



# 2023 Cookie Program Troop Training





GO BRIGHT  
Aheado

girlscouts of western new york

**Earn all three!**

**Girl Initial Recognition Rewards**

**Sell 180 Packages**  
by Feb. 5, 2023, to earn hoodie & Goal Getter patch!

**Sell 210 Packages**  
by Feb. 5, 2023, to earn the Mood Sports Bottle!

**Troop Leaders!**  
Troops that average 190 packages per participating girl by Feb. 5th, 2023 will earn two 2023 Cookie Program Themed Hoodies with the GSWNY logo on the sleeve.

**Troop Experience Reward**

Troops with a per girl average of 300+ packages by April 2nd, 2023, will receive admission for all participating girls and two adults to one of the following:

**Diesel Engine Train Ride at the Arcade & Attica Railroad**

OR

**Wacky Walks Scavenger Hunt**

Take your troop on scavenger hunt around your city, using an app on a smart phone! Wacky Walks is similar to a board game, where girls/teams take turns and direct other players to locate items and participate in challenges in your city. The Scavenger Hunt is by foot, and takes roughly 2 hours to complete.

\*All participating girls or teams will need a smartphone to have access to the app based scavenger hunt.

**GSWNY COOKIE CEOs (Chief Entrepreneur Officers)**

Top 100 Fall Program Entrepreneurs who are also one of the top 100 Cookie Program Entrepreneurs will earn an exclusive program crossover patch.

GSWNY reserves the right to substitute items as needed. Items pictured may vary due to availability. No returns or exchanges.

\*The GSWNY Program Reward Card: May be used at any Girl Scouts of Western New York Girl Scout Shop, Summer Camps (resident camp, day camp, troop/crew camp, and camp trading post, excluding camp deposits), management programs/trips (including ticketed events), and Girl Scouts of the USA Destination Programs. The GSWNY Program Reward Card expires February 26, 2023.

Only Girl Scout Reward Options, Cadette, Senior, and Ambassador Troops may enter the troop recognition program and GSWNY Program Reward Cards to receive an additional \$10 credit per package. The girls are eligible for all patches and the Initial (Early) Recognition Rewards. The troop is eligible for the Troop Experience and Troop Hoodie incentive, when earned. In Smart Cookies Troop-Builder must select Cadette/Amb proceeds plan and Cadette/Amb main recognition plan.

# Initial Recognitions by February 5th Earn All three!



180 packages earns a hoodie & Goal Getter Patch!

210 packages earns a Mood Sports Bottle!



Troop Reward

Troop Average 190+ packages by Feb. 5

# 2023 Cookie Program Recognitions

## Troop Experience Reward

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



Darien Lake Theme Park



Diesel Engine Train Ride

Wacky Walk Scavenger Hunt



girlscouts of western new york

2023 Cookie Program Recognitions

Let your leader know the items you want to earn! Log on to Smart Cookies and choose your goal level and reward! Rewards are cumulative.

**36 to 350 packages**

- Sell 36+ packages online Cookie Techie Patch
- Sell 36+ 2023 Theme Patch
- Sell 75+ Select One: Draw, Stirling Bag or Sticker Sheet
- Sell 130+ Select One: Tell Your Story Bead Kit OR Ankle Socks OR \$5 GSWNY Program Reward Card
- Sell 225+ Select One: Beach Towel and Wet/Dry Bag OR Large Dolphin and Dolphin Plush Clip On OR \$20 GSWNY Program Reward Card
- Sell 350+ Select One: Sport Bag and Dolphin Small Plush OR Cross Body Bag and Mini Lantern Flashlight OR \$25 GSWNY Program Reward Card

**500 to 1500 Packages: Create Your Own Adventure**

- Sell 500+ packages Select One: Neon Light Sign (Item value Amazon Gift Card will be provided for Custom Neon Light Sign) OR \$50 Build-a-Bear Gift Card OR \$50 GSWNY Program Reward Card
- Sell 750+ packages Select One: The Book Drop, 6 month surprise monthly book subscription OR Canon Ivy Mini Photo Printer (Item value Best Buy Gift Card will be provided for choice of Canon Ivy Mini Photo Printer) OR \$100 GSWNY Program Reward Card
- Sell 1000+ packages Select One: The Book Drop, 6 month surprise monthly book subscription OR Canon Ivy Mini Photo Printer (Item value Best Buy Gift Card will be provided for choice of Canon Ivy Mini Photo Printer) OR \$100 GSWNY Program Reward Card
- Sell 1500+ packages Select One: Orkut Bagpiper Air 2 Machine (Item value Best Buy Gift Card will be provided for Orkut Machine) OR Double Hammock Chair Belgian Style Adjustable Swing with phone holder and Mini Fridge (Item value Amazon Gift Card will be provided for Hammock and Mini Fridge) OR \$750 GSWNY Program Reward Card

**2000 to 3500 Packages: Choose Your Own Adventure**

- Sell 2000+ packages Select One: Sassy & Fun Slide 'N' Spray Inflatable Water Slide Park (Item value Amazon Gift Card will be provided for choice of inflatable water slide) OR High Top Inflatable Stand Up Paddle Board with SUP Accessories (Item value Amazon Gift Card will be provided for Paddleboard Bundle)
- Sell 2500+ packages Select One: Laptop Computer (Minimum specs: 15.6" screen, 8 GB RAM, 256 GB Hard Drive) OR Apple Watch Series 7 Smart Watch (Item value Best Buy Gift Card will be provided for Apple Series 7 Smart Watch)
- Sell 3500+ packages Girl Scout Travel Package (Item value Amazon Gift Card will be provided for Sponsored Trip / Program)

Girls who earn this recognition will be required to complete a GSWNY Financial Literacy badge of choice. More information will be available on gswny.org.

Name: \_\_\_\_\_

Circle your hoodie size:  
Youth: M L  
Adult: S M L XL 2X 3X 4X

My goal: \_\_\_\_\_ packages

# Early Rewards by February 5<sup>th</sup>

## 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!**



## **2023 Cookie Program Recognition Experiences**

**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**  
July 20-22  
Orlando, Florida

**EARN YOUR WAY TO ORLANDO WITH THE GIRL SCOUT COOKIE PROGRAM**

You're invited to the biggest gathering of Girl Scouts on the planet: the 2023 Girl Scout Convention at Walt Disney World® Resort!

From the Convention Hall at Disney's Coronado Springs Resort to the wonders of EPCOT®, thousands of Girl Scouts from around the world, plus their families and friends, will come together over five days to engage in awesome activities and epic interactive events. They'll hear from inspirational speakers, participate in wellness workshops, celebrate Girl Scout achievements, and so much more.

This can't-miss Girl Scout experience only happens every three years, so don't miss your chance to connect with over 10,000 girls and their families from July 20-22, 2023!

**Why should YOU be there?**

- Life-changing conversations about issues affecting girls, women, and all of us
- Inspiring speakers
- Chances to learn critical lessons and skills to take back to your community
- Amazing friendships and connections to last a lifetime
- The ever-popular G.L.R.L. EXPO - A Hall of Experiences, offering a variety of enlightening educational opportunities
- One-of-a-kind fun!

Phenom by Girl Scouts

Phenom by Girl Scouts: Join us for the National Bridging Ceremony and Gold Award Girl Scout Celebration, exciting experiences and programming in the Hall of Experiences, including special guests, live performances, hands-on activities, demos, and more!



**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 arrangements.

\*\*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.

**girlscouts of western new york**

Packages	Rewards
1000	Girl Registration
1500	Adult Registration
2000	Food for 2 (\$400 stipend)
2500	Lodging for 2 (\$500 stipend)
3500	Travel for 2 (\$800 stipend)

Girl Scouts can earn all five levels or just one. Recipient is responsible for securing registrations, lodging, and travel reservations. Girl must be accompanied by a parent/guardian. Council is not responsible to cover any 2023 Convention expenses from rewards not earned. Any level not reached will be up to the family to provide. By selecting the Convention reward, recognition levels up to the 1000 will be forfeited. Troops who waive rewards are not eligible for Convention 2023.

- 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 5<sup>th</sup>**
- **Three troop Experience options for troops reaching 300 PGA by April 2**
- **3500+ pkg travel level**
- **Girl Convention Recognition plan**







**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 INGREDIENT**



\*Available online only to be direct shipped  
to consumers

# 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

# 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



52%  
Invest in Girls

## What Can a Cookie Do?

27%  
Cost of Cookies,  
Program Materials,  
Technology Costs



21%  
Troop Proceeds  
and Girl Rewards



girl scouts  
of western new york



# Invest in Girls

Girl Scout Cookies  
\$6.00/pkg





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

*Nutritional information can be found at [abcsmartCookies.com](http://abcsmartCookies.com) or [abcbakers.com](http://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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# 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 your Council 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

*\*\*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, troops must order cookies from a cupboard two weeks prior to pickup. It is recommended troops order their booth cookies with troops initial order
- 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

# Adding a Girl Financial Transaction



Dashboard Orders Booth Delivery Rewards Finances Reports My Council Sa

- Financial Transactions
- Download ACH Data
- Upload Troop Transactions

Troops should add all girl payments into Smart Cookies

**Manage Financial Transactions**

Troop Transactions **Girl Transactions**

Drag a column header here to group by that column

Transaction	District	Service Unit	Troop	Girl	Date	Payment Me...	Amount	Ref #
0000074	No Specific...	654	102	Shannon Gonzalez	10/1/2017	Cash	\$500.00	
0000075	No Specific...	654	102	Casey Smith	10/1/2017	Cash	\$150.00	

Sum: \$650

**Add Girl Transaction**

Girl:  Type:  Payment Method:

Transaction Date:  Amount:  Reference:

Notes:

**Manage Financial Transactions**

Troop Transactions **Girl Transactions**

Drag a column header here to group by that column

Transaction	District	Service Unit	Troop	Girl	Date	Payment Me...	Amount	Ref #
0000074	No Specific...	654	102	Shannon Gonzalez	10/1/2017	Cash	\$500.00	
0000075	No Specific...	654	102	Casey Smith	10/1/2017	Cash	\$150.00	
0000077	No Specific...	654	102	Mona Griffin	10/1/2017	Check	\$220.00	#3 Deposit

Sum: \$870

To review all troop balances, please refer to the following report: **Girl Balance Summary Report**

# 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 approved and BGC adult in Smart Cookies





# Important Program Dates

December

**December 10:**  
Online Cookie Program  
Opens

January

**January 7:**  
In-person Order Taking  
begins

**January 14:**  
Council Sponsored  
Booth Lottery opens

February

**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/  
April

**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:**

- Troop Final Rewards Selections Due

**April 6:**

- Troop Final Payment Due

## 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

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# 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 in-person 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.



# 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.

# 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.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator		



# Cookie Program Engagement

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



The 2023 Goal Chart is located at [www.abcsmartcookies.com/resources](http://www.abcsmartcookies.com/resources)

# 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
- Council handles the distribution of virtual Share orders
- Available through online sales
- Share cookies are donated to local military, hometown heroes and other organizations.
- Share cookies purchased during Keep Goaling and Direct Sales should be donated directly by the troop to an organization of their choice
- Share patch available at GSWNY shops

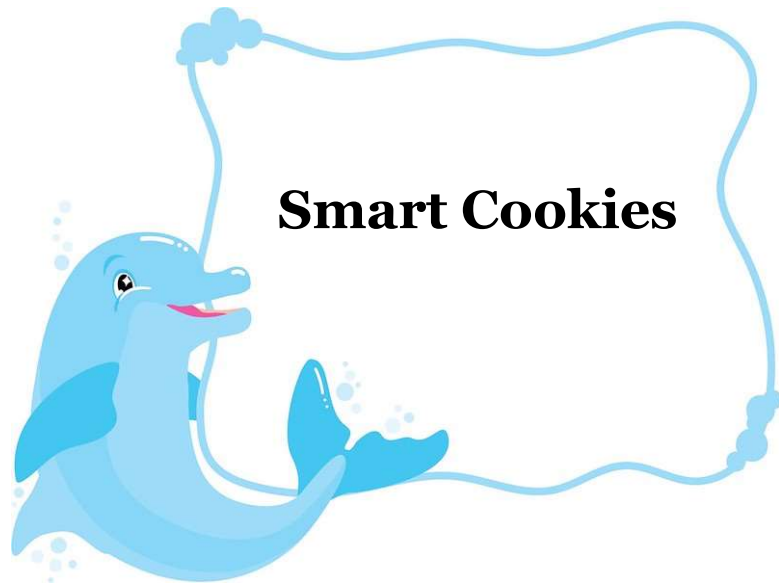


# Key Points

## Important dates:

- Online program begins December 10th
- In-person order taking begins January 7
- Initial order due February 5th
- Delivery March 1-4th
- Direct Sales begin March 5th
- Resources to engage girls and help them reach their goals
- Multiple ways to participate allows girls to customize their entrepreneurship experience
- Cookie Share is a great way to give back to your community





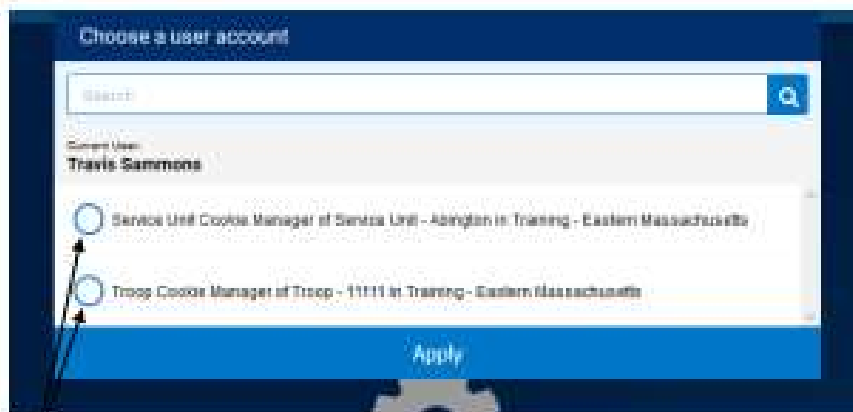
## Logging into Smart Cookies

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 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.

## 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:

Search	Council	Unit	First Name	Last Name	Phone	Role	Registration Status
Search	Council	Unit	First Name	Last Name	Phone	Role	Registration Status
Search	Council	Unit	First Name	Last Name	Phone	Role	Registration Status
Search	Council	Unit	First Name	Last Name	Phone	Role	Registration Status
Search	Council	Unit	First Name	Last Name	Phone	Role	Registration Status
Search	Council	Unit	First Name	Last Name	Phone	Role	Registration Status
Search	Council	Unit	First Name	Last Name	Phone	Role	Registration Status
Search	Council	Unit	First Name	Last Name	Phone	Role	Registration Status

Arrows in the image point from the 'Mimic a User' button in the previous image to a name in the table, and then to the 'Mimic a User' button at the bottom of the table.

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.



# Troop Cookie Link Refresh

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

1. **Preorder cookies**
2. **Prepayment** via credit card
3. **Pickup** at a physical booth location, including touchless opportunities
4. **Troop Delivery** of orders (if feature is enabled)



# Locating the Troop Cookie Link

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

## Troop Cookie Link (Facilitates Pre-Pay/Pick Up and troop delivered orders)

Please set the Begin date and End date for your troop's virtual booth sale. Once these dates are saved, your virtual booth link will appear at the bottom to share with your friends and family via email or social media.

Begin accepting sales

1/1/2021

End accepting sales

3/1/2021

Allow delivery for Virtual Booth Sale?

Yes  No

<https://usafpp.abcsmartcookies.com/virtual-booth-landing/c1005c9e-cdd4-e911-a40c-2818786ed3c1>

Copy Link

Print Handout

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



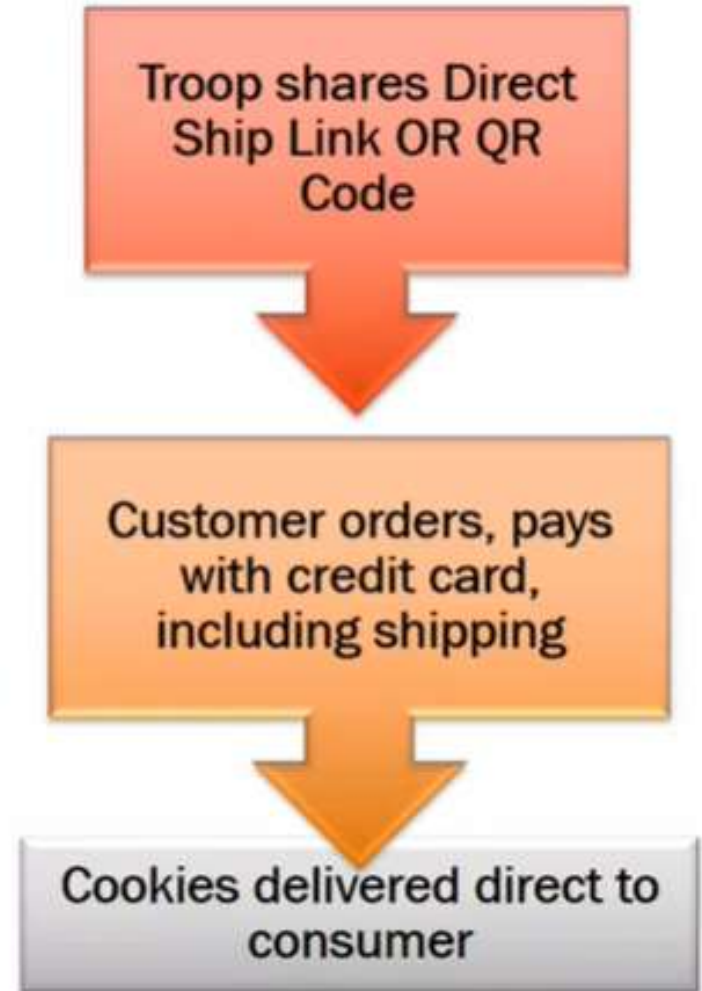
# Troop Cookie Link Responsibilities

- Troops approve **EACH** virtual booth order in Smart Cookies. Approval emails are NOT sent to Troops.
  - Customers receive email notification that orders have been approved for pickup!
- Decide if the Troop delivery feature will be made available and ,if so, Troop should only share link within reasonable delivery area
- Troops use the Virtual Smart Booth Divider to credit Girls for packages
- Involve girls in preparing Troop Cookie Link orders for an organized booth sale and/or troop delivery process

# Troop Ship Only Link Refresh

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

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



# 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://uatapp.abcsmartcookies.com/#shopify-landing-troop/c10d5c9a-cd04-e911-a40b-2818786ed3c1>

Copy Link

Print handout

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

# Troop Ship Only Link Responsibilities

- Credit girls for Direct Ship link packages sold through the Direct Ship Orders Divider feature.
- Distribute orders once there are enough packages sold to give all Troop girls sale credit. Distribution must happen prior to reward order due date.
- Perform a final check of additional Troop Ship Only packages sold just prior to reward order finalization to capture final sales data.

REMINDER: Troop Shipped Only orders DO NOT require Troop approval

# Adding a Girl Financial Transaction

Troops should add all girl payments into Smart Cookies

**Manage Financial Transactions**

Troop Transactions | **Girl Transactions**

Drag a column header here to group by that column.

Transaction	District	Service Unit	Troop	Girl	Date	Payment Me...	Amount	Ref #
0000074	No Specific...	654	102	Shannon Gonzalez	10/1/2017	Cash	\$500.00	
0000075	No Specific...	654	102	Casey Smith	10/1/2017	Cash	\$150.00	
							Sum: \$650	

**Add Girl Transaction**

Girl:  Type:  Payment Method:

Transaction Date:  Amount:  Reference:

Notes:

**Manage Financial Transactions**

Troop Transactions | **Girl Transactions**

Drag a column header here to group by that column.

Transaction	District	Service Unit	Troop	Girl	Date	Payment Me...	Amount	Ref #
0000074	No Specific...	654	102	Shannon Gonzalez	10/1/2017	Cash	\$500.00	
0000075	No Specific...	654	102	Casey Smith	10/1/2017	Cash	\$150.00	
0000077	No Specific...	654	102	Mona Griffin	10/1/2017	Check	\$220.00	#3 Deposit
							Sum: \$870	

To review all troop balances, please refer to the following report: [Girl Balance Summary Report](#)

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# Cookie Share Sales in Smart Cookies Managed by Troop User

## What are Troops' Responsibilities?

- If a girl sells “Cookie Share” to a customer – it is considered a “variety” in the Smart Cookies System and must be accounted for – even if pre-paid.
- Troop enters on the initial order
- If a girl sells cookie share door-to-door during direct sales she collects the money, reports the sale to the troop volunteer – the volunteer then enters the order using Orders>Virtual Cookie Share.
- If a troop sells Cookie Share at a booth, it is entered in the booth divider and is divided at the time the sales are allocated to girls.

Girls Sell Cookie Share

Girls Report Sales to Troop Volunteer

Orders are Created by Troop Volunteer



## Booth Sales in Smart Cookies Managed by Troop User

### What are Troops' Responsibilities?

- Booth Sale Orders from Troop Cookie Link must be approved by Troop volunteer
- Troop Volunteer secures Inventory from cupboard as needed to fill orders or supply traditional booth
- Troop Volunteer allocates cookies sold from troop cookie link to participating girls via Booth Divider. (Only option)
- Troop Volunteer should use Booth Divider to allocate cookies to girls for booth sales but can choose to use transfer process.

Approve any orders from Troop Cookie Link

Secure Needed Inventory

Allocate Cookies Sold at Booth Sale to Girls via Booth Divider

# Smart Cookies for Girls



- Our Smart Cookies site is a business center so girls can be their own cookie boss!
- Girls will receive an email to create their profile and can:
  - Set cookie goals and monitor their progress
- Girls can use their smart phones or tablets to take
  - Direct Ship orders
  - Door to Door orders
- Track customer orders
- View their recognitions earned and personal achievements
- Upload and share video ask
- Access their own unique social media URL and QR codes

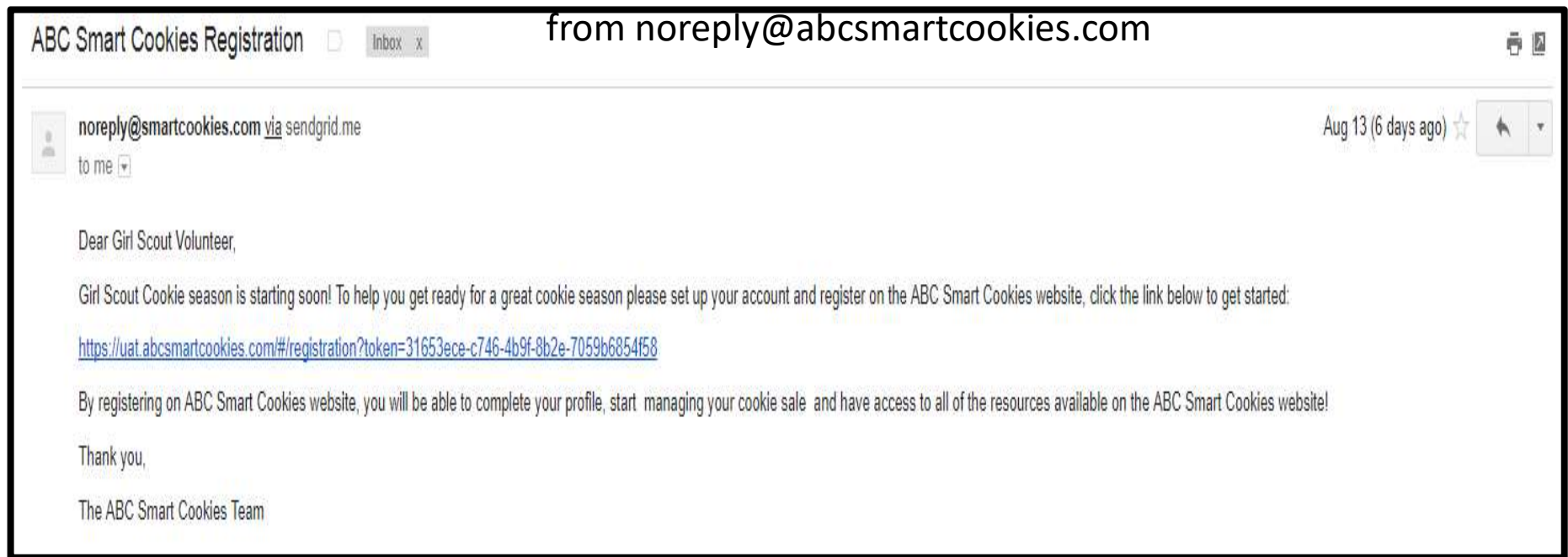


# Smart Cookies Registration Email for Girls

Dec. 8: Smart Cookie email sent via Smart Cookies

Dec. 8: Girls gain access to Smart Cookie and can begin adding email addresses

December 10: Online Program opens and girls may send emails





# Girl Scout Cookie Delivery Link Refresh

A customer order channel, owned by Girls, that supports orders both **WITHIN LOCAL DELIVERY RADIUS AND OUTSIDE OF LOCAL DELIVERY RADIUS, DEPENDING ON GIRL PROFILE SETTINGS:**

1. Preorder cookies
2. Prepayment via credit card OR pay upon Girl Scout delivery
3. Parent order approval or cancellation within 5 calendar days
4. Depending on Girl profile settings:
  - Customer receives cookies via Direct Ship channel OR
  - Girl Scout delivers cookies, within local delivery radius

# Parent approval email

Dear Mom GirlSchafer,

Your daughter has received an order request for girl delivery. Please review the order details and determine if she can make the delivery. Click the map to view the delivery location. If she can deliver the cookies, please click the Approve Order button. This will complete the order process including the processing of the customer's credit card payment. The customer will receive an email confirmation that their order will be delivered. If your daughter is unable to make the delivery, please click the Cancel Order button. The customer will be notified by email that the order cannot be delivered. Their credit card will not be charged unless they have selected the option to convert the order to a Cookie Share donation.

If you approve this order, please click the link below to approve.

<https://uatapp.abcsmartcookies.com/#/social-link-approval/2a5ad353-6217-48ce-87ad-0603679d4518>

For any questions, please contact your troop leader.



## Action needed by parent:

- Reach out to your TL/TCM weekly to let them know of additional cookies needed to fill your orders
- Update Girl Delivery orders through the Manage My Orders tab



# Girl Scout Cookie Delivery order reporting

REMINDER: Orders **ARE NOT** automatically populated into Troop inventory. Girls provide order reporting to TCMs. Troops add quantities to initial order and/or place planned order with cupboards

## Girls

1. Navigate to My Orders > Manage My Orders
2. Filter My Orders grid by Girl Delivery orders = "Ordered" to display only the undelivered product
3. Select Print Order Report to produce a pdf of cookie orders
4. Provide WEEKLY reporting to Troop Leader/TCM. Reporting will include customer details and Girl Scout delivery order demand by variety, package count.
5. Through the Manage My Orders page, update Girl Scout delivery orders with "Delivered" status. Customers will receive email delivery notifications.

## Troops

1. Navigate to Reports Menu > Orders Reporting > Mobile and eCard Summary Report
2. Assess Girl Scout delivery order demand by girl, variety and package count
3. Use the mimic feature to mimic Girl(s) in Troop. Access Print Order Report from My Orders > Manage My Orders to view/print Girl Scout delivery order demand by customer, variety and package count.

# Girl Manage Orders: Cancellation of Girl Delivery Social Media Link Order

2 Girl Orders

Print Report

New Direct Ship New Girl Delivery

Customer	Order Date	Source	Type	Status	Amount	Paid	Payment Method	Actions
Cindy Schafer	August 10, 2020	Social	Girl Delivery	Ordered	\$8.00	Yes	Credit Card	
Cindy Schafer	August 10, 2020	Social	Girl Delivery	Pending Approval	\$12.00	Pending	Credit Card	

# Key Points



- December 8<sup>th</sup> Smart Cookies launch email goes out to families
- Troops and girls can use their smart phones or tablets to take booth orders and accept credit card payments
- Parents must approve Girl Delivery social orders, within five days, by clicking the link in the order notification email
- Troops can schedule a virtual booth to collect orders for pickup at their physical booth location
- All girl payments should be entered in Smart Cookies as a financial transaction for accurate bookkeeping









# Direct/Booth Sales

- Two registered adults must be present at all times
- Girls must be present to sell cookies
- Booth locations should be held at locations girls and families can patronize
- Cookies cannot be placed in stores for resale
- Cookies should be stored off the ground, out of direct sunlight and other weather elements
- We represent Girl Scouts when we are at booths, always leave the space better than we arrived. Take all cardboard and trash with you
- Should multiple troops be at the same location or area for a booth, troops should model Girl Scout appropriate behavior as girls watch and model how adults react in conflict situations
- If council is contacted by any community partner due to bad booth behavior the troop will lose booth privileges for the remainder of the program
- We are guest of these businesses, this means we behave properly and kindly. We are Girl Scouts as such we have a pledge and law we follow. Before your troop attends a booth revisit the law and promise with your girls.

# Community Partners and Booth Lottery Dates

GSUSA has secured partnerships with Walmart

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 prior to the date of the booth

## Booth Lottery Dates:

- Opens Jan. 14th
- Lottery winners notified Feb. 4th
- FCFS for 1 additional booth per troop Feb. 5<sup>th</sup>
- Unlimited FCFS – Feb 6<sup>th</sup>



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

Confidential & Proprietary

## Key Points



- Direct Sales are more than traditional cookie booths. Get creative!
- Girls must be present with two registered adults to maintain booth safety and all etiquette guidelines followed
- Booth Lottery Dates:
  - Opens Jan. 14
  - Lottery winners notified Feb 4
  - FCFS for 1 additional booth per troop Feb 5
  - Unlimited FCFS – Feb 6
- Troops release booths 24 hours in advance if they are unable to attend.





# Build your cookie team!



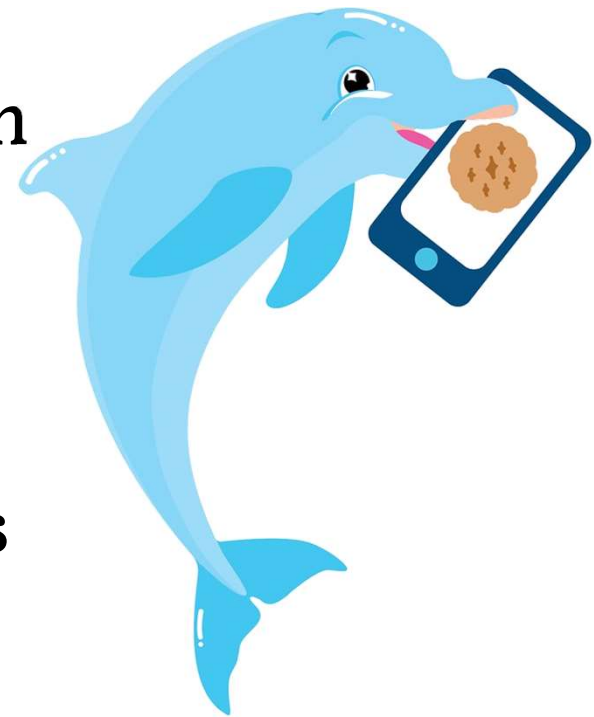
# Next Steps...



- Collect signed permission forms for each girl before distributing cookie materials
- Plan the Cookie Program with your Cookie Team
- Set troop goals
- Schedule family cookie training
- Distribute Materials
- Review girls in Smart Cookies
- Review Safety Check Points

# Helpful Resources for Troops and Families

- Parent/ Guardian Permission
- Troop Volunteer Agreement
- Older Girl Reward Waiver
- Online Safety Pledge
- Online Activity Check Points





# Volunteer Program Resources Continued

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



# 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/abcbakersvolunteergallery/albums>



## ***SMART COOKIES TECH SUPPORT IS ALWAYS OPEN***

Call: 1-800-853-3730

NOTE NEW EMAIL ADDRESS:

Email: [ABCSmartCookieTech@hearthsidefoods.com](mailto:ABCSmartCookieTech@hearthsidefoods.com)

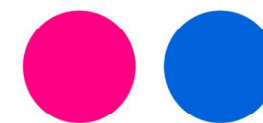


## ***ABC SMART COOKIES YOUTUBE CHANNEL***

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>

# 2023 Flickr art gallery



<https://www.flickr.com/photos/abcbakersvolunteergallery/albums>

All theme-related artwork is available in our Flickr gallery with access through Smart Cookies (far right corner of every page ) or by clicking the above link

## Corners



## Borders



## Patterns



## Who Do I Call With Questions?

### Your SU Cookie Manager

Need help using the Smart Cookies platform?

Call us at 1-800-853-3730 or email us

at [ABCSmartCookieTech@hearthsidefoods.com](mailto:ABCSmartCookieTech@hearthsidefoods.com)



### Questions about our cookies?

Check out our [Cookie FAQ's](#) or email us your questions or concerns

at [ABCSmartCookieBakers@hearthsidefoods.com](mailto:ABCSmartCookieBakers@hearthsidefoods.com) or 1-800-221-1002

GSWNY Customer Care, 1-888-837-6410 – [customercare@gswny.org](mailto:customercare@gswny.org)



# Thank You!

We make a living by  
what we get, but we  
make a life by what we  
give.”  
— Winston Churchill

