

Available Volunteer online resources

Resource	Description	Location
Cookie theme information	Complete gallery of images, clip art, certificates, etc.	https://www.flickr.com/photos/abcbakersvolunteergallery/albums
Cookie varieties	Cookie sell sheets with product description and recipes, etc.	www.abcsmartcookies.com
Booth sale poster	Poster	Flickr, www.abcsmartcookies.com
Troop goal poster	Poster	Flickr, www.abcsmartcookies.com
Volunteer videos	How-to videos on a variety of topics	https://www.youtube.com/user/ABCCouncils
Activity tips and how-tos	Idea starters and instructional tutorials	www.abcsmartcookies.com
Standard forms	Order card, count it up forms, etc.	www.abcsmartcookies.com
Social media tips & tricks to boost engagement	Thought starters	www.abcsmartcookies.com
Rally Guide	Fun ideas for troop rallies, etc.	www.abcsmartcookies.com
Cookie Calculator	Helps volunteers set package sales goals based on number of packages sold last year and the desired percentage increase this year	www.abcsmartcookies.com
ABC Bakers Facebook Page	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	https://www.facebook.com/abcbakers/
Lemonades Facebook Page	Leverage consumer love for this star ABC Bakers product, generate more product buzz, and educate the general public about where to find the cookies they love.	https://www.facebook.com/LemonadesCookie/