



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	Lauren Bush Director of Product Program	Laura Fakharzadeh Product Program Manager Buffalo City/Northern Erie/ Niagara/Ontario
		
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AMERICA'S BEST COOKIES

- CARAMEL DELITES
- PEANUT BUTTER SANDWICH
- THIN MINTS
- PEANUT BUTTER PRIZES
- TREFOILS
- RASPBERRY RALLY
- ADVENTURE! ULS
- LEMONADES
- TARGET YAY!
- CARAMEL CHOCOLATE CHIP

Where do we get our cookie power?

OUR U.S. BAKERIES

OUR PURPOSE:
To be the world's most trusted partner in food

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

11,000+ employees

3,500+ suppliers

43 facilities

HEARTSIDE

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

Baking	Refrigerated & Frozen
Mondelēz, girl scouts, Kellogg's, Walmart, Tyson, Dole, Kraft/Heinz	Publix, Kroger
Quaker, Loblaw Companies Limited, Quaker, CBA, Dreyers, ALDI	Starbucks, 7-Eleven
Bars & Components	Packaging
Kellogg's, MINI, Pepsico	Kellogg's, Kraft/Heinz
Quaker, think!, T-Mobile, MARS	Cumberland Packing, NESNÉ
GREENIDE, Orkla, Basebells, Mondelēz, MARS	

HEARTSIDE

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

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2022 GSWNY Cookie Mix
Baker's Choice 17%

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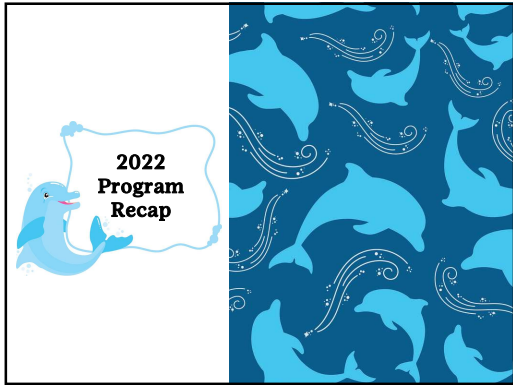
YAY! French Toast inspired cookies dipped in delicious icing and full of flavor in every bite!

6% average Council mix

Highly sought after cookie with Council mix percentages reaching +13%

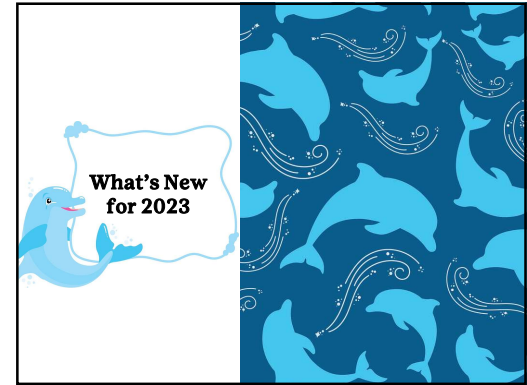
This original treat features the slightest hint of lemon, for a refreshing, completely unique flavor that stands out as a beloved Girl Scout staple!

New recipe for 2023 Allergen-free (peanut, tree nut, gluten AND NOW EGG FREE!) Made with real chocolate Re-sealable pouch

A section with a blue background. It features three photos: a person at a table, a group of people, and three children. Below the photos is the word "Volunteers" and a stack of cookies. To the right, there is a list of statistics and a stack of cookies with a heart-shaped swirl above it.

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



*Available online only to be direct shipped to consumers


HEARTSIDE

Raspberry Rally

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

- 1**

Simplicity

 - Less physical handling
 - Shipped directly to consumers
- 2**

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
- 3**

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

HEARTSIDE

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




HEARTSIDE

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

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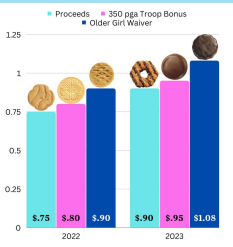


Invest in Girls

2023 Girl Scout Cookies = \$6.00/pkg
 Girl Scout Troop Proceeds = 20% increase



Supporting Troops

Year	Proceeds	Older Girl Waiver
2022	\$0.75	\$0.80
2023	\$0.90	\$1.08

What Can a Cookie Do?

- 32% Invest in Girls
- 27% Cost of Cookies, Program Materials, Technology Costs
- 21% Troop Proceeds and Girl Rewards

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
**Must meet minimum subsidy eligible count

NUMBER OF PACKAGES	BASE SHIPPING COST	SUBSIDY SHIPPING COSTS
1	\$ 14.99	\$ 14.99
9	\$ 14.99	\$ 7.50
13	\$ 29.98	\$ 22.48
17	\$ 44.97	\$ 37.46
21	\$ 59.96	\$ 52.44
25	\$ 74.95	\$ 67.42
29	\$ 89.94	\$ 82.40

ABC Baker Current Box

Updated Unified Gift box

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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

HEARTSIDE

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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 Theme and Rewards





2023 Cookie Program Recognitions

Learn all there is to know about the 2023 Cookie Program!

Get Better Recognition Than Ever!
 Sell 180 Packages
 Sell 210 Packages
 Troop Leaders!

Wacky Walk Scavenger Hunt

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

Six Flags
 Darien Lake Theme Park
 Wacky Walk Scavenger Hunt

Diesel Engine Train Ride

2023 Cookie Program Recognitions

100 to 300 Packages: Create Your Own Adventure

300 to 500 Packages: Choose Your Own Adventure

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



Type here to enter the presentation section name.

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

2023 Girl Scout Convention
Orlando, Florida



2023 Girl Scout Convention
EARLY BIRD WAY TO ORLANDO WITH THE EARLY BIRD COOKIES PROGRAM

Why should I be there?

- Earn 100+ hours of service
- Earn 100+ hours of leadership
- Earn 100+ hours of community service
- Earn 100+ hours of personal growth
- Earn 100+ hours of fun
- Earn 100+ hours of friendship
- Earn 100+ hours of memories
- Earn 100+ hours of excitement
- Earn 100+ hours of adventure
- Earn 100+ hours of discovery
- Earn 100+ hours of exploration
- Earn 100+ hours of discovery
- Earn 100+ hours of exploration
- Earn 100+ hours of discovery
- Earn 100+ hours of exploration

CREATE YOUR OWN 2023 Convention Adventure!

With the 2023 Girl Scout Cookies Program

Receive your appointment to part of a year of a total of 100+ hours of service, leadership, community service, personal growth, fun, friendship, memories, excitement, adventure, discovery, and exploration.

1000+ hours of service, leadership, community service, personal growth, fun, friendship, memories, excitement, adventure, discovery, and exploration.

1500+ hours of service, leadership, community service, personal growth, fun, friendship, memories, excitement, adventure, discovery, and exploration.

2000+ hours of service, leadership, community service, personal growth, fun, friendship, memories, excitement, adventure, discovery, and exploration.

2500+ hours of service, leadership, community service, personal growth, fun, friendship, memories, excitement, adventure, discovery, and exploration.


3500+ hours of service, leadership, community service, personal growth, fun, friendship, memories, excitement, adventure, discovery, and exploration.

Girl Scouts of southern new york


2023 Girl Scout Convention Orlando, Florida

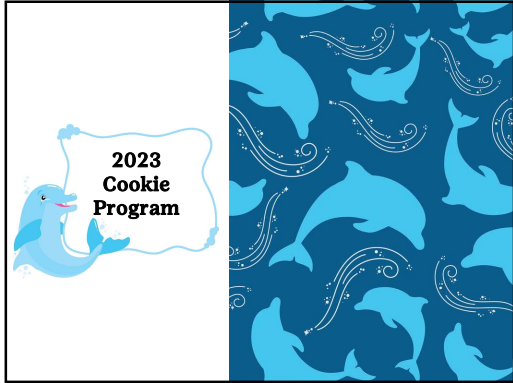
2023 Girl Scout Convention Orlando, Florida

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
<p>December 10: Online Cookie Program Opens</p>	<p>January 7: In-person Order Taking begins</p> <p>January 14: Council Sponsored Booth Lottery opens</p>	<p>February 4: Council Sponsored Booth Lottery winners notified</p> <p>February 5: • Initial Order Taking ends • FCES booths open</p> <p>February 6: • Unlimited Booths per troop open • Initial Order and Recognition orders due in Smart Cookies by 11:59pm • Keep Goaling begins</p> <p>February 7: SUPPM reviews and confirms troops initial cookie and reward orders</p>	<p>March 1-4: Delivery</p> <p>March 5 - April 2: Direct Sales</p> <p>March 8, 12, 19: Planned Orders Due</p> <p>March 22: Initial Payment Due</p> <p>April 1: Program Ends</p> <p>April 4: Main recognition order due</p> <p>April 8: SUPPM last day to make edit</p> <p>April 16: Final Payment Due</p>

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5 Skills...The Girl Scout Cookie Program is more than selling cookies...

Goal Setting

Girls set cookie sales goals and, with their troop leader, 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 savings. 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 create a budget, take cookie orders, and handle customer money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (sometimes) 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.

HEARTSIDE

Entrepreneurship Badges & Pins

When you sell Goal Zone Cookies, you practice good habits. As you make money, you learn more about the business. You can earn badges and pins each year that tell you how you did. You can also earn pins and badges for special events. You can also earn pins and badges for special events. You can also earn pins and badges for special events.

Year	Entrepreneurship Badges	Entrepreneurship Pins	Entrepreneurship Pins	Entrepreneurship Pins
2022	100 Cookies Sold	Goal Zone Badger	Money Magnet	Big Money Maker
2021	100 Cookies Sold	Goal Zone Badger	Money Magnet	Big Money Maker
2020	100 Cookies Sold	Goal Zone Badger	Money Magnet	Big Money Maker
2019	100 Cookies Sold	Goal Zone Badger	Money Magnet	Big Money Maker
2018	100 Cookies Sold	Goal Zone Badger	Money Magnet	Big Money Maker
2017	100 Cookies Sold	Goal Zone Badger	Money Magnet	Big Money Maker
2016	100 Cookies Sold	Goal Zone Badger	Money Magnet	Big Money Maker
2015	100 Cookies Sold	Goal Zone Badger	Money Magnet	Big Money Maker

Cookie Program Engagement

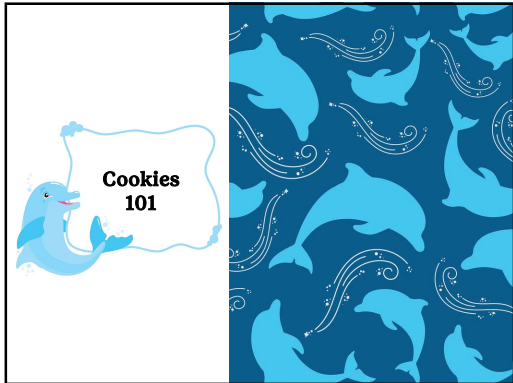
- Buy 5+
- Goal Chart
- Secret Shopper
- Keep Goaling

The 2023 Goal Chart is located under the resources tab in Smart Cookies

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



girlscouts

Ways to Participate in the Girl Scout Cookie Program

Get ready for your Girl Scout Cookie season! This infographic shows the ways you can participate in the Girl Scout Cookie Program, and it gives you tips on how to be a successful cookie seller. Talk with your troop leader about which options are best for you.

<p>Girl-Led</p> <p>Girl Scouts take the lead in their budget, plans and marketing techniques</p>	<p>Form or Sell Events and Events</p> <p>In this year Girl Scouts have been raising for their own Girl Scout cookie program. Events are always fun and they are a great way to help the Girl Scouts. You can sell cookies in person, at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home.</p>	<p>Initial cookie</p> <p>In your Girl Scout ready to take the first step? With the Girl Scout Cookie Program, you can sell cookies in person, at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home.</p>	<p>Share or sell</p> <p>They're the perfect way to have fun and give back to their communities. Girl Scouts can sell cookies in person, at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home.</p>
<p>Cooperative Learning</p> <p>Girl Scouts work together to set their goals, decide how to use their troop funds as a team and overcome hurdles along the way</p>	<p>Cookie Booths</p> <p>Booths are Girl Scout fun events that are set up in front of a residence or organization, where they'll market the cookies to customers in the neighborhood. It's a great way to raise money for the Girl Scouts. You can also sell cookies in person at school, sports, and even at home.</p>	<p>Cookie Booths</p> <p>This option is available to all Girl Scouts. You can sell cookies in person, at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home.</p>	<p>Share or sell</p> <p>The possibilities are endless! Girl Scouts can sell cookies in person, at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home.</p>
<p>Learning-by-doing</p> <p>Girl Scouts get to iterate on their cookie business each year gaining real life, hands on experiences that translate to their future careers</p>	<p>Connecting with</p> <p>The possibilities are endless! Girl Scouts can sell cookies in person, at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home.</p>	<p>Share or sell</p> <p>They're the perfect way to have fun and give back to their communities. Girl Scouts can sell cookies in person, at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home.</p>	<p>Share or sell</p> <p>The possibilities are endless! Girl Scouts can sell cookies in person, at school, sports, and even at home. You can also sell cookies in person at school, sports, and even at home.</p>

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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


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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

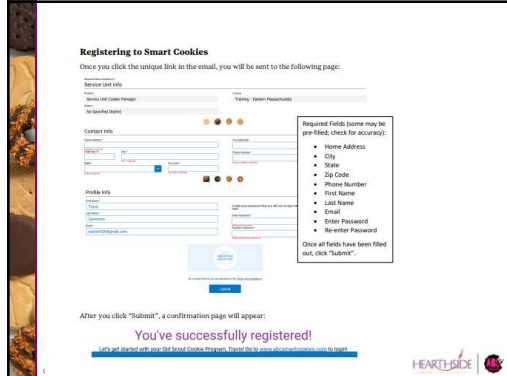


Smart Cookies



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:

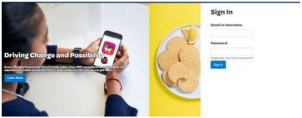
You've successfully registered!

Let's get started with your first Good Cookie Program. Thank you to you for making a difference in the world!



Logging into Smart Cookies

Click the link on the registration page (<https://www.abc-smartcookies.com/>) to go to the homepage for the Smart Cookies System.




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 "Mimic a User" button.


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 that profile where you can navigate just like the Girl Scout/Caregiver would do. Once completed, go to the top left again and click "Your Mimicking Session" and you will be returned to your dashboard.

Click the **Apply** 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 top left 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.

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Service Unit Dashboard

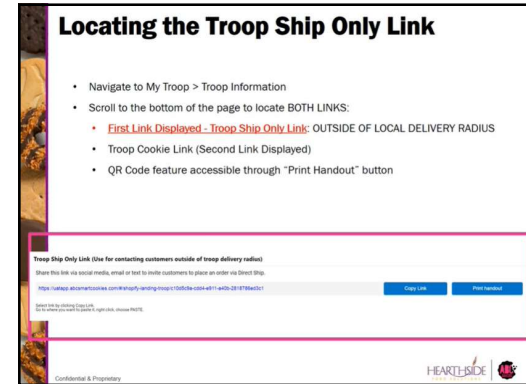
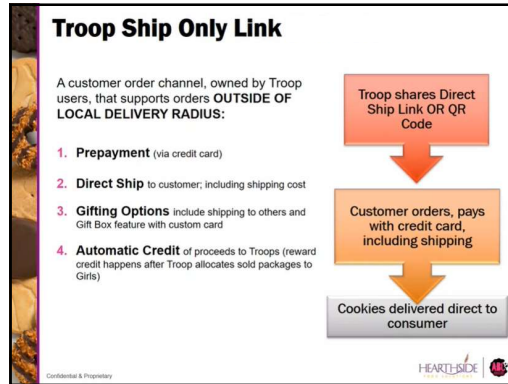
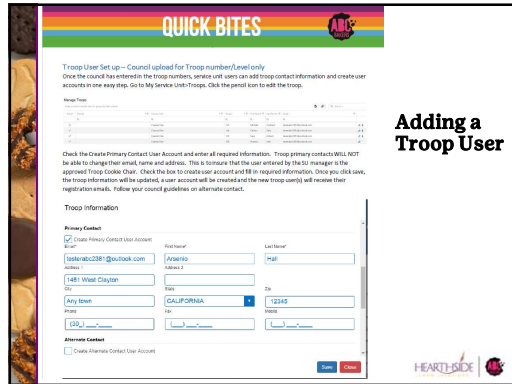


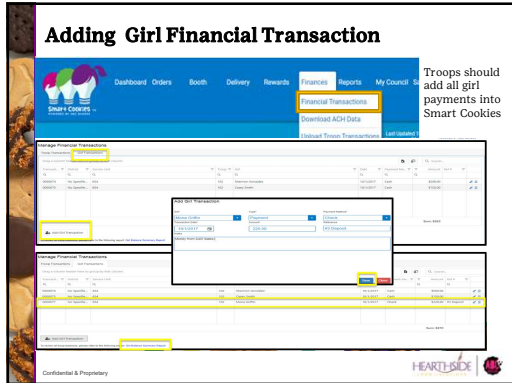
The Service Unit Dashboard details, at a high level, the total activity for all the troops in your Service Unit.

From this page, you can view:

- Per Girl Average** - \$/Package per Girl Selling this year vs. last year
- Initial Order/Treasurer Sold** - Cases assigned to troops, this year vs. last year
- Cookie Share (Donations) Sold** - \$/Case, this year vs. last year
- Direct Ship (Online) Sold** - \$/Case, 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), Cookies, Deposits, Cash, 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, sending the inventory breakdowns by cookie variety for each troop or Girl Scout** (by clicking **Dashboard**)







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.


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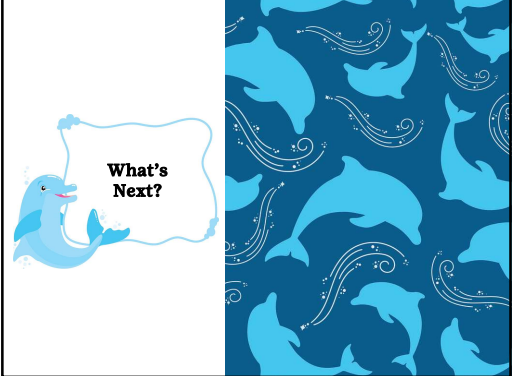
Direct/Booth Sales and Safety

- 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.

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What's Next?





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

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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 VOLUNTEERS Create your own flyers with seasonal clip art https://www.flickr.com/photos/abcbakervolunteergallery/albums
	SMART COOKIES TECH SUPPORT IS ALWAYS OPEN Call: 1-800-853-3730 NOTE NEW EMAIL ADDRESS: Email: ABCsmartCookieTech@hearthaldfoods.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

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Volunteer Program Resources Continued

Resource Location	What Can I Find There?
ABC Bakers Facebook page Lemonades Facebook page	Baker and Lemonade Facebook pages
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


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Who Do I Call With Questions?

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

Need help using the Smart Cookies platform?
 Call us at **1-800-853-3730** or email us at ABCSmartCookieTech@hearthsidedefoods.com


Questions about our cookies?
 Check out our [Cookie FAQ's](#) or email us your questions or concerns at ABCSmartCookieBakers@hearthsidedefoods.com or 1-800-221-1002



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Thank You!

On behalf of Hearthsidedefoods 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

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