

ABC Leads with Experience and Innovation



An officially licensed Girl Scout Cookie Baker since 1937, ABC Bakers is the oldest and most experienced Baker - with 88 years serving Girl Scouts!

We have led in innovation:

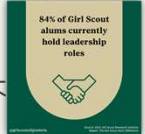
- First ecommerce site and mobile app
- First fat free, vitamin fortified, allergen free and gluten free cookies

Meet our CEO, a grown up Girl Scout

DARLENE NICOSIA



Darlene has spent most of her career building the world's biggest brands with retailers and suppliers. Her extensive expertise in global supply chain management is very useful in today's complex operating environment, especially with the Girl Scout Cookie Program.



Your Maker's Pride-ABC Team

- Digital Experience
- Volunteer Help Desk
- IBM Partnership
- Marketing, Rewards and Fulfillment
- Distribution and Supply Chain
- Customer Service
- Dedicated Territory Managers
- Dedicated Leadership Team
- Centers of Excellence



Say Hello to ExploreMOREs!

Get the scoop on ExploreMOREs™, the latest in Girl Scout Cookies!

These rocky road ice cream-inspired sandwich cookies—filled with the delicious flavors of chocolate, marshmallow, and toasted almond flavored crème—reflect the spirit of exploration at the heart of every Girl Scout.

Scan here to view full nutrition facts.

Please note. **Contains:** MILK, SOY, WHEAT, PEANUT.



Your ABC 2026 Season Cookie Lineup

girlscouts®

Your Girl Scout Cookie favorites are back!

NO CHANGES IN SIZE OR QUANTITY IN OVER A DECADE!

Girl Scout Cookies® 2026 Food Allergens Guide

Cookie	Contains	Contains	Contains	Contains	Contains	Contains	Contains	Contains	Contains
	Milk	Eggs	Wheat	Soy	Peanut	Tree Nuts	Shellfish	Gluten	Other
Thin Mints									
Chocolate Chip									
Vanilla Sandwich									
Chocolate Sandwich									
Vanilla Wafers									
Chocolate Wafers									
Vanilla Biscuits									
Chocolate Biscuits									
Vanilla Caramel									
Chocolate Caramel									
Vanilla Raspberry									
Chocolate Raspberry									
Vanilla Lemonade									
Chocolate Lemonade									

Find these items and more on the cookie box. **ABC 2026**

#1 seller Thin Mints

#3 seller Peanut Butter Patties

Made with Vegan Ingredients

#4 seller Lemonades

GF Caramel Chocolate Chip

ABC supports the sustainable production of Palm Oil through RSPO membership

Palm oil is very versatile (long shelf life, stable at high temps, odorless, colorless, no trans fat). It is also efficient, as it produces more oil per land area compared to other vegetable oil crops. Soy and coconut oil would need 4 and 10x the land.

- ABC has been a member of the RSPO since 2015.
- 100% of our palm oil has supported sustainable production either through RSPO credits or mass balance.
- Our palm oil suppliers (also RSPO members) have monitoring programs focused on social and environmental aspects of palm oil production and aligning building to RSPO Principles & Criteria.

Although currently prevalent in Europe, glyphosate is not used in the United States and is not available in North America.

GOING SUSTAINABLE TO MIXED

Contributing to the production of certified sustainable palm oil.

www.rspo.org

ABC 2026

GSWNY Subsidized Shipping

Customers who order 8-24 packages of cookies online for direct ship will receive a \$6 OFF their shipping rate, courtesy of GSWNY's shipping promotion!

The customer will see a message at the point of sale indicating the lower shipping rate.

# of packages ordered	ABC/FedEx Shipping Rate	GSWNY Reduced Shipping Rate
8	\$11.99	\$5.99
9-12	\$13.99	\$7.99
13-20	\$25.98	\$19.98
21-24	\$27.98	\$21.98

8+ packages
\$6 OFF !!!

THE BLACK FOOTED FERRET IS READY TO BE YOUR NEW BFF!

The Girl Scout Cookie sale has endless possibilities for Girl Scouts to continue building on the five skills, let's make it fun together and support these brave and fierce Girl Scouts!



All 2025 seasonal assets are available for volunteers on ABC's Volunteer Flickr Art Gallery

**BRAVE.
FIERCE.
FUN!**



Council Important Cookie Program Dates

DEC 12th "Safe" Program opening at 8:00am - 8:30am
(all Online Direct Shipped Only)

JAN 7th
Program begins
Girl Order Taking begins including Girl Troop entry and Direct Shipped

JAN 19th Council booth lottery opens IN SMART COOKIES

JAN 30th Council booth lottery CLOSURES IN SMART COOKIES

Jan 31st 11:59pm
INITIAL CLOSURES in Digital Cookie for Caregiver Entry
a TROOP LOTTERY WINNER and TROOPERS are announced

FEB 1st KEEP GOALING BEGINS
FCPS COUNCIL BOOTHS OPEN

FEB 6th INITIAL ORDERS: TROOP REVIEW IN SMART COOKIES

FEB 7th INITIAL ORDERS: SUPPM REVIEW IN SMART COOKIES

FEB 25th - 28th
COOKIE DELIVERY



MAR 1st, 8th, 15th, 22nd PLANNED ORDERS DUE IN SMART COOKIES

BY MAR 18th TROOP INITIAL PAYMENT DUE

MAR 29th
Program ENDS

MAR 30th Main recognition order due : Troop entry in smart cookies

MAR 31st SUPPM REVIEW IN SMART COOKIES

BY APR 1st FINAL TROOP PAYMENT DUE



The purpose of the Girl Scout Cookie Program
...it's about more than just selling cookies.

5 Skills

	Goal Setting	Girl Scouts learn how to set goals and create a plan to reach them.
	Decision Making	Girl Scouts learn to make decisions on their own and as a team.
	Money Management	Girl Scouts learn how to create a budget and handle money.
	People Skills	Girl Scouts find their voice and build confidence through customer interactions.
	Business Ethics	Girl Scouts learn to act ethically, both in business and in life.


Girl Scout Participation

All 2025/2026 Registered Girl Scouts can participate in the Girl Scout Cookie Program. Girls will receive an email invitation to login to Digital Cookie and launch their cookie business on December 12th.

Girls who do not launch will receive additional email invitations periodically throughout the program.

All participating Girl Scouts must have one of these signed permission forms submitted to the Troop Cookie Manager:

- Troop's Annual Information (Permission) Form with permission to participate in the Product Programs given
- OR a completed Caregiver Cookie Permission Form



Juliette's / IRG

Managed by the service unit, these Girl Scouts are encouraged to participate in the Cookie Program within IRG guidelines which can be found on gwny.org.

girlscouts® Girl Scout Annual Information Form
of western new york DA-1, _____ Rev. Sept. 30, _____

Complete this form at the initial troop meeting. Troop co-leader will keep original.

Girl Information

Girl's Name: _____ Troop #: _____

Address: _____ City: _____ State: _____

Phone: _____ Email: _____

PERMISSION FOR ACTIVITIES

☐ Yes, I intend ☐ No, I intend

PERMISSION FOR MEDICAL TREATMENT

☐ Yes, I intend ☐ No, I intend

PERMISSION FOR PRODUCT PROGRAMS

☐ Yes, I intend ☐ No, I intend

Entrepreneurship Skills Start Here!

Digital Cookie Girl Scout's Site



- Take Direct Shipped & Girl Delivery Orders
- Send emails, download QR code & share site link
- Track sales goals & make recognition selections
- Input Initial Offline Order (total needed to fulfill Girl Delivery Paper Order Card orders)
- Send cheers to troop members and track badge activities completion

Paper Order Card (Offline- Girl Delivery)



- Take Girl Delivery Orders (payment due at delivery of order)
- Input your Initial Offline Order (what you need to fulfill offline orders through Jan 31st) into Digital Cookie no later than January 31st
- Request any additional cookies needed for orders taken Feb 1st - March 29th from your Troop Cookie Manager
- Submit payment to your Troop Leader for all ordered cookies by the end of the program, March 29th

The Girl Scout Cookie Program in Action

Participating in the cookie program empowers Girl Scouts' entrepreneurs throughout the year as they learn to actively seek to future careers and life. Through selling, direct sales, marketing, and various other skills, they learn to be successful in their communities, and they learn to be successful in their communities.

There are a lot of ways they participate in the Girl Scout Cookie Program with support from using skills:

- Phone or Text Friends and Family**
Girl Scouts can use their phone to call or text friends and family to share their cookie business and get their support and help for customers who want to buy.
- Door-to-Door**
Girl Scouts can go door-to-door to sell their cookies and get their support and help for customers who want to buy.
- Community Connections**
Girl Scouts can use their phone to call or text friends and family to share their cookie business and get their support and help for customers who want to buy.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice your skills, become a leader, and learn to be successful in your community. You can earn badges and pins for your skills and achievements. You can also earn a badge for your skills and achievements.

Category	Badge/Pin	Requirements
Cookie Business	Cookie Business	Sell 100 cookies
	Cookie Business	Sell 200 cookies
	Cookie Business	Sell 300 cookies
	Cookie Business	Sell 400 cookies
Direct Sales	Direct Sales	Sell 100 cookies
	Direct Sales	Sell 200 cookies
	Direct Sales	Sell 300 cookies
	Direct Sales	Sell 400 cookies
Marketing	Marketing	Sell 100 cookies
	Marketing	Sell 200 cookies
	Marketing	Sell 300 cookies
	Marketing	Sell 400 cookies
Customer Service	Customer Service	Sell 100 cookies
	Customer Service	Sell 200 cookies
	Customer Service	Sell 300 cookies
	Customer Service	Sell 400 cookies

Outside the Box Participation Ideas

Online Program

What it looks like: Girl Scouts can choose to turn off Girl Delivery on their Digital Cookie site. This allows them to share a direct shipped only site link with their customers. Using their customer list, girls market their direct ship site link to customers through Digital Cookie emails.

Why it works: Girl Scouts find this an easy, flexible way to continue their cookie business! They save time by not having to facilitate the delivery of cookies.

Who connects with it: Girls who are bold, savvy and creative thinkers when it comes to connecting with customers.

Collab with other Cookie Bosses!

What it looks like: Troops team up to host a joint cookie booth, create a Cookie Share campaign, plan a walk about together. Boost your sister Girl Scouts by creating teams of older and younger Girl Scouts.

Why it works: The older Girl Scouts get to pass on their cookie knowledge by teaching the younger Girl Scouts how to run their cookie booth, while the younger girls bring the excitement that reminds everyone just how fun cookie booths really are!

Who connects with it: Girls who have a love for teaching, have little sisters, or want to cookie booth but are a little shy about putting themselves out there!

Cookie Community Manager Program


What it looks like: Girls build their network with businesses in their community as they learn about Business to Business sales while selling Cookie Buyouts! Businesses have the opportunity to donate the cookies they purchase back to community organizations.

Why it works: The program is easy to follow and connects Girl Scouts with their community while highlighting skills they can use on job resumes and college applications. They also have the chance to sell a large number of cookie packages in one go!

Who connects with it: Girls who want to network in their communities.

[illegible]

Troop Participation: SC



Smart Cookies= Program Management

Volunteer Access Email- December 1st

Check Your Emails (junk/spam)

NOTE: All data from Digital Cookie will automatically flow into Smart Cookies & appear on reports.

NO ACCESS for Girl Scouts

SUPPM

Check dashboard for a "To Do" task list


- Review Troop Roster & Participation
- Edit Troop Volunteers (a GSUSAID is required)
- Review Cookie and Recognition Orders
- Review program data such as financial transactions or orders via reports
- Save end of program reports for SU records

Troop

Check dashboard for a "To Do" task list

- Review Troop Roster
- Enter Initial, Planned, and Recognition Orders
- Enter troop secured booths
- Enter the council's cookie booth lottery and select PCFS booths
- Manage Troop & Girl Inventory
- Track finances & enter girl payments
- Review program data via reports
- Save end of program reports for troop records

Find Getting Started flyers for both Smart Cookies & Digital Cookie on the gsusa.org Volunteer Resources page (under Preparing Your Troop)



Troop Participation: DC



Digital Cookie = Storefront

Volunteer Access Email December 8th

Check Your Emails (junk/spam)

Re-Install DC App
App will not be usable on the Troop Level until Troop site is launched

SUPPM

- Online Sales Snapshot for your SU
- Search Girl Scouts in a Troop
- Review Reports
- Save end of program reports for SU records

Troop

- Create & Share Troop site
- Review rosters & view Girl Scout activity
- Take Cookie Booth Credit Card Payments
- Run reports on Orders & Recognition selections made in Digital Cookie
- Send cheers to Girl Scouts

NEW! *There is no longer a Troop Site Lead role in Digital Cookie! All Troop Cookie Managers/Leaders with access will have the same permissions.*

Digital Cookie Troop Direct Ship Site Link December 12th

- ✓ Publishing Troop Site allows Troop Cookie Managers to take troop order & booth payments from their Digital Cookie App
- ✓ Troop's Direct Shipped Site Link also posts on the GSUSA Cookie Finder for customers to order from (when available from GSUSA)
- ✓ Troop Cookie Managers can distribute credit for sales in Smart Cookies

Troop Participation: Cookie Booths

COUNCIL SECURED BOOTH LOTTERY

OPENS January 19th

CLOSES January 30th

RESULTS EMAILED January 31st

COUNCIL SECURED FIRST COME, FIRST SERVE

OPENS February 1st

Check back throughout the program

If unable to attend a booth, troop must release it in SC

TROOP SECURED COOKIE BOOTH

Enter into Smart Cookies.

Give 24 hours for approval and for it to move to Digital Cookie for payments & Cookie Finder

Troops can setup a Virtual Booth in Digital Cookie to allow customers to order in advance and pick up at a booth location.



Why have a cookie booth?

- Girl Scouts build connection with their of community
- Girl Scouts build confidence when talking to customers
- Troops work as a team to reach their goals
- Great way to sell Troop Extras brought in on the initial order
- Girl Scouts gain valuable money handling experience

DON'T FORGET!

Distribute package credit from booths in Smart Cookies after the booth using either the Smart Cookies booth divider or through Troop to Girl transfer!



[illegible][illegible]

Recognitions & Goal Setting

Introducing Cookie Reward Shops powered by Amazon!

500+
"Game Changer"

Your Turn to Choose!

750+
"Glow Getter"

Your Turn to Choose!

1000+
"Explore MORE"

Your Turn to Choose!

1500+
"Skill Builder"

Your Turn to Choose!

2000+
"Tech-fluencer"

Your Turn to Choose!

Amazon Voucher sent via email*

Girl choose reward from the themed Cookie Reward Shops

Amazon ships reward directly to the Girl Scout!

amazon
shopping voucher

*Valid until July 3, 2024. Amazon vouchers will expire after this date and cannot be re-used.

Troop Proceeds & Main Reward

TROOP MAIN REWARD
Reach 300+ PUA by March 29th

Choose one of these experiences for participating girls and up to 2 leaders:

Option 1:
A day of fun at Altitude Trampoline Park

Option 2:
Your choice of an activity with goats at Rowandale Farms! Choose from a list of activities on your Troop Guide!

Smart Cookies: \$9.00 per pkg

Cookie Wheel: \$0.05 per pkg

Cookie Wheel: \$0.13 per pkg

\$6
per package

\$7
For GFDDC

Cookie Share

How Cookie Share orders affect inventory:

ORDER TYPE IN DIGITAL COOKIE	WHAT FLOWS INTO SMART COOKIES	ACTION REQUIRED
Customer Orders Cookies and CS packages for DIRECT SHIP from a girl link - DIRECT SHIP ONLY	Packages and financial Transactions flow into Smart Cookies	No action required from troop
Customer Orders DONATION ONLY from a girl link	Packages and financial Transactions flow into Smart Cookies	No action required from troop
Customer Orders Cookies and CS packages for GIRL DELIVERY from a Girl Link BEFORE the initial order closes	All packages imported into initial order for girl and financial transaction posted	No action required from troop
Customer Orders Cookies and CS packages for GIRL DELIVERY from a girl link AFTER the initial order closes - KEEP GOALING ONLY	Financial transaction ONLY is posted in Smart Cookies for full order	Troop must Pending Manual Cookie Share Orders report in Smart Cookies. They then either create a Virtual Cookie Share Order or Troop to Girl leader.

NEW!
Smart Cookies Report: Pending Manual Cookie Share Orders

- ✓ View Total Cookies Share (all and those not in the initial Order)
- ✓ View Balance of Cookie Share sold that all needs to be allocated to Girl Scouts (shown as a negative balance)

NEW!
Smart Cookies Report: Pending Manual Cookie Share Orders

NEW!
Smart Cookies Report: Pending Manual Cookie Share Orders


✓ \$6 per package

✓ Package is donated to local hometown heroes and community organizations across Western New York

✓ Girl Scouts receive package credit


✓ Troops receive proceeds

Girl Scout Tools & Resources



Paper Resources


- Order Card
- Family Guide with Recognition Flyer inside!




Online Resources

- Links to How To Videos
- Goal Charts
- Door Hangers
- Links to Family Cookie Entrepreneurship Pin Packets
- Coloring Sheets

AND MORE!!!



Volunteer Resources



Troop Guide

- Important Dates to Remember
- Troop Recognitions and Initial Rewards
- Tips for Success & Program Guidance
- QR codes to key resources

GSWNY.org Resources

- Cookie Timeline
- Family Cookie Meeting Slide Deck
- Cookie University LIVE & Recorded Training Videos
- Smart Cookies & Digital Cookie videos
- Digital Materials, Forms, and Guides
- Cookie Booth & Meeting Resources
- Glossary of Frequently Used Reports
- Promotional Flyers

and MORE!!!!



Watch your Email for the Cookie Connection and Member Essentials to stay up to date with the Cookie Program!

SMART COOKIES ONLINE TRAINING

ABC IMAGE LIBRARY flickr

ABC CHANNEL YouTube

VOLUNTEER PAGE facebook

GSWNY Cookie University Volunteer Trainings


After Service Unit Training Support

Cookie University is a series of webinars designed to help volunteers during the cookie program. These webinars are meant to supplement, not replace the training offered by Service Unit Product Program Managers.

Each session provides topic focused instruction on using online platforms like Digital Cookie and Smart Cookies, as well as guidance on goal-setting, sales techniques, and managing logistics like initial orders and inventory.

Pre-registration for the webinars is required. Links to do so can be found on the Cookie Volunteer Resources page of gswny.org

COOKIE UNIVERSITY PLAYBOOK



Cookie University is a series of webinars designed to help volunteers during the cookie program. These webinars are meant to supplement, not replace the training offered by Service Unit Product Program Managers.

Each session provides topic focused instruction on using online platforms like Digital Cookie and Smart Cookies, as well as guidance on goal-setting, sales techniques, and managing logistics like initial orders and inventory.

Pre-registration for the webinars is required. Below is our line up for the 2024 Cookie Season.

Session 1: Getting Started- Smart Cookies & Digital Cookie Registration (December 18th)


Session 2: Cookie Booth Logistics- Troop Second Booths (January 6th)

Session 3: Troop Initial Cookie and Reward Orders (January 28th)

Session 4: Preparation for Delivery & Inventory Management (February 19th)

Session 5: COOKING SCHOOL (March 11th)

Session 6: Final Steps (March 19th)



Follow the QR code on the GSWNY Cookie Volunteer Page. You'll find links to register under the first column.



Support Your Troops

Training

- Host an in-person or virtual training
- Collect Troop Cookie Manager Agreements
- Distribute Materials

Smart Cookies Checks

- Payments
- Order Entry
- Troop Inventory

Engage Troops

- Host a Cookie Rally
- Encourage Participation in Initial & Direct Sales

Recognitions & Forms

- Distribute Initial and Main
- Troop Cookie Manager Agreements
- Delinquency
- Troop Refund

Communication

- Support and Answer Questions
- Timeline/Deadline Reminders
- Help troops manage inventory (On-Hand, Booth, Cookie Share etc.)

IRG

- Identify and encourage IRG's to participate in the program
- Identify a volunteer who can assist or manage the Cookie Program for these Girl Scouts
- Enter IRG orders in Smart Cookies

Service Unit Challenge!

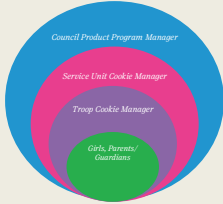
Service Units who meet these goals by 3/29 will receive \$50 for their Service Unit.

- 1. Full Troop Power Up**
Achieve 80% troop participation
Engage your leaders, energize your troops, and support new/ hesitant troops, IRG's, and Girl Scouts to participate. When everyone joins in the girl excitement level increases!
- 2. Cookie Climb Momentum Builder**
Reach a troop avg of 36 packages of cookie share by cookie delivery, Feb 24th
Keep your troops motivated to keep selling by setting a cookie share goal!
- 2. Booth Brilliance Challenge**
Host a direct sale contest within your service unit
Can include walk-alongs, cookie stands, community booths, bring your booth contents and more! Reach out to your council Product Program Manager if you need prize ideas.


SUPPMs will be sent a jot form to complete to claim the funds which will be electronically transferred to the SU account.

Help Desk for Volunteers

Cookie Team Circles of Support



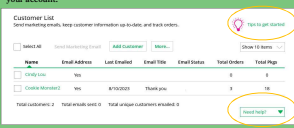
GSWNY Customer Care:
1-888-837-6410
customer-care@gswny.org



Smart Cookies Tech Support
Available 7 days a week from 9 am - 12 midnight
855-444-6452
ABCSmartCookieTechSupport@heartofthefoods.com

Questions about Cookies
[Cookie FAQs](#)
ABCSmartCookieBakers@heartofthefoods.com

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



Recipe: *The Perfect Batch of Service Unit Cookies!*
From the Kitchen of: GSWNY Product Program Team

Ingredients:
Excitement **Communication** **Training**
Organization **Support** **Leadership**

Next Steps:

1. Plan the Cookie Program with your SU Team and Cookie Team
2. Schedule troop cookie training
3. Collect signed Troop Volunteer Agreement from leaders and Troop Cookie Managers
4. Check Smart Cookie rosters for accuracy
5. Distribute Materials
6. Host a Cookie Rally (patches available in GSWNY shops)
7. Check emails regularly for Council communications and program updates

