



2022 Cookie Program Service Unit Volunteer Training



Meet your Product Program Team



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Product Program Manager
Monroe
Livingston



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





New cookie for 2022...

Adventurefuls™



2022 season packaging updates

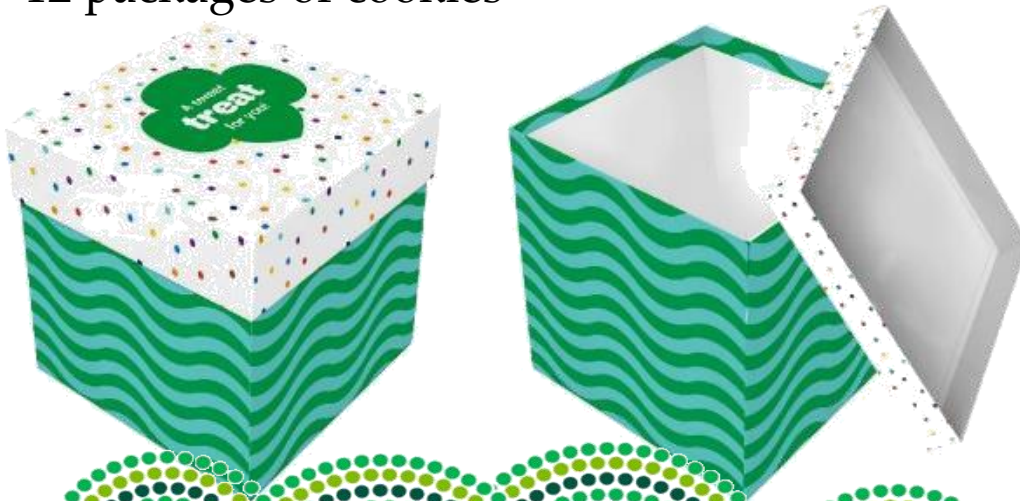
- Key changes:

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 5 packages
 - GSWNY will continue to offer subsidized shipping on 6 – 12 packages of cookies





2022
Theme





CLIMB WITH COURAGE

2022 theme & art gallery

All theme-related artwork is available in our Flickr gallery with access through Smart Cookies (far right corner of webpage) ●● or by clicking the link below:

<https://www.flickr.com/photos/abcbakersvolunteergallery/albums>

- Borders
- Koala
- Corners



BORDERS



Fun graphics to support the new cookie launch!



Be sure to check our flickr gallery for more images, clip art, etc.

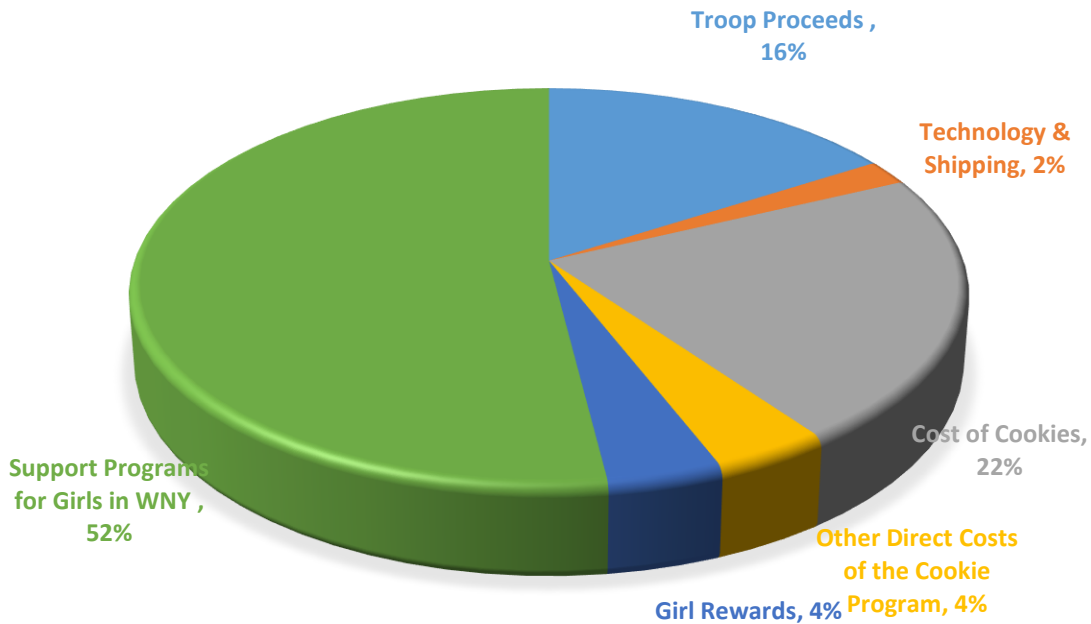


2021 Cookie Program

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



HOW THE COOKIE CRUMBLES



With every box of Girl Scout Cookies purchased, all proceeds stay local to GSWNY and help support amazing experiences and opportunities for our Girl Scouts



2022
Cookie Program
December 4-April 3



Important dates

December 2021

- **Online Cookie Program Opens:** Dec. 4, 2021



January/February 2022

- **Initial Order Taking:** Jan. 8 – Feb. 6
- Promote via social for online / direct ship
- Booth Lottery opens Jan. 15

February 2022

- Booth Lottery runs Feb. 5th
 - 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
- SUPM reviews and confirms troop initial cookie and reward orders Due: Feb 8

March/April 2022

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

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](https://www.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

Buy 5+  **girl scouts**
of western new york

for a chance to win cookies for a year!

Buy 5+ packages of Girl Scout cookies at one time from a Girl Scout.
Scan the QR code or visit <https://bit.ly/3KLLq2> to complete the entry form by April 8th.
Winner will be chosen on April 15th and notified via e-mail.
Cookies will be available for pickup at GSWNY office closest to them.



COOKIE BOSS

Congratulations! You've just turned in your initial order for the 2022 Cookie Program. What are you going to do next??? Do you have BIG cookie goals? Are you ready to **KEEP GOALING!**?


My Goal Getter Goal: _____ packages

3 steps to reach your goals

From February 7th to April 3rd, use this order card to collect additional orders. Did you know the number one reason people do not buy Girl Scout Cookies is because they were never asked??!

Use Smart Cookies to remind your customers about your goals. Update them on how many packages you have sold and how many more you need to sell to get to your goal.

Customers don't always want cookies for themselves but they may be interested in making a donation to support Cookie Share!



CLIMB WITH COURAGE

Troop# _____


Girl Scout Cookie Goal _____

100%

75%

50%

25%

girl scouts 



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



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.

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!

Troops Role with Girl Delivery

What are Troops' Responsibilities?

- Enter the girls initial order (order taking sales)
- Transfer Cookies to Girls to fill Girl Delivery Orders
 - Pre-paid or pay later orders
 - Remember that Cookie Share is considered a “variety” of cookie and those must be ordered if a girl sells cookie share “cookies” to a customer



Promising Practice: Weekly Communication with girls to insure they have enough inventory to fill all orders they are collecting is key to managing the girl order channel.

Girl Takes Order
(tracked in SC)

Girl Reports
Cookie Inventory
Needed

Cookies transferred
to girl

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



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

Sold By Channel		Sold By Cookies				Girl Financial Responsibility			
<input type="radio"/> Cases <input checked="" type="radio"/> Packages <input type="radio"/> 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

Reviewing at a glance..

- 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

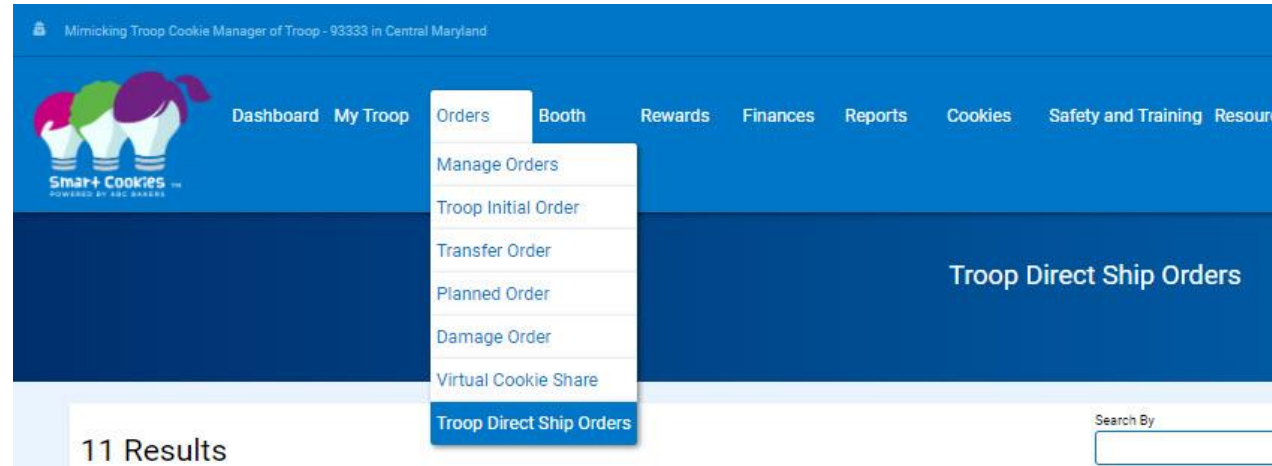
COOKIE TYPES			CShare: Cookie Share ADV: Adventurefuls TY: Toast-Yay LEM: Lemonades SB: Shortbread TM: Thin Mints PBP: Peanut Butter Patties CD: Caramel deLites PBS: Peanut Butter Sandwich GFC: Caramel Chocolate Chip												
ORDER ID TYPE	FULL NAME	PAID STATUS PAY METHOD CC TRANS #	CONTACT INFO	CShare	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	90	73	113	73	93	133	146	125	0	846 \$4,230.00	

Troop Responsibilities - Troop Ship Only Link

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



Any orders that have not been distributed will show in status as Pending Distribution in red. Scroll to bottom of the screen to the distribute cookies button



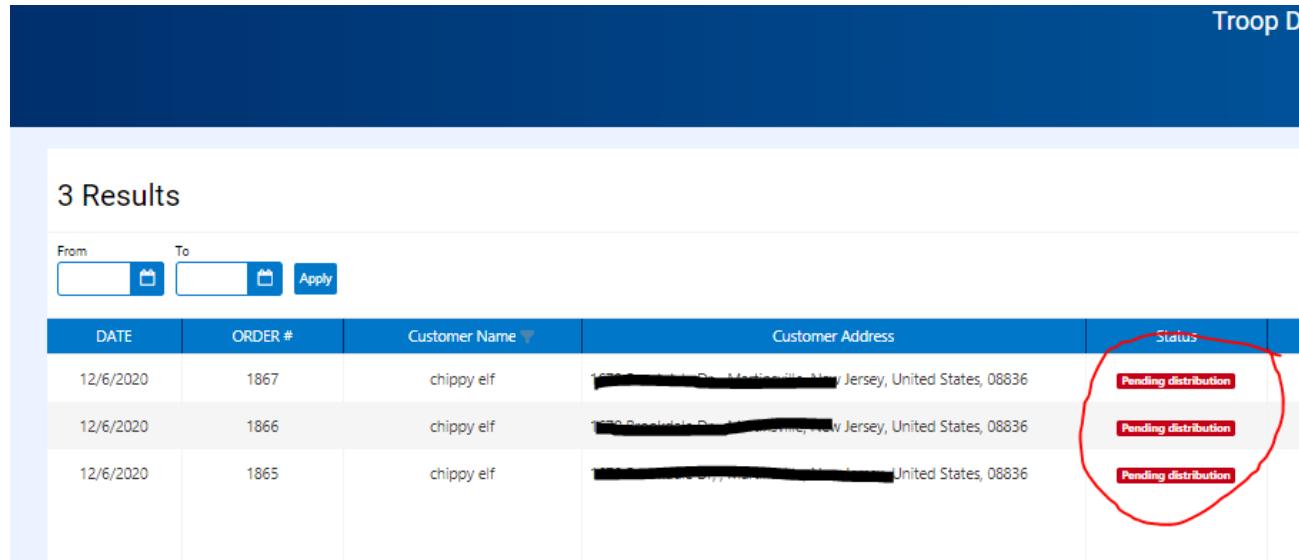
Mirroring Troop Cookie Manager of Troop - 93333 in Central Maryland

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

Smart Cookies™
POWERED BY ABC BAKERS

11 Results

Search By



Troop Direct Ship Orders

3 Results

From To Apply

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

Troop Direct Ship Orders Divider

Total Packages sold by variety will display. If some packages have already been distributed, the amounts will be shown. Distribute all packages. All girls in the troop will be displayed.

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

Rectangular Snip
\$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 program 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.

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 the distribution of virtual Share orders
- Available through online sales
- Share cookies purchased during Keep Goaling and Direct Sales should be donated directly by the troop to an organization of their choice
- Share patch available at GSWNY shops





Cookie Share Sales in Smart Cookies Managed by Troop User

What are Troops' Responsibilities?

- If a girl sells "Cookie Share" to a customer – it is considered a "variety" in the Smart Cookies System and must be accounted for – even if pre-paid.
- For order taking sales– enter on the initial order
- If a girl sells cookie share door-to-door during direct sales she collects the money, reports the sale to the troop volunteer – the volunteer then enters the order using Orders>Virtual Cookie Share.
- If a troop sells Cookie Share at a booth, it is entered in the booth divider and is divided at the time the sales are allocated to girls.

Girls Sell Cookie Share

Girls Report Sales to Troop Volunteer

Orders are Created by Troop Volunteer

Booth Sales in Smart Cookies Managed by Troop User

What are Troops' Responsibilities?

- Booth Sale Orders from Troop Cookie Link must be approved by Troop volunteer
- Troop Volunteer secures Inventory from cupboard as needed to fill orders or supply traditional booth
- Troop Volunteer allocates cookies sold from troop cookie link to participating girls via Booth Divider. (Only option)
- Troop Volunteer should use Booth Divider to allocate cookies to girls for booth sales but can choose to use transfer process.

Approve any
orders from Troop
Cookie Link

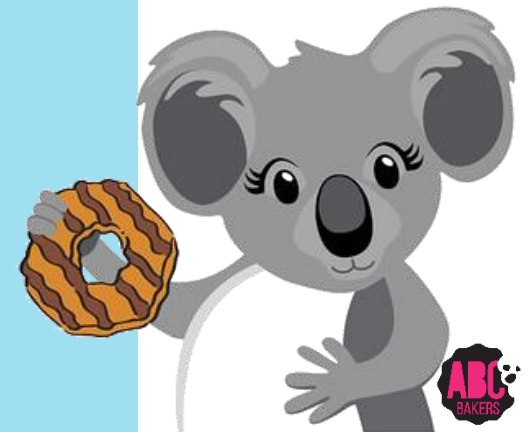
```
graph TD; A[Approve any orders from Troop Cookie Link] --> B[Secure Needed Inventory]; B --> C[Allocate Cookies Sold at Booth Sale to Girls via Booth Divider]
```

Secure Needed
Inventory

Allocate Cookies Sold at
Booth Sale to Girls via
Booth Divider

Key Points

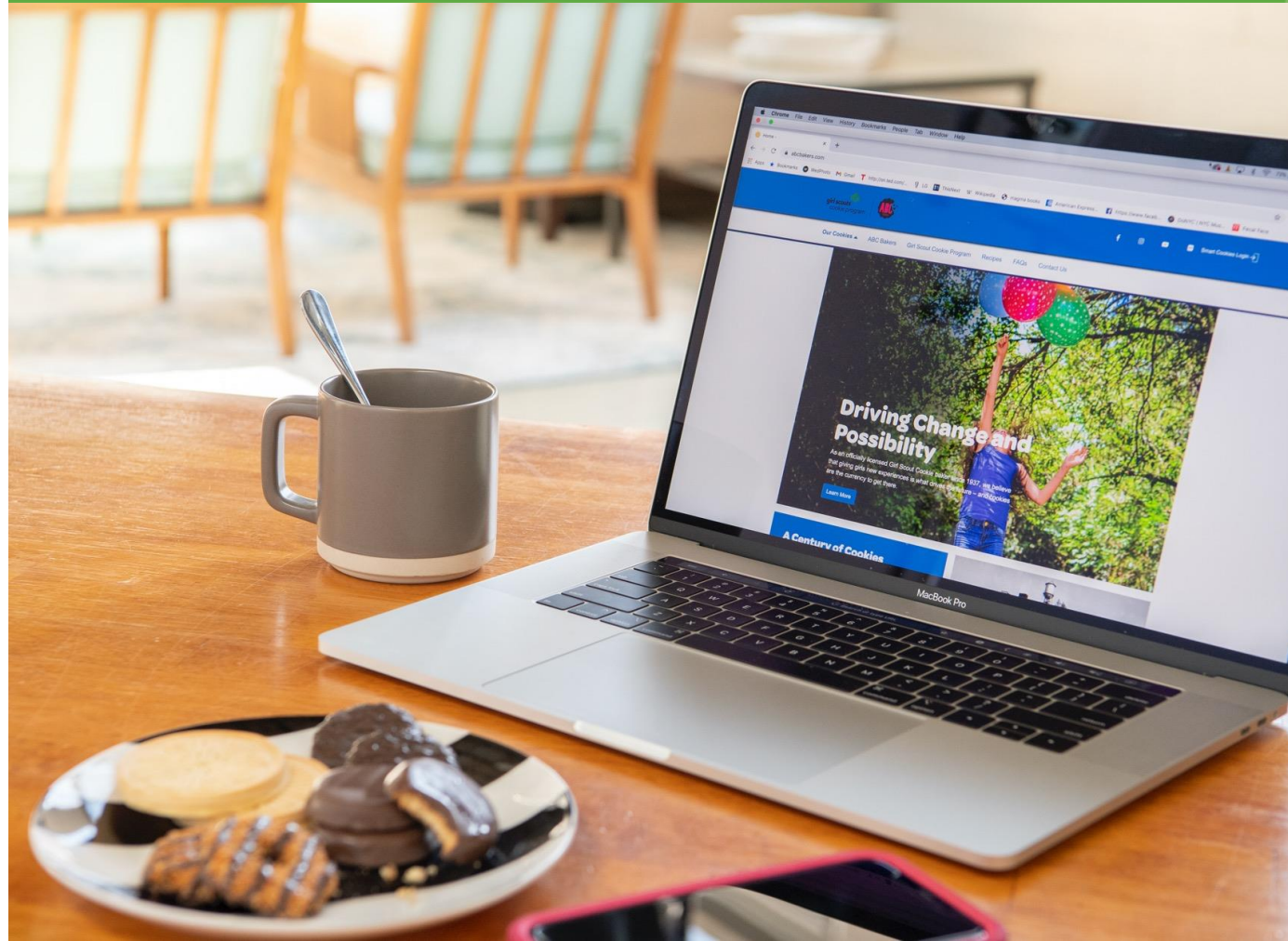
- Multiple ways to participate allows girls to customize their entrepreneurship experience
- Troop leaders can monitor Girl Delivery orders by checking the Troop's Dashboard
- Cookie Share is a great way to give back to your community



Smart Cookies



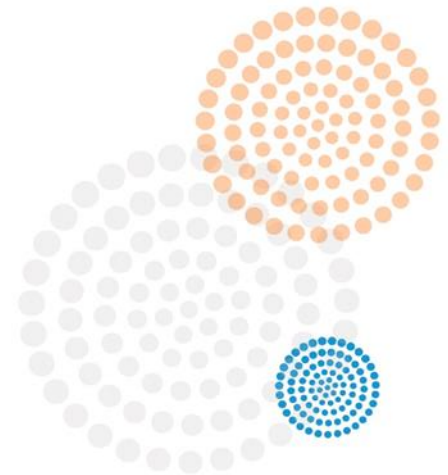
Smart+ Cookies™
POWERED BY ABC BAKERS



Smart Cookies for Volunteers



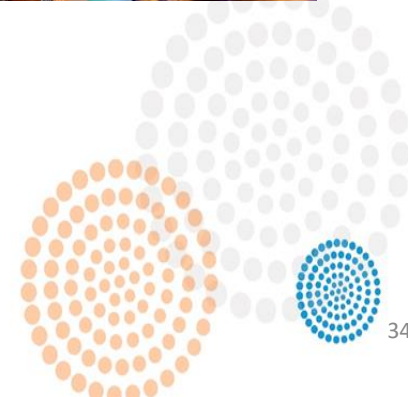
- The Smart Cookies platform makes every step of the cookie program fast, easy & fun!
- Volunteers can create a profile to:
 - Set cookie goals and monitor progress
 - Track girl money
 - Track proceeds
 - View recognitions and achievements
 - View video instructions
- Troops and girls can use their 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



Smart Cookies for Girls



- Our Smart Cookies site is a business center so girls can be their own cookie boss!
- Girls 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 instructions
- Access their own unique social media URL and QR codes



ABC is investing in new Smart Cookies features to enable more touchless transactions

Features being added for 2022 season:

QR codes added to girl and Troop accounts

Direct Ship order with lengthy name imports to girl account without error

Smart Booth divider report now includes Troop Cookie Link (previously called virtual booth) delivery and pick-up information

URLs on the Troop page will be updated to the following descriptions:

- 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 “Start Girl Delivery Order” wording to “Girl Scout Cookie Delivery Order” on social media link.

Troop Cookie Link – What is it?

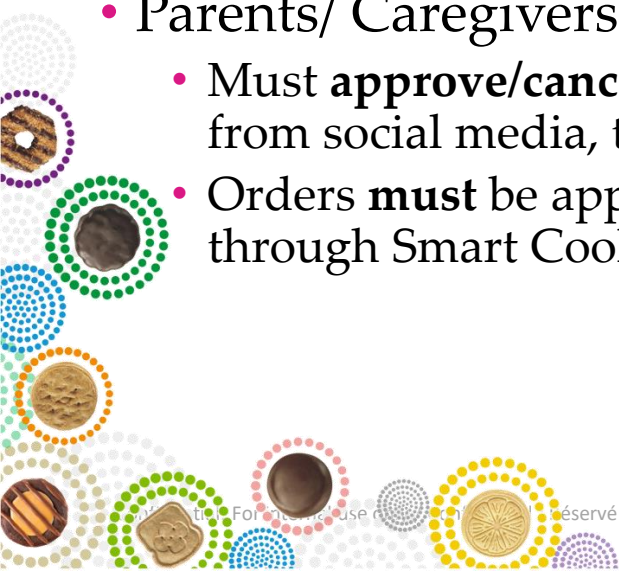
- Previously called “Virtual Booths”
- A customer order channel that offers:
 - **Prepayment** via credit cards
 - **Pickups** at a physical booth location, including touchless opportunities
- Troops must set up their own virtual booth location, dates and times in Smart Cookies using the **Troop Secured Booth**
- 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 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 shipping costs
 - **Gifting Options** including the Gift Box feature with a custom card
 - **Automatic credit** of all packages sold to Troop and Girls
- Troops share the single link via social media, text or email
- Troop must distribute orders once there are enough packages sold to give all troop girls sale credit. Distribution must happen prior to reward order due date
- Troops are also able to share a unique QR code to customers

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 personal email – **NOT an e-card sent through Smart Cookies.**
- 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 from social media, text or email sent from personal account.
 - Orders **must** be approved through a link sent to parents in an email, **NOT** through Smart Cookies



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.



Action needed by parent:

Reach out to your TL/TCM weekly to let them know of additional cookies needed to fill your orders

Update Girl Delivery orders through the Manage My Orders tab



Smart+ Cookies™
POWERED BY ABC BAKERS
Additional Training
to come!

Girl Manage Orders: Cancellation of Girl Delivery Social Media Link

2 Girl Orders

Search

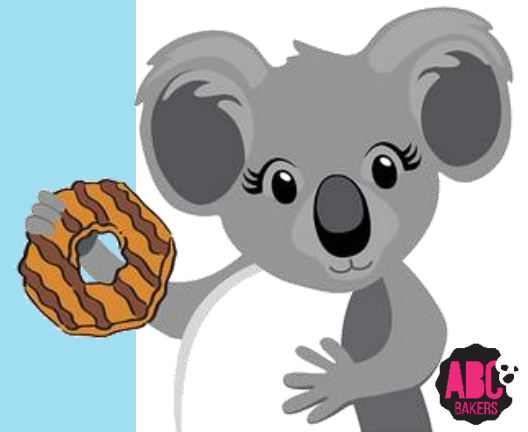
[Print Report](#) [New Direct Ship](#) [New Girl Delivery](#)

Customer	Order Date	Source	Type	Status	Amount	Paid	Payment Method	Actions
Cindy Schafer	August 10, 2020	Social	Girl Delivery	Ordered	\$8.00	Yes	Credit Card	/ ⋮
Cindy Schafer	August 10, 2020	Social	Girl Delivery	Pending Approval	\$12.00	Pending	Credit Card	/ ⋮

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.



Direct Sales

March 6 – April 3



What is a Direct Sale?



Traditional Booth



Drive Thru



Walkabout



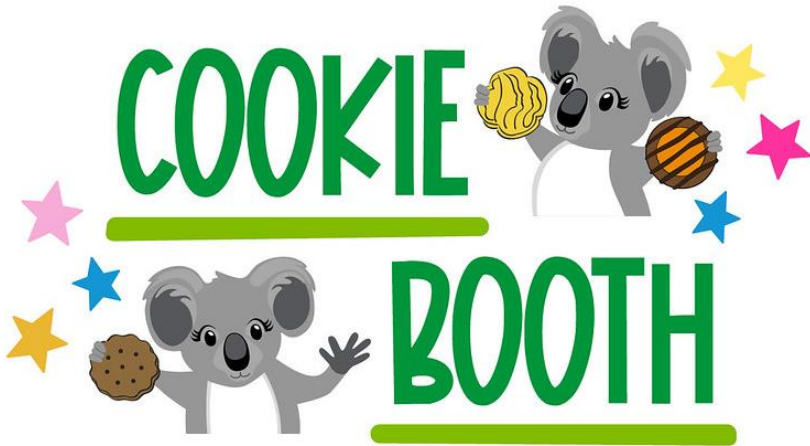
Cookie/Lemonade Stand



Booth Sales & Safety

- Two registered adults must be present at all times
- Cookies cannot be sold without girls present
- Cookies cannot be placed in stores for resale
- Cookies should be stored off the ground, out of direct sunlight and other weather elements

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





Calling All Service Units! Teaming Up For Girls' Success

with a Service Unit Community Cookie Booth!

Service Units can earn up to \$175 to help fund Service Unit (SU) activities!

Want to create an easy, exciting event for your whole Service Unit Team? Host a Service Unit (SU) Community Booth Event and share your adventure with your community! Bring your whole SU Team to support your cookie entrepreneurs, support your ambitious girls, and earn proceeds to do amazing things!

How can we participate?

1. The SU Team secures a parking lot location.
2. The SU Team / Service Unit Product Program Manager (SUPPM) rallies troops to participate and coordinates troop shifts/schedules for the event.
3. Troops enter their shift time in Smart Cookies (SC) as a troop-secured booth AND as a virtual booth in SC so customers know where and when to pick up their cookies.
4. Troops use their Virtual Booth Link to promote their SU Community Booth to friends and family as well as through email, text, and social media.
5. Customers place cookie orders and pay with a credit card. The troop volunteer approves the orders and girls package and prepare orders for pickup at their SU Community Booth location.
6. SUPPM places a planned order in SC under their SU Troop. Don't forget to create a troop-to-troop transfer to all participating troops!
7. Invite your SU Team to host a recruitment table.

Straight or Drive-Thru Booth Setup Example:



Service Unit Incentive!

Step 1: Secure a Booth location for your SU Community Booth Event. 3 or more troops must participate to be eligible.

Step 2: Earn money for your SU by picking up cases from any GSWNY cookie cupboard. *Levels are not cumulative.*

- 100-249 cases = \$25
- 250- 400 cases = \$50
- 401-599 cases = \$75
- 600-800 cases = \$100
- 801-1000+ = \$150

Step 3: Host a recruitment Table (Goal- 5+ Lead cards) = \$25

Step 4: After completing your SU Community Event, visit bit.ly/communitybooth2022 for the form or to have your funds directly deposited into your SU Account.

girl scouts
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Service Unit Community Booth

An opportunity for SUs to earn funds and engage their troops in a fun activity.

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:

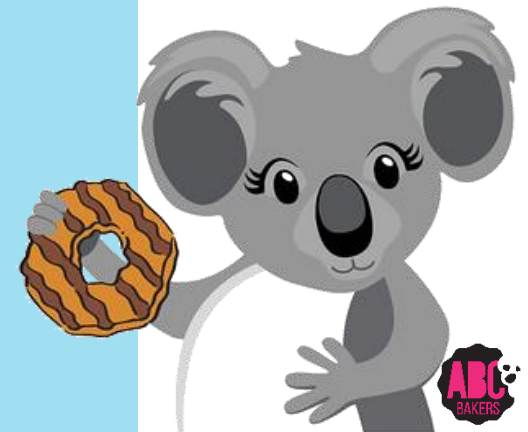
- Opens Jan. 15th
- Lottery runs Feb. 5th
- FCFS for 1 additional booth per troop Feb. 6th
- Unlimited FCFS – Feb 7th



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

Key Points

- Direct Sales are more than traditional cookie booths. Be creative!
- Girls must be present with two registered adults to maintain booth safety and all etiquette guidelines followed
- SU Community drive thru = YAY!
- Booth Lottery Dates:
 - Opens Jan. 15
 - Lottery runs Feb. 5
 - FCFS for 1 additional booth per troop Feb. 6
 - Unlimited FCFS – Feb 7
- Remind troops to release booths if they are unable to attend.



Girl Recognitions
&
Troop Proceeds



Cookie pricing and proceed plan

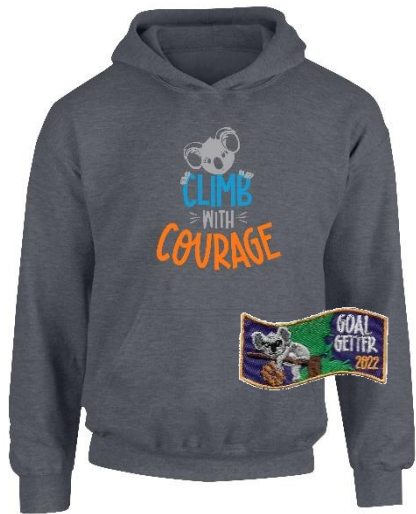
- \$5 per package for all varieties,
- Troop Proceeds \$.75 per package. Can earn up to \$.90 per package
 - Cadette, Senior and Ambassadors can waive rewards to receive additional \$.10 per package
 - Bonus proceed of \$.05 per package when troops reach a PGA of 350 by April 3rd



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!

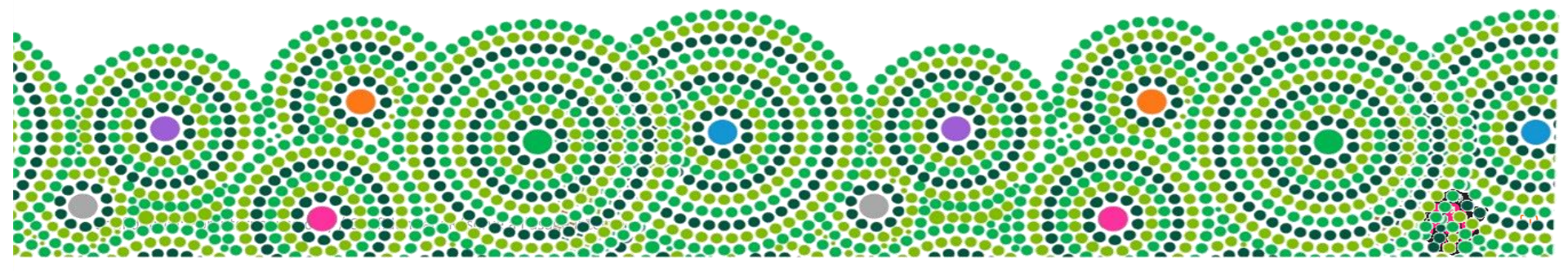


300 packages by Feb. 6,
earns a Koala Clip

Troop Reward



Average 190 packages
by Feb. 6



Troop Experience Reward



the**strong**
NATIONAL MUSEUM OF PLAY

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 GSWNY Program Reward Card*
- Sell 225+ packages**
Select One: Large Koala Plush and Duffel Bag OR \$20 GSWNY 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 GSWNY 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 GSWNY 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 GSWNY Summer Camp (value \$380) OR \$175 GSWNY Program Reward Card*
- Sell 1500+ packages**
Select One: Amazon Music Producer Set (\$250 Amazon Gift Card will be provided for Bose headphones) OR \$250 GSWNY 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 GSWNY 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 GSWNY 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 _____ packages

New recognition level!

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 GSWNY 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.

GSWNY'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 _____
Rises Up & Spreads Kindness
HELPFUL CARING THOUGHTFUL
Fall & Cookies '21-22 GSWNY

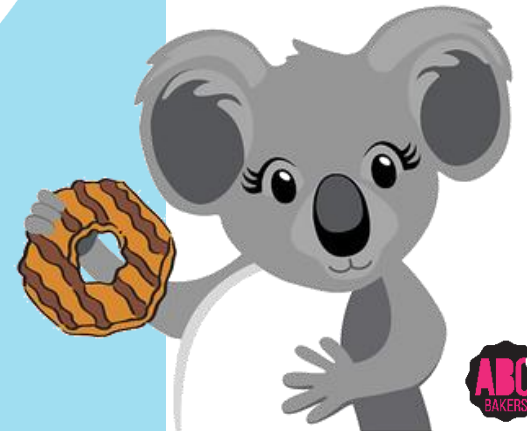
GSWNY reserves the right to substitute items as needed: Items pictured may vary due to availability. No returns or exchanges.
*The GSWNY Program Reward Card: May be used at any Girl Scouts of Western New York Girl Scout Shop, Summer Camps (resident camp, day camp, troop core camp, and camp trading post, excluding camp deposits), council-sponsored programs/trips (excluding ticketed events), and Girl Scouts of the USA Destination Programs. The GSWNY Program Reward Card expires February 28, 2023.
Older Girl Reward Option: Cadette, Senior, and Ambassador Troops may waive the main recognition program and GSWNY Program Rewards Cards to receive an additional \$1.10 cents per package. The girls are eligible for all patches and the initial (early) Recognition Rewards. The Troop is eligible for the Troop Experience and Troop-Hoodie Incentive, when earned. In Smart Cookies Troop volunteer must select Cad/Sr/Amb proceeds plan and Cad/Sr/Amb main recognition plan.



Key Points



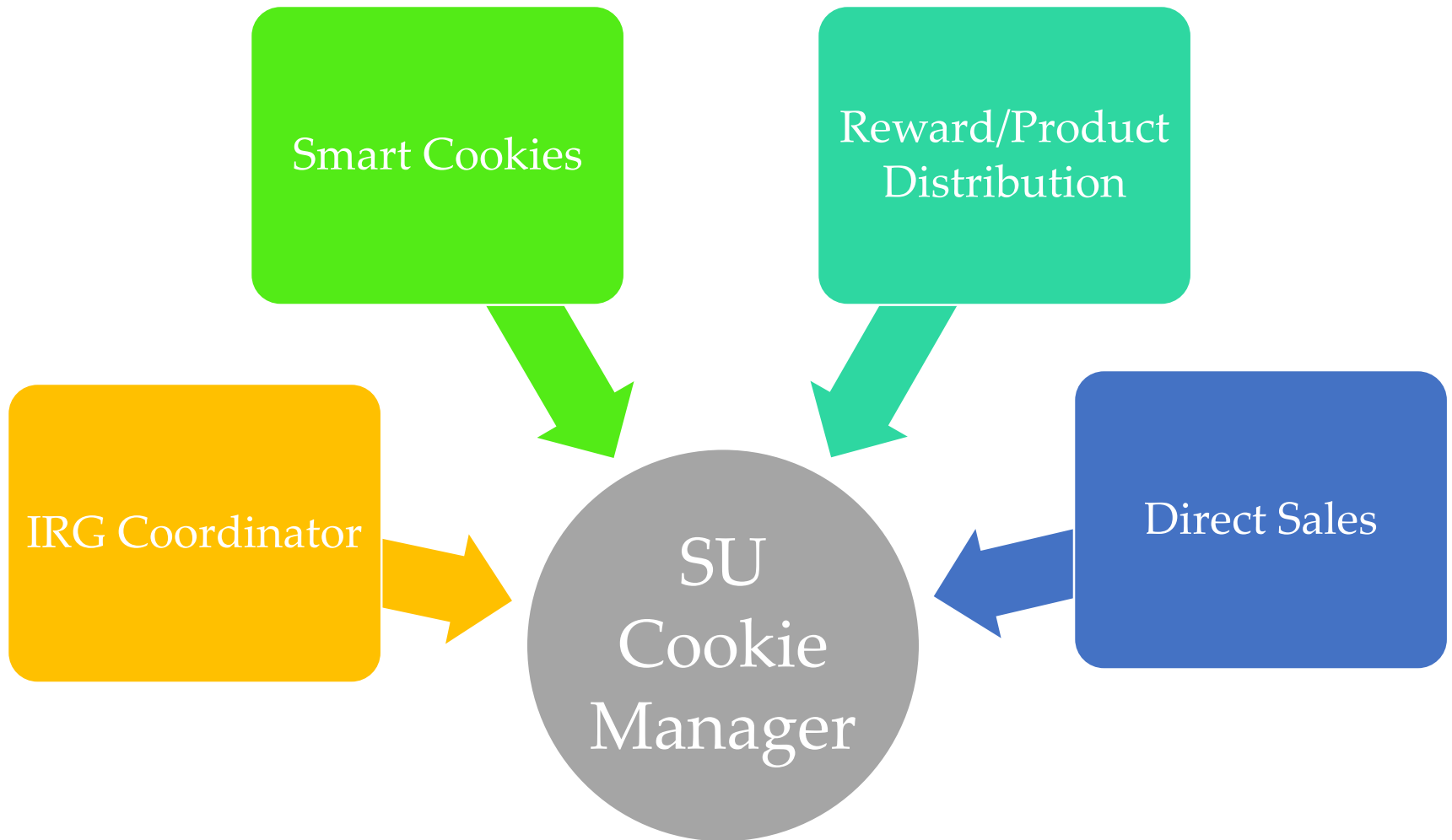
- Troop proceeds \$0.75 per package
- C/S/A can waive recognitions for additional proceeds \$0.10
- Early Recognitions deadline is February 6th
- Troops who have a 300 PGA earn Troop Experience
- Top 100 Entrepreneurs
- All proceeds remain local



Next Steps



Build your cookie team!



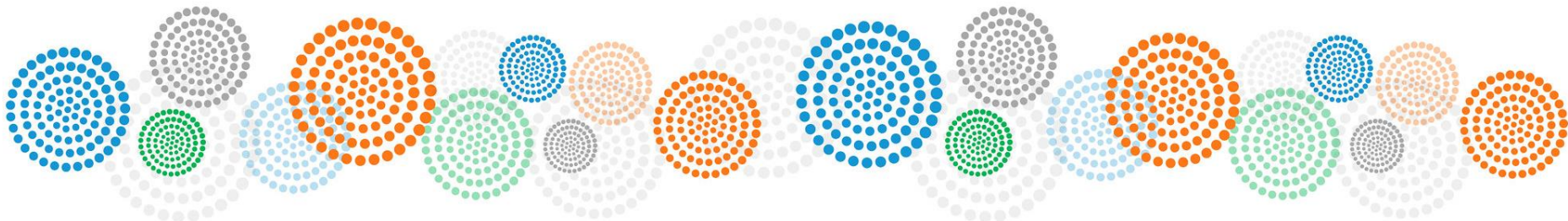
Next Steps...

- Plan the Cookie Program with your SU Team and Cookie Team
- Schedule troop cookie training
- Distribute Materials
- Review Troops in Smart Cookies
- Send Troop Volunteer Agreement to leaders
- Send Permission Form link to leaders
- Schedule a Community Drive Thru booth
- Review Safety Check Points



Helpful Resources for your troops

- [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



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1-800-853-3730



ABCtech@westonfoods.com



Who Do I Call With Questions?

Cookie Program Questions:

- GSWNY Customer Care, 1-888-837-6410 – customercare@gswny.org
- Online 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