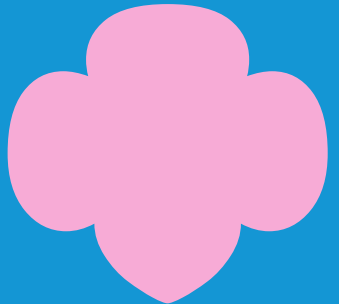


Product Program Leader Training Cookies 101



girl scouts 
of western new york



Why are Entrepreneurship and Product Program important?



- Girls want to change the world and are confident in their own abilities to make their mark
- They embrace challenges, take risks, and see failing as an opportunity to learn and grow
- They are curious and innovative self-starters
- Girls are collaborative team players open to new ideas and knowledgeable about where and when to reach out for help

Girl Experience and Skill-Building



Goal Setting- “I know I can do it!”



Decision Making- “How are we going to reach our goal?”



Money Management- “Putting our earnings to good use”



People Skills- “Saying Thank You to our customers”



Business Ethics- “Leave a lasting impression”



Support Girls' Success



- The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world!
- Girl Scout Cookie purchases help fund girls' life-changing programs, experiences, and learnings for themselves and their troops all year long. Troops earn Troop Proceeds, which fund amazing experiences and opportunities!
- The Girl Scout experience gives her the tools she needs to help others and keep her community at the center of everything she does. It's the Girl Scout way!











































Entrepreneurship Badges & Pins

When girls participate in the Girl Scout Cookie Program, they utilize the 5 skills, and learn to think like entrepreneurs.

Girls can earn Cookie Business and Financial Literacy badges each year they participate!



Scan the QR code to visit our Girl Scout Resources page where you'll find a link to the Cookie Entrepreneur Family Pin activities for all grades.

| <div>girlscouts</div> <div>Entrepreneurship Badges & Pins</div> <div>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.</div> | | | | | | |
|---|--|--|--|--|--|---|
| | 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 Pin |  Toy Business Designer |
| Brownie |  My Cookie Customers |  Cookie Decision Maker |  Budget Builder |  My Own Budget |  Year 1 and 2 Cookie Entrepreneur Family Pin |  Building Entrepreneur |
| Junior |  My Cookie Team |  Cookie Collaborator |  Budget Maker |  My Money Plan |  Year 1 and 2 Cookie Entrepreneur Family Pin |  Business Juggler |
| Cadette |  My Cookie Venture |  Cookie Market Researcher |  Cookie Innovator |  Budget Manager |  My Money Skills |  My Dream Budget |
| Senior |  Year 1, 2, and 3 Cookie Entrepreneur Family Pin |  Year 1, 2, and 3 Cookie Entrepreneur Family Pin |  Year 1, 2, and 3 Cookie Entrepreneur Family Pin |  Year 1, 2, and 3 Cookie Entrepreneur Family Pin |  Year 1, 2, and 3 Cookie Entrepreneur Family Pin |  Business Creator |
| Ambassador |  My Cookie Network |  Cookie Sales |  Savvy Saver |  My Financial Power |  Year 1 and 2 Cookie Entrepreneur Family Pin |  Business Startup |
| |  My Cookie Business Plan |  Cookie Influencer |  Financial Planner |  My Financial Independence |  Year 1 and 2 Cookie Entrepreneur Family Pin |  Entrepreneur Accelerator |

AMERICA'S BEST COOKIES



Meet ABC Bakers!

There are two bakers in the US that are licensed to bake Girl Scout Cookies.



ABC
Bakers

Little
Brownie
Bakers

GSWNY is proud to partner with ABC Bakers, offering delicious Girl Scout Cookies.



CARAMEL
DELITES



PEANUT BUTTER
SANDWICH



THIN MINTS



PEANUT BUTTER
PATTIES



SHORTBREAD



ADVENTUREFULS



LEMONADES



TOAST-YAY!



CARAMEL
CHOCOLATE CHIP



**Caramel Chocolate Chip
Produced in
Gluten-Free Bakery**

Available for Pre-Order,
Direct Ship

\$6
Package

Your ABC Cookie Lineup



Troop Proceeds

When customers buy Girl Scout Cookies, they are helping girls power new, unique, and amazing experiences. With these experiences, they broaden their world, learn and practice essential skills, preparing them for a lifetime of leadership.

Cadettes, Seniors,
and Ambassadors can
wave rewards to earn
+ \$.13 per package

Troops can also earn
a PGA bonus + \$.05
per package

Troops earn
\$.90 per
package

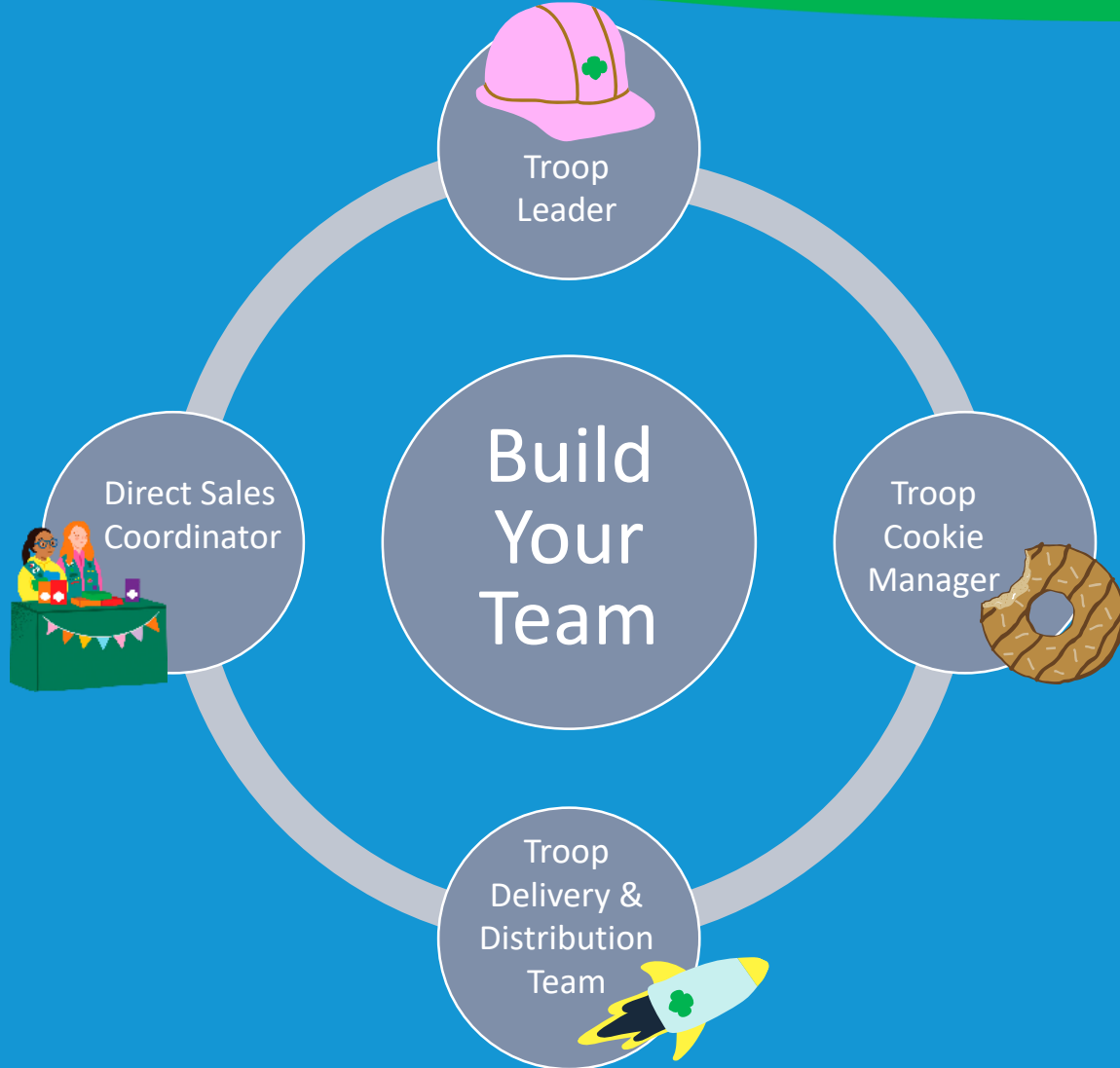


YOUR GIRL SCOUT
COOKIE PURCHASE



AMAZING EXPERIENCES
FOR GIRLS

Build Your Team



The Cookie Program is an exciting time for girls, families and volunteers!

As the Troop Leader, building a cookie team to help manage all of the moving parts of the program is extremely important for a successful entrepreneurial experience.

The Cookie Program at a Glance

Ways to participate in the Cookie Program



- Online/Digital Cookie
- In-person/Door to Door
- In-person and Virtual Cookie Booths
- Walkabouts / Drive Thrus
- Lemonade Stands



Cookie Share Program



Customers can support their Girl Scout and community through Cookie Share, purchasing cookies that go to Western New York organizations:

- Military/Veterans
- First Responders
- Community Organizations

\$6
Package

Customers can donate to Cookie Share on a girl's order form, e-card or online store link.

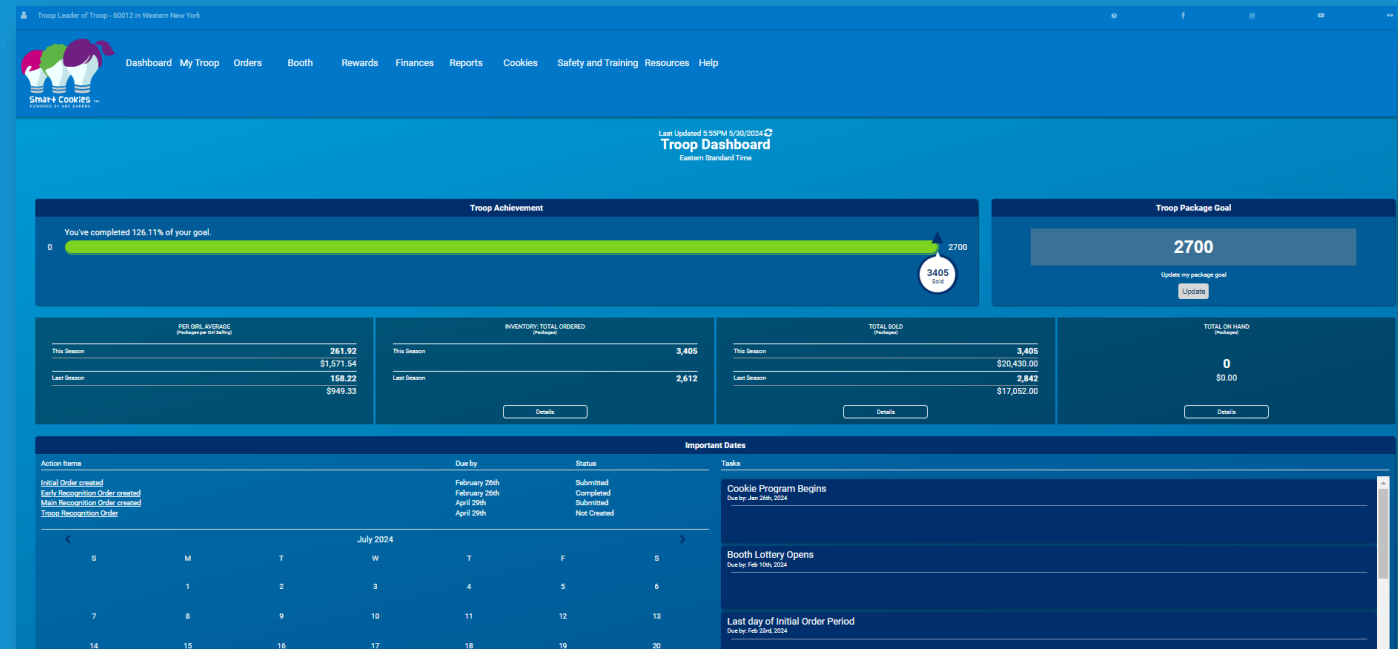
ABC Smart Cookies



The Smart Cookie Platform helps Volunteers:

- Review Troop Participation
- Input Initial, Planned, and Recognition Orders (initial, troop, and main)
- Input Cookie Booth Locations & Times
- Request a Cookie Booth Location from the Council Booth Lottery
- Manage Troop & Girl Inventory
- Track Finances & Manage Girl Payments
- Review program data such as financial transactions or orders via reports

Smart Cookies is ABC Bakers' online platform which communicates with Digital Cookie then consolidates order, inventory, and financial information. Service Unit and Troop Volunteers use Smart Cookies to manage their cookie program.



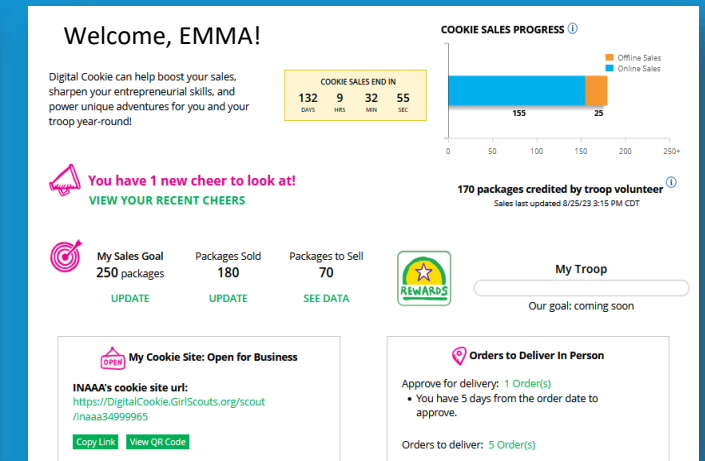
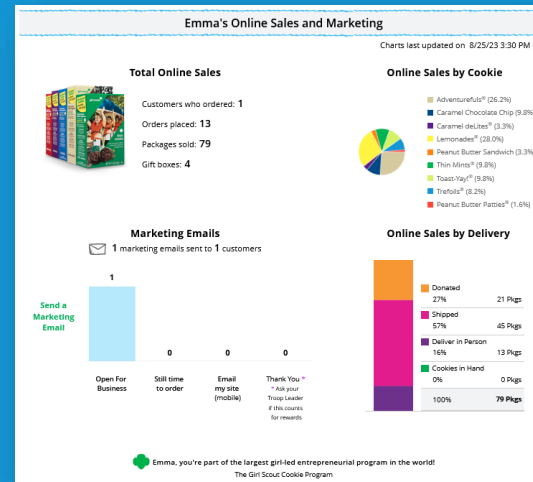
Digital Cookie



The Digital Cookie Platform helps Girl Scouts:

- Set Cookie Goals & Monitor Progress
- Create & Share their personalized selling site
- Send marketing emails
- Take cookie orders via their site or the Digital Cookie App
- Enter Initial Order (Paper Order Card)
- Track online customer orders for delivery
- View/Select recognitions
- Record Entrepreneurship Badge & Pin step completion

Digital Cookie is a GSUSA online platform that allows Girl Scouts to publish a personalized selling site, take online Girl Delivered or Direct Shipped orders, and track her goal progress. It communicates this information back to Smart Cookies for Volunteers.



Troops use Digital Cookie to:

- Create & Share a Troop selling site
- Take Cookie Booth Credit Card Payments
- Track Girl Scout's Badge/Pin progress
- View Digital Cookie specific reports

Initial Order Period and Recognitions

Girls will earn amazing recognitions for reaching her cookie business goals!

During the **Initial Order Period**, girls will have an opportunity to earn early recognition rewards by selling a set number of packages by the initial order deadline. Service Unit Product Managers will provide materials containing all of the details surrounding Initial Order.



Help Girl Scouts
reach their
Goals!



Keep Goaling Order Period

After the Initial Order period, while Girl Scouts wait for cookies to be delivered, girls continue to take orders online using Digital Cookie and offline using their paper order cards. Troop Leaders will fill Girl Delivery orders taken during Keep Goaling using troop inventory or by placing a planned order from a Cookie Cupboard.

**Help Girl Scouts
reach their
Goals!**



Cookie Delivery

After the Initial Order Period closes, girls continue to **Keep Goaling**, taking additional in-person and online cookie orders. Troops pickup their Initial Cookie Orders at Cookie Delivery in one of two ways.

Mega Cookie Delivery

- Offsite, drive thru Cookie Warehouse
- Troop Volunteers count, load, and sign for Troop's Initial Cookie Order with the help of troop volunteers



Trailer Drop Cookie Delivery

- Offsite, secured drive thru Cookie Pickup Location
- Troop Volunteers count and sign for their cookies with the SU Cookie Manager, then load their Initial Order into their vehicles.



Cookie Cupboards

During the Direct Sale period of the program, a Troop Volunteer can pick up additional cookie inventory for cookie booths or to fill Keep Goaling orders from a cookie cupboard.

In order to pick up cookies, the troop must place a **Planned Order**.

A Planned Order allows a troop to schedule a pick-up of cookies on a designated day from a cookie cupboard. Cupboard locations are listed in Smart Cookies.

Council Cookie Cupboard

- Located in a GSWNY Service Center or an offsite warehouse
- Fulfills Planned Orders by pre-scheduled pickup date/time

Volunteer Run Cookie Cupboard

- Cupboard is located in volunteer's home. Hours vary. Open to all troops
- Fulfills Planned Orders by pre-scheduled date/time

Cookie Booths

Girl Scout Cookie Booths are girl-led, with cookies in hand, selling cookies directly to customers.

There are two ways for troops to obtain a Cookie Booth.

Council-Sponsored Cookie Booths

- Council secures booth locations, making them available to troops through a Smart Cookies Booth Lottery
- Once the booth lottery has run these booths are open for troops on a FCFS (first come, first served) basis.

Troop Secured Cookie Booths

- Troops, on their own, secure retail and business locations to host a Troop Cookie Booth, entering the date/ time/ location in ABC Smart Cookies
- Troop partakes in walkabouts and drive thrus, entering locations in ABC Smart Cookies, to let the public know where and when they will be selling cookies

Online Safety

Ensuring the health and safety of our Girl Scouts is a top priority. Online and Digital Safety Pledges are designed to inform, educate, and provide safety requirements to ensure a safe and successful money-earning activity.

Digital Cookie
Pledge

Online Safety
Pledge

Product Sale
Safety Activity
Checkpoints

- Parent/guardian permission must be provided to use Digital Cookie Program and Digital Cookie Mobile App.
- Personal information such as last name, address, telephone number, or school information should never be given without the permission of parent/guardian.
- Parental/guardian approval is required to post a video to the Digital Cookie Site, as well as follow other rules about posting videos provided by GSUSA and GSWNY.

To review GSUSA safety materials, visit:

<https://www.girlscouts.org/en/cookies/troop-leader-resources.html>

Troop Leader Resources



Your Service Unit Product Program Manager is here to support you through the Cookie Program!

- Provide Cookie Program Troop Leader Training
- Girl/Troop Material and Reward Distribution
- Help answer Questions
- Provide Ongoing Troop Leader Support throughout Program

Do you need assistance connecting with your Service Unit Product Program Manager? Contact your Service Unit Manager or CustomerCare@gswny.org

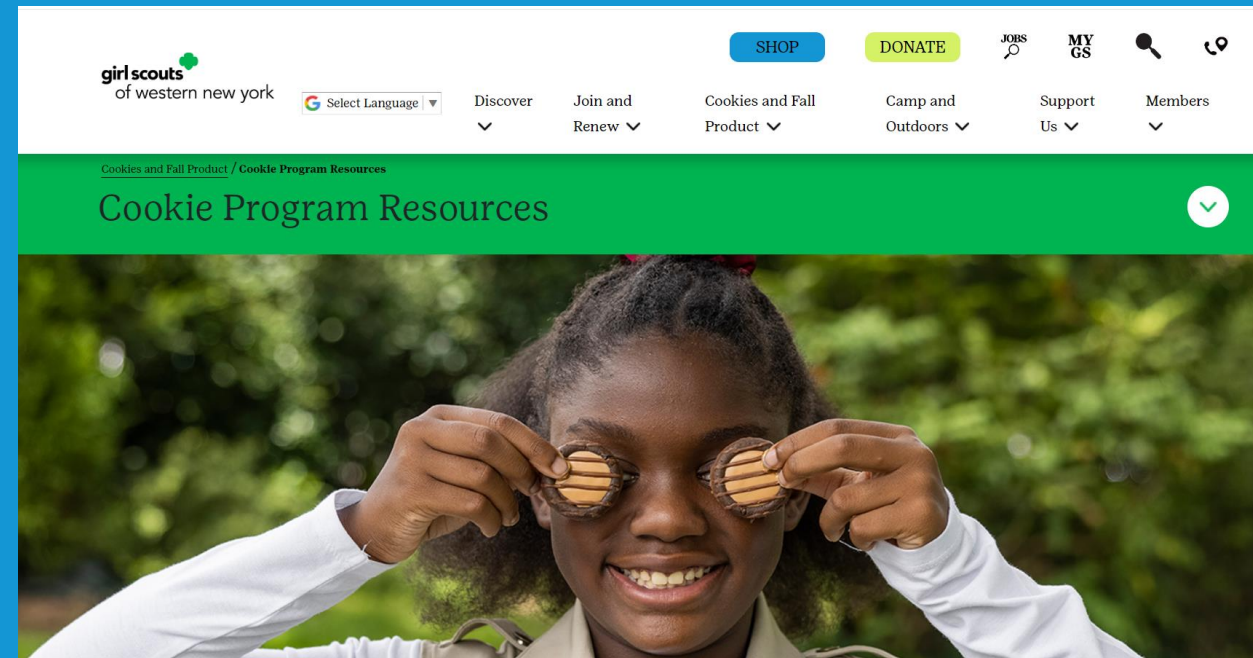
GSWNY Cookie Resources



Volunteer Resources

Scan the QR code or visit gswny.org
for all your Cookie Program Resources!

- Program Guides and Financial Forms
- Cookie Marketing Materials
- Smart Cookies and Digital Cookie Training Videos
- Council Training Presentations
- GSUSA Pins and Badge Requirements
- E-payment



Cookie University

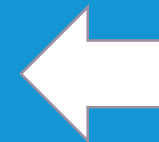


Register for Cookie University's Just In Time Trainings

- View helpful, pre-recorded trainings on your schedule
- Have a question? Submit questions for council staff to answer during the live webinar
- LIVE Smart Cookies instruction and demo



Register for
Session #1 on
January 6th
now!



Cookie Connection Newsletter



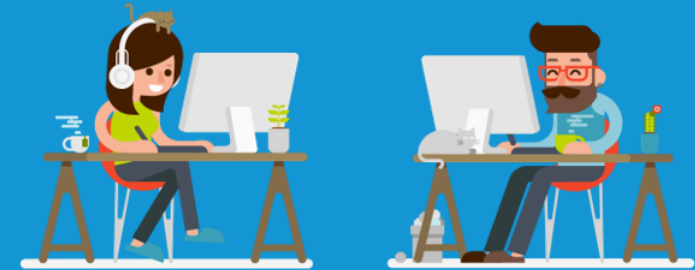
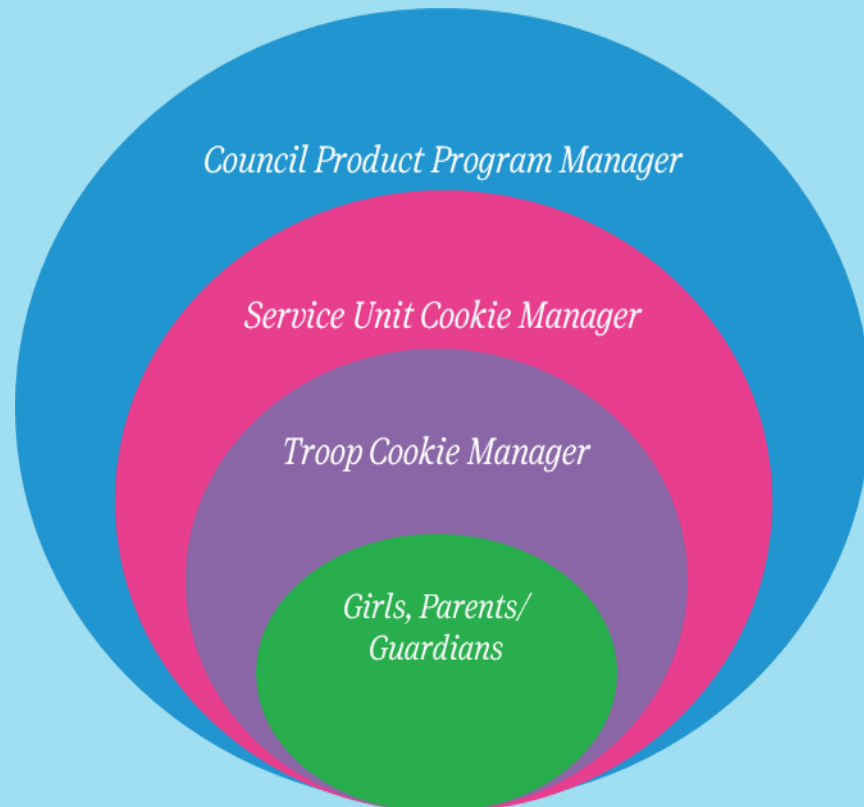
- Weekly Newsletter sent to all Co-Leaders and Parents/Guardians e-mail listed in MyGS
- Timely information throughout the Cookie Program



Circles of Support



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



Smart Cookies Tech Support

855-444-6682

ABCSmartCookieTechSupport@hearthsidefoods.com

Digital Cookie
Look for the Help
buttons on the
Login Screen and
in your account.

Customer List
Send marketing emails, keep customer information up-to-date, and track orders.

☐ Select All Send Marketing Email [Add Customer](#) [More...](#) [Show 10 Items](#) ▼

| Name | Email Address | Last Emailed | Email Title | Email Status | Total Orders | Total Pkgs |
|--|---------------|--------------|-------------|--------------|--------------|------------|
| <input type="checkbox"/> Cindy Lou | Yes | | | | 0 | 0 |
| <input type="checkbox"/> Cookie Monster2 | Yes | 8/10/2023 | Thank you | | 3 | 18 |

Total customers: 2 Total emails sent: 0 Total unique customers emailed: 0

[Need help?](#) ▼

[Tips to get started](#)

girl scouts 

