

## Product Delivery

March 1-March 4

- Detailed information will be sent the week before delivery to all Service Unit Cookie Managers as well as troop leaders.
- If you'd like to volunteer at delivery, please contact your Council Product Program Mgr.



## Service Unit Duties

Mega Drop Deliveries:

- Remind troops it's REQUIRED for them to have a driver AND counter/loader to pick up the troop's cookie order

Non-Mega Drop Deliveries:

- Ensure product is distributed accurately; count order with troop for accuracy
- Maintain signed receipts for product distributed. Give copy to council product team
- Troop Volunteer counts and signs for their entire SU's initial product received from Corrigan

## 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.
- 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!

- Organize a Community SU drive-thru event; help troops secure booth locations
- Remind troops to enter troop booth sale locations in SC under troop-secured booths. This will allow council to promote the sale and give the troop ability to use credit cards as payment by their customers. (Download the Smart Cookies app to use credit card function.) SC credit card instructions available on [gswny.org/cookies+](https://gswny.org/cookies+)
- Troops can use the URL found in Smart Cookies to host virtual Cookie Booths

new!

## Planned Orders

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.

Planned Order By	Cookie Availability not guaranteed until
March 5th	March 9th
March 12th	March 22nd
March 19th	March 29th

## Service Unit Duties

## Payments and Final Steps

**TROOP PAYMENTS - Troops should use e-payment to pay the amount due to council. Link is on the homepage - [gswny.org](https://gswny.org)**

**By March 22:**

Troop Makes Initial Payment. We ask troops to pay as much as they can to council to cover the cost of their initial order.



**April 4:**

**Main Recognition Order Due by troops**

- Remind troops to manage inventory to ZERO by transferring troop on hand cookie inventory to girls.
- If Cad/Sr/Amb troop selected older girl proceeds option, TCM/TL must make selection in Smart Cookies by updating Proceeds Plan and place a Main Recognition order for patches. Girls earn all patches regardless of opt-out status.
- Verify troop initial/final payments in SC. Reach out to the troop with a balance due. Notify council of any delinquency issues.
- TL/TCM emails their ePayment confirmations to you by due dates
- Unpaid Balances/Refunds: Turn in the troop's D1, NSF and/or Troop Refund forms with supporting documentation to [customer-care@gswny.org](mailto:customer-care@gswny.org). Without this completed paperwork, the TL/TCM is responsible for the unpaid balance due. The TL/TCM is responsible for any lost, stolen, or misplaced money and/or cookies.

**By April 6:**

**Troop Final Payment Due**

- Unpaid balances: Turn D1, NSF and/or Troop Refund forms with supporting documentation to [customer-care@gswny.org](mailto:customer-care@gswny.org). Without this completed paperwork, the TL is responsible for the unpaid balance due council. If no parent delinquency is declared, SUPPM must turn in a D1 form for the Troop Leader.

**May - Date TBD**

- Pick up non-ABC items from GS service center
- Verify all recognition items shipped from ABC Bakers to packing list and notify council with discrepancies.
- Prepare troop orders and receipts, distribute within one week. 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 council. Rewards not picked up by June 15th should be returned to council.

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



## Ready, Set, Rally!

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

## SUPPM Volunteer Requirements

- Provide materials, training, and on-going support to troop product volunteers and leaders. Promote troop and girl goal setting. Help troop volunteers to: register with Smart Cookies, place their product orders (initial) & reward orders (early & main), select a delivery appointment time, reconcile all troop payments.
- Assist at mega delivery or manage a SU non-mega delivery
- Verify rewards received and distribute to troops forward D1's, Troop Refund, NSF forms and paperwork.

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 chocolate coating. Exclusively sold online for direct ship, while supplies last, this Girl Scout Cookie Season!

## 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.

## Troop Proceeds Increase!

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

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

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

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

## Before the Program

Service unit Product Program (SUPPM) are required to hold an informational meeting with troop leaders and troop cookie chairs to go over the details of this year's cookie program. This should be held in December or early January, preferably in a virtual setting. Remember, troops must have their materials early enough in order to meet with their girls and parents.

## Prepare

- Schedule troop training
- Use cookie program materials provided
- Plan activity to keep training engaging
- Distribute troop cookie samples
- Recruit other volunteers to assist you with training and Service Unit duties

## Training

- Refer to SU & Troop Guide, Family Flyer, Order Card & Recognition Flyer
- Talk about ways to participate (online-direct or with the girl delivery option, in-person, direct sales); troop proceeds, girl goal (180/210 packages); troop hoodie incentive; troop experience reward and recognition program
- Explain Gluten-Free pre-orders by troop (Troops pick up order at delivery)
- Troop Vol Position Descriptions & Parent Permission forms are submitted online. ([gswny.org](https://gswny.org))
- Review functionality of Smart Cookies. Troops and girls should watch for an email from [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) to register with SC first week of December
- Review Cookie Program dates





# Initial Order Recognitions

**Girl Initial Recognitions:** Girls who sell 180+ packages by Feb. 5 will earn the 2023 Cookie Themed Hoodie and Goal Getter Patch. Girls who sell 210+ packages by Feb. 5 will earn the 2023 Themed Grip Water Bottle!



**Troop Hoodie Incentive:** Troops who average 190 packages per girl selling by Feb. 5 will receive two hoodies for the leaders. They will be included with the early recognition girl hoodies...just in time for booth sales.



**Troop Experience Reward:** Each troop who averages 350 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

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:** If you are a returning SUPPM, you are already in the system and can use last year's credentials. If you are new to the position, an email with a registration link will be sent directly to you 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.

Each year, we clear out the system of troops and girls - hey are uploaded in November from our membership system. All troop volunteers and girls must be a registered and background checked Girl Scout to participate in the cookie program. Troop leaders will receive their link to register in Smart Cookies on\_\_\_\_\_.

## 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.

## Service Unit Duties

- Promote initial order goals and early recognition rewards
- Encourage troops to help girls find ways to reach 180/210 packages to earn the early (initial) recognition rewards
- Encourage troop volunteers to earn the troop hoodie incentive reaching a troop average of 190 packages per girl by February 5th

## JANUARY 14- FEBRUARY 3 COUNCIL BOOTH LOTTERY

Booth lottery is open 1/14—2/3. Participants will be notified on 2/4 if they were selected for a council booth, via a Smart Cookies email. First come first served (FCFS) will open on February 5th to one extra per troop. Unlimited selections per troop opens February 6th.



**Cookie Techie**  
Girls who sell 36 packages online by Direct Ship... will earn **the Cookie Techie patch!**

# 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.
- **All parents must complete the 2023 Cookie Program Parent/Guardian Permission form and forward a copy to the troop leader.**
- 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)

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

## FEBRUARY 6:

- TROOP: INITIAL PRODUCT AND RECOGNITION ORDERS DUE IN SC BY 11:59PM
- COMPLETE THE TROOP HOODIE RECOGNITION ORDER
- In abcsmartcookies.com troop completes:
  - 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 any extra girl orders received.
  - 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.



## Service Unit Duties

February 7th, (after troops are locked out) check Smart Cookies to ensure troops have correctly completed their:

- Initial Cookie Order
- Delivery Appointment Time
- Early (Initial) Recognition Order

## Cookie Share



Share patch available in council shops for \$1

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.



- 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.

# 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.
- Give these orders to your Troop Cookie Manager/Troop Leader to fulfill in a timely manner

- Encourage troops to secure booth sale locations and enter them into SC. This will enable them to take credit card payments at their booth.
- Encourage Walkabouts and SU Community Booths
- Remind girls they can still continue to take orders
- Remind troops to place a planned order in SC for additional cookies needed from a cupboard

## Service Unit Duties