

# Planned Orders

After the Initial Order, as Girl Scouts sell more cookies, troops can order and pick up more by placing a Planned Order in Smart Cookies. You can order cookies from any Cookie Cupboard located throughout the Girl Scouts of WNY footprint.



### PLACING PLANNED ORDERS FOR ADDITIONAL COOKIE ORDERS/BOOTHS

Enter a Planned Order in Smart Cookies, (Unit of measure is in packages, 12 packages = 1 case). Smart Cookies Instructional video on how to place a planned order can be found on our website: gswny.org

- Troops must order cookies from a cupboard one week prior to cupboard pickup. It is recommended troops order their booth cookies with troop’s initial order
- Only troop volunteers may pick up cookies at a cupboard
- Bring a copy of your planned order to the cupboard

**Troops Earn**

**\$.90 per package base proceeds**

**\$.95 per package base proceeds if troop PGA is 350 pkgs by March 30**

OPT OUT - CAD/SR/AMB troops can earn an extra \$.13 per package by opting out of rewards. (Signature required by each GS in the troop. GS/Troop will still earn initial and troop rewards regardless of opt-out status. )

**TROOP PAYMENTS -**

Troops can use Use EPayment (link on our website: gswny.org) or pay in-person at a council shop location

**By March 19**

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

**By April 2**

Troop makes final payment to council

- March 31**
- Main Recognition Order Due**
- Manage troop cookie inventory to ZERO. Transfer troop on hand inventory and troop Ship Only Link cookie sales to Girl Scouts in Smart Cookies. Instructional video is available on our website: gswny.org
  - Create Main and Troop Reward Order in Smart Cookies
  - Make recognition choices for each Girl Scout in Smart Cookies. (Girl Scouts should have made choices in Digital Cookie for you to review and transfer into Smart Cookies.) If choices are not made, a default item will be chosen by council
  - Those troops selecting the CAD/SR/AMB proceeds option: Troop Cookie Manager/Troop Leader must make selection in Smart Cookies by updating the Proceeds Plan. Troop should place a Main Recognition order for patches and the troop reward
- By April 2:**
- Troop Final Payment Due. Make payment via epayment or in-person at a Girl Scout shop location**
- Record Girl Scout payments in Smart Cookies and give receipt to parents
  - Email ePayment confirmation or shop receipt to SUPPM
  - Unpaid balances: Turn DI, NSF and/or Troop Refund forms with supporting documentation into SUPPM. Without this completed paperwork, the TL is responsible for the unpaid balance due council. Refund requests to council must be submitted by June 30th
  - The troop leader is responsible for any lost, stolen, or misplaced money and/or cookies

- 10 days from Reward Ship Date - Last Day to report recognition shortages and damages**
- Use the “Recognition Order by Troop” Report to confirm items received and “Recognition Order By Girl” Report to prepare girl orders. Distribute items timely to girls. Keep a copy of all signed reports and receipts
  - Last day to report any damages and shortages to your GSWNY Product Program Manager is 10 days from reward ship date. Rewards NOT picked up before that date are non-returnable. Please pick up your rewards IMMEDIATELY after SUPPM notifies you they have arrived

# 2025 Troop Guide

girl scouts  
of western new york

EMBRACE  
POSSIBILITY

## Last Year for Toast Yay!



Don’t worry... there’s a new cookie on its way for 2026!

## Troop Initial Reward

Troops who average 200 packages per girl selling by February 5th will receive TWO 2025 Themed hoodies with the GSWNY logo on the sleeve for the leaders!

## Troop Experience Reward



Troops who average 300 packages per girl selling by March 30th earn the troop reward! Troop will choose one option:

- Admission to Darien Lake
- a GSWNY umbrella
- Practice philanthropy by donating “The Shoe That Grows” via [Becauseinternational.org](http://Becauseinternational.org)

## Girl Scout Initial Rewards



**Sell 190 packages by 2/5:**  
Earn the 2025 Themed Hoodie and goal getter patch!

**Sell 200 packages by 2/5:**  
Earn a 2025 Themed Bento Box!



## Direct Ship Discount

Customers who order 8 or more packages online for direct ship will receive a reduced shipping rate! The discounted rate will show at the point of sale for the customer.





2025 Cookie Program January 8-March 30

Before the Program

December-January

- Participate in the Service Unit Training and Rally
- Hold parent & Girl Scout training. Remind parents to visit gswny.org for training videos
- Safety is our top priority. Girl Scouts and adults must review and sign Girl Scout Online Safety Pledges found on gswny.org
- Set troop and Girl Scout goals
- Collect the 2025 Cookie Program Parent/Guardian Permission form from each Girl Scout before materials are distributed
- Anyone who volunteers with the troop must be registered and background checked with GSWNY
- Smart Cookies and Digital Cookie Registration emails will be sent to Troop Leaders/Troop Cookie Managers on 1/6/25. (Check your spam and trash folders if you don't see it in your inbox. Contact your SUPPM if you still didn't receive it.)



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

Initial Order

January 8 - February 5

January 8 - February 5 INITIAL ORDER TAKING

(In person with order card and online)

- Digital Cookie Registration emails will be sent to Girl Scouts on 1/8/25. Check spam and trash folders if they did not receive. Contact customercare@gswny.org for any further assistance needed.
- Encourage Girl Scouts to reach 190/200 package levels for early rewards
- Encourage Girl Scouts to set cookie goals and send emails to customers via Digital Cookie
- Money is collected when cookies are delivered unless paid via credit card

February 5

- Parent deadline to enter paper order card orders into Digital Cookie

January 20-February 7

- Make booth lottery selections (see page 3)

February 11: (NOTE: 6 day delay from parent entry date to troop entry date to allow orders to process from DC to SC)

- Initial Product and Recognition Order due in Smart Cookies by 11:59PM
- In abcsmartcookies.com complete the troop's:
  - Initial Cookie Order (Smart Cookies rounds up to full cases at the initial order. Be aware of extra packages your troop will have on hand. These cannot be exchanged or returned. Troops should use these cookies at Booth Sales or for any extra/goal getter orders received.)
  - Order booth sale cookies with initial order under the booth line in Smart Cookies
  - Select a Delivery Pickup Appointment Time
  - Create and Submit Early Recognition Order. (Youth M, L; Adult S, M, L, XL, 2X, 3X) \*\*NO SIZE EXCHANGES\*\*
- Complete the Troop Leader Hoodie Recognition Order. (Instructional)

Techie patch available in council shops for \$1.50



Goal-Getter Orders

February 6-March 30



The Goal Getter Phase is the second phase in the cookie program. Girl Scouts continue selling between the Initial Order and Booth Sales so they can reach their goals and grow their cookie business!

KEEP GOALING AND VIRTUAL ORDERS

Encourage Girl Scouts to continue taking orders to "Keep Goaling!"

- Use troop extras from the Initial Order, or place a Cupboard Planned Order in Smart Cookies for extra product to fulfill additional orders and troop direct sales
- Girl Scouts must turn in any additional cookie orders to the Troop Cookie Manager/Troop Leader to fulfill in a timely manner

Share patch available in council shops for \$1.50



Cookie Share

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

- Initial orders: Enter Cookie Share Donations in the Cookie Share column
- After the initial order, troops have the option to donate and deliver cookies to an organization of their choice. To receive these cookies, troops will need to choose flavors from their troop inventory or pick up additional cookies from a cupboard

The Cookies are here! March 5-8

Troop Distribution:

- Watch for the Cookie Connection Newsletter with in-time instructions for troop pick-up
- REQUIRED BY TROOP: Troops must supply a driver AND counter/loader(s) to pick up the troop's cookie order



Direct Sales

March 8-March 30

The direct sale period is also sometimes known as the "cookie booth" period or "cookies-in-hand" period. It is the time Girl Scouts sell cookies directly from their inventory to their customers. A Cookie Booth (Direct Sale) is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies.

By hosting a booth/direct sale, Girl Scouts gain 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
  - First-come, first-served (FCFS).
- Instructions on how to enter the lottery and FCFS will be sent to you in January. Council booth locations include: Galleria Mall, Goodwill, Ashley Furniture, Walmart, JoAnn Fabrics and Sam's Club locations. View complete list in Smart Cookies. Troops are NOT to contact these locations to request booths.
- 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 troop booths! Think outside the cookie box... hold a Drive-Thru or Virtual Booth!

Cookie Booths

What do I order for booth sales?

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

Visit our website for tools to help you prepare for the booth.

Booth Lottery Dates:

- Council Sponsored Booth Lottery entry open to troops: January 20-February 7
- Troops will be notified via email on February 8th whether or not they won a council sponsored booth location.
- FCFS opens: February 9th (one per troop), February 10th (unlimited per troop)
- Visit our website for short instructional videos and guides for booth lottery and FCFS information



Visit our website gswny.org to review our Booth Guide

How many cookies fit in my vehicle?

