





Agenda

- Welcome & Housekeeping
- Meet The Baker
- 2022 Recap
- · What's New
- Theme
- 2023 Cookie Program
- Cookies 101
- Smart Cookies
- Direct Sales
- Recognitions
- What's Next?



GSWNY Product Program Team



MaryJo Brown

Exec. VP of Product Program &
Customer Service



Director of Product Program

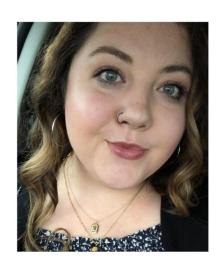


Laura Fakharzadeh
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Buffalo City/Northern Erie/
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Product Program Manager
Chautauqua/Cattaraugus
Southern Erie/Genesee/Wyoming



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Product Program Manager
Monroe
Livingston



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Product Program And
Administrative Specialist



CARAMEL **DELITES**



PEANUT BUTTER SANDWICH



THIN MINTS



PEANUT BUTTER PATTIES



TREFOILS





RASPBERRY ADVENTUREFULS LEMONADES RALLY









TOAST-YAY!

CARAMEL CHOCOLATE CHIP





Where do we get our cookie power?



OUR PURPOSE:

To be the world's most trusted partner in food

- · World class manufacturing
- Partnership and service
- Total cost solutions



43 facilities



We service companies with the world's most iconic brands - like Girl Scouts!

Baking









































Refrigerated & Frozen



Bars & Components











Packaging



































Our net weight and cookie count have not changed in nearly a decade!

Nutritional information can be found at abcsmartCookies.com or abcbakers.com

Cookie Variety	Net Weight	Number of Cookies	Packaging
Thin Mints	9 oz	32	2 foil sleeves, carton
Caramel deLites	7 oz	15	Foil wrapped tray, carton
Peanut Butter Patties	6.5 oz	15	Foil wrapped tray, carton
Trefoil	9 oz	20	2 clear sleeves, carton
Lemonades	8.5 oz	16	Single tray, overwrap
Peanut Butter Sandwich	8 oz	20	2 cello sleeves, carton
Toast-yay!	8.5 oz	16	Foil wrapped tray, overwrap
Adventurefuls	6.5 oz	15	Foil wrapped tray, carton



ABC drives innovation in packaging



















BAKERS CHOICE

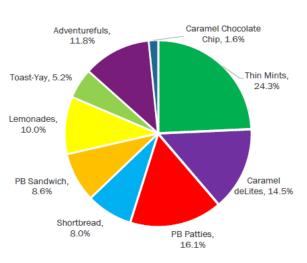






2022 GSWNY Cookie Mix

Baker's Choice 17%



YAY! French Toast inspired cookies dipped in delicious icing and full of flavor in every bite!

6% average Council mix

This original treat features the slightest hint of lemon, for a refreshing, completely unique flavor that stands out as a beloved Girl Scout staple!

Highly sought after cookie with Council mix percentages reaching +13% New recipe for 2023
Allergen-free
(peanut, tree nut,
gluten AND NOW
EGG FREE!)
Made with real
chocolate
Re-sealable pouch











Thank you for a successful 2022 Cookie Program

- 1.5 million packages sold
- 156,000+ Direct Ship packages
- 18,216 Share packages
- PGA 214
- 84% of SU increased sales over 2021





NEW for 2023!

The first ever online-only Girl Scout cookie*

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating

MADE WITH VEGAN INGREDIENTS



Raspberry Rally

In collaboration with GSUSA, a brand new <u>online shipped only</u> cookie is available for the 2023 cookie season



Simplicity

- Less physical handling
- Shipped directly to consumers





Learning for Girls

• Enables girls to build selling skills, pitching to her customers in person, and online, where shoppers are buying across channels for convenience



Building Consumer Excitement & Growth

 Product concept and development grounded in consumer research, with strong scores for Girl Scout Cookie consumers and overall cookie buyers nationwide



Unified Trefoils name in 2023

- Minor package and graphic changes to align with Girl Scout brand standards
- Trefoils will be the Troop Sample Cookie for 2023, shipped to SU's via standard process







Packaging updates to Caramel deLites and Peanut Butter Patties

- Simplifies supply chain
- Increases baking flexibility (other ovens)
- Saves ~70,000 trees per season
- Reduces the carbon footprint from production of the cartons
- Optimizes truck loads with better pallet utilization





Invest in Girls

2023 Girl Scout Cookies = \$6.00/pkg

Girl Scout Troop Proceeds = 20% increase

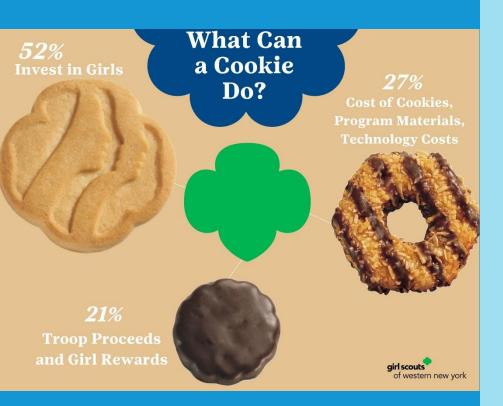




Supporting Troops









What can a cookie do?





2023 Changes to Direct Ship Program

- Standard shipping flat rate will increase from \$12.50 to \$14.99 for every 12 packages
- Subsidy minimum package requirements will increase from 6 packages to 9 packages.
- Subsidy shipping rate will be \$7.49 starting at a 9 package minimum (50% of the standard shipping flat rate of \$14.99). A reminder that GSWNY pays half of the subsidized shipping cost.
- An updated gift box design with GSUSA graphics will be available during the 2023 cookie season. ABC will ship the new gift box design once existing gift box inventory runs out.

2023 Direct Ship Shipping Fee Schedule

2023 ABC Shipping Fee Schedule

**Blue rows indicate subsidy eligible count

NUMBER OF PACKAGES		BASE SHIPPING COST		SUBSIDY SHIPPING COSTS	
1	8	\$	14.99	\$	14.99
9	12	\$	14.99	\$	7.49
13	20	\$	29.98	\$	22.48
21	24	\$	29.98	\$	14.98
25	32	\$	44.97	\$	29.97
33	36	\$	44.97	\$	22.47



Changes to Cookie Cupboards & Planned Order Timeline

- Due to new order guidelines set by ABC Bakers, planned orders require a 10 day lead time. It is recommended troops order booth cookies with their initial order for the first two weeks
- Only troop volunteers may pick up cookies at cupboards

Planned Order By	Cookies Not Guaranteed Until
March 5th	March 9th
March 12th	March 22nd
March 19th	March 29th



IRGs and the Cookie Program



- As per GSUSA's guidance, IRG's should be managed by an unrelated, active GSUSA adult member, who is an approved and background-checked volunteer
- IRG Girl Scouts participating in the Cookie Program will be placed in the Service Unit 99XXX troop to be managed by the SUPPM or qualified adult member
- Troop proceeds from an IRG troop should be requested and managed by the Service Unit to fulfill IRG program requests
- IRG Girl Scouts are welcome to join an active troop for the Cookie Program; managed by that troop's co-leader and participate in troop cookie opportunities like booth sales and walkabouts.

Key Points

- Online Exclusive Raspberry Rally
- · Shortbread is now Trefoil
- Cookie price \$6 for all varieties
- Troop Proceeds increase 20%, base \$.90
- Planned orders 10 day lead time
- GSWNY offers subsidized shipping on 9+ pkgs
- IRGs sellers managed by unrelated registered, approved and BGC adult in Smart Cookies











2023 Cookie Program Recognitions

Troop Experience Reward

Troops who average 300+ pkgs by April 2nd choose their experience



Darien Lake Theme Park

> Wacky Walk Scavenger Hunt



Diesel Engine Train





Early Rewards by February 5th

Girl Rewards



180 packages by Feb. 5, earns a hoodie & Goal Getter Patch!



210 packages by Feb. 5, earns the Mood Sports Bottle!

Troop Reward



Average 190 packages by Feb. 5 to earn 2 Leader hoodies



Girl Scouts love finding adventure, trying new things, and HAVING FUN!



Troop Experience Reward:Troops with a PGA of 300+ Packages

- Wacky Walls Scavenger Hunt
- Diesel Engine Train at the Arcade & Attica Railroad
- Darien Lake







Packages

1000

1500

2000

2500

3500

Rewards

Girl Registration

Adult Registration

Food for 2

(\$400 stipend)

Lodging for 2

(\$500 stipend)
Travel for 2

(\$800 stipend)

CADETTE, SENIOR, AND AMBASSADOR GIRL SCOUTS

CREATE YOUR OWN 2023 Convention Adventure!

With the 2023 Girl Scout Cookie Program

Here is your opportunity to be part of a one-of-a-kind gathering of girls and women from around the world.

Earn your way to Orlando through the Girl Scout Cookie Program! Troop selects the Girl Convention Reward Plan Option in Smart Cookies. Troop/Parent is responsible for securing convention registration, lodging and travel

It is highly recommended registration and hotel reservations be made early as hotels book quickly.

Convention 2023 reward levels begin at 1000 packages. Each recognition level thereafter is an additional step towards your convention experience.



Girl Souds can earn all five levels or just one. Budplant is responsible for securing registrations, lodging, and travel reservations. Girl must be accompanied by a parent/guardian. Councils not responsible to over any 2023 Convention expresses from research not earned. Any level not reached will be up to the family to provide. By selecting the Convention reverser, recognism levels up to the 2004 will be frederfact. Topic who waster remarks are not eligible for Convention 2002.

Girl Scout Convention Orlando, Florida

- Girls who choose the Girl Scout Convention reward level will waive all main recognitions
- Recognitions levels are cumulative
- Reward levels start at 1000, 1500, 2000,2500, & 3500 packages of cookies
- Girls can goal set and build a Convention Package customized to them!

Key Points



- Early Recognitions by February 5th
- Three troop Experience options for troops reaching 300 PGA by April 2
- Girl Convention Recognition plan







Important Program Dates

December

January

February

March/ April

December 10:

Online Cookie Program Opens

January 7:

In-person Order Taking begins

January 14:

Council Sponsored Booth Lottery opens

February 4:

Council Sponsored Booth Lottery winners notified

February 5:

- Initial Order Taking ends
- FCFS booths open

February 6:

- Unlimited Booths per troop open
- Initial Order and Recognition orders due in Smart Cookies by 11:59pm
- · Keep Goaling begins

February 7:

SUPPM reviews and confirms troops initial cookie and reward orders

March 1-4:

Delivery

March 5 – April 2:

Direct Sales

March 5, 12,19:

Planned Orders Due

March 22:

Initial Payment Due

April 2:

Program Ends

April 4:

Main recognition order due

April 5:

SUPPM last day to make edits

April 6:

Final Payment Due

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.



girl scouts

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

Money Explorer

Budget Builder

Financial Literacy

My Money Choices

My Own Budget





Cookie Business







Cookie

Entrepreneur

Year 1 and 2 Cookie

Entrepreneur Family Pins

Year 1 and 2 Cookie

Entrepreneur Family Pins

Year 1 and 2 Cookie

Entrepreneur Family Pins



Entrepreneur

Toy Business

Budding

Business Jumpstart







Entrepreneur Family Pins













My Cookie Business



Cookie Boss

Financial Planner

Savvy Saver



My Financial Power









Cookie Program Engagement





- Buy 5+
- Goal Chart
- Secret Shopper
- Keep Goaling



Key Points



Important dates:

- Online program begins December 10th
- In-person order taking begins January 7th
- Initial order due February 5th
- Delivery March 1-4th
- Direct Sales begin March 5th







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



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 inperson 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

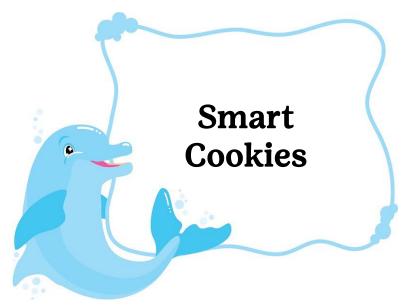
- Gives consumers an option to support Girl Scouts without taking possession of cookies
- Helps girls think creatively in order to give back to their communities
- Helps girls reach goals
- Initial Order Council Cookie share cookies are donated locally across Western New York to local military, Hometown Heroes and local community organizations
- Available through the online program, order card and direct sales
- Share cookies purchased during Keep Goaling and Direct Sales are donated directly by the troop to an organization of their choice
- Share patch available at GSWNY shops

Key Points



- Multiple ways to participate allows girls to customize their entrepreneurship experience
- Cookie Share is a great way to give back to your community

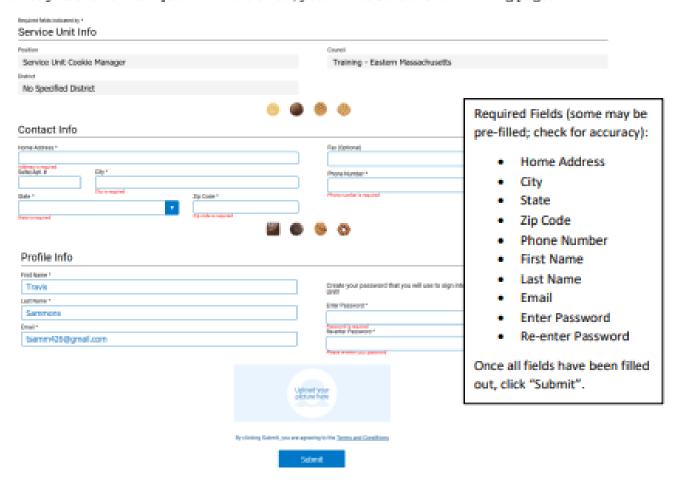






Registering to Smart Cookies

Once you click the unique link in the email, you will be sent to the following page:



After you click "Submit", a confirmation page will appear:

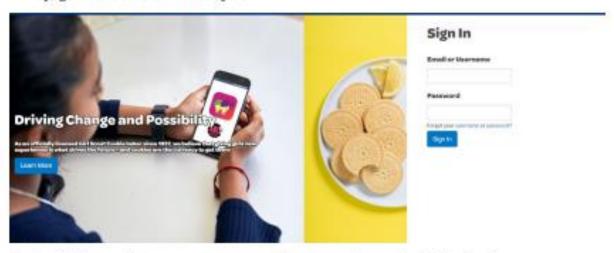
You've successfully registered!

Let's get started with your Girl Scout Cookie Program, Travis! Go to www.abcsmartcookies.com to login!



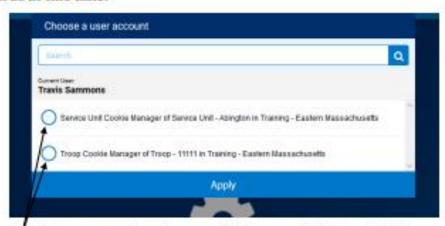
Logging into Smart Cookies

Click the link on the registration page (https://www.abcsmartcookies.com/) to go to the homepage for the Smart Cookies System:



Login with the email as your username and the password you selected during the registration process and click "Sign In".

Note: If you only have one role (user for a single Service Unit), you will go directly to the dashboard for your Service Unit. If you have multiple roles (e.g. Service Unit Mentor with troop(s)), a window will appear prompting you to select which role you will login as at this time:



Click the radio button next to the role you will login as and click "Apply". Now you will be taken to the dashboard for that role.



Switching Roles (if applicable)

To switch roles, if you have multiple (see previous page), there is a person icon in the topleft of the page:



Once clicked, you will have the option to "Switch User" (change roles), "Mimic a User" (see below), "Edit Profile" (change personal information), or "Sign Out". Click "Switch User" and the previous prompt will appear once again to select a different role. Click "Apply", and you will be taken to that role's appropriate dashboard.

Mimic a User (if needed)

The Mimic a User function allows you to go into a Troop or Girl Scout's profile, so you can see exactly what they are seeing. This is a great function if they have questions and you can walk through it together.

Click the person icon in the top-left of the page and click "Mimic a User":



Once clicked, it will bring you to a list of Troop users/Girl Scouts who have registered in the Smart Cookies system. Click on the name you would like to mimic and click the



A prompt will appear confirming if you want to mimic this user. Click "Yes" to continue (or "No" to cancel), and you will be brought to their profile where you can navigate just like the Girl Scout/Caregiver would do. Once completed, go to the top-left again and click "End Mimicking Session" and you will be returned to your dashboard.



Service Unit Dashboard



The Service Unit Dashboard details, at a high level, the total activity for all the troops in your Service Unit.

From this page, you can view:

- . Per Girl Average in Packages per Girl Selling; this year vs. last year
- Initial Order/Transfers Sold Cases assigned to troops; this year vs. last year
- Cookie Share (Donations) Sold in Cases; this year vs. last year
- Direct Ship (Online) Sold in Cases; this year vs. last year
- Total Sold cases, this year vs. last year
- Calendar with important dates and tasks (deadlines) associated with them
- Messages from Council
- Troops Registered and Selling, Girls Registered and Selling, as well as, Online Participation – this year vs. last year
- Financial Summary Total Sales, Troop Proceeds, Council Proceeds (total amount due to Council), Credits, Deposits, Debt, Amount Collected (by Council), and Balance Due (to Council)
- Inventory & Cookie Share Sales total inventory, by cookie variety, ordered by all troops, as well as, how much has been assigned (Inventory Sold) and remaining to be assigned (On Hand)
- Breakdown, by troop, of total packages ordered, assigned, and remaining, as well as, seeing the inventory breakdown by cookie variety for each troop or Girl Scout (by clicking "Details"):





QUICK BITES



Troop User Set up - Council upload for Troop number/Level only

Once the council has entered in the troop numbers, service unit users can add troop contact information and create user accounts in one easy step. Go to My Service Unit>Troops. Click the pencil icon to edit the troop.



Check the Create Primary Contact User Account and enter all required information. Troop primary contacts WILL NOT be able to change their email, name and address. This is to insure that the user entered by the SU manager is the approved Troop Cookie Chair. Check the box to create user account and fill in required information. Once you click save, the troop information will be updated, a user account will be created and the new troop user(s) will receive their registration emails. Follow your council guidelines on alternate contact.

Troop Information Primary Contact Create Primary Contact User Account Email* First Name* Last Name* testerabc2381@outlook.com Arsenio Hall Address 1 Address 2 1451 West Clayton State Any town **CALIFORNIA** 12345 Phone Fax Mobile Alternate Contact Create Alternate Contact User Account Close

*Adding a Troop User

*Adding a troop user if one user already exists under troop information



Troop Ship Only Link

A customer order channel, owned by Troop users, that supports orders OUTSIDE OF LOCAL DELIVERY RADIUS:

- Prepayment (via credit card)
- 2. Direct Ship to customer; including shipping cost
- Gifting Options include shipping to others and Gift Box feature with custom card
- Automatic Credit of proceeds to Troops (reward credit happens after Troop allocates sold packages to Girls)

Troop shares Direct Ship Link OR QR Code Customer orders, pays with credit card, including shipping Cookies delivered direct to consumer



Locating the Troop Ship Only Link

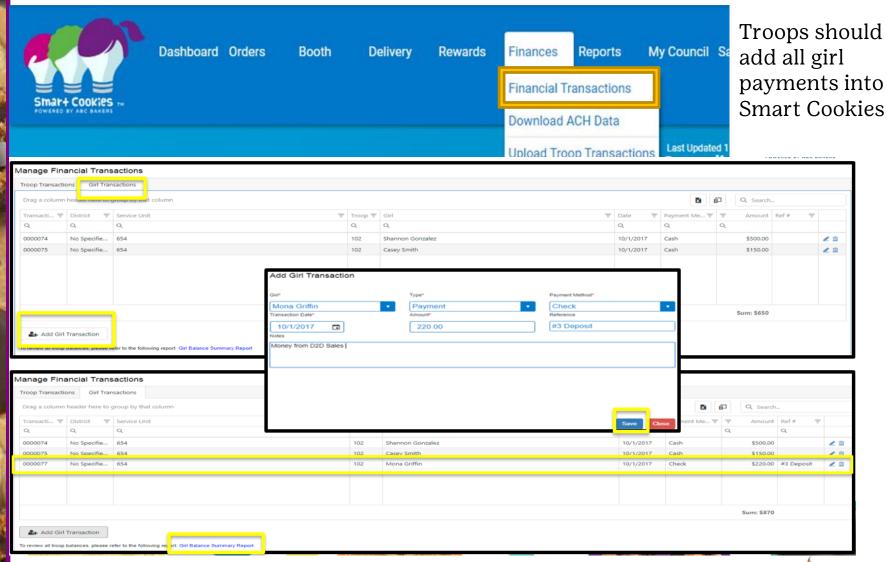
- Navigate to My Troop > Troop Information
- Scroll to the bottom of the page to locate BOTH LINKS:
 - First Link Displayed Troop Ship Only Link: OUTSIDE OF LOCAL DELIVERY RADIUS
 - Troop Cookie Link (Second Link Displayed)
 - QR Code feature accessible through "Print Handout" button

Troop Ship Only Link (Use for contacting customers outside of troop delivery radius) Share this link via social media, email or text to invite customers to place an order via Direct Ship. https://watapp.abcsmartcookies.com/#/shop/fy-landing-troop/c10d8c9a-cdd4-e911-a40b-2818785ed3c1 Copy Link Print handout

Select link by clicking Copy Link. Go to where you want to paste it, right click, choose PASTE.



Adding Girl Financial Transaction



Key Points



- Smart Cookies access through abcsmartcookies.com
- Troop Ship Link opens December 10
- Girl Financials tracked in Smart Cookies
- New Service Unit Smart Cookie Guide







Community Partners and Booth Lottery Dates

GSUSA has secured partnerships with Walmart, Tractor Supply and Dunkin'.

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 24 hours before

Booth Lottery Dates:

- Jan 14: Lottery Opens
- Feb 4: Lottery winners notified
- Feb 5: FCFS for 1 additional booth
- Feb 6: Unlimited **FCFS**



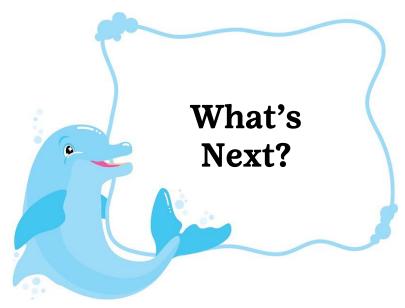
Promising Practice: Troops can secure their own booth locations beyond those secured by GSWNY. Making the ask is a great skill builder for girls.



Direct/Booth Sales and Safety

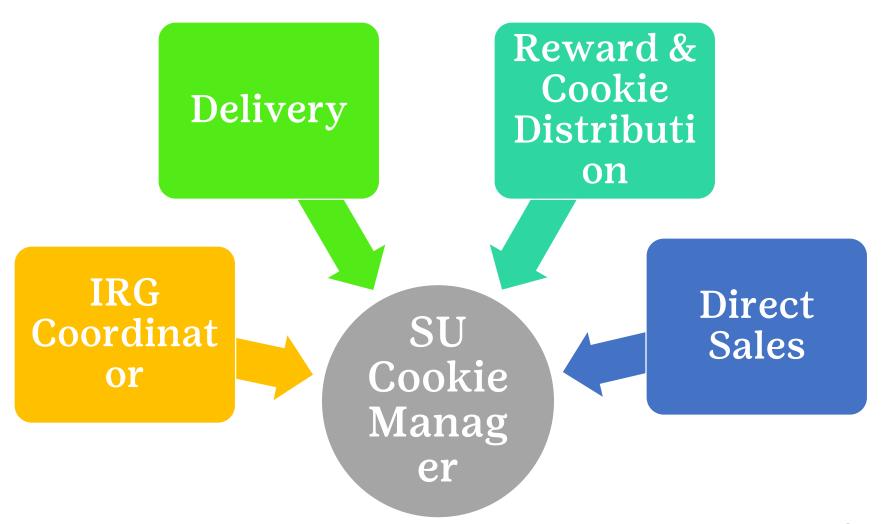
- Direct Sales are more than traditional cookie booths. Get creative!
- Two registered adults must be present at all time
- There must be girls present at all times
- Cookies cannot be placed in stores for resale
- Cookies should be stored off the ground, out of direct sunlight and other weather elements
- Remind troops to release booths 24 hours in advance if they are unable to attend.







Build your cookie team!



Next Steps...

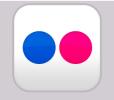


- ☐ Plan the Cookie Program with your SU Team and Cookie Team
- ☐ Schedule troop cookie training
- ☐ Distribute Materials
- ☐ Review Troops and Troop Users in Smart Cookies
- ☐ Collect signed Troop Volunteer Agreement from leaders and Troop Cookie Managers
- ☐ Send Permission Form link to leaders



Cookie Program Online Resources

From our art gallery of images to ABC's YouTube channel with helpful videos designed to navigate Smart Cookies, there are resources available for everyone



FLICKR ART GALLERY FOR VOLUNTEEERS

Create your own flyers with seasonal clip art https://www.flickr.com/photos/abcbakersvolunteergallery/albums



SMART COOKIES TECH SUPPORT IS ALWAYS OPEN

Call: 1-800-853-3730

NOTE NEW EMAIL ADDRESS:

Email: ABCSmartCookieTech@hearthsidefoods.com





ABC SMART COOKIES YOUTUBE CHANNEL

Just In Time videos for all user levels of Smart Cookies, designed to help you navigate through every phase of the cookie program https://www.youtube.com/user/ABCCouncils



Volunteer Program Resources Continued

Resource Location	What Can I Find There?
ABC Bakers Facebook page	Baker and Lemonade Facebook pages
Lemonades Facebook page	
www.abcsmartcookies.com/cookies	Cookie variety details, nutritional information
https://www.youtube.com/user/ABCCouncils	ABC Smart Cookies technology Training videos for Volunteers, Girls and Caregivers and safe selling tips
https://abcsmartcookies.com/resources/	Rally Guide, Allergen Flyer, Troop Goal Poster, Cookie Calculator, standard forms



Who Do I Call With Questions?

GSWNY Customer Care, 1-888-837-6410 - <u>customercare@gswny.org</u>

Need help using the Smart Cookies platform?

Call us at 1-800-853-3730 or email us at ABCSmartCookieTech@hearthsidefoods.com

Questions about our cookies?

Check out our <u>Cookie FAQ's</u> or email us your questions or concerns at <u>ABCSmartCookieBakers@hearthsidefoods.com</u> or 1-800-221-1002



Thank You!

On behalf of Hearthside Food Solutions and ABC Bakers, we appreciate you!

We make a living by what we get, but we make a life by what we give."

— Winston Churchill



