

girl scouts
of central illinois

Troop Coordinator Cookie Guide

2023



Everything you need for
a successful cookie season!

2023 Cookie Calendar

Date	Activity
December 12	Smart Cookies registration emails sent out to girls. Girls begin to use Facebook, Digital Cookie and social media.
January 9	Initial troop cookie order due by 11pm
January 13	Booth Scheduler opens at 9am
January 14	Cookie Rally (Check Winter/Spring Adventure Guide for registration and details)
Jan. 27 - Feb. 2	Delivery of product to delivery sites
February 1	Last day to be ACH ready
February 3	Direct Sale begins for in person sales
February 5	Troops place first planned order in Smart Cookies by 8pm (Can order in BOXES)
Feb. 17 - 19	National Girl Scout Cookie Weekend
February 24	Troop funds must be in troop bank account (1/3 of initial order)
February 28	First ACH (1/3 of initial order less troop profit)
March 13	Troops begin to enter reward orders
March 14	ACH (1/3 of overall balance owed to council)
March 20	Reward orders due
March 28	All money turned into troop leader
March 29	Outstanding Balance forms due to service centers
March 31	Troop money deposited in troop account
April 4	Final ACH sweep (Remainder of balance owed to council)
April 17	Rewards will be available for pickup
May 8	Reward pickup due date
May 24	Last day to submit NSF checks
September 2	Due date to redeem Cookie Dough code for GSUSA online shopping code
September 16	Due date to use 2023 Cookie Dough codes

Planned Order Schedule - Due by 8pm

1 st Planned Order	February 5
2 nd Planned Order	February 12
3 rd Planned Order	February 19
4 th Planned Order	February 26
5 th Planned Order	March 5
6 th Planned Order	March 12



Troop Coordinator Guide

Customer Care

888-623-1237

customercare@girlscouts-gsci.org

Bloomington Service Center
3 Westport Court
Bloomington, IL 61704

Champaign Service Center
2001 Round Barn Road, Suite C
Champaign, IL 61820

Decatur Urban Program Center
1170 E. Pershing Road
Decatur, IL 62526

Peoria Service Center
1103 W. Lake Ave.
Peoria IL, 61614

Springfield Service Center
3020 Baker Drive
Springfield, IL 62703

Girl Scouts of Central Illinois Website
GetYourGirlPower.org

Cookie Order Management Site
ABCSmartCookies.com

Help – ABC Bakers technical support team is available 24/7 to answer any Smart Cookies related questions.

Contact abctech@westonfoods.com or call 800-853-3730

Help with cookie orders (status, etc.)
abcsmartcookiesdirect@interbake.com

GSUSA Website
GirlScouts.org

This guide belongs to:

Name _____ Troop _____

My Service Unit Coordinator is:

Name _____ Service Unit _____

Address _____

City/State/Zip _____

Email _____

Phone (____) _____ Best Time to Call _____

Service Unit Delivery Information:

Location: _____

Date _____ Time _____



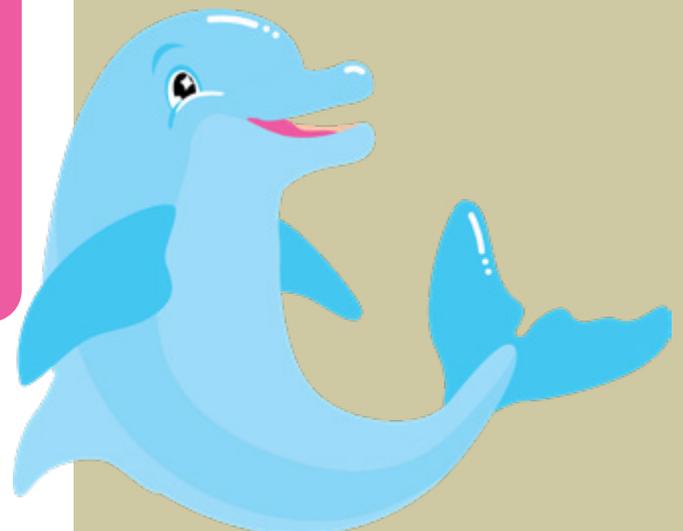
**Girl Scouts may begin selling Girl Scout cookies
in person on February 3, 2023.**

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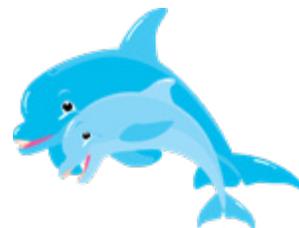


The Girl Scout Cookie Program is the largest entrepreneurial program for girls in the world. From learning how to interact with customers to creating budgets and taking orders, the Girl Scout Cookie Program teaches Girl Scouts invaluable skills that they'll need to succeed throughout their lives.



Get ready to **GO BRIGHT AHEAD** this Girl Scout Cookie season!

There is a reason the Girl Scout Cookie Program is a celebrated tradition. It's an incredible opportunity for girls to GO BRIGHT AHEAD and build lifelong skills!



The largest girl-led entrepreneurial program in the world also offers an amazing opportunity for you as a volunteer. You get to see firsthand how girls grow, learn and come into their own.

Your most important function in preparing for the Girl Scout Cookie Program will be the time you spend with the girls in the troop. Through the cookie program, even the youngest Girl Scouts gain self-confidence and poise by learning how to greet customers and offer cookies for purchase.

The Troop Leader and Troop Cookie Coordinator should work closely throughout the sale and communicate the progress of the sale on a continuing basis. This resource is written to help you organize and conduct the most successful cookie campaign possible and has been designed to help you make the most of your time and energy. Please take the time to thoroughly review the new updates to the program, general facts, important dates, guidelines, procedures, and forms provided. This guide should answer most of your questions.

A Direct Sale format will provide your troop more opportunity in sales and troop profit. Girls will earn Cookie Dough and rewards throughout the entire program, including during Cookie Booths. This means that girls will earn more Cookie Dough and rewards and parents/guardians will save lots of time because cookies in hand means just one transaction. Returning to customers' homes after an order has been placed is now a thing of the past!

To help your troop manage your cookie inventory, and also to provide cookies for additional sales, your troop will be provided seven opportunities to place a troop order. You will have one initial order and six additional planned orders. As in previous years, your initial order will arrive at your local delivery site. (After your initial order you will have six opportunities to place additional planned troop orders.) The planned orders will arrive at strategic locations and you will have an opportunity to choose your cupboard delivery location. Cookie inventory management will be very important to you. Inventory management requires communicating with girls and parents. With good communication between the troop cookie coordinator and parents, your troop will be able to have cookies when and where you need them and your troop will not end up with more than you need. The resources on GetYourGirlPower.org contain several tools that will help you determine troop orders as well as tools that will help you keep track and manage your troop inventory.

If you have questions we are here to help! Our Coordinators, Program Specialists, Membership Engagement Coordinators, Support Specialists, and Product Sales team will be happy to assist. Have a safe and fun cookie season!

The Girl Scout Cookie Program is a great responsibility - it could not happen without you. We are confident you will find the experience to be both enjoyable and rewarding. Thank you for your support and dedication to the success of the program.

In Girl Scouting,

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Customer Care Team
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888-623-1237

Benefits of the Girl Scout Cookie Program

Everything Girl Scouts do is designed to help them grow into leaders of courage, confidence, and character. The five skills learned through the Girl Scout Cookie Program are an important ingredient in the Girl Scout Leadership Experience and teaches Girl Scouts skills that will help them grow into leaders in their own lives, leaders in business, and leaders in the world.



Goal Setting

Girl Scouts set cookie goals individually and, with a team, create a plan to reach them. They develop cooperation and team building skills along the way.

I know I can do it!



Decision Making

Girl Scouts help decide how the team will spend their cookie money, furthering critical thinking and problem solving skills that will help in many aspects of life.

I make smarter decisions.



Money Management

Girls Scouts take cookie orders, handle money, and gain valuable and practical life skills around financial literacy.

I make change happen!



People Skills

Girl Scouts learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help them to develop healthy relationships and conflict resolution skills they can use throughout their lives.

I get a lifetime supply of confidence in every box.



Business Ethics

Girl Scouts are honest and responsible at every step of the cookie sale. Their business ethics reinforce the positive values they are developing within Girl Scouts.

Selling cookies is more than just business.

It's not just selling Girl Scout Cookies. It's a financial literacy and lifelong skill-building program!



Serious Fun = Serious Skills

For more than 100 years, the Girl Scout Cookie Program has allowed Girl Scouts to fund their own activities. That purpose is no different today. As the largest girl-led business in the world, the Girl Scout Cookie Program is a unique opportunity for girls to lead the change in their own lives and the wider world.

Girls set their cookie program goals and work as a team to decide how troop proceeds will be used. What will your troop decide to do?

- Fund a Take Action project
- Travel to destinations near and far
- Assist others in the community
- Explore the great outdoors through a camp experience
- Attend awesome Girl Scout programs

Familiar Terms

ACH DEBIT - When troop funds are electronically taken from a troop account to cover payments for cookies the troop has ordered or transferred in from another troop. To be ACH ready means that the troop has set up a troop bank account and completed and turned in the ACH paperwork. ACH paperwork is available on the cookie portion of the council website (GetYourGirlPower.org) in the forms section.

COOKIE BOOTHS - Locations, usually stores, where girls sell cookies to customers. Troops should bring tables, chairs, cookies and change. GSCI works with some of the local retailers to secure locations for troop leaders and these locations may be reserved through the Cookie Booth Scheduler. Troops are encouraged to set up their own cookie booth locations since most cookie reservations set up by the council go fast. Successful cookie booths are in high traffic areas, display troop goals and incorporate eye-catching marketing.

COOKIE BOOTH SCHEDULER - Located in Smart Cookies and is used by troops to schedule booth sales in their area. Troops may begin to schedule booth sales at 9:00 a.m. on January 13, 2023.

COOKIE CUPBOARDS - Locations where cupboard orders arrive and are picked up by the troop. Some regions will have multiple location choices for cupboard order pickups.

COOKIE DOUGH - Credit earned by selling cookies. Cookie Dough may be used toward day and resident camp, council-sponsored programs and items in the Trefoil Boutique (except gift cards). Cookie Dough expires on September 16, 2023, and will not be accepted as payment after this date. The due date to redeem your Cookie Dough code for a GSUSA online shopping code is September 2, 2023.

DIRECT SALE FORMAT - Allows girls to have cookies in-hand to sell door-to-door to family, friends, and neighbors. With the direct sale format there is only one transaction, and selling is condensed into one simple step.

SMART COOKIES - Website where troops place cookie orders and document sales made by Girl Scouts. Troops also use Smart Cookies to place Girl Scout reward orders, reserve council-secured cookie booth locations, run reports, and much more. The website is ABCSmartCookies.com

INITIAL ORDER - The first order a troop places. The initial order must be placed in Smart Cookies by January 9, 2023.

PLANNED ORDERS - Used to supply troops with additional cookies they need after the initial order. There will be 6 planned orders after the initial order. Planned orders are due by 8 p.m. on Sunday nights.

SERVICE UNIT COORDINATOR - The Service Unit Coordinator (SUC) is a volunteer who oversees a particular geographic area within the council. The Service Unit Coordinator serves the troop leaders in her/his area. The SUC has good knowledge of the cookie program and is a great resource for troop leaders. They help train troop leaders and cookie coordinators, secure cookie delivery sites, and determine troop cookie pickup dates and times. It is important that you know who your Service Unit Coordinator is and that you communicate with her/him so you know where and when to pick up your cookies. If you do not know who your SUC is, please contact your membership recruiter or support specialist.

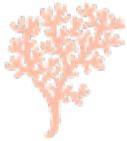


Quick Tips



STANDARDIZED PRICING. All cookies will be \$5 per box. This is advantageous to all.

- All varieties will be available to "trade out" at your local Service Center, excluding Raspberry Rally.



SMART COOKIES! Girls Scouts and troops learn more, earn more and have lots more fun. It takes learning Goal Setting, Decision Making, Money Management, People Skills and Business Ethics to the next level. Smart Cookies is a great opportunity to learn and participate in e-commerce. To take full advantage of Smart Cookies opportunities Girl Scouts may begin the Smart Cookies program on Monday, December 12. On that day, girls will receive a Smart Cookies registration email and may begin to email customers to have cookies shipped to their door or in-person delivery.



Girl Scouts/Troops should not make any deliveries until February 3.



To better serve the financial needs of troops and our council, we will have **THREE ACH PAYMENTS**. The first ACH payment is for one third of the initial order (minus troop profit), the second ACH payment is for one third of the total amount owed to council and the last ACH payment will cover all remaining balance owed to council. Please review the Cookie Calendar for ACH dates.

What is a Direct Sale?

What is a Direct Sale?

Girl Scouts of Central Illinois will be using a direct-sale format to sell cookies for the cookie program. Girls will have boxes **IN HAND** to sell door-to-door to family, friends, and neighbors. Girl Scouts exchange cookies and payment in one easy step! No more taking orders, waiting weeks, and then returning for the delivery and money collection. A direct sale program condenses all that work into one simple step.

How do I Order Cookies?

Your first cookie order is called the Initial Order. For you to have cookies in hand by February 3, 2023 you must place an Initial order through the Smart Cookies ordering system. The easy step by step instructions are found on page 33 and advice on how much and which varieties to order are found on page 18.

No Return Policy

ABC Bakers does not allow GSCI to return unsold cookies. GSCI does not allow Girl Scout troops to return unsold cookies, and troop leaders should not allow parents/guardians to return unsold cookies. The orders your troop places should be based on the demand of your Girl Scouts (with parent/guardian consent). If you accept return cookies from your parents, you are personally accepting responsibility for the cost of the cookies that are being returned. GSCI does not encourage troop leaders/cookie coordinators to accept return cookies from parents.

What is Smart Cookies?

ABC Smart Cookies is an online platform that allows Girl Scouts and volunteers to seamlessly manage every aspect of their cookie business from a smartphone, tablet or computer. This Smart Cookies platform gives you and your cookie customers more ways to participate. Now there's more ways to sell, more ways to buy, and more ways to learn and have a ton of fun. Customize the way you learn and earn using technology in a whole new way with Smart Cookies.



Creating your Smart Cookies account:

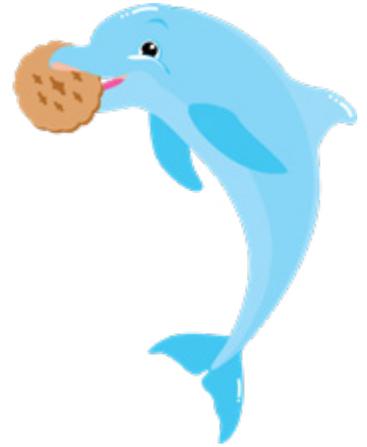
1. Troop coordinators will receive an email invitation to create a Smart Cookies account from Girl Scouts of Central Illinois on December 5, 2022. (Girl Scouts will receive their Smart Cookies email invitation on December 12.)
2. You will need to use a valid email address for your login; you will create your own password. Follow the instructions in the registration email, click on the link, complete your registration information then click save and you will see an account confirmation pop up.
3. You will also receive an email confirmation that your account has been created. You are ready to access Smart Cookies!
4. After registration you can enter Smart Cookies by going to ABCSmartCookies.com
Note: More than five incorrect attempts to access Smart Cookies will result in your account being locked for 30 minutes. You must wait the 30 minutes before attempting access again. There is a 'Forgot username or password?' link on the login page should you need to reset your system access.



Online & Contactless Sales Opportunities

Girl Scouts can use the online ecards in ABC Smart Cookies to connect to customers. They have a choice of sending one or both ecards—Direct Ship or Girl Delivery.

- **Direct Ship** – This is a direct to consumer order process where the Girl Scout sends an ecard through Smart Cookies. The customer orders, pays by credit card and has the cookies direct shipped. All customers receive this option.
- **Girl Delivery** - Some of the people your Girl Scout sends ecards to will live close by. Your Girl Scout can give them the option of having their cookies delivered to them without paying shipping by checking the box next to Girl Deliver. With Girl Delivery the customers may pay via credit card or cash at the time of delivery.



Let's get started...

Step 1: Receive registration email. The parent/guardian of the registered Girl Scout will receive an email from noreply@abcsmartcookies.com on December 12, 2023. It will include the link to log in to [ABCSmartCookies.com](https://abcsmartcookies.com) and setup their online account. Tip: To help prevent this email from going to your junk folder, make noreply@abcsmartcookies.com a trusted sender now.

Step 2: Create an account! Use the information in the registration email to create an account in Smart Cookies. The Girl Scout can create their profile. Girl Scouts must always work with an adult to set up their account. Complete any open fields including the username and password. Your Girl Scout can add their nickname in the field and it will be used when they sends out ecards. Click “Submit” to complete the process. An on-screen confirmation will be displayed and email confirmation will be sent. Tip: Save the confirmation email because it contains the Girl Scout’s username, password and link to ABC Smart Cookies

Step 3: Download the Smart + Cookies Mobile App from the App Store or Google Play and take Smart Cookies on-the-go!

Step 4: Explore the platform! Once the Girl Scout’s profile is created, they can do any of the following:

- Set cookie sales goal in packages
- Place and track customer orders for girl delivery
- Track progress toward goals
- View rewards and achievements
- Check out the Tips and Tools and Resources on the girl’s dashboard for printables, Digital Art and Smart Cookies Training Videos

Step 5: Share your Smart Cookies online store link via e-mail, text and/or social media.

1. **Direct Ship:** This option is available through text, social media, and the e-mail link. These orders will be paid for online via credit card and shipped directly to the customer. Shipping charges will apply. Discount shipping will apply to customers purchasing 9-12 packages.
2. **Girl Delivery:** This option is also available through text, social media, and the e-mail link. Upon parent approval, these orders will be paid for online via credit card and then delivered directly to the customer by the parent or Girl Scout.

Subsidized Shipping Costs



Girl Scouts of Central Illinois will cover up to 50% of the shipping costs for Smart Cookies Direct Ship customers that order a minimum of 9 boxes. The shipping cost discount resets for each case (full or partial) ordered, so your subsidy can be changed based on the number of boxes ordered. Reference the chart below for shipping costs.

# Boxes Ordered	Standard Shipping	Subsidized Shipping
1-8	\$14.99	-
9-12	-	\$7.49
13-20	\$29.98	-
21-24	-	\$14.98
25-32	\$44.97	-
33-36	-	\$22.47

National Cookie Locator Link

The National Cookie Locator Link was created to provide our council extra support, given the uncertainty around COVID-19 and the possibility of fewer cookie booth retail options. The Cookie Locator link supports virtual troop cookie booths links versus a council only link.

On February 17, 2023 (the first day of National Girl Scout Cookie Weekend), troops will have the ability to create their own URL link which will be included in the National Cookie Locator. (Troops do not have to participate.) Based on the customer’s zip code search, the customer can view booth sales in their area and/or view a troop selling in their area. If the customer chooses to purchase from the troop, the customer will then choose to have their cookies shipped or donated (Girl Delivery option will not be available). The Cookie Locator will use an algorithm which rotates each troop’s visibility to customers in a fair and equitable way. Sales will go to the troop and the troop will then divide the cookies as if it were a cookie booth sale.

Troop Virtual Link

The Troop Cookie Link (formerly Virtual Booths) -hosted on social media- gives girls a way to stay safe, achieve their goals and help others in the community. In fact, girls working from home may find this activity gives them an additional feeling of control and connection. Here is how it works:

Step 1 - Invite girls to brainstorm

Girls will undoubtedly want to do their part, and there's never been a better time for Operation Cookie Share! The women and men of our military love to receive Girl Scout Cookies! Have the girls work as a team and decide what their Operation Cookie Share goals are. Be specific so the girls can communicate to their audience their Operation Cookie Share goals. Or decide on a community service project and be sure to let their customers know exactly how you are going to help their community. Be unique and be your own troop as you decide on how you are going to use your troop proceeds.

Step 2 - Create a social media event or schedule a live stream

Invite girls (with proper supervision) to go live on Facebook or Instagram to reach large numbers of potential customers. You can also set up a Facebook Event.

Remember: Girls should follow GSUSA safety guidelines when marketing online.

Step 3 - Make it personal and make it fun

Girl Bling - Customers love to see personal touches from girls at booths, and the same is true online. Encourage girls to bling their virtual booth by providing you with custom artwork, photos and videos. Smart Cookies - If girls have Smart Cookies links to share, place them front and center. If any girl doesn't have a Smart Cookies page now is a great time to encourage her to sign up.

Step 4 - Consider the logistics and include the details

How will cookies be delivered? Like last year, it may be possible that only adults should handle deliveries. If permissible in your area, adults might leave cookies on doorsteps to avoid any face-to-face interaction. Remind customers to wash their hands after touching the cardboard. Practices will vary by community, so be certain to check and follow local health guidelines. Encourage shipping whenever possible. Girls should set up their Smart Cookies online account so customers can pay online. Also consider using websites to handle digital transactions. A few of the most popular are Venmo, CashApp, PayPal, Apple Pay and Zelle.

Step 5 - Invite friends and family

Send event invitations to potential customers through social media, email and text. Don't forget to mention the fact Girl Scouts is helping their community in challenging times.

Step 6 - Promote on social media and in your community

Go-getter Girl Scouts can and will bring out the good in any situation! Now more than ever, girls are spending time in virtual settings and engaging in social media, so an online experience comes naturally to them. Using all GSUSA safety guidelines, encourage them to go big with social sharing to drive customers to their Virtual Cookie Booth. They especially love creating videos for YouTube and TikTok.

Be sure to use #VirtualCookieBooth in all your posts AND encourage your buyers to share a photo with their Girl Scout Cookie packages using the same hashtag. You can even leave a note with their delivery!

Step 7 - Celebrate and share your success!

Let everyone in your social channels see how the girls are helping their community with their #VirtualCookieBooth. Together, we can build momentum nationwide! Be sure to plan for celebrating and rewarding all those amazing girls. Explore [GirlScouts.org](https://www.girlscouts.org) and [ABCsSmartCookies.com](https://www.abcsmartcookies.com) to find yummy cookie recipes and creative ways to celebrate success. Encourage girls to plan a celebration that will take place after life returns to normal. Everyone will be looking forward to that party! Remember, safety must be everyone's top priority. Follow the Girl Scouts® online safety rules on [GirlScouts.org](https://www.girlscouts.org). And follow all national and local health guidelines. The health and safety of girls and their families must always come first.

Troop Ship Only Link

The Smart Cookies Troop Ship Only link (formerly the Troop Direct Ship link) allows troops to receive direct ship cookie orders that can be distributed to girls for cookie sale credit. The Troop Ship Only link will also be made available during the season via GSUSA's National Cookie Locator. Troop Ship Only links are zip code traceable. GSUSA will post all troop links so that consumers from your area can select a local troop to credit direct ship sales to.

How to Share your Troop Link

- Hover over the Troop Information tab and choose "My Troop."
- Scroll to the bottom and choose the first URL.
- Copy & paste this URL into a text, personal email, or social media post & SHARE!

Troop Ship Only orders are automatically credited to your troop and require no approval or extra work. Orders will ship directly to the customer from an ABC distribution center.



Social Media

Today's Girl Scouts are tech-savvy and have grown up in a world where social media always existed. Girl Scouts of Central Illinois allows parents/guardians to make decisions with their girls about using social media to achieve their Cookie Goals. Social media can be a great tool, but the time-tested methods of booth sales, door-to-door and online sales through Digital Order Card have proven to be the highest performing sales channels!

Best Practices:

- Social media or online posts should be signed with the girl's first name only, troop number (optional), and council name (Girl Scouts of Central Illinois). You may also include community, as customer may prefer to support local troops!
- Personal emails or street address of girls should NEVER be used.
- Girls should be involved in the process. For example, she can share her goals, photos, or artwork and messages of thanks.
- Remember customers are getting more than delicious cookies - they are supporting the development of female leaders!
- Be age appropriate. Most sites state that children should not have their own accounts until age 13.
- Ultimately families will make different choices about how their Girl Scouts can use social media to promote the Cookie Program. If you see something you disagree with, please be respectful and move forward. Neither GSCI nor other parents/volunteers have the authority to remove posts or reprimand others.
- It is appropriate to make friends, family and community aware your Girl Scout is participating in this year's Cookie Program but it is not appropriate to take orders or ask for orders via social media until December 12, 2022, the date that parents of Girl Scouts receive an email invitation to create a Smart Cookies Account. Once the girl account is created, girls can reach out to customers with two purchase options. Customers can purchase cookies via credit card to have their order shipped to them immediately (shipping rates apply) or the girl can add a Girl Delivery option. If the customer chooses the Girl Delivery option, the customer can pay with a credit card or cash at the time of delivery. Girl Delivery begins February 3, 2023. By following this "Golden Cookie Rule" every Girl Scouts will start the program on a level playing field.

Online Cookie Sales Guidance

Sharing your cookie goals with your customers online is easier than ever with ABC Smart Cookies! We all want to make sure to be a sister to our fellow Girl Scouts and follow GSUSA and/or ABC Baker online marketing guidance. Here are some helpful tips when it comes to sharing your cookie link(s) online, while following national guidance:

- Sharing your cookie link on your parent's personal Facebook page, via text, or through email is a great option!
- You may share your cookie link on neighborhood or community pages, if those pages allow ads. As long as the page is not a sale site and you are not paying to share your link on the page, it is allowed.
- Cookie links are not allowed on third-party sales sites and/or pages. Examples of third-party sites/pages include:
 - Facebook Marketplace (avoid using sell, sale, \$ to not automatically appear on Facebook Marketplace).
 - VarageSale
 - Garage-sale or community sales pages
 - eBay
 - ...and more
- You may not pay to advertise to link. Some sites/pages may allow you to advertise your cookie link, if you pay a fee. This is not allowed.



Cookie Success

Goal Setting

Goal setting is one of the most valuable life skills you can pass on to girls. Research has shown that girls who set goals will increase their sales by approximately 35%. We have the perfect online tool for the girls to set goals AND have fun! When you help girls set high goals for the cookie season, they learn an important skill for life. Encourage girls to set two types of goals: Something they'd like to try and something they can do to help others. Visit the Volunteer Blog for goal-setting games and crafts (ABCSmartCookies.com).

Sell Beyond Family and Friends

For girls to reach high goals; they will need to expand their circle of customers. Don't worry; customers are eagerly looking for their favorite Girl Scout cookies!

Smart Cookies

Girl Scouts can personalize their Smart Cookies online selling site and send emails to invite friends and family to buy cookies with the option of getting in-person delivery or direct shipment to their home.

Social Networking

Online social networking sites are a great place for teens (13 and older with parent permission) to ask for cookie orders. Be sure girls follow the GSUSA safety guidelines for online marketing!

Telephone Sales

It's fast and easy to sell Girl Scout Cookies by phone. Review order cards from previous years and contact customers again. Once cookies have been delivered, call customers, thank them for their orders and ask if they need additional cookies. Try a text-a-thon. Girls may want to text their friends and family to let them know it's cookie time and ask for orders.

Workplace Sales

With a parent as a guide, contact business owners to request permission to sell cookies. Girls can make either a quick "sales pitch" at a staff meeting or make sales calls around the office, depending on the wishes of the business. You may be able to leave an order card or have an adult oversee a sales card. Just remember it's the girl's responsibility to fill the order. Girls should establish a date and time to pick up the order cards and deliver the cookies.

Booth Sales

Booth sales are a great way to increase your team's success. Remember, you must have the appropriate permission from the booth location. Grocery stores, malls, banks, sporting events, community events and high traffic locations are great for booth sales.

Digital Marketing Tips for Cookie Entrepreneurs & Families

The Girl Scout Cookie Program offers girls unique opportunities to engage in online marketing and sales as they learn about ecommerce and how to think like entrepreneurs.

Follow these four steps as you run your cookie business, and take your marketing efforts to the next level by going online using your Smart Cookies website and social media platforms.

Safety tip: Girls of all ages should partner with their guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.

1. As you set goals for your cookie business, think about how digital marketing can help you meet them. Imagine customers in your community who may not know a Girl Scout. Expand your reach by sharing your secure Smart Cookies link to reach them. Be sure to:

- **Be honest.** Yes, the Girl Scout Law also applies to your sales technique! From your Smart Cookies site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
- **Create a sense of urgency.** After all, Girl Scout Cookie season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- **Make an impression.** Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- **Highlight special features or products.** Share the top-selling cookies in your lineup or any special varieties. Do you have a new flavor available for purchase? How about a gluten-free option? Do your customers know that Thin Mints are made with vegan ingredients?
- **Use a clear and prominent call to action.** Share your goal and exactly what your customer can do to help you achieve it.

Safety tip: Make sure your marketing materials don't reveal your personal contact information (like your address, school or last name).

2. Earn one of the Cookie Business badges, and put a digital marketing spin on it. Check out these prompts to get you thinking about you can you digitize your sales efforts.

- **Daisy My First Cookie Business Badge:** Does your digital customer pitch include answers to commonly asked questions?
- **Brownie My Cookie Customers Badge:** How can you reach potential customers through digital marketing on top of traditional sales efforts?
- **Junior Cookie Collaborator Badge:** How will you collaborate with your community and network to reach your online customers?
- **Cadette Cookie Innovator Badge:** How can digital marketing expand your customer base?
- **Senior My Cookie Network Badge:** How will you tell your cookie story to online customers?
- **Ambassador Cookie Influencer Badge:** How will you teach younger girls about business ethics in online marketing?

3. Use digital marketing to expand your network and grow your people skills. Try some of the following strategies.

- Think of your favorite brands, and then check out their websites and social media accounts. What do they do to create a relationship with their customers on Facebook or Instagram? What can you do to safely build a relationship with your online customers?
- Use platforms that potential customers could be on. Think about your target customers and where they're most active online.
- Engage your customers through email marketing. Send an email through Smart Cookies to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.
- Turn loyal customers into brand advocates. Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
- Use marketing to inspire, educate, entertain, and entice your prospective customers. Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications - consider writing a poem or recording a video to educate and convince potential customers to buy from you.
- Show off customer testimonials. Collect and highlight enthusiastic testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
- Say thank you! Impress customers with a custom thank-you message via email or social media. As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use.

Safety tip: To protect your personal identity, never directly message people you don't know online or through social platforms. And remember to always use your secure sales link for orders.

Safety tip: When creating marketing content or materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!

4. Practice business ethics by safely marketing online. Before you get started, review Girl Scout safety standards.

- You and your supervising parent/must abide by the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, and the Supplemental Safety Tips for Online Marketing.
- Review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales on GSCI's website.



Girl Safety Always Comes First

Always follow the safety rules for selling Girl Scout cookies:

- Show you're a Girl Scout—Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- Buddy up—Always use the buddy system. It's not just safe, it's more fun.
- Be streetwise—Become familiar with the areas and neighborhoods where you will be selling Girl Scout cookies.
- Partner with adults—Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.
- Plan ahead—Always have a plan for safeguarding money, and avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults, who should deposit it as soon as possible.
- Do not enter—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- Sell in the daytime—Sell only during daylight hours, unless accompanied by an adult.
- Protect privacy—Girl Scouts' names, addresses, or email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale.
- Be safe on the road—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- Social media and online posts should be signed with a Girl Scout's first name only, troop number (optional) and council name (Girl Scouts of Central Illinois).

Estimating an Initial Order

Initial orders may be placed by individual girls, as a total troop order, or as a combination of both. Make sure the Parent Permission form is completed. The bottom of the Parent Permission Form includes an order form for the Girl Scout. Please use this form to document individual girl orders. You will place the initial order in box quantities. The total of each variety will automatically be rounded up to make full cases.

Initial Order Estimate (Existing) Spreadsheet

In the cookie form section of our website, we provide an interactive spreadsheet called the "Initial Order Estimate Existing Troops". This interactive spreadsheet will estimate your troop order for you. If you prefer not to use this spreadsheet, follow the steps below to determine your troop initial order.

Total Sales Method

When using the Total Troop Sales Method we recommend that your initial order is up to 75% of last year's total troop sales.

1. View the "Total Troop Cookie Sales 2022" report found in the cookie forms section on our website at GetYourGirlPower.org. Look for your troop number to determine last year's boxes sold.
2. Determine the number of boxes by variety to order. Multiply the number of boxes sold last year by the "Percentage of Cookies Sold by Variety" (below). For example, if your troop sold 1200 boxes and you want to know the number of Thin Mints to order, multiply $1200 \times 25\% \times 75\%$. The order comes to 225 boxes.

3. Determine each girl's order. Divide 225 boxes of Thin Mints by the number of girls in your troop to determine the number of Thin Mints to order for each girl. If you have 10 girls in your troop you would order 23 boxes for each girl ($225/10=22.5$).

2022 Council Per Girl Average (PGA)

Daisy = 233 boxes
 Brownie = 237 boxes
 Junior = 247 boxes
 Cadettes = 250 boxes
 Senior = 155 boxes
 Ambassador = 152 boxes
 Multi-level = 285 boxes

Percentage of Cookies Sold by Variety

Thin Mints 26%
 Caramel deLites 15%
 Peanut Butter Patties 15%
 Adventurefuls 12%
 Peanut Butter Sandwich 11%
 Lemonades 9%
 Trefoils (Shortbread) 7%
 Toast-Yay! 5%

Per-Girl Average Method

An alternate method to estimate your troops order is by determining last year's per girl average. When using this method we recommend that your initial order is up to 75% of last year's per girl average.

1. View the "Total Troop Cookie Sales 2020" report found in the cookie forms section at GetYourGirlPower.org. Look for your troop number to determine last year's per girl average.
2. To determine a girl's Thin Mint order multiply the per girl average by the percentage of cookies sold by variety (above) then multiply by 75%. If the troop's per girl average was 120 then $120 \times 25\% \times 75\% = 22.5$ or 23 boxes of Thin Mints.

Per girl average by variety
120
x .25
x .75
22.5

Initial Order cookies will be ORDERED IN BOXES (not cases). Enter your Troop Initial Order in Smart Cookies by January 9, 2023, at 11 p.m. CST. If you miss this deadline for the initial order, you will need to contact your Service Unit Coordinator and you will have the opportunity to place a Planned Order in Smart Cookies by 8:00 p.m. on Sunday, February 5, 2023.

How to estimate your Troop Initial Girl Orders (New Troops).

At a troop/family cookie meeting, discuss the troop goals for the cookie program. Each girl (with her family) should set sales and personal goals. The troop can use the girl sales goals to help finalize the troop box goal.

Things to consider when setting your troop goal:

- What activities are the girls planning for the year?
- Are they working on an award or bridging this spring?
- Do they have a special community service project?

In the cookie form section of GetYourGirlPower.org, find the interactive spreadsheet, "Initial Order Estimate New Troops". This spreadsheet will calculate your girl orders for you. If you prefer not to use the spreadsheet, follow the steps to determine the girl orders for your troop. We recommend that your girl orders are 75% of the per girl average. To estimate the girl orders refer to the Council per girl average above.

Order by variety
174
x .25
x .75
32.6

To determine a girls Thin Mint order for a new Daisy troop multiple the per girl average by the percentage of cookies sold by variety then multiply by 75%. In this example $174 \times 25\% \times 75\% = 33$ boxes of Thin Mints.



Delivery

January 27 - February 2, 2023

Service Unit Delivery Information

Location: _____

Date: _____ Time: _____

- When picking up your order, count out cases variety before you sign for your cookies. You will receive a copy of the signed receipt. The amount you sign for is your responsibility.
- Once you have the cookies, separate each girl's order and make arrangements for each girl to pick up her cookies.
- Each girl should count her order before leaving and have the parent/guardian sign for the cookies on a receipt. The amount they sign for is their responsibility.

Girls may begin selling in person and delivering in person beginning February 3, 2023.

How Many Cases Will Fit?

The suggested amounts are figured with the vehicle empty, using all space available except for the driver's seat.

Compact Car: 23 cases

Standard Car: 40 cases

Sport Utility Vehicle: 60 cases

Minivan: 60-100 cases

Standard Pickup Truck: 100

Standard Van: 200 cases



Cookie Inventory Control

Troop inventory control is having cookies in stock to maximize troop sales while also not having too much stock that the troop has cookies left over. It is a balance between customer demand and troop orders.

Keep control of your cookie inventory. Take advantage of the 7 ordering opportunities. When placing the initial order DO NOT order for an entire cookie season. Instead order up to 75% of last year's order or 75% of last year's council per girl average. GSCI recommends that if you want to earn the \$100 troop bonus then order the 180 per girl average but no more. This strategy will provide a good inventory to start without having excess inventory. Your troop may also go to your local service center/warehouse and pick up additional cookies if you have an immediate need. Before you place additional orders, talk with your girl's parents to determine your troop's overall inventory. You may find that your inventory is sufficient to hold booth sales, walk-about, etc for the week.

Do not accept cookie returns.

Troop leader/cookie coordinators are not required to take back any cookies from parents. GSCI discourages this practice. Girl Scouts does not accept cookie returns. **Cookies that are accepted back from parents by the troop leader become the troop leader's financial responsibility.**

Only order on commitments from parents.

GSCI discourages ordering cookies for your Girl Scouts without parent approval. As hard as leaders/cookie coordinators try to communicate with parents regarding reorders, a "no response" from a parent should be considered a parent not wanting to order additional cookies for their Girl Scout.

Utilize planned orders to control inventory.

Planned orders will help supply additional cookies needed after the initial order. These additional troop order opportunities must be placed no later than Sunday by 8 p.m. according to the Planned Order Schedule at the beginning of this guide. **Your troop does not need to carry a large inventory of cookies.** Order according to customer demand.

Troop-to-troop transfers

If a troop has excess inventory and another troop has a need for more cookies, then the troop-to-troop transfer is a perfect way to help each other out. When this transfer takes place, the troop that receives the cookies is also taking on the financial responsibility of those cookies. Troops may transfer cookies from one troop to another without approval from GSCI.

Understand customer demand.

Customer demand is highest during the first three weeks of the program. Troop inventory should reflect cookies that sell the best.

Use booth sales to reduce inventory - not increase it.

Holding a cookie booth is a great way to reduce inventory. Communicate with parents and remember that a troop will sell between 2-5 cases/hour at a booth sale.

Communicate.

Good communication = inventory control! Know your troop's cookie inventory on a weekly/daily basis. Keep communication open through a troop Facebook page, emails, or text messages.

Operation Cookie Share



Girl Scouts of Central Illinois has provided over \$1,000,000 worth of Girl Scout cookies to the women and men of our armed forces at home and abroad through Operation Cookie Share. In fact, our Girl Scouts were so successful that this achievement is entered in the Illinois Congressional Records.

How Operation Cookie Share Works

Each Girl Scout's order card has a column labeled "Cookie Share." When Girl Scouts go out with cookies in hand (and during cookie booths!), please encourage them to not only ask the customer to purchase Girl Scout cookies for themselves, but also to ask the customers to purchase cookies for our military troops. Girls will enter the number of boxes each customer donates on the Cookie Boxes Donated column. Customers do not have a choice of the variety of cookies to be sent to troops. Operation Cookie Share cookies are held in a "virtual warehouse" - troops do not take possession of these cookies. At the end of the program, all Operation Cookie Share orders are accounted for and shipped to military soldiers at home and abroad. **With Operation Cookie Share orders, your troops will receive \$1 per box troop profit.**

Smart Cookies

When Girl Scouts send out emails through Smart Cookies, customers will have the opportunity to donate to Operation Cookie Share.

Cookie Share Rewards

Girls that sell 12 boxes for Operation Cookie Share will earn a Cookie Share patch. Girls that sell 24 boxes will earn a Dolphin Clip-On Plush and girls that sell 50 or more Operation Cookie Share will earn the "Tell Your Story" Bead Kit!

How are the Cookies Delivered to Military Troops?

Girl Scouts of Central Illinois partners with Operation Santa, Soldiers Angels and ABC Bakers to deliver cookies to Illinois Veteran Retirement Homes and medical facilities, Blue Star Moms groups, the Illinois National Guard and first responders.

Troop Proceeds & Troop Bonus

Troops earn \$0.60/box of cookies sold and \$1/box for each Operation Cookie Share box sold!

A troop bonus of \$100 will be given to troops that place an initial order with a per girl selling average of 180 boxes (with a minimum of 900 boxes ordered with 5 girls selling an average of 180 boxes). For example, if a troop has 10 girls, they would need to order at least 1,800 boxes for their initial order to earn the bonus. Also, for a troop with less than 5 girls, they must order at least 900 boxes to qualify. **Troop bonuses will be issued through ACH credit. Please Note: Troop balances must be paid by final ACH date (April 4, 2023) and have a PGA of 180 by March 19, 2023 to receive the \$100 troop bonus.**

Opt-Out Option

Girl Scouts Junior or older will be allowed to opt out of receiving rewards and Cookie Dough in exchange for a higher troop profit. All rewards will be forfeited, including free memberships; however, girls will still receive any patches earned. Whichever option is chosen applies to the entire troop, not a girl-by-girl basis. If a troop decides to opt out of rewards and Cookie Dough, the troop will earn \$0.85 for each package sold. **Troops must decide to opt out prior to the initial order on January 12.** Opting out is done through Smart Cookies via the troop information tab.

Rewards

Girl Scouts of Central Illinois offers an empowering reward program that affords Girl Scouts the opportunity to make a variety of choices. Through this reward program, the girls will follow a decision-making process that includes goal setting, product choice evaluation, and making purchasing decisions based on what they have earned. Our reward program not only rewards and encourages girls to set goals and work as a team, but also provides girls with a hands-on experience with purchasing and financial decision making.

How Cookie Dough Works

- Cookie Dough and rewards will be earned throughout the entire cookie program, including booth sales!
- To encourage goal setting, girls must sell 115 boxes of cookies to qualify for Cookie Dough.
- Cookie Dough will be distributed via email to the parent/guardian of the Girl Scout. Every girl who sells 115+ boxes of cookies will receive Girl Scout Cookie Dough.
- Cookie Dough may be used to pay for GSCI sponsored activities and events (resident camp, day camp, one-day events, and bus trips), membership registration, cookie rewards, and merchandise in council Trefoil Boutiques.
- Cookie Dough will need to be redeemed via a request form to be used for online shopping. In order to allow for processing time, all requests for a GSUSA Online Shopping Code redemption must be made by September 2, 2023. After this date, Cookie Dough can no longer be used for online purchases.
- A leader can use a Girl Scout's Cookie Dough Card with written permission from her and her guardian. A Cookie Dough Permission Form is available in the cookie form section of our website. With permission, leaders can use the Cookie Dough Card for Girl Scouts of Central Illinois activities and events (resident camp, day camp, one-day events, trips), membership registration, cookie incentives and merchandise in the council Trefoil Boutique.

Cookie Dough expires September 16, 2023.

Direct Ship & Operation Cookie Share Rewards

The infographic is set against a light green background. On the left, there are three pink cloud-shaped callouts with blue circular images of rewards. On the right, there are three circular callouts with images of rewards. At the bottom right, there is a small image of a bead kit.

- 12 direct shipped orders on Digital Order Card = Cookie Techie Patch** (Image: Cookie Techie Patch)
- 24 direct shipped orders on Digital Order Card = Lanyard** (Image: Lanyard)
- 50 direct shipped orders on Digital Order Card = Go Bright Ahead Socks** (Image: Socks)
- 12 boxes ordered for Operation Cookie Share = Cookie Share Patch** (Image: Operation Cookie Share Patch)
- 24 boxes = Dolphin Clip-On Plush** (Image: Dolphin Clip-On Plush)
- 50 boxes = "Tell Your Story" Bead Kit** (Image: "Tell Your Story" Bead Kit)

Reward Levels

25-75 boxes	Theme Patch	
75-114 boxes	Mood Cup	
115-149 boxes	Drawstring Bag PLUS \$5 Cookie Dough OR \$5 Travel Dough	
150-199 boxes	Metallic Sunglasses PLUS \$5 Cookie Dough OR \$5 Travel Dough	
200-249 boxes	Color Change Sports Bottle PLUS \$5 Cookie Dough OR \$5 Travel Dough	
250-299 boxes	Free Membership and Goal Getter Patch PLUS \$5 Cookie Dough OR \$5 Travel Dough	
300-399 boxes	Large Dolphin Plush OR \$10 Cookie Dough OR \$10 Travel Dough	
400-499 boxes	\$10 Cookie Dough OR \$10 Travel Dough	
500-599 boxes	\$75 Amazon, American Girl, Walmart Gift Card OR \$75 Cookie Dough OR \$75 Travel Dough PLUS \$10 Cookie Dough OR \$10 Travel Dough	
600-1,099 boxes	At each 100 box increment will earn \$10 Cookie Dough OR \$10 Travel Dough	
1,100-1,199 boxes	\$150 Amazon, American Girl, Walmart Gift Card OR \$150 Cookie Dough OR \$150 Travel Dough PLUS \$10 Cookie Dough OR \$10 Travel Dough	
1,200-1,799 boxes	At each 100 box increment will earn \$20 Cookie Dough OR \$20 Travel Dough	
1,800-1,899 boxes	\$350 Amazon, American Girl, Walmart Gift Card OR \$350 Cookie Dough PLUS Super Seller Patch PLUS \$20 Cookie Dough OR \$20 Travel Dough	
1,900-2,999 boxes	At each 100 box increment will earn \$20 Cookie Dough OR \$20 Travel Dough	
3,000 boxes	Disney World Trip or Mac Book Pro	
3,000+ boxes	At each 100 box increment will earn \$20 Cookie Dough OR \$20 Travel Dough	

DISNEY TRIP: GSCI will work with the Disney winner and her family to plan a trip to Disney World! Earners may also choose a MacBook Pro laptop instead of the Disney trip, if preferred. Please see information from the Product Sales team at the conclusion of the 2023 Cookie program for details & assistance in planning your Disney experience or ordering a MacBook Pro.



All rewards are cumulative except at the 3,000 box level. Girls who earn the Disney World Trip or Macbook Pro will earn and keep all levels up to and including the 1,799 box levels. **The 1,800 box level is not included with the Disney World Trip or Macbook Pro. Please Note: Parent/Guardian balance due must be paid by final ACH date (April 4) to receive the Disney Trip Reward.**

TRAVEL DOUGH: Travel Dough provides an additional opportunity to assist girls with Girl Scout travel experiences. Travel Dough can be used for GSCI council sponsored trips, GSCI travel camps, Girl Scout Destinations, and the 2023 Phenom by Girl Scouts (registration, airfare and lodging during Phenom). Travel Dough can be earned for a total of 5 cookie seasons and will expire during that 5th year on the same date that cookie dough expires in September. (For example: Travel Dough earned during the 2023 cookie program will expire in September of 2028.) Just like Cookie Dough, girls that choose Travel Dough will be emailed their Travel Dough Code after it has been earned at the end of the cookie program. Girls will receive the option to choose Travel Dough instead of Cookie Dough at each level where Cookie Dough is offered. Travel Dough is non-refundable and cannot be transferred between Girl Scouts.

Patches available for sale in
GSCI Trefoil Boutiques (\$1 each):

Booth Sales
Patch



My First Cookie
Sale Patch

Cookie Dough Rewards

The items below are available for purchase at any GSCI Trefoil Boutique exclusively using Cookie Dough earned through the Girl Scout Cookie Program. Available while supplies last.

Small Dolphin Plush
\$10



Magic Sand
\$3



3 Cookie Appliques
\$2



Door Hanger w/ Marker
\$5



Wet/Dry Bag
\$7



Beach Towel
\$13



Cross Body Bag
\$18



Chyrp Wireless Speaker
\$27



How the Cookie Crumbles

61.7% - Girl and Volunteer Services

\$3.08 of each box stays within Girl Scouts of Central Illinois to fund various services provided to girls and leaders such as council-sponsored programs and events, summer camps, shops, council service centers, financial assistance, outreach to girls in underserved areas and volunteer training and support services.

17.5% - Girl and Troop Rewards

\$0.88 of each box stays at the girl level to fund their Girl Scout Leadership Experience - they choose how to spend it! It includes girl recognitions, Cookie Dough and troop profit.



20.8% - Cost of Sale

\$1.04 of each box pays the baker for the cookies, as well as delivery fees, cookie program materials, forms and printed resources.

100% of cookie proceeds stay in central Illinois!



Booth Sales

Booth sales are a way for girls to bring their sales to the people! Customers love to purchase Girl Scout cookies and often they don't have a Girl Scout come to their door. Troop goals are more likely to be reached when booth sales are set up in front of grocery stores, sporting events or in other high traffic areas. Girls will have lots of fun setting up their store front and talking to customers.

Customers pay with cash, check (made payable to Girl Scouts of Central Illinois or GSCI) or credit using the Smart Cookies App or Square, etc. The Smart Cookies Credit Card processing option will allow girls to differentiate between a personal sale and a booth sale when entering the payment. Both Girl and Troop Booth payments will automatically be credited in Smart Cookies. Adult chaperones should collect all money and deposit into troop account.

Using the Smart Booth Divider, Smart Cookies will calculate Individual girl cookie booth sales for you and even distribute package sales to each girl that participated in the cookie booth.

Securing Booth Locations

Council Secured Booths: Girl Scouts of Central Illinois books several locations for booth sales. These booths are open for any troop to sign up in one of the following ways.

- From January 13-15 two booth sale time slots per troop may be reserved (see "Booth Sales" on page 34 for info on how to reserve a location and time slot).
- January 16-March 19 is first come first served. Time slots that remain are available for any and all troops. There is not limit on the number of time slots a troop may reserve. If a troop is unable to use a booked time slot the troop must cancel their reserved time so it is available for others.

Troop Secured Booths

Troop volunteers or parent/guardians can start arranging troop secured booths at any time by contacting local businesses/organizations to get permission to set-up a booth sale. Once the location date and time is known then enter the information in Smart Cookies. When the information is entered in Smart Cookies, your booth sale will then be included in the Cookie Locator. Customers access the Cookie Locator via our website, Cookie Locator App and your booth sale will become visible to customers who are actively seeking Girl Scout Cookies. Last year over 10,000 local customers used the cookie locator. Be sure to enter your booth sale information so you don't miss out on this fantastic marketing opportunity (see page 24 on how to enter your booth sale in Smart Cookies).

Are there geographic boundaries for booth sales?

All booth sales must be held within the geographic confines of GSCI. If you are unsure a council map is available in the Cookie portion of our website (GetYourGirlPower.org). You may also contact Customer Care for geographic questions.

Can I hold a booth sale outside my community?

The short answer is yes. A troop may hold a booth sale in any area within our council confines GSCI has about 39 counties and over five hundred towns. Girls may live in one community and go to school in another and have parents that work in a third. Also families travel and recreate to different communities. When it comes to setting up booths, a good starting point is to look at your local community and businesses you visit recognizing that "local" is a relative term, depending on where you live, work and play.

Are there establishments where I cannot hold a booth sale?

Girl Scouts should not hold a booth sale in or in front of any establishment where girls of her age are not allowed to frequent. This includes dispensaries, 21+ bars, etc.

Girls continue to earn credit toward council rewards and Cookie Dough for boxes sold at booth sales through March 19. Track and transfer each girl's additional orders in Smart Cookies before you submit your reward order by March 20, 2023.

How Many Cookies Should You Order for Your Cookie Booths?

Before you place a Cookie Booth order, determine your current troop inventory by talking to your parents and Girl Scouts. You might have enough on hand for your first Cookie Booth. **In general, you should sell between 2-5 cases per hour.**

The amount of cookies you sell will vary based on:

- The customer count or “traffic” at your Cookie Booth location. (Walmart vs. a small bank)
- The week of your Cookie Booth. (Week 1 will sell more than week 5)
- The weather
- How you market your Cookie Booth (Goal setting and visibility counts!)
- The number of hours you hold your Cookie Booth

Successful Cookie Booth Tips

- Identify a well-trafficked site; ask the owner/manager for permission to hold a Cookie Booth.
- Advertise all Cookie Booth dates and locations. Enter your booth sale information using Booth Tab. See page 35 for instructions.
- Stock the Cookie Booth with a sufficient supply of cookies.
- Decorate the Cookie Booth with posters and goal charts. Let the customer know what buying a package of cookies will help girls accomplish. Tell them where the money goes. Fill in the goal chart as boxes are sold, so customers will also see how close girls are to their goal.
- Decorate a container for Operation Cookie Share. Customers may not want to purchase an entire box, but may give a dollar or two. Let it add up! Remember your troop earns \$1 per box for each box of Operation Cookie Share ordered.
- Encourage girls to wear their Girl Scout uniforms or other Girl Scout apparel.
- Thank the owner/manager of the location for allowing you to have your Cookie Booth.
- Congratulate girls and order Cookie Booth patches for all girls who participated. (Cookie Booth patches will be available at GSCI Trefoil Boutiques.)



Cookie Cupboards

Each cupboard manager operates on her/his own schedule. A planned order must be placed through Smart Cookies to pick up cupboard cookies. Please make an appointment and respect their cupboard hours and procedures. Please note that a number of the cupboards will not be open for the entire sale. Cookies will also be available at your local service center to serve your immediate needs. Please call ahead for product availability.

Service Unit (SU) Cupboard Information:

Cupboard Manager: _____ Address: _____

Phone Number: _____ Email Address: _____

Hours of Operation: _____

Express Cookie Cupboards provide cookies for: (Planned orders only)

- Purchases made by troops
- Cookie Booth cookies (this is not consignment; sorry, no returns)

Service Centers provide cookies for: (Planned orders preferred but not mandatory. Please call ahead.)

- Purchases made by troops
- Cookie Booth product (this is not consignment; sorry, no returns)
- Purchases made by customers
- Service Center cupboards will exchange cookie varieties and sell individual boxes
- Exchanges for damaged and sealed empty boxes can be made at NO CHARGE
- Even exchanges of varieties at NO CHARGE

Planned Orders: How to Get More Cookies

Once your troop sells the initial cookie order, you may find that you need more! How do you get what you need in a timely manner? Smart Cookies will allow troops to place cupboard orders. This feature will allow troops to order cookies for Cookie Booths and/or additional girl needs.

- **A planned order must be placed in Smart Cookies the Sunday before your Cookie Booth in order to guarantee that your Cookie Cupboard will have the cookies you need.**
- **Scheduled dates for planned orders are February 5, 12, 19, 26 and March 5, 12, 2023.**
- Deadline for planned orders is 8:00 p.m. Sunday night. Orders MUST be in by that time to guarantee your cookie order.
- Troop Cookie Coordinators will choose the pickup date in Smart Cookies, but will still need to set a pickup time with the Cupboard Manager by phone or email.
- If a parent volunteer will be stopping in to pick up cookies for your troop, please notify the Cupboard Manager immediately in order for the cookies to be released to that person.

Due to a change in ABC Bakers' delivery standard, planned order delivery will look much different from previous years. If our council planned order is 20 pallets or more, the order could take up to 5 business days to arrive at our warehouses. An order of less than 20 pallets, could take up to 8 business days to arrive to our warehouses. Our council is bringing in a significant amount of cookies into our regional cupboards initially to help alleviate any potential issues with the first few planned order weeks. This delivery change could impact the later planned order weeks, depending upon council inventory after the first week(s) of the program. We want to prepare our volunteers ahead of time for a different delivery schedule model this year. As always, our council will do our best to communicate with troop volunteers as delivery issues may arise later in the program.

Money, Deposits & Collections

If your troop does not have a troop checking account, please establish one. Follow the procedures for opening a troop bank account as outlined in the Leader's Resource Guide. Be sure to have a copy of the troop account on file with the council, along with a voided check or deposit slip attached to the authorization to ACH/EFT the account. Troops should have an active bank account with two current signers, along with the designated GSCI staff member. Document all cash and product transactions using receipts. All receipts must be signed by both parties. Save all receipts for one year. Receipts and Parent Permission forms MUST accompany all Outstanding Balance Forms.

- Require girls to frequently turn in money they have collected. This will help eliminate problems of lost funds or girls carrying large sums of money. Also, it is in the best interest of the troop if you deposit checks frequently. Please have checks made payable to Girl Scouts of Central Illinois or GSCI.

When a girl turns in money, count it before she leaves to make sure she has turned in the correct amount. Be sure to sign a receipt for the money turned in. Give the girl or parent the yellow copy and retain the white copy.

February 28 - ACH Debit #1: 1/3 of initial order (less troop profit) due to Council

You must have money deposited prior to this date to ensure there are enough funds in the account to cover the debit.

March 14 - ACH Debit #2: 1/3 of end of February balance due to Council

You must have money deposited prior to this date to ensure there are enough funds in the account to cover the debit.

April 4 - ACH Debit #3: Remainder of balance due to Council

The council will take an ACH debit from your troop account for the remainder of the balance due. You must have ALL cookie money deposited, prior to this date, to ensure there are enough funds in the account to cover the debit. If money problems arise, describe the problems in detail on an Outstanding Balance Form and turn in form to the service center by March 29. The Outstanding Balance Form tells our finance department to reduce the troop withdrawal by the amount on the form. Failure to turn in the Outstanding Balance Form(s) by March 29 may result in a troop overdraft and associated bank fees.

- Any late payments should immediately be forwarded to the service center.
- May 24, 2023 is the final day for troops to submit insufficient funds (NSF) checks from the troop bank account for reimbursement by the council. Bring the NSF check, along with bank notification and any fees associated, to your service center for repayment. Troops will receive credit for bad check(s) through an ACH credit. Please allow approximately 10 business days to process.





Trouble Collecting Money/Outstanding Balance Form

If you are having trouble collecting money from a girl/parent/guardian, please follow these procedures.

- **Deposit all money received into your troop bank account by March 31, 2023.**
- Complete an **Outstanding Balance Form** (one for each girl/parent/guardian) for any uncollected money, even if there is a promise to pay. The Outstanding Balance Form documents the individual(s) who owe money to your troop. It is mandatory to complete and submit on time, so our finance department can track who owes money to your troop. If you fail to turn in the Outstanding Balance Form by March 29, 2023, your troop will be responsible for the amount owed by that parent or guardian. When your account is ACH'ed, your troop may incur overdraft charges as a result of a missing Outstanding Balance Form(s). If the cookie coordinator is not the troop leader, it is in the troop leader's best interest to make sure that all **Outstanding Balance Forms are turned in by March 29, 2023.**
- A signed PARENT PERMISSION FORM, CASH RECEIPTS AND DELIVERY PICK UP RECEIPTS MUST accompany the Outstanding Balance form to be accepted.
- The total amount owed to the council will be adjusted by the finance department prior to the ACH/EFT (electronic funds transfer), so it is important that the forms are turned in on time.
- The council will take over the collections process.
- Do not loan anyone money to pay for a bad debt. GSCI will not reimburse a troop or individual for any unpaid loans.
- Girl Scouts of Central Illinois is committed to the fiduciary responsibility of collecting all funds due to the council that are earned through the cookie program. These funds help to provide excellent programming, camp properties, and support for all girls in our council. **It is important to know that GSCI will pursue all uncollected funds through a collection agency and up to prosecution.**

Please note that Smart Cookies is unable to calculate the additional \$0.40 cents your troop will earn through Operation Cookie Share. The amount your troop owes the council is "The Amount You Owe Council" listed on the Sales Report minus the additional Troop Profit you earned through Operation Cookie Share. To run "The Amount You Owe Council" report simply log on to Smart Cookies and click on the SALES REPORT tab.

Smart Cookies Instructions

Smart Cookies is the state of the art cookie sale platform for managing all of your cookie sale related activities. From ordering cookies to managing your booth sale activities and reward orders, you will find Smart Cookies to be user friendly on any size device from laptops to smartphones. All Smart Cookies functionality is fully accessible and easy to read on any size device making it the perfect partner for managing your cookie sale on the go! For step by step training videos, please visit ABC Bakers You Tube channel at [YouTube.com/user/ABCCouncils](https://www.youtube.com/user/ABCCouncils). You can also access ABC Bakers YouTube channel from your Smart Cookies account by clicking on the Resources tab.

Website Address: [ABCSmartCookies.com](https://www.abcsmartcookies.com). Please note: The Smart Cookies Mobile App (available for IOS and Android devices) is designed for girls, however girls can also have the same user experience if they prefer not to download the app by accessing Smart Cookies through their devices web-browser.

From the login page of Smart Cookies you will have access to Tips & Tools, Resources and Cookie information so that you can get a head start on preparing your cookie season strategy, even before you have a user account created in Smart Cookies.

Creating your Smart Cookies Account

You will receive an email invitation to create a Smart Cookies account from GSCI. You will need to use a valid email address for your login; you will create your own password. Follow the instructions in the registration email, click on the link, complete your registration information then click save and you will see an account confirmation pop up. You will also receive an email confirmation that your account has been created. You are ready to access Smart Cookies!

Note: More than five incorrect attempts to access Smart Cookies will result in your account being locked for 30 minutes. You must wait the 30 minutes before attempting access again. There is a 'Forgot username or password?' link on the login page should you need to reset your system access.

Dashboard

When you login to Smart Cookies, the first thing you will see is the Troop Dashboard. The Dashboard shows you many important data points, a calendar of events, messages, a financial summary and sales and inventory information for the girls in your Troop. Be sure to take some time and explore the dashboard features and familiarize yourself with all of the useful information available to you. There are some other helpful features accessible from the dashboard. Click on the icon next to your system user name in the top left corner of the dashboard:

- Mimic a user – allows you to view Smart Cookies as another system user in your Troop (another Troop volunteer or any Girl in your Troop that has created a Smart Cookies account). After accessing Mimic User, click on the user account you wish to mimic, then click 'mimic user'. You will be able to see the screens as they see them, which is helpful for training as well as monitoring the sales activity of your Troop girls. Any changes to orders that you make while in mimic mode will be trackable to your user account.
- Edit Profile – allows you to change your email address, password, address and phone information.

Helpful Hints

Navigate through Smart Cookies by clicking on the menu items across the top of the page.

Maps throughout the Smart Cookies platform are interactive and can provide driving directions.

Smart Cookies creates an audit trail on all order types that identifies the date and time that changes are made as well as showing the name of the system user that made the change.

Initial Order Entry – Order Menu

1. Select Troop Initial Order.
2. Click on each Girl's name and enter the order for each girl in packages (not cases).
3. You can add additional packages to be delivered with your initial order under the booth entry.
4. Smart Cookies will round each variety up to the nearest full case quantity.
5. Click save.
6. Your initial order delivery location option(s) will appear.
7. Select your delivery station.
8. Select a date and time for pickup if applicable.
9. Click save. Your order will be captured. If complete, click on ready for review. You may turn the review option off any time prior to the Troop entry deadline and make changes to your order if necessary.
10. Placing the order in 'review' status is not mandatory in order for it to be finalized by the Council.

Placing a Planned Order – Order Menu

1. Select Planned Order.
2. Your local cupboard locations for pick up will be displayed.
3. Select the cupboard you wish to pick up from.
4. Select the day you wish to pick up.
5. Select the time you prefer to pick up.
6. Enter the number of each variety you want to pick up.
7. Click save.
8. Print a copy for your records.



Transferring Packages to Girls – Order Menu

1. Select Transfer Order.
2. Select the type of Transfer you wish to enter from the dropdown menu.
3. For a Troop to Girl transfer (T2G) your Troop will be the default in the 'from' section.
4. Select the girl to transfer to and click apply.
5. Enter the packages you wish to transfer by variety in the packages column.
6. Press save.
7. The packages will be removed from Troop inventory and credited to the girl along with financial responsibility for those packages

Note: Troop to Troop (T2T), Girl to Troop (G2T) and Girl to Girl (G2G) transfers are also created in similar fashion. Select the type of transfer, follow the prompts for the additional information needed based on the transfer you are creating.

Placing an Operation Cookie Share Sales Order – Order Menu

1. Select Virtual Cookie Share
2. Enter the number of cookie share packages sold by each girl
3. Click Save, repeat as needed for additional Cookie Share donations throughout the sale
4. The girl is financially responsible for these sales

Manage Orders Screen – Order Menu

The Manage Orders screen allows you to view all order data, or selected order data via filters.

- Select all order types by clicking all, or select specific order types – Click apply filters.
- Select specific order data by using the 'Refine Search' filter to look for orders for a specific girl.
- You may export the data on your Manage Orders grid by clicking on the 'Export to Excel' button on the bottom right of the Manage Orders grid.

Note: Girl only level orders (orders that do not impact Troop inventory) will not appear on the Manage Orders grid unless the refine search filter is used to select the girl whose orders you wish to see (i.e. Girl to Girl transfers (G2G), Girl Direct Ship Orders (DIRECT SHIP))

Recording Payments from Girls/Parents – Finance Menu

1. Select Financial Transactions.
2. Click on the Girl Transactions Tab.
3. Click on Add Girl Transaction.
4. Select the girl, transaction type and complete the information.
5. Click Save.

Note: Financial transactions for credit card payments will be automatically credited in Smart Cookies to both the girl that made the sale and her Troop- the funds are deposited into a Council bank account. The financial reports for Troops and Girls will automatically update to show all payments made. Credit for packages sold via girl delivery would be given either via the packages ordered on the Girl's initial order or through transfers of additional packages from the Troop to the girl.

Direct Ship Sales (Online – Shipped and Donated)

Online sales via Smart Cookies Direct Ship are shipped to a customer directly from the bakery and/or are recorded as a Cookie Share donation per the customer's choice. These orders will be paid by credit card and will automatically be entered as a sale in the Girl and Troop accounts. Payment will also be credited for the sale. No additional entry will be needed.

Booth Sales

Some stores and malls prefer GSCI to handle the booth sale scheduling. Those locations, dates and times are populated on the booth scheduler in Smart Cookies by the Council. On January 13, 2023 (9AM) the booth scheduler opens for troops to reserve two booths sales. On January 16, 2023 (9AM) the scheduler is opened for troops to schedule additional booth locations. Booth sales booked by Troops via Smart Cookies will be available for consumers to find via the GSUSA Cookie Locator. When customers access the Cookie Locator and enter their zip code, the customer then has access to booth sale locations, dates and hours of operation. The map feature can provide driving directions to the booth location. Booths booked by Troops in Smart Cookies can also be shared via social media links.

Booth Sale Selection Process – Booth Menu

Select Schedule Booths

1. Use the filters to search or select a specific date, time or zip code location if desired.
2. Select the location.
3. Select an available date.
4. Select an available time slot.
5. Booths selected will be displayed under 'My reservations'.
6. To remove your Troop from a booked timeslot, click the menu at the end of the row.
7. Click on 'remove reservation'.
8. The booth will be released and removed from the GSUSA cookie locator until it is booked by another Troop.

Adding a Troop Secured Booth Sale

1. Hover over Booth Tab and choose Troop Secured Booth Sales
2. Enter all required fields
3. Click Save



Sharing Booth Sales via Social Media – Booth Menu

1. Select My Reservations.
2. Select the Facebook or Twitter icon above the reservation grid.
3. After clicking the icon, follow the prompts to post your booth sales to the social media site.
4. Consumers will see your upcoming booth locations, dates and times.
5. Interactive maps can provide driving directions.
6. The other icon available that looks like a chain is a copy link. You may click this icon and then right click and paste the link in an email, other social media post or text message to share the link with information about your upcoming booth sales.

Accepting Credit Card Payments at Booth Sales – Booth Menu

1. Select Take a Booth Credit Card Payment.
2. Select the booth location.
3. Enter the order.
4. Email address entry is optional for receipt.
5. Select the payment option.
6. Enter the credit card information (or use the scan feature on an iPhone via Safari access).
7. Select 'View Booth Sale Credit Card Payments to see all credit card payments accepted at booth sales.

Giving Booth Sale Credit to Girls – Booth Menu

1. Select My Reservations.
2. Select the booth you wish to credit by clicking the menu at the end of the row.
3. Select Smart Booth Divider.
4. Enter the packages sold at the booth by variety.
5. Click Save to distribute at a later time, click Save and distribute to credit girls for booth sales.
6. Select the girls that participated in the booth sale.
7. Click save, Smart Cookies will divide the sales as evenly as possible among the participating girls.
8. Varieties highlighted in red indicate they need attention to complete the distribution.
9. Adjust packages among girls as needed by updating the numbers being credited.
10. Click save. Smart Cookies will create a transaction giving the girl credit for the sales, but not the financial responsibility for those booth packages sold.

How to Manually Give Girls Credit for Booth Sales

1. Hover over the Orders tab and click Transfer Order.
2. Click on the white line.
3. Under Girl, click on the girls name (field will turn blue).
4. Click Apply.
5. Enter the quantities, by variety, you wish to transfer under BOOTHS PACKAGES.
6. Click Save.

Reward Orders – Rewards Menu

1. Select Recognition order to create a new order.
2. Select the order type (Main).
3. Girls will be displayed in alphabetical order by first name. Those girls that need selections made or sizes added will be displayed first and will show a warning symbol indicating the order needs to be updated in order to be completed.
4. Click the arrow at the end of the row to open the order. Any sales levels achieved that require additional information (choice or size) will show the warning symbol.
5. Make the required selection or add the size if needed.
6. Click Save, then click the recognition order button with the left arrow above the grid to return to the order and review the remaining girls.
7. Review each girl as needed and click save after any changes.
8. Once all items have been selected and any required sizes added, your order will show as 'complete' on the manage recognition orders grid.

Reports

1. Reports are categorized by functionality.
2. Select the report category to see the list of reports available. Report data structure can be previewed if desired by selecting the report name, then clicking 'preview it'. Clicking Report info provides a description of the data contained in the report.
3. Click 'Go To Report' to run the report.
4. Apply any filters if desired.
5. Select the view type (HTML, Text/Excel, PDF).
6. Click View Report.

Credit Card Payments

Smart Cookies: For individual girl orders and troops selling at cookie booths. Any girl or troop who has access to Smart Cookies can accept credit card providing they have a smart phone or laptop.

Credit Card Payments for Girl Delivered Orders

Customers can select to order cookies online but have the girl deliver them instead of pay for shipping. Since customers will have the option to pay via credit card OR pay at time of delivery, girls may still need to collect payment at time of delivery. Cookies must be marked delivered in order to be able to enter payment information into Smart Cookies. To collect a credit card payment:

1. Girls sign into Smart Cookies-app or desktop.
2. Navigate to My Orders.
3. Select Order in the Total Girl Delivery Order section to view orders.
4. Update the order if any changes are required.
5. Enter the customer's credit card information and double check card information OR if using an iPhone, simply scan the credit card. The image does NOT save to the girl's iPhone (not available for Android devices).

Pro tip: *This iPhone feature works when using Safari browser only, as opposed to logging into the app.*

Credit Card Payments for In-Person Orders

Girls can take credit card payments for cookies as they are selling in-person. Cookies must be marked delivered in order to be able to enter the payment information into Smart Cookies. To collect credit card payment:

1. Girls log into Smart Cookies-app or desktop.
2. Navigate to My Orders.
3. Enter customer's contact information.
4. Enter the customer's order by variety, in packages.
5. Click Delivered and Yes under the Paid section. By choosing Paid this opens up the payment option screen.
6. Enter the customer's credit card information OR if using an iPhone (Not available for Android devices), simply scan the credit card. The image does NOT save to the girl's iPhone.

Pro tip: This iPhone feature works when using Safari browser only, as opposed to logging into the app.

Credit Card Payment for Booth Sales

Girls and troop can accept credit card payments at booth sales using a mobile device or through a computer. While both girls and troops can take payments, only the troop will be credited with the booth financial transaction and girls will still need to be credited for packages sold at the booth sale in Smart Cookies. Only booths that have been approved in Cookies will be eligible for this payment option. For the troop to accept credit cards through Smart Cookies at least one adult at the booth must have access to the troop in Smart Cookies.

1. Girls sign in Smart Cookies –app or desktop
2. Using the menu option on Troop and Girl Dashboards, select the Booth tab and select Take Booth Credit Card Payment from the drop down.
3. Troop Assigned booths will for that day appear. Select the correct booth from the list by checking the correct choice and the click Apply
4. On the Order page enter the customer's order by variety, in packages. As an option feature, the customer can provide an email for a receipt. Click Next.
5. Enter the customer's credit card information-if you receive an error message, double check that all information was entered correctly.
6. Payments will automatically post to Smart Cookies. Credits to girls and troop automatically post in Smart Cookies.

Pro Tip: The iPhone feature works when using Safari browser only, as opposed to logging into the app.

Viewing Data for Booth Orders

1. The troop is credited with the full credit card payment collected
2. Sales are captured in the bank name Booth Payment Credit Card and have a unique reference number.
3. Financial Transactions are visible in the Order, Girl Balance Summary report and Troop Balance Summary report. You can also view all credit card transactions accepted at booths under the Booth tab, including Transaction Number; customer email; packages sold and the amount; booth details and transaction timestamp.
4. There is also an option to resend the email receipt.



ABC Bakers YouTube Channel Resources

Girl Scout Resources

ABC Smart Cookies Demo:

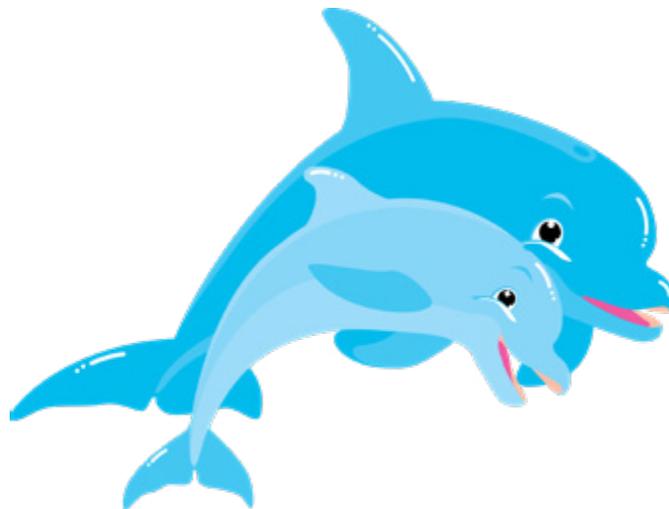
- Girl Registration for Smart Cookies Online Sales

A Guide through the Girl Dashboard:

- Managing Girl Contacts for Ecard Invites Contacts
- Selling Cookies online-Girls Sending Ecard invites
- Selling Cookies online-Girl Tools, Video and Individual Girl URL links

Troop Volunteer Videos

- Volunteer Smart Cookies Registration
- Troop Initial Cookie Order
- Troop Secured Booth Request
- Scheduling a First Come First Served Booth
- Smart Booth Divider-Distributing cookie for each booth
- Smart Booth Divider-Distributing all Booth Cookies at the End of the sale
- Smart Booth Divider-Editing or Deleting a Transaction
- Entering a Planner Order
- Entering a Troop to Girl Transfer
- Entering a Operation Cookie Share Order
- Documenting Financial Transactions
- Managing Orders
- Smart Cookies Reports
- Creating Troop Reward Orders
- Accepting Credit Card Payments
- Girl Booth Credit Card Payments
- Credit Card Payment for Girl Delivery or Booth Sale Events



Your Girl Scout Cookie favorites are back!



Adventurefuls™

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



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French Toast-inspired cookies dipped in delicious icing



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Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®



Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter Patties®



Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter Sandwich

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



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*Online sales only, while supplies last!

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