



## Get a head start!

### Online Program opens Dec 10th!

Girls can begin taking orders online! All online packages sold count towards initial and main rewards!



## Ready, Set, Rally!

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

## How much is a package of cookies?

All cookie varieties (including Gluten Free Caramel Chocolate Chip) are: \$6 per package

## Help your Girl Scout earn her Initial Rewards!

(Initial rewards are cumulative!)

Cad/Senior/Amb troops that waive the main recognition program **ARE** eligible for all patches and initial recognition rewards!

### Sell **180** packages by 2/5

girls will earn a 2023 cookie hoodie and Goal Getter Patch!

### Sell **210** packages by 2/5

girls will earn the hoodie, patch **AND** a limited edition 2023 Themed Grip Water Bottle!



## Keep Goaling through April 2!

Girls can continue to take orders online and via her order card to reach her goal and earn Main Recognitions!

## Troop Reward

Help your troop earn admission to Diesel Engine Train Ride at the Arcade at Attica Railroad! Ask your troop leader for details!



## Lower Shipping Costs for Direct Delivery

Customers who order 9 or more packages online for direct ship will receive a reduced shipping cost! The customer will see a message at the point of sale indicating the lower cost.

## Girls who sell 36+ online Direct Ship packages...

Earn the Cookie Techie patch!







# Important Dates

**December 10 - April 2**

Online Cookie Program via Smart Cookies  
ecards, social media links and texts

**January 7 – February 5**

Initial Order Taking (in-person and online) using  
Smart Cookies AND order card to earn initial rewards

**February 6 – April 2**

Keep Goaling!  
(see Keep Goaling info for details!)

**March 5 – April 2**

Direct (Booth) Sales

## How to support your Girl Scout

- Participate in a family cookie information meeting.
- Sign parent permission form and forward to Troop Cookie Manager.
- Help her set up her Smart Cookies site.
- Model business ethics, decision making, people skills, and safety as you support her.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Communicate with your Troop Cookie Manager! Share any girl delivered cookie orders that need to be ordered and fulfilled for customers.
- Help her make arrangements to connect with people in her network, but let her do the "ask" so she can learn important business skills.

## Online Safety

Girls must have their parents'/guardians' permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in Smart Cookies, girls must read and abide by the Girl Scout Digital Cookie Pledge, and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians. You'll find these resources on [gswny.org](http://gswny.org).

## Girls May Use Social Media

As online marketing tools to let family, friends, and former customers know about the program. Girls under 13 cannot independently set up online marketing sites however they can use their parent or guardian's online sites with their approval and supervision. Girls must read the Girl Scout Activity Checkpoints and sign the Internet Safety Pledge. Cookies cannot be sold on eBay, Craigslist, Facebook Marketplace or any other public online sales site.

## Cookie Share

Your package donation will benefit our military as well as local community organizations. Customers can donate to Cookie Share on the order form and online. \$6 per package is paid at the time of order. (Cookie 2023 Share patch available at GSWNY stores for \$1 each.)



## Where does the money go?

All Girl Scout Cookie proceeds stay local to: Fund projects and amazing girl-led adventures for troops. Cover the cost of running the Girl Scout Cookie Program, including the cost of cookies, materials and rewards. Help the council provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps & leadership training!

## When do girls collect payment?

If your customer didn't pre-pay online with a credit card, payment is collected when cookies are delivered. Do not leave cookies with a customer without receiving payment. If taking a check, have it made out to the troop.



# Learn Along With Her!

Guide your girl as she runs her own cookie business. Girls can earn a unique Cookie Family Entrepreneur pin for each year of participation with your help. Check out the requirements online ([gswny.org](http://gswny.org)) and get started this cookie season.





# Keep Goaling!

Girls can continue to sell after the initial order period ends on 2/5!



How? Girls can continue to collect orders until 4/2 online via Smart Cookies as well as use the order card below for additional sales! These sales will count towards earning troop funds AND main rewards for your Girl Scout! (See recognition flyer for reward details.) Just let your troop leader know you have additional orders and arrange for pickup!

Need additional order cards? Download the Mini Order card from our website to print at home!

**Adventurefuls™**  
 Approx. Ct. 15  
 Net Wt. 6.5 oz. (184g)  
 2 cookies (25g) per serving  
 130 calories per serving

**Toast-Yay!™**  
 Approx. Ct. 16  
 Net Wt. 8.5 oz. (241g)  
 2 cookies (30g) per serving  
 140 calories per serving

**Lemonades®**  
 Approx. Ct. 16  
 Net Wt. 8.5 oz. (241g)  
 2 cookies (30g) per serving  
 150 calories per serving  
**FAN FAVORITE**

**Trefoils®**  
 Approx. Ct. 40  
 Net Wt. 9 oz. (255g)  
 4 cookies (26g) per serving  
 120 calories per serving

**Thin Mints®**  
 Approx. Ct. 32  
 Net Wt. 9 oz. (255g)  
 4 cookies (32g) per serving  
 160 calories per serving  
**BEST SELLER!**

**Peanut Butter Patties®**  
 Approx. Ct. 15  
 Net Wt. 6.5 oz. (184g)  
 2 cookies (25g) per serving  
 130 calories per serving

**Caramel deLites®**  
 Approx. Ct. 15  
 Net Wt. 7 oz. (198g)  
 2 cookies (28g) per serving  
 140 calories per serving  
**BEST SELLER!**

**Peanut Butter Sandwich**  
 Approx. Ct. 20  
 Net Wt. 8 oz. (227g)  
 3 cookies (34g) per serving  
 170 calories per serving

First Name _____ Adult Contact's Name/Phone _____ Price Per Package _____ Troop # _____				Donate Cookie Packages Adventurefuls™ Toast-Yay!™ Lemonades® Trefoils® Thin Mints® Peanut Butter Patties® Caramel deLites® Peanut Butter Sandwich Total Packages Amount Due Check when Paid									
#	Last Name (Print)	Address	Phone/Email	Number of Packages									
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2												2	
3												3	
4												4	
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<b>Total</b> Total in red square must equal both across and down.													Amount Due

**Raspberry Rally™**  
 Exclusively sold online for shipment only. Available while supplies last. Cookies can be purchased on Smart Cookies® site.

Insert QR Code or URL



The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC BAKERS is an official GSUSA licensee.



# Smart Cookies & the Digital Cookie Program!

Take your cookie business online!



Smart Cookies is an online platform which allows girls and volunteers to seamlessly manage every aspect of their cookie business from a smartphone, tablet, or computer. This Digital Cookie platform gives you and your cookie customers more ways to participate. Now there's more ways to sell, more ways to buy, and more ways to learn and have a ton of fun! Customize the way you learn and earn, using technology in a whole new way with Smart Cookies.



## First...

You'll receive a Smart Cookies registration email from [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) on December 10th. It will include the link to login to [abcsmartcookies.com](http://abcsmartcookies.com) and set up your Girl Scout's online account.

Tip: To help prevent this email from going to your junk folder, make [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) a trusted sender.



## Second...

Create her account! Use the information in the registration email to create an account in Smart Cookies. Your Girl Scout can create her profile - complete any open fields, including the girl's user name and password. Click "Submit" to complete the process. An on-screen confirmation will be displayed and email confirmation will be sent.

Tip: Save the confirmation, because it contains the girl's username and password and the link to ABC Smart Cookies.

## Third...

Explore! Once your Girl Scout's profile is created, she can set cookie sales goals, place and track customer orders for girl delivery, track progress towards her goals, and view rewards and achievements. Check out the Tips and Tools and Resources on the girl's dashboard for printables, Digital Art and Smart Cookies Training Videos.



## Quick Start for Online Orders

**Set up your Smart Cookies account and choose your cookie delivery method**

There are two ways customers can receive their online cookie order: direct ship or girl delivered. At the time of registration in Smart cookies, you will have the option to "opt in" for girl delivered orders. If you do not opt-in, the only option for customers is direct shipment from the baker.

**Share your cookie sales link and/or send your e-cards**

Decide how to reach your customers. Sales links can be shared via text, email, or on social media as a link or QR code. E-cards can be sent directly to family and friends. To access your sales link, go to your girl's Smart Cookies account, scroll over to "My Orders" and select "Share My Cookie Link."

**Review and approve orders from social link girl delivery orders**

Parent/guardian receives 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. Click the link in the email to either approve, update, or decline the order. Reach out to your troop cookie manager to let them know of any additional cookies needed to fill your orders.



## Be a Smart Cookie!



- Girls can promote their digital cookie store by emailing friends and family, create videos to share on social media, and host a virtual cookie booth where they make their pitch online. There are endless ways for girls to get creative in spreading the word about their Smart Cookies site. Girls have the option to include local delivery with payment by credit card for orders placed through their social media link. Girls will need to obtain the product from their troop leader and make arrangements with their customer for delivery.
- Parents or guardians must approve social media orders marked for girl delivery and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).



### Girl Delivered Cookies

- Opt-In or out anytime
- Available through sales link or ecard
- Parents must approve all social media orders marked for girl delivery
- Payment can be either online or at time of delivery
- Share your girl delivered orders with your troop leader so she can order cookies from council

### Direct Ship

- Delivery Available through sales link or ecard
- Customer must pay online
- Shipping discount on 9+ packages
- Cookies shipped directly to customer by ABC Bakers