), Feb 7th (unlimited per troop)



**Drive-thru cookie booths** combine the power of convenience with the excitement of Girl Scout Cookies! Look for a location that has easy access, and allows cars to enter without interfering with public traffic flow or business parking.

- Create a troop secured booth in Smart Cookies to be able to use the ABC Smart Cookies Credit Card function - this can be done at the troop level. Troops may also incorporate a Virtual Booth in their Drive Thru Booth to increase sales and allow customers to pre-order for curbside pickup.
- Customers must remain in their vehicles - no walk-up table purchases
- Girls pack the cookies for adults to place in cars.

## Cookie Techie!

Girls who sell 36 packages online by Direct Ship... will earn



**the Cookie Techie patch!**

## Cookie Support

There's a support system in place when you need help. Your main point of contact is your Service Unit Product Program Manager. This volunteer is your go-to for questions about the cookie program.

Smart Cookies Help Desk:  
ABCtech@Westonfoods.com or  
1-800-853-3730. The help desk can assist with technical questions for Smart Cookies.

## Cookie Share



Your package donation will benefit our military and community organizations. Customers can donate to Cookie Share on the order form and online. 2021 Cookie Share patch is available at GSWNY shops for \$1 each.)

## Shipping Discount!

GSWNY is again participating in a program to subsidize shipping rates for Smart Cookies Direct Ship. The consumer will see a message at the point-of-sale indicating the lower shipping cost.



## Troop Hoodie Reward



Troops who average 190 packages per girl selling by February 6th will receive TWO 2022 Themed hoodies with the GSWNY logo on the sleeve for the leaders! These will be shipped with the early recognition girl hoodies so they can be worn during direct sales with the troop!

Leader hoodie orders are due by February 7th. Watch your e-mail for details on how to submit your sizes!

## Troop Proceeds

Base troop proceeds...  
per package!

**\$.75**

Earn up to...  
per package!\*

**\$.90**

\*Cad/Senior/Amb troops that waive the main recognition program will earn an additional \$.10 per package!

\*Troops with a 350 pga (girls selling) by April 3rd will earn an additional \$.05 per package!

## Troop Experience Reward



Each troop that averages 300 packages per girl selling by April 3, ALL participating girls who sold in the troop and two adults will receive admission to Splash Lagoon (valid May 1-November 28) OR, a \$20 gift card to Riverworks OR admission to The Strong National Museum of Play!

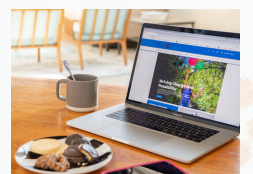
All cookie varieties (including Gluten Free Caramel Chocolate Chip) are:  
**\$5** per package



### Online Cookie Order Approval Process

- Parent/guardian will receive 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.**
- The parent/guardian will then reach out to your troop contact to let them know their cookie needs for any additional orders.

## New Smart Cookies Features!



- QR codes have been added to girl and Troop accounts. They're a great way to share links to individual or Troop Smart Cookies storefronts, contact-free! No need to create your own anymore!
- Smart Booth divider report now includes Troop Cookie Link (previously called Virtual Booth Link) delivery and pick-up information.
- Sales URLs on the Troop page will be updated to the following names:
  - Troop Cookie Link (Facilitates Pre-Pay/Pick Up and troop delivered orders) - previously called Virtual Booth
  - Troop Ship Only Link (Use for contacting customers outside of troop delivery radius) - previously called Troop Direct Ship link
- Updated social media link wording to "Girl Scout Cookie Delivery Order" on social media link. Remind parents/guardians that orders from social media links for girl delivery must be approved within 5 days or the order will be canceled!



# Build Your Troop's Cookie Team for a Successful 2022 Cookie Program!

SC = Smart Cookies

SUPPM = Service Unit Product Program Manager

TL = Troop Leader

TCM = Troop Cookie Manager

Troop Cookie Manager Manages Training, Goals, Delivery, Rewards, Cookie Inventory, Payments

\*must be a registered & background checked GS

Smart Cookies Coordinator Manages Troop online program to manage cookie program [www.abcsmartcookies.com](http://www.abcsmartcookies.com)

\*must be a registered & background checked GS








Direct Sale Coordinator Manages Direct Sales & Keep Goaling Sales Drive-Thru & Walkabouts

\*must be a registered & background checked GS

Online Program	Dec. 4 - April 3
In-Person Orders	Jan. 8 - April 3
Initial Orders	Jan. 8 - Feb. 6
Keep Goaling	Feb. 7 - April 3
Direct Sales	March 6 - April 3

The Smart Cookies platform allows girls, councils, and volunteers to seamlessly manage every aspect of the cookie business from a smartphone, tablet, or computer. Sign in daily to monitor progress, connect with the community, and find helpful resources to support success. Smart Cookies consolidates everything you need to a single platform, allowing you to seamlessly submit and manage orders, set up booth locations, track finances, and simplify your workflow.

Getting Started: An email with a registration link will be sent directly to Troop Co-Leaders from [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com). Once you are registered, you will receive a confirmation email that contains your username and password. Note: Please make sure to add [abcsmartcookies.com](http://abcsmartcookies.com) to your safe senders list.

TIMELINE	TROOP COOKIE TEAM TASKS	PARENT/GUARDIAN & GIRL TASKS	RESOURCES
<p><b>SUPPM TRAINS TROOP</b> <b>TROOP TRAINS GIRLS/FAMILIES</b></p> 	<ul style="list-style-type: none"> <li>Hold parent &amp; girl training using Family Guide, order card &amp; recognition flyer. Set troop and girl goals.</li> <li>All parents must complete the 2022 Cookie Program Parent/Guardian Permission form and forward a copy to the troop leader</li> <li>Anyone who volunteers with the troop must be registered and background checked with GSWNY</li> <li>Remind troops of booth lottery (see front for details).</li> </ul>	<ul style="list-style-type: none"> <li>Set a girl cookie goal</li> <li>Complete Parent Permission form, forward copy to troop leader</li> <li>Review order card, recognition flyer, online program, family guide, timeline, and cookie share donation program</li> <li>Parents must approve GirlDelivered orders and request cookies from leader</li> </ul>	<ul style="list-style-type: none"> <li>Visit <a href="http://gswny.org/cookies+">gswny.org/cookies+</a></li> <li>Troop Cookie Guide, Family Guide &amp; Parent Permission form</li> <li>Order Card &amp; Recognition Flyer</li> <li>Cookie Share Donation Program Flyer</li> </ul>
<p><b>DEC. 4- APRIL 3:</b> <b>ONLINE PROGRAM</b></p> 	<ul style="list-style-type: none"> <li>Safety is our top priority. With the girls, review Online Safety &amp; Social Media Guidelines</li> <li>By opening the online program early, it allows girls time to set up their dashboard, send emails, texts, and share their link via social media</li> </ul>	<ul style="list-style-type: none"> <li>Before participating in any money-earning GS activities, it's important girls 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 (<a href="http://GSWNY.org&gt;Cookies+&gt;For Cookie Sellers">GSWNY.org&gt;Cookies+&gt;For Cookie Sellers</a>)</li> </ul>	<ul style="list-style-type: none"> <li><a href="http://abcsmartcookies.com">abcsmartcookies.com</a> resources tab (training videos)</li> <li><a href="http://gswny.org/cookies+">gswny.org/cookies+</a></li> <li>Online Activity Checkpoints</li> </ul>
<p><b>JAN. 8 - FEB. 6:</b> <b>INITIAL ORDER TAKING</b> (IN-PERSON WITH ORDER CARD AND ONLINE)</p>	<ul style="list-style-type: none"> <li>Encourage girls to reach 180/190/210/300 package levels for early rewards</li> <li>Encourage girls to help the troop reach the troop recognition &amp; troop experience reward</li> </ul>	<ul style="list-style-type: none"> <li>Girl initial cookie order period (online and in-person orders)</li> <li>Money is collected when cookies are delivered unless paid via credit card</li> </ul>	<ul style="list-style-type: none"> <li>Order Card &amp; Recognition flyer</li> <li>Family Guide</li> </ul>
<p><b>FEBRUARY 7:</b> <b>INITIAL PRODUCT AND RECOGNITION ORDERS DUE IN SC BY 11:59PM</b></p> <p><b>COMPLETE THE TROOP HOODIE RECOGNITION ORDER</b></p> 	<p>In <a href="http://abcsmartcookies.com">abcsmartcookies.com</a> complete the troop's:</p> <ol style="list-style-type: none"> <li>Initial Cookie Order (SC rounds up to full cases)</li> <li>Order booth sale cookies with initial order</li> <li>Select a Delivery Appointment Time</li> <li>Create and Submit Early (Initial) Recognition Order</li> <li>Order troop hoodies via link on your Smart Cookies Dashboard.</li> </ol> <p><b>Troop leader size order due 2/7. No late orders will be accepted</b></p>	<ul style="list-style-type: none"> <li>Girl initial cookie orders are due in SC by parent or Troop Leader</li> <li>Girl hoodie size due in Smart Cookies (Youth M, L; Adult S, M, L, XL, 2X, 3X)</li> </ul> <p><b>****NO EXCHANGES FOR SIZES****</b></p>	<ul style="list-style-type: none"> <li><a href="http://abcsmartcookies.com">abcsmartcookies.com</a> resources tab</li> <li><b>Smart Cookies Reports:</b></li> <li>Troop Initial Cookie Order</li> <li>Troop Initial Recognition Order Summary</li> <li>ABC Smart Cookies dashboard</li> </ul>
<p><b>FEBRUARY 7 - APRIL 3:</b> <b>KEEP GOALING AND VIRTUAL ORDERS</b></p> 	<ul style="list-style-type: none"> <li>Encourage girls to continue taking orders (extra order card in Family guide)</li> <li>Use troop extras from Initial Order or place a planned order for additional product to fulfill Keep Goaling Orders and for direct sales</li> </ul>	<ul style="list-style-type: none"> <li>Keep Goaling using SC e-cards, electronic/paper order card, extra order card inside the Family Guide and SC girl link. Give these orders to your TCM/TL to fulfill.</li> </ul>	<ul style="list-style-type: none"> <li>Order Card</li> <li>Family Guide</li> <li>SC girl link</li> <li>SC Mobile</li> </ul>
<p><b>MARCH 2 - 5:</b> <b>PRODUCT DELIVERY TO TROOPS</b></p> 	<ul style="list-style-type: none"> <li>Watch the Cookie Connection for delivery instructions.</li> <li><b>REQUIRED: a driver AND counter to pick up the troop's cookie order</b></li> <li>Count and sign for product ordered/received</li> <li>Sort girl orders and prepare parent receipt</li> <li>TCM/TL keeps signed parent receipt for product given to parents and gives a copy to the parents</li> </ul>	<ul style="list-style-type: none"> <li>Parent's count and sign for product received</li> <li>Parent's receive a copy of the signed receipt</li> <li>Assist in delivering cookies to customer</li> <li>Deliver product within one week</li> <li><b>GSWNY follows CDC, NYS, &amp; local guidelines for in-person delivery protocol Watch your e-mail and SC dashboard for updates</b></li> </ul>	<p><b>Smart Cookies Reports</b></p> <ul style="list-style-type: none"> <li>Troop Initial Cookie Order</li> <li>Girl Cookie Order</li> <li>Troop Initial Recognition Order Summary</li> <li>Recognition Order Summary By Girl</li> <li>Cookie Connection</li> </ul>
<p><b>MARCH 6 - APRIL 3:</b> <b>DIRECT SALES</b></p> 	<ul style="list-style-type: none"> <li>Organize and secure troop booth locations. Drive-thru's and Walkabouts are encouraged!</li> <li>Enter troop booth locations in Smart Cookies under troop-secured booths. This will allow the council to promote your sale and give you the ability to take credit card payment from customers (Download the Smart Cookies app to use credit card function.) SC credit card instructions available on <a href="http://gswny.org/cookies+">gswny.org/cookies+</a></li> <li>Host a virtual troop cookie booth. Instructions available at <a href="http://gswny.org/cookies+">gswny.org/cookies+</a></li> </ul>	<ul style="list-style-type: none"> <li>Help troop find direct sale locations (including Drive-thru's and Walkabouts!) and encourage your Girl Scout to participate</li> <li>Girl Scouts with their parents can participate in Lemonade Stands and walkabouts in their neighborhood</li> <li><b>GSWNY troops must follow CDC, NYS, and local guidelines for in-person delivery protocol. Watch your e-mail and SC dashboard for updates</b></li> </ul>	<ul style="list-style-type: none"> <li><a href="http://abcsmartcookies.com">abcsmartcookies.com</a> resources tab</li> <li>Enter troop secured booth locations in SC</li> <li>Smart Cookies Mobile</li> <li>Troop Link for Virtual Booths found in Smart Cookies.</li> <li><a href="http://gswny.org/cookies+">gswny.org/cookies+</a></li> </ul>
<p><b>MARCH 13, 20, 27</b> <b>(BY 11:59PM):</b></p> <p><b>PLANNED ORDERS DUE FOR ADDITIONAL COOKIES NEEDED</b></p>	<ul style="list-style-type: none"> <li>Enter a Planned Order in SC, (Unit of measure is in packages, 12 packages = 1 case)</li> <li>Only troop volunteer may pick up cookies at cupboard</li> <li>Bring a copy of your planned order to cupboard</li> </ul>	<ul style="list-style-type: none"> <li>Continue to sell to customers</li> <li>Place your keep goaling orders with TCM/TL</li> <li>Include new GirlDelivered orders</li> </ul>	<ul style="list-style-type: none"> <li>Go to <a href="http://abcsmartcookies.com">abcsmartcookies.com</a> resources tab (SC training videos)</li> <li><b>Smart Cookies Report:</b></li> <li>Planned Order w/Signature</li> </ul>
<p><b>TROOP PAYMENT DUE DATES:</b> (USE EPAYMENT)</p> <p><b>BY MARCH 21:</b> Troop Makes Initial Payment</p> <p><b>BY APRIL 6:</b> Troop Final Payment Due</p>	<ul style="list-style-type: none"> <li>Manage all girl/parent payments. Checks must have name, address, phone</li> <li>Record and receipt all girl/parent payments.</li> <li>Email ePayment confirmation to SUPPM</li> <li><b>Unpaid balances:</b> Turn DI, 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</li> <li>The troop leader is responsible for any lost, stolen, or misplaced money and/or cookies</li> </ul>	<ul style="list-style-type: none"> <li>Pay the troop cookie manager/troop leader (TCM/TL) the amount due by due dates. If paying by check, make check payable to GS troop include name, address, and phone</li> <li>Receive a receipt for all cookie payments from the TCM/TL</li> <li>The parent is responsible for any lost, stolen, misplaced money, and cookies</li> </ul>	<ul style="list-style-type: none"> <li>Use ePayment (<a href="http://gswny.org/cookies+">gswny.org/cookies+</a>)</li> <li><b>Smart Cookies Reports:</b></li> <li>Troop Balance Summary</li> <li>Girl Balance Summary</li> </ul>
<p><b>APRIL 5:</b> <b>MAIN RECOGNITION ORDER DUE</b></p> 	<ul style="list-style-type: none"> <li>Manage troop cookie inventory to ZERO. Transfer troop on hand cookie inventory to girls</li> <li>Distribute Troop Ship Only Link cookies via Direct Ship Orders Divider</li> <li>Create Main and Troop Reward Order</li> <li>If Cad/Sr/Amb troop selected older girl proceeds option, TCM/TL must make selection in Smart Cookies by updating the Proceeds Plan and place a Main Recognition order for patches in SC.</li> </ul>	<ul style="list-style-type: none"> <li>Make recognition choices in SC</li> <li>Enter apparel size</li> </ul>	<ul style="list-style-type: none"> <li><a href="http://abcsmartcookies.com">abcsmartcookies.com</a> resources tab</li> <li><b>Smart Cookies Reports:</b></li> <li>Troop On Hand Inventory</li> <li>Girl Cookie Order Detail Summary</li> <li>Recognition Order Summary By Troop/Girl</li> </ul>
<p><b>MAY: RECEIVE REWARDS FROM SUPPM</b></p> <p><b>MAY 20: LAST DAY TO REPORT RECOGNITION SHORTAGES AND DAMAGES</b></p>	<ul style="list-style-type: none"> <li>Use the Recognition Order by Troop to confirm items received and Recognition Order By Girl to prepare girl orders. Distribute items timely to girls. Keep a copy of all signed reports</li> <li>Last day to report any damages and shortage to your GSWNY Product Program Manager is 5/31</li> </ul>	<ul style="list-style-type: none"> <li>Print the Recognition Order Summary By Girl to view items earned</li> <li>Pick up items timely from the TCM/TL</li> </ul>	<p><b>Smart Cookies Reports:</b></p> <ul style="list-style-type: none"> <li>Recognition Order Summary By Troop</li> <li>Recognition Order Summary By Girl</li> </ul>