



2022 Cookie Season Troop Training



New cookie for 2022...

Adventurefuls™



AMERICA'S BEST COOKIES

Caramel deLites



Lemonades



ONLY AT ABC!

Adventurefuls



I'M NEW!

Thin Mints



Shortbread



Caramel Chocolate Chip



ONLY AT ABC!

Toast-yay!



ONLY AT ABC!

Peanut Butter Sandwich



Peanut Butter Patties



2022 season packaging updates

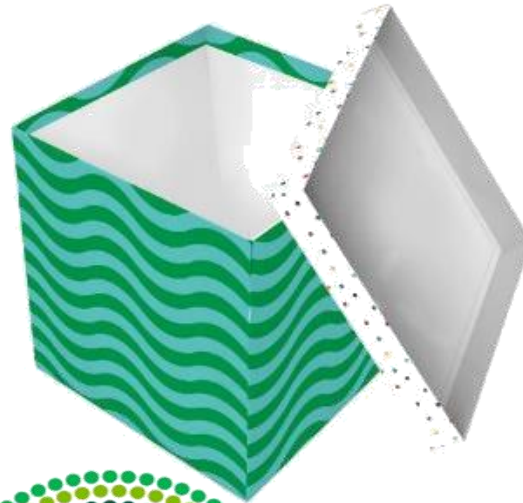
- Key changes:

1. We are now using mass balance palm oil in all of the cookies; the RSPO logo has been updated to reflect MIXED in lieu of CREDITS
2. Reminder that all nutritional and ingredient information can be found on www.abcbakers.com and www.abcsmartcookies.com and an updated allergen flyer is provided each season for quick reference



The direct ship gift box is back!!



- Gift Box holds 6 packages
- Shipping charges for 2022
 - \$12.50 for 1 to 12 packages
 - GSWNY will continue to offer subsidized shipping





CLIMB
WITH
COURAGE

2022
Theme

All theme-related artwork is available in our Flickr gallery with access through Smart Cookies (far right corner of   webpage) or by visiting gswny.org





2021 Cookie Program

- 1.2 million pkgs sold
- 180,000+ Direct Ship pkgs
- 17,652 Share pkgs
- PGA 202
- PGA +17% over PY





2022
Cookie Program
December 4-April 3



2022 Important dates

December 2021

- Smart Cookie registration emails go out to girls and leaders
- Online Cookie Program Opens: Dec. 4, 2021

January/February 2022

- **Initial Order Taking: In-person with order card and online.** Jan. 8 – Feb. 6
- Promote Girl Delivery Link via social media for online / direct ship orders
- Council secured Booth Lottery opens Jan. 15th.

February 2022

- Booth Lottery winners selected Feb. 5th. Winners notified via email.
 - FCFS one additional booth Feb. 6th
 - Unlimited Feb. 7th
- Initial Product/Reward Order and delivery time Due: Feb 7
- **Keep Goaling Orders:** Feb. 7 – April 3

March/April 2022

- **Delivery:** March 2 – 5
- **Direct Sales:** March 6 – April 3
- **Planned Orders Due:** March 13, 20, 27
- **Initial Payment Due:** March 21
- **Final Rewards Due:** April 5
- **Final Payment Due:** April 6

5 Skills...The Girl Scout Cookie Program is more than selling cookies...



Goal Setting

Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.



Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



People Skills

Girls learn how to talk (and listen!) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.



Business Ethics

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

[Click here to learn more!](#)

Confidential: For internal use only / Confidenciel : Réservé à l'usage interne

Family Entrepreneur Pin

Cookie season is more fun with family.



COOKIE ENTREPRENEUR Family

Bring the whole family together for tons of fun and learning with our brand NEW Girl Scout Cookie Program pin collection!

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

Learn more at: girlscouts.org/entrepreneurfamily



GIRL SCOUT COOKIE PROGRAM PIN COLLECTION

New Entrepreneurship Badges



Ways to engage girls

- Buy 5+
- Keep Goaling
- Goal Chart
- Badge in a Box



Key Points



- Important Dates:
 - Online begins December 4th
 - In person begins January 8th
 - Initial order due February 6th
 - Delivery March 2nd- March 5th
 - Direct Sales March 6th – April 3rd
- Tools to engage and help girls reach their goals





Cookie Program Participation



Participation Channels



- Taking Pre Orders
 - In-Person
 - Door to Door
- Pre-paid Girl Delivery Orders
 - E-cards
 - Social Link
 - QR code
- Direct Ship Sales
 - Troop Ship Only Link
 - Girl Direct Ship Link
- Girl Delivery Orders
- Troop Ship Only Link
 - Cookie Finder
 - Link
- Girl Direct Ship Link
 - Social Media
 - E Card
- Traditional Booth Sales
 - In Person Sales
- Troop Cookie Link
 - Pre-paid pick up Orders
 - Walk-up Touchless Orders



Promising Practice: Keep Goaling, girls continue to take orders using the extra order card in the family guide, e-card and girl delivery link to reach their goals.

Smart Cookies data reporting will keep your sale on track!

Girl-Led

Girl Scouts take the lead in their budget, plans and marketing techniques

Cooperative Learning

Girl Scouts work together to set their goals, decide how to use their troop funds as a team and overcome hurdles along the way

Learning-by-doing

Girl Scouts get to iterate on their cookie business each year gaining real life, hands on experiences that translate to their future careers

girl scouts

Ways to Participate in the Girl Scout Cookie Program

Get ready for your Girl Scout to make (cookie) boss moves this year! No matter how she takes part in the Girl Scout Cookie Program, she'll grow her people skills, learn to set goals, make smart decisions, and so much more. Talk with her about which options she's excited to explore this year!



Phone or Text Friends and Family

Is this your Girl Scout's first time running her own cookie business? Texting or phoning friends and family is a great way to help her feel comfortable connecting with cookie customers. And if your seasoned cookie boss's free time is limited—hello, school, sports, and extracurriculars!—this option has maximum flexibility.

Digital Cookie

Is your Girl Scout ready to take her digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule an in-person delivery. And she can reach her sales goals no matter what her schedule is like. [Councils may want to add a link to online sales guidance]

Door-to-door

They're the perfect way to hone her sales pitch! With door-to-door sales, Girl Scouts can stay local and sell in their neighborhoods—and use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course)

Cookie Stands

Would your Girl Scout feel more comfortable on her own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where she'll market her cookies to customers in her neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

This option has maximum customer interaction, teamwork, and all the fun! Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

Connecting with Her Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. They could prepare a corporate pitch to sell cookies in bulk to car dealerships, real estate agents, or financial institutions. When these budding entrepreneurs secure a large sale, they get a taste of sweet success!

Participating in the cookie program powers Girl Scouts' adventures throughout the year as they learn key business skills to excel in future careers and in life. By participating in different sales methods, girls gain more skills, including: goal setting, decision making, money management, people skills, and business ethics.

Don't forget: adult supervision is required at all times.



Cookie Share

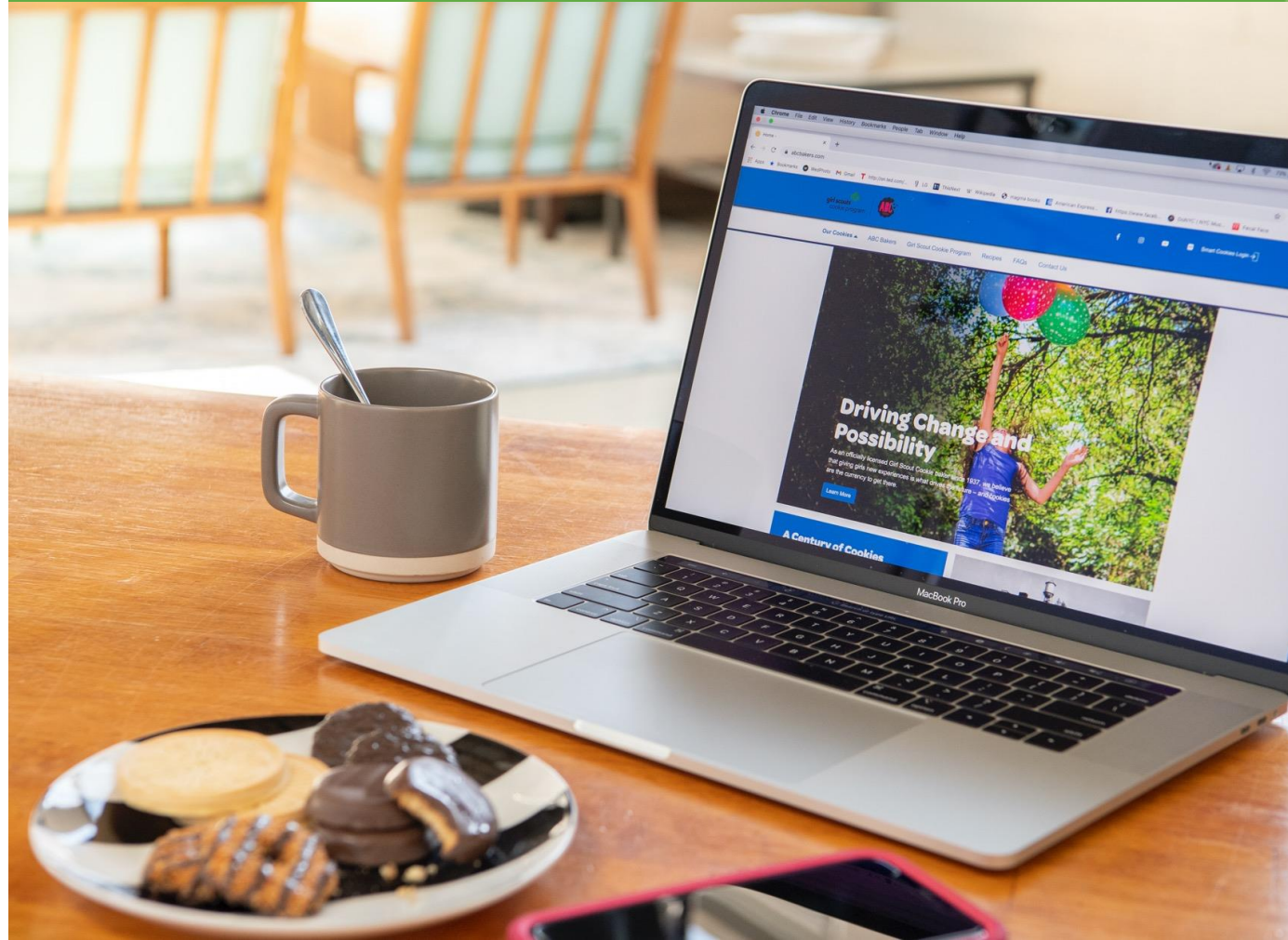
- Gives consumers an option to support Girl Scouts without taking possession of cookies
- Helps girls think creatively in order to give back to their communities
- Helps girls reach goals
- Council handles distribution of virtual Share orders
- Available through online sales
- Share cookies purchased during Keep Goaling and Direct Sales must be donated directly by the troop to an organization of their choice.
- Share patch available at GSWNY shops



Smart Cookies



Smart+ Cookies™
POWERED BY ABC BAKERS

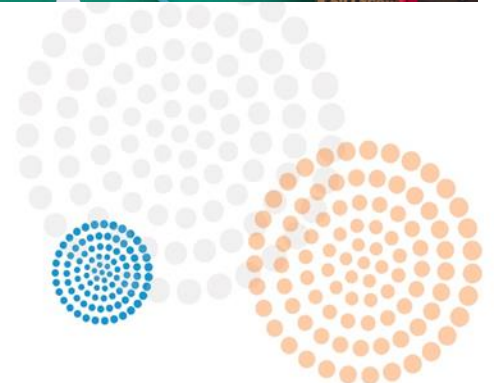


Smart Cookies for Volunteers



- The Smart Cookies platform makes every step of the cookie program fast, easy & fun!
- Volunteers will receive an email to create a profile to:
 - Set cookie goals and monitor progress
 - Track girl money
 - Track proceeds
 - View recognitions and achievements
 - View video instructions
- Troops and girls can use their smart phones or tablets to take booth orders and accept credit card payments
- Payments can be taken from the Smart Cookies App as well as the Safari Browser on iPhones
 - Payment can be entered manually or troops can display a QR code for customers to scan to complete orders

abcsmartcookies.com



Troop Cookie Link – What is it?



- Previously called “Virtual Booth Link”
- A customer order channel that offers:
 - **Prepayment** via credit cards
 - **Pickups** at a physical booth location, including touchless opportunities
- Troops must set up their own virtual booth location, dates and times in Smart Cookies using the **Troop Secured Booth** option
- Troops must approve **EACH** virtual booth order in Smart Cookies, approval emails are not sent to troops
- Troop uses the Virtual Smart Booth Divider to credit girls for packages sold

Troop Cookie Manager of Troop - 50333 in Central Maryland

Dashboard My Troop Orders Booth Rewards Finance Reports Cookies Safety and Training Resources Help

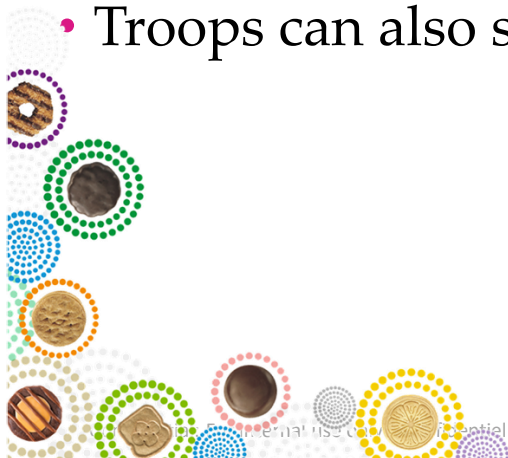
View Booth Credit Card Payments

12 Booth Payments

Transaction #	Type	Customer Email	Packages #	Amount	Location	Reservation Date	Status	Created By	Action
1	Pick Up	neshafers@gmail.com	3	\$15.00	Hamptons - Virtual pickup test	Nov 28, 2020 @ 09:00 to 11:00AM	Pending	Cindy Schator	
2	Pick Up	neshafers@gmail.com	1	\$5.00	Hamptons - Virtual pickup test	Nov 28, 2020 @ 05:00 to 05:00PM	Cancelled	cs	

Troop Ship Only – What is it?

- Previously called “Troop Direct Ship Link”
- A customer order channel that offers:
 - **Prepayment** via credit card
 - **Direct Ship** to customers, including subsidized shipping costs
 - **Gifting Options** including the Gift Box option with a custom card
 - **Automatic credit** to troop of all packages sold
- Troops share the link via social media, text or email
- Troop must distribute orders to girls. Distribution must happen prior to Main reward order due date
- Troops can also share their unique QR code with customers



Troop Responsibilities for the Troop Ship Only Link

Before the end of the sale, the troop volunteer should navigate to Orders > Troop Direct Ship Orders.



A screenshot of the 'Troop Cookie Manager' web application. The page title is 'Mimicking Troop Cookie Manager of Troop - 93333 in Central Maryland'. The navigation bar includes 'Dashboard', 'My Troop', 'Orders', 'Booth', 'Rewards', 'Finances', 'Reports', 'Cookies', 'Safety and Training', and 'Resources'. The 'Orders' menu is open, showing options: 'Manage Orders', 'Troop Initial Order', 'Transfer Order', 'Planned Order', 'Damage Order', 'Virtual Cookie Share', and 'Troop Direct Ship Orders'. The 'Troop Direct Ship Orders' option is highlighted. Below the navigation bar, the text 'Troop Direct Ship Orders' is visible on the right, and '11 Results' is shown on the left. A search bar is located at the bottom right.

Any orders that have not been distributed will show under Status as Pending Distribution in red. Scroll to bottom of the screen to the Distribute Cookies button and follow prompts to distribute to girls

A screenshot of the 'Troop Direct Ship Orders' table. The table has 3 results. The columns are DATE, ORDER #, Customer Name, Customer Address, Status, and CSha. The Status column for all three rows is 'Pending distribution', which is circled in red. The table also includes a date range filter (From To) and an 'Apply' button.

DATE	ORDER #	Customer Name	Customer Address	Status	CSha
12/6/2020	1867	chippy elf	[REDACTED] Jersey, United States, 08836	Pending distribution	1
12/6/2020	1866	chippy elf	[REDACTED] New Jersey, United States, 08836	Pending distribution	0
12/6/2020	1865	chippy elf	[REDACTED] United States, 08836	Pending distribution	0

Troop Direct Ship Distribution

Once the Distribute Cookies button is clicked a window will open and a grid will display Total Packages sold by variety, the girls in the troop and any cookies previously distributed.

Troop Direct Ship
Troop Direct Ship Orders Divider

Troop Direct Ship Orders Summary (Packages)

Total Left to Distribute

6

You MUST distribute all the packages sold to the girls in your troop.

Total Distributed

82

Total Sold

88

\$458.00

CShare	TY	SMR	LEM	SB	TM	PBP	CD	PBS	GFC
1	4	13	11	7	18	14	1	1	18

2 Girls Clear All

GIRL NAME	CShare	TY	SMR	LEM	SB	TM	PBP	CD	PBS	GFC	PACKAGES SOLD
Cindy Regression	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="6"/>	<input type="text" value="5"/>	<input type="text" value="3"/>	<input type="text" value="9"/>	<input type="text" value="7"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="9"/>	41
Regression Girl	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="6"/>	<input type="text" value="5"/>	<input type="text" value="3"/>	<input type="text" value="9"/>	<input type="text" value="7"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="9"/>	41
Packages left to Distribute	1	0	1	1	1	0	0	1	1	0	6
Troop Total	0	4	12	10	6	18	14	0	0	18	82

Edit Girls
Save

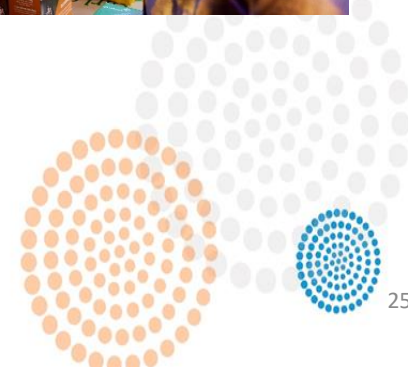


Promising Practice: Wait until the end of the sale and distribute all the troop ship only orders at one time to insure all girls are credited equally. The orders will show on the girl order report as an order from the troop volunteer.

Smart Cookies for Girls



- Our Smart Cookies site is a business center so girls can be their own cookie boss!
- Girls will receive an email to create their profile and can:
 - Set cookie goals and monitor their progress
- Girls can use their smart phones or tablets to take
 - Direct Ship orders
 - Door to Door orders
- Track customer orders
- View their recognitions earned and personal achievements
- Upload and share video ask
- Access their own unique social media URL and QR codes



Girl Delivery Link- What is it?

- Previously referred to as “My Smart Cookies Social Media Link”
- A single link or QR code that can be shared via social media, text or email.
- Girls/ Caregivers must **Opt In** to Girl Delivery on the Smart Cookies registration page. Customers prepay with credit card and girls deliver cookies once they arrive.
- Packages sold are automatically credited to girls
- Parents/ Caregivers:
 - Must **approve/cancel all orders** within 5 days of the order being placed
 - Orders **must** be approved through email, NOT through Smart Cookies
 - Provide weekly reporting to Troop Leader/ TCM to ensure demand and proper package count to fulfill customer orders
 - Update Girl Delivery orders through the Manage My Orders tab

How can troop volunteers ensure all girl delivery orders are filled?



- Navigate to Dashboard > Girl Financial Responsibility
 - A girl with a negative Balance may have e-card or Girl Delivery link cookie orders that she has not received inventory to fulfill.

Sold By Channel

Sold By Cookies

Girl Financial Responsibility

Cases
 Packages
 Cases/Packages

First Name	Last Name	Initial Order		Net Transfer		C. Share ▼	Total Owed ▼	Amount Collected ▼	Balance Due ▼
		#	\$ ▼	#	\$ ▼				
Samantha	Ontiveros	0	\$0.00	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Arisha	Merchant	0	\$0.00	281	\$1,405.00	\$0.00	\$1,405.00	\$1,405.00	\$0.00
Ava	Boyer	0	\$0.00	702	\$3,588.00	\$0.00	\$3,588.00	\$2,350.00	\$1,238.00
Lillian	Cykowski	0	\$0.00	200	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00
Aashi	Agrawal	0	\$0.00	241	\$1,205.00	\$0.00	\$1,205.00	\$1,265.00	-\$60.00
Madeline	Mushinski	0	\$0.00	0	\$0.00	\$0.00	\$0.00	\$1,265.00	-\$1,265.00
EMILY	ARTIST	0	\$0.00	108	\$552.00	\$0.00	\$552.00	\$0.00	\$552.00

- Click on the Tab Sold By Channel and verify that she has received enough inventory to fill girl delivery orders from her initial orders or transfers.
 - Mimic the girl and run the girl order report – sort for girl delivery only. If the net transfer is less than the amount ordered for girl delivery the girl needs more cookies to fill orders

Sold By Channel

Sold By Cook

Cases
 Packages
 Cases/Packages

First Name	Last Name	Goal				
			Total #	Total \$ ▼	Initial Order	Net Transfer
Samantha	Ontiveros	0	0	\$0.00	0	0
Arisha	Merchant	0	281	\$1,405.00	0	281
Ava	Boyer	0	702	\$3,588.00	0	702

ORDER REPORT

Service Unit: Bakersfield | Troop: 99172 | Ava Boyer | Date Printed: September 24, 2021

COOKIE TYPES		CShare: Cookie Share ADV: Adventurefuls TY: Toast-Yay LEM: Lemonades SB: Shortbread TM: Thin Mints PBP: Peanut Butter Patties CD: Caramel deLites PBS: Peanut Butter Sandwich GFC: Caramel Chocolate Chip													
ORDER ID TYPE	FULL NAME	PAID STATUS PAY METHOD CC TRANS #	CONTACT INFO	CShare	ADV	TY	LEM	SB	TM	PBP	CD	PBS	GFC	TOTAL	
700 Girl Delivery	Anne Lauzier	Yes Delivered Cash	21609 Belgian Court Mount Dora, FL 32757 Anne.Lauzier@westonfoods.com (805) 804-7185	0	50	25	65	25	45	85	98	77	0	470 \$2,350.00	
701 Girl Delivery	Anne Lauzier	No Ordered	21609 Belgian Court Mount Dora, FL 32757 alauzier21@msn.com (805) 804-7185	0	40	48	48	48	48	48	48	48	0	376 \$1,880.00	
TOTAL				0 \$0	90 \$0	73 \$0	113 \$0	73 \$0	93 \$0	133 \$0	146 \$0	125 \$0	0 \$0	846 \$4,230.00	

Girl – Manage Orders: Order pending parent approval

Manage Girl Orders

TOTAL PACKAGES ORDERED
Packages: 10
Total Value: \$40
[Show Orders](#)

TOTAL DIRECT SHIP ORDERED
Packages: 0
Total Value: \$0
[Show Orders](#)

TOTAL GIRL DELIVERY ORDERED
Packages: 10
Total Value: \$40
[Show Orders](#)

ACTION NEEDED
3 ORDERS NEED ACTION
Packages Not Delivered: 7
Not Paid: \$16
[Show Orders](#)

6 Girl Orders

[Print Report](#) [New Direct Ship](#) [New Girl Delivery](#)

Customer	Order Date	Source	Type	Status	Amount	Paid	Payment Method	Actions
Cindy Schafer	August 10, 2020	Social	Girl Delivery	Refunded	\$8.00	No	Credit Card	⋮
Cindy Schafer	August 10, 2020	Social	Girl Delivery	Delivered	\$12.00	Yes	Credit Card	✎ ⋮
Cindy Schafer	August 10, 2020	Social	Girl Delivery	Cancelled	\$12.00	No	Credit Card	⋮
Cindy Schafer	August 10, 2020	e-card	Girl Delivery	Ordered	\$4.00	No	-	✎ ⋮
Cindy Schafer	August 10, 2020	e-card	Girl Delivery	Ordered	\$12.00	Yes	Credit Card	✎ ⋮
Cindy Schafer	August 11, 2020	Social	Girl Delivery	Pending Approval	\$12.00	Pending	Credit Card	✎ ⋮

Click three dots to resend Parent/caregiver approval email



Parent Approval Email

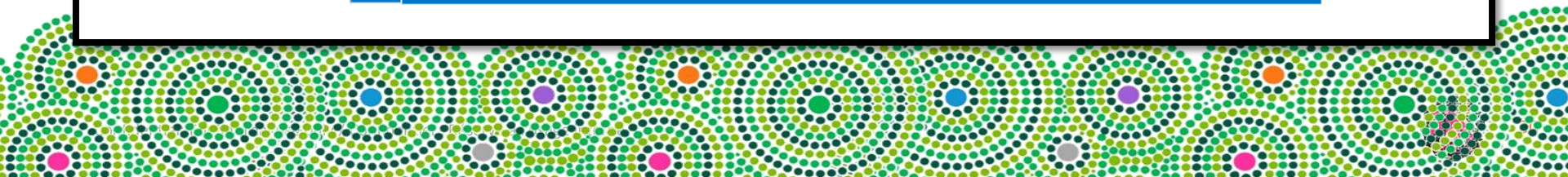
Dear Mom GirlSchafer,

Your daughter has received an order request for girl delivery. Please review the order details and determine if she can make the delivery. Click the map to view the delivery location. If she can deliver the cookies, please click the Approve Order button. This will complete the order process including the processing of the customer's credit card payment. The customer will receive an email confirmation that their order will be delivered. If your daughter is unable to make the delivery, please click the Cancel Order button. The customer will be notified by email that the order cannot be delivered. Their credit card will not be charged unless they have selected the option to convert the order to a Cookie Share donation.

If you approve this order, please click the link below to approve.

<https://uatapp.abcsmartcookies.com/#/social-link-approval/2a5ad353-6217-48ce-87ad-0603679d4518>

For any questions, please contact your troop leader.



Parent approval email



Additional Training
to come!

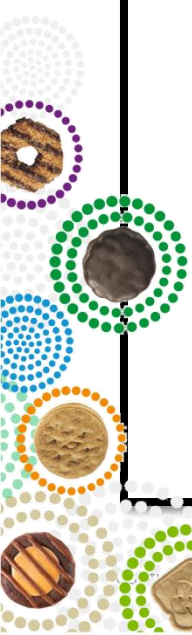
Dear Mom GirlSchafer,

Your daughter has received an order request for girl delivery. Please review the order details and determine if she can make the delivery. Click the map to view the delivery location. If she can deliver the cookies, please click the Approve Order button. This will complete the order process including the processing of the customer's credit card payment. The customer will receive an email confirmation that their order will be delivered. If your daughter is unable to make the delivery, please click the Cancel Order button. The customer will be notified by email that the order cannot be delivered. Their credit card will not be charged unless they have selected the option to convert the order to a Cookie Share donation.

If you approve this order, please click the link below to approve.




<https://uatapp.abcsmartcookies.com/#/social-link-approval/2a5ad353-6217-48ce-87ad-0603679d4518>

For any questions, please contact your troop leader.



Review order – Approve or Cancel

Cookie Packages

 Shortbread	1	
 Lemonades	1	
 S'mores	1	
Total	\$12.00	3

Order Details

Order Number:
550223

Source:
Social

Status:
Pending Approval

Paid:
Pending

Date Ordered:
Aug 11, 2020

Type:
Girl Delivery

Payment Method:
Credit Card

Selected for Donation if Undeliverable? :
No

Cancel

Approve



Customer email for approved delivery

Dear Cindy,

Great news! Your Girl Scout cookie order has been approved for delivery to the address entered when the order was placed. **Your credit card has been charged for the order** and your cookies will be delivered as soon as they arrive from the bakery. Thank you for supporting Girl Scouts!

Order Details

Order Number: 550209 Order Date: 8/10/2020 5:27:35 PM

Customer Details

First Name: Cindy
Last Name: Schafer
Email Address: ncschafers@gmail.com
Delivery Address: 10000 Greenpond Lane , Huntersville, NC 28078
Phone: 704-892-0881

Order Summary

S'mores	\$4.00	1
Lemonades	\$4.00	1
Total	\$8.00	2

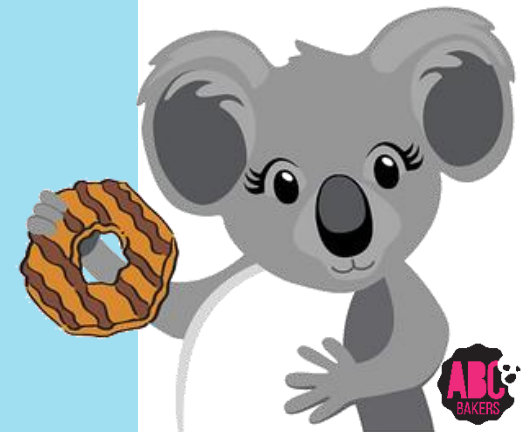
[Order More Cookies](#)



Promising Practice:
Families who offer Girl
Delivery should notify
Customers cookies arrive
in March

Key Points

- Troops and girls can use their smart phones or tablets to take booth orders and accept credit card payments
- Virtual Booths is now **Troop Cookie Link**
- Troop Direct Ship Link is now **Troop Ship Only**
- My Smart cookies Social Media Link is now **Girl Delivery Link**
- Parents must approve Girl Delivery social media orders, within five days, by clicking the link in the order notification email.
- Girl Delivered cookies arrive in March



Direct Sales

March 6 – April 3



What's a Direct Sale?



Traditional Booth



Drive Thru



Walkabout



Lemonade/Cookie Stand



Booth Sales & Safety



- Two registered adults must be present at all times
- Cookies cannot be sold without girls present
- Practice 3ft social distancing by girls
- Face masks must be worn properly by girls and adults at all times
- Use hand sanitizer and sanitizing wipes between customers
- Cookies cannot be placed in stores for resale

Please review our [COVID Guidelines](#) for up to date information

Direct Sales and Smart Cookies

Troop Responsibilities:

Troop Cookie Link (Virtual Booth)

- Booth sale orders from the Troop Cookie Link must be approved by the troop volunteer
- Troop Volunteer allocates cookies sold from troop cookie link to participating girls via Booth Divider.

In-Person Direct Sales

- Troop volunteer secures inventory from a cupboard as needed for booths, drive thrus, WalkAbout and girl delivery orders.
- Troop Volunteer should use Booth Divider or do a Troop to Girl Transfer to allocate cookies to girls.

Approve all orders
from Troop Cookie
Link

```
graph TD; A[Approve all orders from Troop Cookie Link] --> B[Secure Inventory Needed]; B --> C[Allocate Cookies Sold at Booth Sales to Girls via Booth Divider];
```

Secure Inventory
Needed

Allocate Cookies Sold at
Booth Sales to Girls via
Booth Divider

Community Partners and Booth Lottery Dates

GSUSA has secured partnerships with Walmart and GNC

GSWNY will continue to add booth locations in Smart Cookies, troops should check often to see what is available

Important reminder: Troops who reserve a booth spot and are unable to attend must cancel the reservation in Smart Cookies

Booth Lottery Dates:

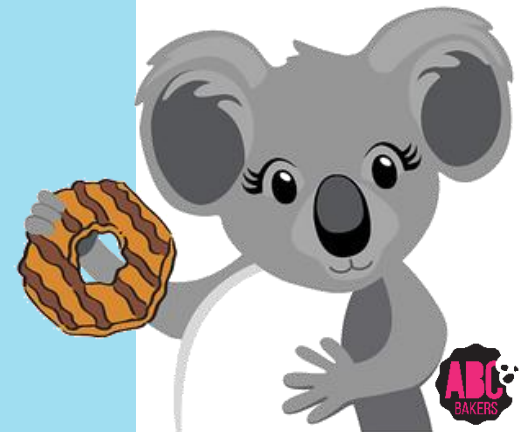
- Opens Jan. 15th
- Lottery runs Feb. 5th
- FCFS for 1 additional booth per troop Feb. 6th
- Unlimited FCFS – Feb 7th



Promising Practice: Making the ask is a great skill builder for girls. Troops should secure their own booth locations beyond those secured by GSWNY.

Key Points

- Direct Sales are more than traditional cookie booths. Be creative!
- Two registered adults and girls must be present and booth safety and etiquette guidelines followed
- Booth Lottery Dates:
 - Opens Jan. 15th
 - Lottery runs Feb. 5th
 - FCFS for 1 additional booth per troop Feb. 6th
 - Unlimited FCFS – Feb 7th
- Remember to release booths in Smart Cookies if your troop is unable to attend.



Girl Recognitions
&
Troop Proceeds

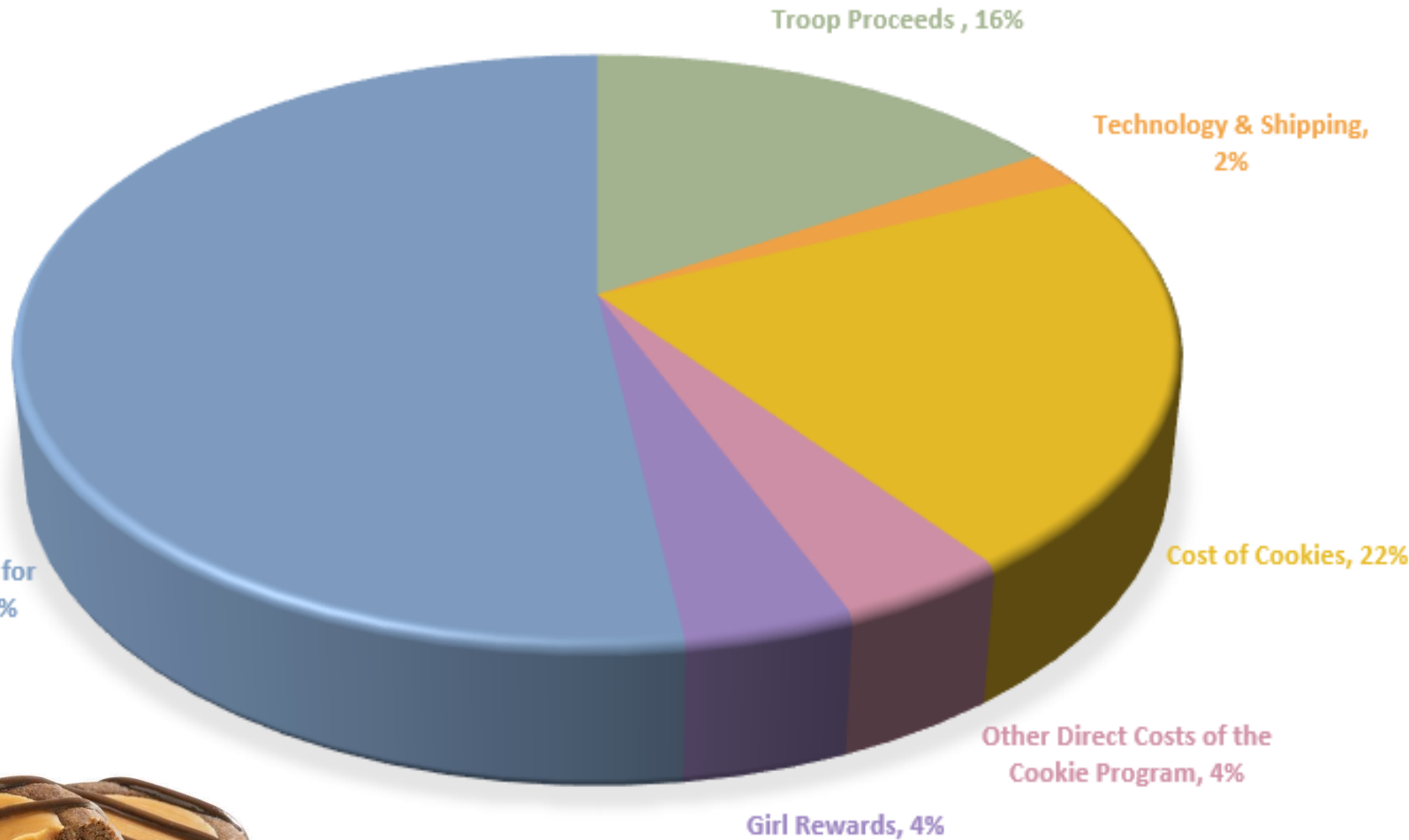


Cookie pricing and proceed plan

- \$5 per package for all varieties
- Base Troop Proceeds \$.75 per package
- Cadette, Senior and Ambassador Troops can waive rewards to receive additional \$.10 per package
- Bonus proceeds of \$.05 per package when troops reach a PGA of 350 by April 3



HOW THE COOKIE CRUMBLES



Support Programs for
Girls in WNY , 52%

Troop Proceeds , 16%

Technology & Shipping,
2%

Cost of Cookies, 22%

Other Direct Costs of the
Cookie Program, 4%

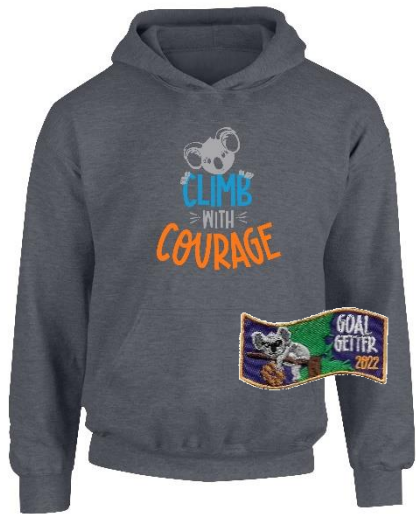
Girl Rewards, 4%



Early Rewards by February 6th

Girl Rewards

Earn all five items!



180 packages by Feb. 6, earns a hoodie & Goal Getter Patch!



190 packages by Feb. 6, earns a color changing Mood Cup!



210 packages by Feb. 6, earns a Limited Edition GS 110th Anniversary Patch!

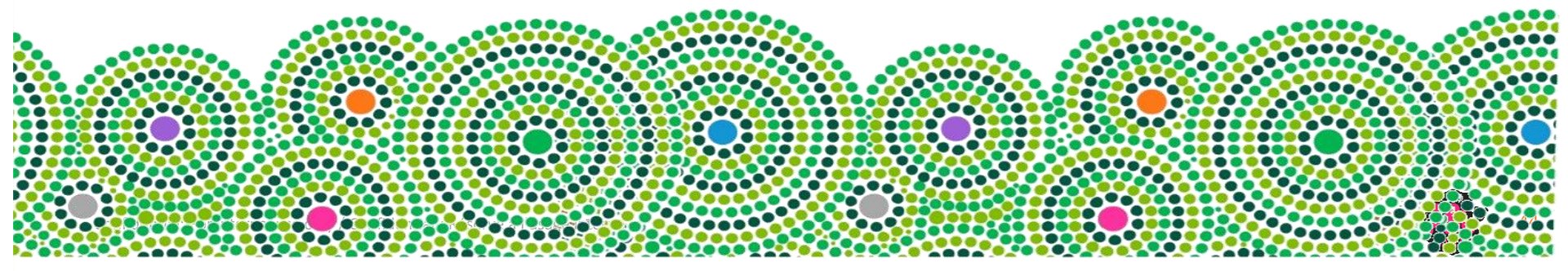


300 packages by Feb. 6, earns a Koala Clip

Troop Reward



Average 190 packages by Feb. 6



girl scouts of western new york **2022 Cookie Program Recognitions** Let your leader know the items you want to earn! Log on to Smart Cookies and choose your goal level and rewards! Rewards are cumulative!

36 to 350 packages

- Sell 36+ packages online Cookie Techie Patch**
- Sell 36+ packages 2022 Theme Patch**
- Sell 75+ packages** Select One: Drawing bag OR Color Ink Pen
- Sell 130+ packages** Select One: Small Koala Plush OR 2022 Theme T-Shirt OR \$10 GSNWY Program Reward Card*
- Sell 225+ packages** Select One: Large Koala Plush and Duffel Bag OR \$20 GSNWY Program Reward Card*
- Sell 350+ packages** Select One: Kozy Sleep Set OR Koala Adventure Pack

500 to 1500 packages: Build Your Own Adventure

- Sell 500+ packages** Select One: 3D Puzzle Set (\$50 Amazon Gift Card will be provided for choice of 3D puzzle set) OR Build-a-Bear \$50 Gift Card OR \$50 GSNWY Program Reward Card*
- Sell 750+ packages** Select One: LEGO Set OR Instax Camera (\$100 Amazon Gift Card will be provided for choice of Lego Set or Insta Camera) OR \$100 GSNWY Program Reward Card*
- Sell 1000+ packages** Select One: Amazon Kindle Set (\$175 amazon gift card will be provided for choice of Amazon Kindle and eBook) OR 1 week of GSNWY Summer Camp (value \$380) OR \$175 GSNWY Program Reward Card*
- Sell 1500+ packages** Select One: Amazon Music Producer Set (\$250 Amazon Gift Card will be provided for Bose headphones) OR \$250 GSNWY Program Reward Card*

2000 to 3500 packages: Create Your Own Adventure

- Sell 2000+ packages** Select One: Oculus - Quest 2 Advanced All-In-One Virtual Reality Headset (\$400 Best Buy Gift Card will be provided for Oculus-Quest 2) OR Dinner & Theatre night with the GSNWY CEO (show and location TBD)
- Sell 2500+ packages** Select One: Laptop Computer (Minimum specs: 15.6" screen, 8GB RAM, 256GB Hard Drive) OR Backyard Game Set (\$500 Amazon Gift Card will be provided for choice of Backyard Games.)
- Sell 3500+ packages** Girl Scout Travel Package (\$1000 GSNWY Credit for Council Sponsored Trip / Program)

Name: _____

Circle your hoodie size:
 Youth: M L
 Adult: S M L XL
 See back for hoodie details. Size chart.

My goal _____

Top 100 Entrepreneurs



Earn all five!

Girl Initial Recognition Rewards

Sell 180 packages
 by Feb. 6, 2022, to earn the hoodie & Goal Getter patch!

Sell 190 packages
 Sell 190 packages by Feb. 6, 2022, to earn the color-changing mood koala cup!

Sell 210 packages
 Sell 210 packages by Feb. 6, 2022, to earn the Limited Edition Girl Scout 110th Birthday Patch!

Sell 300 packages
 Sell 300 packages by Feb. 6, 2022, to earn the Koala Clip-On Keyring! Earn the large koala plush (225+ level) and put this little baby in her pouch!

Troop Leaders!
 Troops that average 190 packages per participating girl by Feb. 6, 2022, will earn two 2022 Cookie Program Themed hoodies with the GSNWY logo on the sleeve

Troop Experience Reward

Troops with per girl average of 300+ packages by April 3, 2022, will receive admission for all participating girls and two adults to one of the following:

- Splash Lagoon** (Valid May 1 - November 28)
- Riverworks** (Valid year round)
- The Strong National Museum of Play** (Valid through May 15, 2023)

Activities and/or reservations may be limited. Troops may only choose one of the above locations as their reward.

GSNWY's Cookie CEOs (Chief Entrepreneur Officers)

Top 100 Fall Program Entrepreneurs who are also one of the Top 100 Cookie Program Entrepreneurs will earn an exclusive program crossover patch.

YOUR NAME _____

YOUR NAME _____

YOUR NAME _____

YOUR NAME _____

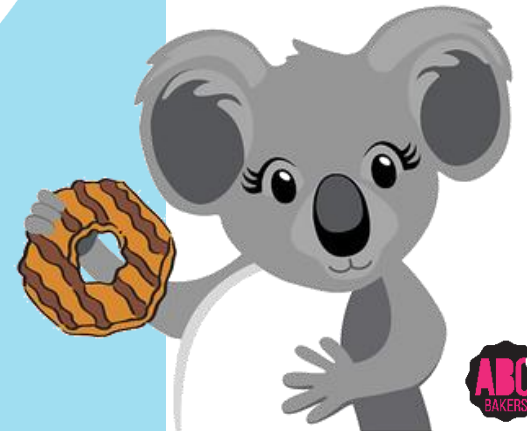
YOUR NAME _____



Key Points



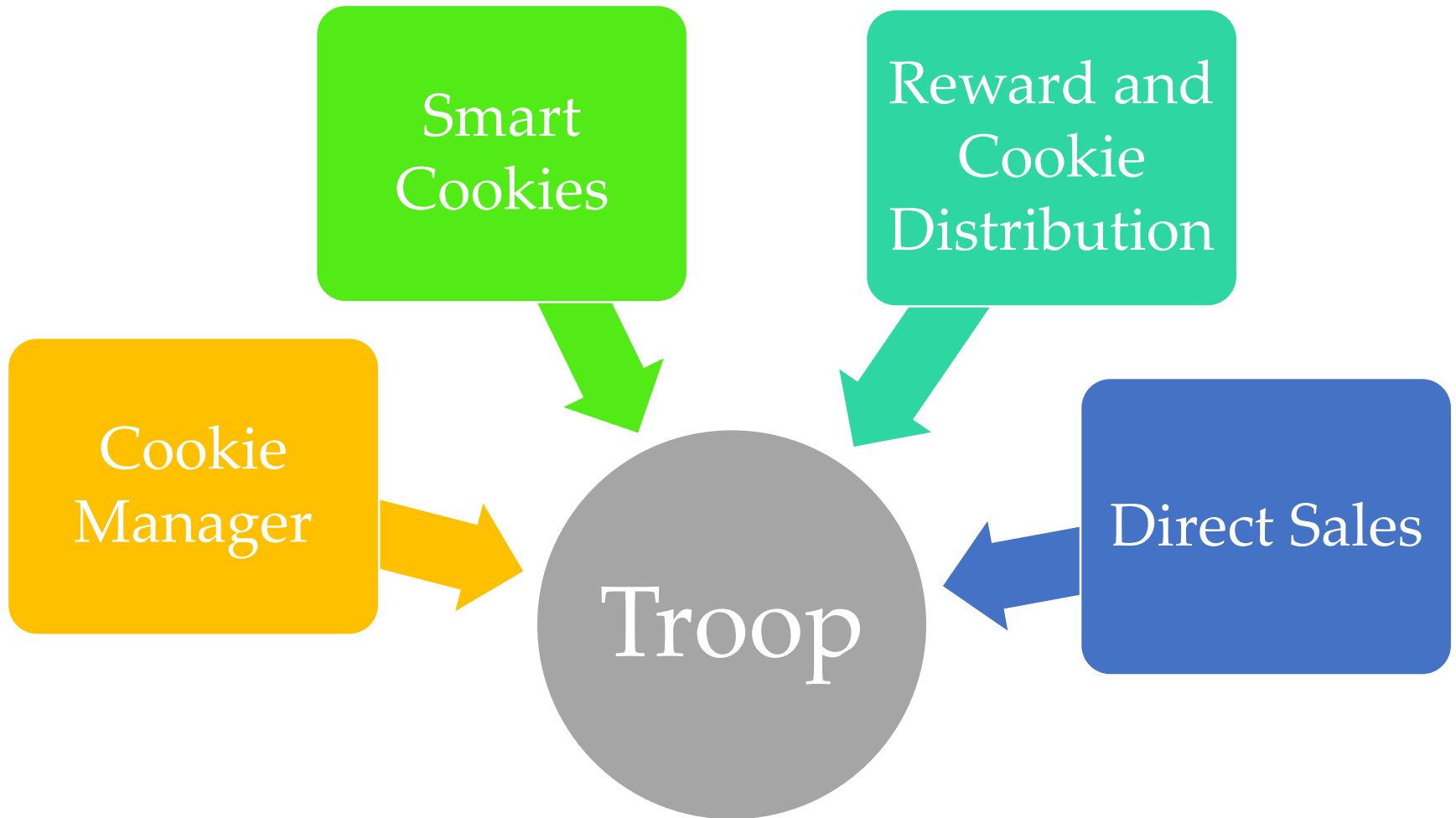
- Troop proceeds \$0.75 per package
- C/S/A can waive recognitions for additional proceeds \$0.10
- Troops with 350 PGA on 4/3 receive \$.05 bonus proceed
- Early Rewards deadline is February 6th
- Troops who have a 300 PGA earn Troop Experience
- All Proceeds remain local



Next Steps



Build your cookie team!



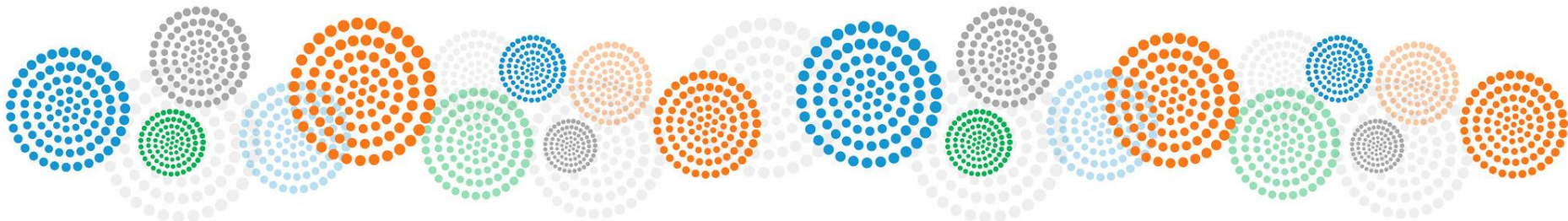
Next Steps...

- Host a family meeting/Troop Cookie Rally
- Send girl permission form link to families and instruct to provide you with a copy
- Distribute materials to girls
 - Order Card
 - Family Flyer
 - Reward Flyer
 - Money envelope
- Make a plan
 - Troop Goals
 - Cookie Badges
 - Booth Sales



Helpful Resources for Troops and Families

- Parent/ Guardian Permission
- Troop Volunteer Agreement
- Older Girl Reward Waiver
- Online Safety Pledge
- Online Activity Check Points
- Visit gswny.org for these and other resources including the latest Covid 19 council updates



24/7 SUPPORT

We have an always-on team of support staff for all of your needs. No matter which phase of the sale you and your team are in, we have experts who are ready to guide you through it all.



1-800-853-3730



ABCtech@westonfoods.com



Who Do I Call With Questions?

- **Your Service Unit Cookie Manager**
- **Cookie Program Questions:**
GSWNY Customer Care, 1-888-837-6410 or CustomerCare@gswny.org
- **Product Questions:** ABC Customer Service, 1-800-221-1002
- **Direct Ship Questions:** abcsmartcookiesdirect@westonfoods.com



Thank you!



“Sometimes the biggest act of courage is a small one”
-Lauren Raffo