

Girl Initial Rewards



Sell 180 packages by 2/5:

Earn the 2023 Cookie Themed Hoodie and Goal Getter Patch!

Sell 210 packages by 2/5:

Earn one 2023 Themed Grip Water Bottle!



Ready, Set, Rally!

Online Exclusive, available beginning December 10th, while supplies last

All varieties, including Raspberry Rally are \$6 per package

Get ready to rally on! Introducing Raspberry Rally! Say hello to a thin, crispy cookie infused with raspberry favor and dipped in a delicious chocolaty coating. Exclusively sold online for direct ship, while supplies last, this Girl Scout Cookie Season!

Troop Proceeds Increase!

Base troop proceeds... **\$.90** per package!

*Cad/Senior/Amb troops who waive the main recognition program will earn an additional \$.13 per package!

Troops can Earn up to... **\$1.08** per package!

*Troops with a 350 pga (girls selling) by April 2nd will earn an additional \$.05 per package!

Troop Initial Reward



Troops who average 190 packages per girl selling by February 5th will receive TWO 2023 Themed hoodies with the GSWNY logo on the sleeve for the leaders!

Prepare for your Booths!

Don't miss the Council Booth lottery!



Remember: Troops can secure their own booth locations NOW!

See page 3 for details!

Cookie Team Circles of Support



When you have questions or need assistance, the first person you should reach out to is your Service Unit Cookie Manager. The Service Unit will reach out to GSWNY Staff if they need assistance.

Subsidized Shipping Change

Number of Packages	Standard Shipping	Subsidized Shipping
1-8	\$14.99	\$14.99
9-12	\$14.99	\$7.49
13-20	\$29.98	\$22.48
21-24	\$29.98	\$14.98

GSWNY is again participating in a program to subsidize shipping rates for Smart Cookies Direct Ship. ABC Bakers is now requiring a 9 package minimum before the discount applies. The consumer will see a message at the point-of-sale indicating the lower shipping cost.

Online orders for Girl Delivery

Order online and pay at the time of delivery

When customer chooses to purchase cookies online for girl delivery and not pay for the cookies at the time of ordering, this is considered a "promise order." Payment will be collected when the cookies are delivered. Parent/guardian will receive an email for each girl delivered order from her social media link for approval. (Girl Delivered orders via e-card do not need approval.) Parent/guardian must approve the order within five days or order will be canceled.

Order online and pay online for girl delivery

This option allows customers to order through an eCard invitation or link and prepay with a credit card. Girls will deliver the cookies. This option allows for easy, contactless, front-door delivery. Parent/guardian will receive an email for each girl delivered order from her social media link for approval. (Girl Delivered orders via e-card do not need approval.) Parent/guardian must approve the order within five days or order will be canceled.

Planned Order Deadline Update!

Due to new order guidelines set by ABC Bakers, troops must order cookies via a planned order in ABC Smart Cookies from a cupboard two weeks prior to cupboard pickup. It is recommended troops order their booth cookies with troop's initial order to guarantee quantities needed for direct sales.

See page 4 for details!

Troop Experience Reward



Each troop who averages 300 packages per girl selling by April 2 - ALL participating girls who sold in the troop and two adults will receive admission to either Darien Lake, the Arcade and Attica Railroad: Diesel Engine Train Ride OR Wacky Walks!



Online Order Taking

December 10-April 2



Cookie Techie

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

the Cookie Techie patch!

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

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

DEC. 10- APRIL 2:

ONLINE PROGRAM IS OPEN

- Safety is our top priority. Before participating in any money-earning GS activities, it is important girls and adults review and sign the Girl Scout Online Safety Pledge, and Practical Tips for Parents, Safety tips for Product Sales, Digital Cookie Girl Pledge
- By opening the online program early, it allows girls time to set up their dashboard, send emails, texts, and share their link via social media.
- Parents must approve all orders within 5 days taken via the Girl Delivery Link or QR code. These cookie orders must be given to the troop leader to fulfill for the customer.

Initial Order Taking

December 10-February 5

DECEMBER-JANUARY

TROOP TRAINS GIRLS/FAMILIES

- Hold parent & girl training using Family Guide, order card & recognition flyer
- Set troop and girl goals
- **Troops must collect the 2023 Cookie Program Parent/Guardian Permission form from each girl before materials are distributed**
- Anyone who volunteers with the troop must be registered and background checked with GSWNY
- Make booth lottery selections (see page 3 for details)

JANUARY 7 - FEBRUARY 5:

INITIAL ORDER TAKING

(IN-PERSON WITH ORDER CARD AND ONLINE)

- Encourage girls to reach 180/210 package levels for early girl rewards
- Encourage girls to help the troop reach the troop hoodie recognition & troop experience reward
- Money is collected when cookies are delivered unless paid via credit card

FEBRUARY 6:

- INITIAL PRODUCT AND RECOGNITION ORDERS DUE IN SC BY 11:59PM
- COMPLETE THE TROOP HOODIE RECOGNITION ORDER
- In abcsmartcookies.com complete the troop's:
 - Initial Cookie Order (Smart Cookies rounds up to full cases at the initial order. Be aware of extra packages your troop will have on hand. These cannot be exchanged or returned. Troops should use these cookies at Booth Sales or for any extra orders received from girls.)
 - Order booth sale cookies with initial order under the booth line in SC
 - Select a Delivery Pickup Appointment Time
 - Create and Submit Early (Initial) Girl Recognition Order. (Youth M, L; Adult S, M, L, XL, 2X, 3X) ****NO EXCHANGES FOR SIZES****
 - Order troop hoodies in ABC Smart Cookies. An instructional video will be sent to troop leaders on how to order.

Goal-Getter Orders

February 6- April 2



KEEP GOALING AND VIRTUAL ORDERS

Encourage girls to continue taking orders (extra order card in Family guide) to "Keep Goaling!"

- Use your troop extras from the Initial Order, or place a Cupboard Planned Order in Smart Cookies for extra product to fulfill additional orders as well as for troop direct sales
- "Keep Goaling" using Smart Cookies ecards, electronic/paper order cards, and Smart Cookies girl link
- Girl must turn in any additional cookie orders to the Troop Cookie Manager/Troop Leader to fulfill in a timely manner

Cookie Share

Cookie Share is our Council's cookie Community Service Project. Customers can purchase cookies to be donated to those serving in the military and to local shelters, frontline workers, and food banks.



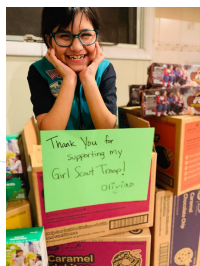
Share patch available in council shops for \$1

- Initial orders: Enter Cookie Share Donations in the Cookie Share column
- Keep Goaling/booth orders: enter in Virtual Cookie Share under Orders tab.
- Troops still have the option to donate and deliver cookies to an organization of their choice. To receive these cookies, troops will need to choose flavors in the girl's order.

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

Booth Lottery Dates:

- Council Sponsored Booth Lottery entry open to troops: Jan 14 - Feb 3
- Troops will be notified via email at 10 am on 2/4 whether or not they won a council sponsored booth location.
- FCFS opens: Feb 5th (one per troop), Feb 6th (unlimited per troop)



What do I order for booth sales?

On average, troops sell about 30-40 packages per hour at a booth. Quantity sold will vary by site, day, and time of the sale. A safe suggestion is always to order more of the favorites – Thin Mints, Caramel deLites, Peanut Butter Patties, Adventurefuls, and Lemonades.

- 4-5 Cases Thin Mints
- 3-4 Cases Caramel deLites
- 3-4 Cases Peanut Butter Patties
- 1-2 Cases Adventurefuls
- 1-2 Cases Lemonades
- 1 Case Shortbread
- 1 Case Peanut Butter Sandwich
- 1/2 - 1 case Toast Yays



Booth Guidelines

- A minimum of two adults, including one female, (at least one of whom is an approved registered Girl Scout volunteer with the required background check) and a minimum of one girl must be present at the booth at all times
- Girls should have on at least one official uniform item
- Girls must have a signed Parent Permission Form on file to participate
- **Troops must clean up the area and dispose of trash. Remember a Girl Scout always leaves a place better than she found it!**
- Arrive and depart booths on time
- No blocking the entrance or exit of an establishment
- Do not leave cash out in the open or unattended
- Troops may lose their booth privileges if rules are not followed

Product Delivery

March 1-March 4

MARCH 1- 4:

Troop Distribution:

- Watch for the Cookie Connection Newsletter with in-time instructions for delivery
- **REQUIRED BY TROOP:** Troops must supply a driver AND counter/loader(s) to pick up the troop's cookie order
- Troop Volunteer counts and signs for their troop's initial product received

Girl Distribution:

- **Troop secures location (Cannot be at troop distribution location)**
- Sort girl orders and prepare parent receipt. **Add report**
- Troop Cookie Manager/Troop Leader keeps signed parent receipt for product given to parents and gives a copy to the parents
- Parent's count and sign for product received
- Parent's receive a copy of the signed receipt
- Deliver initial product and turn in money to troop leader within one week.

Direct Sales

March 5-April 2

By hosting a booth sale, girls get experience conducting transactions, answering questions, counting money, setting up product displays, and managing inventory.

- Council-Secured booths are arranged by Girl Scouts of WNY staff with our corporate and community partners. The sign-up process is in two phases for these booths: Lottery and first-come, first-served (FCFS). Instructions on how to enter the lottery and FCFS will be sent to you in January. Council booth locations include: Galleria Mall, Eastern Hills Mall, Goodwill, Ashley Furniture, Walmart, JoAnn Fabrics and Sam's Club locations. View complete list on the electronic version of this document located on our website: gswny.org>cookies+>forms and documents
- Troop-Secured booths are arranged by troops at local businesses in their communities. Have your troop contact local businesses, as it is a great way for girls to learn business strategy and people skills. Troops can start NOW to set up locations for their troops! Think outside the cookie box... hold a Drive-Thru or Virtual Booth!



new!

Planned Order By

Pick up Cookies beginning

March 5th

March 9th

March 12th

March 22nd

March 19th

March 29th



PLACE PLANNED ORDERS FOR ADDITIONAL COOKIE ORDERS/BOOTHS

Enter a Planned Order in Smart Cookies, (Unit of measure is in packages, 12 packages = 1 case)

- Due to new order guidelines set by ABC Bakers, troops must order cookies from a cupboard two weeks prior to cupboard pickup. It is recommended troops order their booth cookies with troop's initial order
- Only troop volunteer may pick up cookies at cupboard
- Bring a copy of your planned order to cupboard
- Place your Keep Goaling orders with Troop Cookie Manager/Troop Leader
- Include new Girl Delivered orders

Payments and Final Steps

TROOP PAYMENTS - (Use EPayment)

By March 22:

Troop Makes Initial Payment. Pay as much as you can to council to cover the cost of the initial order.

April 4:

Main Recognition Order Due

- Manage troop cookie inventory to ZERO. Transfer troop on hand cookie inventory to girls
- Distribute Troop Ship Only Link cookies via Direct Ship Orders Divider
- Create Main and Troop Reward Order
- If Cad/Sr/Amb troop selected older girl proceeds option, Troop Cookie Manager/Troop Leader must make selection in Smart Cookies by updating Proceeds Plan and place a Main Recognition order for patches
- Make recognition choices in Smart Cookies. If choices are not made, a default item will be chosen by council

By April 6:

Troop Final Payment Due

- Manage all girl/parent payments. Checks must have name, address, phone
- Record and receipt all girl/parent payments
- Email ePayment confirmation to SUPPM
- Unpaid balances: Turn D1, NSF and/or Troop Refund forms with supporting documentation to SUPPM. Without this completed paperwork, the TL is responsible for the unpaid balance due council
- The troop leader is responsible for any lost, stolen, or misplaced money and/or cookies
- Pay the troop cookie manager/troop leader the amount due by due dates. If paying by check, make check payable to GS troop include name, address, and phone
- Receive a receipt for all cookie payments from the Troop Cookie Manager/Troop Leader
- The parent is responsible for any lost, stolen, misplaced money, and cookies

May 20

Last Day to report recognition shortages and damages

- Use the "Recognition Order by Troop" Report to confirm items received and "Recognition Order By Girl" Report to prepare girl orders. Distribute items timely to girls. Keep a copy of all signed reports
- Last day to report any damages and shortage to your GSWNY Product Program Manager is 5/31
- Print the Recognition Order Summary By Girl to view items earned
- Girls are to pick up items timely from the Troop Cookie Manager/Troop Leader



Follow GSWNY on Social Media for up-to-date Cookie Program information!

