

2023 Cookie Product Program Guide



Calendar

2023 Cookie Program

November

Nov 12: Service Unit Cookie Manager Training

December

Dec 3: Troop Cookie Manager Training #1

Dec 3 Caregiver Training #1

Dec 6: Troop Cookie Manager Training #2

Dec 8: Caregiver Training #2

January

Jan 5: Smart Cookie 101 #1

Jan 10: Troop Cookie Manager Training #3

Jan 12: Smart Cookie 101 #2

Jan 14: Smart Cookie U

Jan 17: Caregiver Training #3

Jan 20: Start of the Cookie Season!

Jan 21-24: Cookie Booth Lottery Dates

Jan 28- 31: First Come First Served Booth Signup 1

February

Feb 4-7: First Come First Served Booth Signup 2

Feb 6: Troop Initial Orders Due

Feb 7: Service Unit Initial Orders Due

Feb 11-Mar 19: First Come First Served Booth Signup 3

Feb 17-19: National Girl Scout Cookie Weekend

Feb 25 and 26: MEGA DROP

Feb 27-Mar 3: Cookie Drop to Outlying Areas

March

Mar 3-5, Mar 10-12, and Mar 17-19: Cookie Booth Sales

Mar 8: First ACH

Mar 19: Last Day to Sell Online and In-Person

Mar 21: Troop Lockout from ABC, Reward Selections Due, All Money is Due in Bank Accounts

Mar 23: Service Unit Lockout from ABC

Mar 27: Final ACH

2023 Cookie Product Program Guide



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- ii Socially Distanced Selling Tips
- ii Rewards

Participation Information

2023 Cookie Season

Why Participate?

Girls Learn the Five Selling Skills



Troop & Girl Participation Eligibility

- Girls and adults must be registered for the 2023 Membership Year and have a signed 2022/2023 Caregiver Permission Form, collected by Council and verified by Service Unit Cookie Manager.
- Troop must have two registered and approved Troop Leadership Team members, and at least five girls. Troop rewards cannot apply unless these ratios are filled.
- Troop must have an approved Troop Cookie Manager (TCM) and an agreement on file with GSLE. This position can be filled by any registered Troop Volunteer.
- **Troop Bank Accounts must be entered and verified in the system before the set deadline. We recommend that no bank movements/ changes occur through the Product Program seasons unless deemed necessary and Council Product Staff are notified immediately.**
- Troops must be in good standing, have a 2023 Finance Report on file & no outstanding delinquencies with council.
- Girls who may not participate in Product Programs if they have an outstanding amount of monies due to council.

Participation Information

2023 Cookie Season

Support & Resources

Council Product Program Staff

- Product Program Manager
 - Tonya Lands
 - 225-927-8946 ext. 3245
 - tlands@gslc.org
- Product Program Specialist
 - Meredith Bennett
 - 504-733-8220 Ext. 4252
 - mbennett@gslc.org
- Program and Property Director
 - Lauren Vance
 - 225-747-0403
 - lvance@gslc.org

ABC Smart Cookie System Support

- Online Tech Support
 - www.abcbakers.com
 - 800-853-3730

ABCSmartCookieTech@hearthsidefoods.com



Ways to Participate:

Cookie
Rallies
p. 5

Initial Order
Card
p. 6-7

Cookie
Delivery
p. 8

Cookie
Cupboards
p. 9

Booths
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Pre-Sale Prep

2023 Cookie Season

All GSLE troops, girls, Service Units, and Cookie Cupboards use the ABC Smart Cookie System, which will be referred to as Smart Cookies in this guide.

Getting Started

1. Troop leaders receive an email from Smart Cookie asking them to opt in or opt out of the Cookie Product Program.
2. Log in using your email address and then create a new password.
3. Council imports all your registered girls before the start of the season. If additional troop members need to be added throughout the season, it is a simple process. Just contact productsales@glse.org.

Every person listed in Smart Cookies must be a current 2023 Girl Scout member. This includes TCMs and other volunteers.

Council will use Smart Cookies to send out periodic email blasts to all troop leaders throughout the season so it is imperative that a current email is used and that it is not blocked by your server's junk mail settings.



ABC Resources:

Troops:

- Prepayment by credit card for email orders
- Credit card refund/order cancellation capability for troops
- Girl delivery option with credit card payment for girl social media URL
- Direct Ship national link via zip code search with credit to Troops
- Troop virtual booth sale link
- Refunds for all booth transactions now permissible at all user levels (virtual and in person booth sales)
- Direct ship number to the Girls Manage orders report
- Virtual booth delivery and pick-up sales to the Smart Booth Divider reporting

Volunteers:

- Theme clip art, certificates, etc.
- Selling safely video and tips
- Cookie Information & Calculator
- Activity tips and how-to examples
- Standard Forms
- Rally Guide

Girls & Families:

- Booth Sale poster
 - Girl Videos
 - Activity tips & how-to examples
 - Social Media kits
- System resources

Pre-Sale Prep

2023 Cookie Season

Cookie Rallies

A Cookie Rally is a great way for girls and their caregivers to get excited and educated about the program and requirements. Most Service Units will host a Cookie Rally locally. If your Service Unit is not hosting a rally, troops may host their own mini-rallies so girls can earn the Rally Patch.

Gift of Caring

The Gift of Caring program is a nationwide community service project where Girl Scout troops can donate to the national donation program! The cookies can be added to the share donation category and the patches will calculate as the boxes accumulate. You can add this to Smart Cookies at the beginning of the sale, or donate any remaining cookies at the end of the sale. All online donations will go towards Gift of Caring.



Many Girl Scout troops participate in CookieShare, a community service project in which girls encourage customers to buy cookies for donation to a non-profit organization selected by the troop. This year, over 21,500 boxes of cookies were donated to more than 200 local community organizations and non-profits such as the Ronald McDonald House in New Orleans, the Bishop Ott Women and Children's Shelter in Baton Rouge, MacDonnell Children's Services in Houma, local food banks, firefighters, police, and hospitals, as well as a significant number of cookies going to military men and women serving overseas, sending them through organizations like Operation We Care and Blue Star Mothers of LA, as well as to units where Girl Scouts had family members and friends.



Initial Order: 1/20-2/6 2023 Cookie Season

Initial Order Information

Order Card and Online: Girls can seek out potential customers through the Initial Order time-frame using their order cards or online sales.

All Initial Orders are rounded to the nearest full case quantities at the troop level. The extras appear on the troops Smart Cookies dashboard for girl distribution. No returns or exchanges can be made by troops, girls, or caregivers but damaged boxes can be replaced from any local cupboard. You must have the damaged box with you to exchange for a new box.

Pre-ordered Carmel Chocolate Chip cookies, our gluten-free cookie, are added by council to troop Initial Orders in Smart Cookies so that they arrive with the Initial Order delivery. Pre-ordering took place in the fall, keep this in mind for future Cookie Product Programs. Additional cases will be available at local Cookie Cupboards while supplies last.

Mega Drop will occur on Feb 25th and 26th.

In the 'Troop Info' section, every troop and girl has their own unique QR Code and Social Link. QR codes are an increasingly important part of today's business operations, providing active ways for customers to remain safe while engaging with your Cookie Product Program. Using the camera feature on a smart device to scan the QR code, the consumer will link directly to your website to purchase cookies. A tiny URL, a customized, shortened redirection of a long link for a web page, will also be available for print or to copy from the Resource Menu.

The girl Social Link can be shared via social media, email, or text message and includes Girl Delivery credit card payment! When the consumer opens the link, they will see the choice to place a direct ship order, or a girl delivered order. Social media is a great tool to help move cookies, but no public sites can be utilized. They must stay within friends and family with girl participation. Please note: Once a dollar amount is listed to Facebook, it will automatically refer the post to the Facebook Marketplace - this is not encouraged.

Selling Tips for Girls

Girls can promote their sales in two ways: in person and online.

In person, girls can talk with family, friends and neighbors to collect and record sales on their Traditional Order Card.

Online, there are even more options for selling.

Initial Order: 1/20-2/6 2023 Cookie Season

Traditional Order Card

Girls talk to or email friends, family, and neighbors and use their entrepreneurial skills to sell during the Cookie Product Program.

The can be in person, or use the tools mentioned on pg. 6.

Girl records the customers order on the Order Card. Customer does not pay until delivery.

Girls deliver the cookies & collect money at that time



Girl Delivery

Online orders can request girl delivery. Caregivers have to approve the order in the Smart Cookie system. Girls have the responsibility to record it on her order card and/or report the inventory needed to her troop leader.

If the customer selects “Girl Delivery” without payment, a “Promise” order is placed with the girl and payment is due at delivery.

Girls will deliver the cookies & collect money at that time, just like the traditional order card!

If the customer chooses to use the credit card payment feature they can prepay online.

Girls deliver the cookies and no payment is needed.

Direct Ship

Customers prepay and have cookies shipped directly to their door. Girl’s Smart Cookie Dashboard will be updated automatically.

Cookies are delivered directly to the customer. No girl contact required.

Online

Online order customers can request girl delivery or direct shipping to their door. Use the tools mentioned on pg. 6 to promote the link to people you know.

Cookie Delivery 2023 Cookie Season



TCM responsibilities at the cookie delivery site:

- Sign up for a pick-up time in the Smart Cookies platform and arrive on time. Too soon or too late causes problems!
 - Have a vehicle large enough to transport your full troop order or have others meet you there.
- Sign and keep a copy of a receipt once you and your SUCM verify the cookies you are receiving.
 - Check for damaged cookies and contact council staff ASAP for replacement.

TCM responsibilities distributing cookies to caregivers:

- Separate cookies in a dry, temperate, clean area by girl orders before the families arrive. Ensure each order is sorted correctly before any cookies leave the premises. Abide by all contact-less pick-up methods.
 - Contact your troop families with the location, date, and time they can collect their cookies.
- Fill out a cookie receipt for each caregiver who receives cookies. **ANY TIME COOKIES OR MONEY EXCHANGES HANDS, A RECEIPT IS NEEDED.** See page 14 for more information on issuing receipts.

Cookie Cupboards 2023 Cookie Season

General Information:

All Cookie Cupboards will have the nine varieties of cookies (you can Meet the Cookies in Appendix ii) while supplies last. Gluten-Free Caramel Chocolate Chips will be available in very limited supply, customers can order online if interested. Raspberry Rally's can only be ordered through Online sales and cannot be added to the Smart Cookie system manually by the leaders for girl distribution. They are on Online Only Exclusive purchase!

- Council Cupboard hours: Wednesdays-Saturdays from 10:00 AM - 6:00 PM.
- Please be considerate of the volunteers overseeing Cookie Cupboards!
- Troops must take cookies in full cases (12 boxes/case), no mixed cases.
- Payment for cookies from Cookie Cupboards will be collected during the final bank sweep.
- There are no cookie returns.
- Damaged/defective cookies can be replaced by notifying Council and from the Council sponsored cupboards. You must have the damaged box with you to exchange for a new box.
- Caregivers/girls are not allowed to collect cookies from a Cookie Cupboard unless the troop leader gives written permission prior to the pick-up date. This can be done by email directly to the Product Program staff or Cupboard Managers.

Tips & Tricks:

- Keep all family pets restrained.
- Schedule pick-ups at least 15 minutes apart.
- Place cookies and receipt outside.
- Watch caregivers count and sign.
- Be prepared for the next scheduled pick-up.

Cookie Booths

2023 Cookie Season

When to have a Cookie Booth:

Cookie Booth sales are a great way to increase your troop's cookie product program success!

Troops may organize Cookie Booths at locations of their choice during the official Cookie Booth season. These sites must be added to the Smart Cookies for approval.

How to Secure a Council Secured Cookie Booth Site:

All Walmart, Sam's Clubs, and all the local malls are secured by council per the store's requests. Council may request additional volunteer assistance booking some of these locations.

Cookie Booth Sales will take place: March 3-5, March 10-12, and March 17-19.



Planning a Troop Cookie Booth

After securing permission from the manager of a location for a date and time, troops MUST submit their booth information in the "Booth" tab in Smart Cookie for:

- Council approval and awareness where troops are holding Cookie Booths throughout the booth season.
- Free advertising through the GSLE website (www.gsle.org) and GSUSAs Cookie Locator.
- Avoiding conflicts with another troop's scheduling the same location/date/time.

Cookie Booths

2023 Cookie Season

How to schedule booth in Smart Cookie System:

1. Click on “Booth” tab.
2. Select “Troop Secured Booth”.
3. Enter booth information.

Be sure to have the business name, address, city, state & zip.

4. Click on “Appointment Times” tab and enter the date/time.
5. Click “Save” at the bottom along with the “Request Troop Secured Booth”.

The request will be pending until it is either approved or denied by Council. You will receive approved or denied notification of the request in a Smart Cookie email within one to three business days.

Review:

1. Go to “My Reservation Page” to view all of your reserved booths.
2. Please make sure to cancel any booth sales that your troop is unable to make in Smart Cookies.
3. Please limit booths to smaller venues with less physical traffic.
4. Virtual Cookie Booths can be created for optimal exposure.



No bars, party stores, breweries, wineries or drug dispensaries are allowed. Council reserves the right to deny any booth site that is not up to our standards. If troops insist on a location that was denied, the troop leaders could be released for placing girls in harm's way.

Proceeds & Rewards 2023 Cookie Season

2023 Proceeds:

Based on PGA (Per Girl Average)

Proceeds for Troops at all levels who select Incentives:

1 - 99 packages PGA = \$0.50 per package

100 - 199 packages PGA = \$0.55 per package

200+ packages PGA = \$0.60 per package

**Multi-Level Troops that include Daisies and Brownies must choose the incentive award option listed above.

Proceeds for Junior troops and above who do not select Incentives have increased this year:

1 to 99 packages PGA = \$0.65 per package

100 - 199 packages PGA = \$0.70 per package

200+ packages PGA = \$0.75 per package

Cookie Dough

GSLE Cookie Dough is a Council issued gift card that can be used in the Council shop towards programming fees or camps. GSLE Cookie Dough cannot be used online or towards Early Bird Membership.



Did your Troop Early Bird for Membership Year 2023? You qualify for the Early Bird Troop Cookie Incentive!

If a minimum of two adults from your Troop Leadership Team and a percentage of girls in your Troop renewed by May 31, 2022, your Troop will receive an additional incentive.

See percentage table below. **Not Cumulative

100%	Five Cents (.05) per package
85-99%	Four Cents (.04) per package
65-84%	Three Cents (.03) per package
30-64%	Two Cents (.02) per package

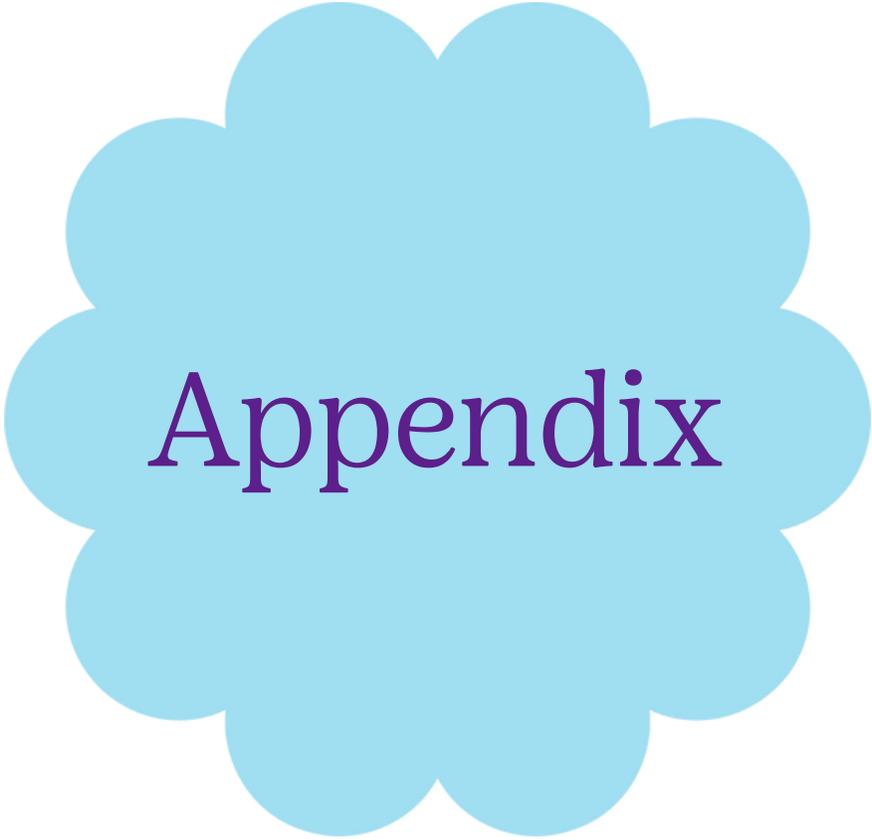
Finishing the Program 2023 Cookie Season

Don't Forget....

- Keep track of the girls' cookies in Smart Cookies for all orders. This is important to do, especially for girls who received extra cookie orders after their Initial Orders and/or participated in a cookie booth sale.
- TCMs will need to allocate boxes of cookies obtained from cookie cupboards to their troop's girls in Smart Cookie to qualify for added rewards. This can be done any time after they are collected by caregivers but must be done by March 20th to make sure girls receive all the rewards they have earned. You may do so manually or by using the cookie allocator.
- If the troop does not finalize the sale by distributing all the cookies that are remaining, the missing rewards will not be replaced for the girls once the system has closed.
- Council may, at our discretion, allocate any of these unallocated boxes at the end of the program to ensure girls earn rewards.
- Rewards will be shipped to SUCMs early May. Please make sure to collect them from your SUCM and pass them out to the girls as soon as you receive them. Please do not hold them until Fall or the beginning of the next season.

Do not hold on to money until you have it all, rather, turn cookie money to your Troop Cookie Manager as soon as you receive it. Set-up time(s) designated for this purpose to meet with your Troop Cookie Manager and do not send money with your girl when you are not present. Ensure that a receipt is provided for every financial and cookie transaction.





Appendix

- 
- i. Meet the Cookies
 - ii. Socially Distanced Selling
 - iii. Rewards

Your Girl Scout Cookie favorites are back!



Adventurefuls™

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



Toast-Yay!™

French Toast-inspired cookies dipped in delicious icing



Lemonades™

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



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

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel Chocolate Chip

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**
*Limited availability



Raspberry Rally™

*Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating**
*Online sales only, while supplies last!



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Tips for Socially Distanced Selling 2023 Cookie Product Program

Virtual Booths

- Learn about hosting successful Virtual Cookie Booths and contact customer care to set up a Troop Digital Cookie Website.
- Encourage your girls to get creative and have fun! This might mean creating fliers, writing sidewalk chalk messages, or by uploading a video.
- Host a Facebook Live Party with your friends and family to get them excited about the Great Cookie Comeback.
- Tap into your social network to share your girl's Digital Cookie link following GSUSA online marketing guidance.
- Post Virtual Troop Booth on social media, including community sale sites. Girl Digital Cookie information should never be shared on these sites.

No-Contact Deliveries

- Communicate with your customer to determine where they would like their cookies dropped off.
- Knock on the door and leave the cookies. Then back up 10 feet, have the customer take their cookies and leave payment. Collect payment no less than 6 ft away from customers.
- Consider scheduling trunk pick-ups at a central location and scheduling customer pick-up times to minimize the number of people there at once.
 - Find a special way to say “thank you!” – whether through a thank you video or a personalized note, your girls will want to show their customers some appreciation!

Creative Community Walkabouts

- Get the word out! Let your community know that cookies are back by posting fliers or leaving door hanger notes in your neighborhood to inform them when and how girls are planning to sell.
- Plan to set up a cookie stand in a central location in the neighborhood and invite neighbors to drop by. Share your “open” times and location with your community and on social media.
 - Think outside the box to find spots where people might be excited to get their favorite cookies, such as around coffee shops or restaurants with thriving take-out orders. Connect with local businesses to offer cookies as a dessert option for customers!

Set Up a Cookie Drive Thru

- Give customers a convenient way to get their cookies by setting up in parking lots and offering a “drive thru” service.
- Work with local businesses to secure a safe location and collaborate on advertising your drive thru, including on social media.
- Share your drive thru location with your community and invite individuals to visit your drive up location while keeping a safe distance.
- Limit the number of girls that are at your pick-up location. Ensure that there are at least two adults volunteers on site.

My Goal:

Set Your Cookie Goals

The Girl Scout Cookie Program begins January 20, 2023
On your honor, you may not take in person delivery orders before this date.

girl scouts
louisiana east
gsle.org
504-733-8220



25+ Pkgs

Participation Patch



75+ Pkgs

Mood Cup **OR** Lanyard



125+ Pkgs

Keychain Patch
OR Lemonade Keychain



175+ Pkgs

Door Hanger with Marker
OR \$5 GSLE Cookie Dough



225+ Pkgs

Tell Your Story Bead Kit
OR Ankle Socks



275+ Pkgs

Go Bright Ahead
T-shirt **OR**
Velvet Headband



350+ Pkgs

Flash Light **OR** Dry Bag



425+ Pkgs

Dolphin Small Plush
OR \$10 GSLE Cookie Dough



500+ Pkgs

Beach Towel **AND** Sunglasses
OR Go Bright Ahead Sports Bag



650+ Pkgs

Skate Party (May 4, 2023 in New Orleans or May 9, 2023, in Baton Rouge) **OR** Cross Body Bag



800+ Pkgs

Journal **AND** Dolphin Bead Bracelet **OR**
Go Bright Ahead Hoodie



1,000+ Pkgs

Cooking Class with GSLE CEO
(June 17, 2023, in Baton Rouge) **OR**
\$30 GSLE Cookie Dough



1,500+ Pkgs

3 Days at GSLE Resident Camp
OR Sewing Event with Sewing
Machine and Supplies
(April 22, 2023, in Gonzales)



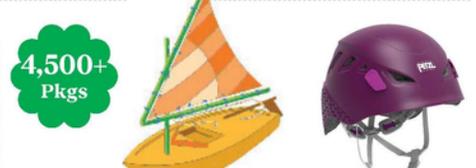
2,500+ Pkgs

Photography Class with Camera
(June 3, 2023, in Metairie) **OR** \$100
GSLE Cookie Dough



3,500+ Pkgs

Free Full Week at GSLE Resident Camp
OR Bike Event, Bike and Bike Bell
(May 20, 2023, at McFadden Cabin in New Orleans)



4,500+ Pkgs

Sailing Camp Experience **AND** Life Jacket **OR** 10 Day
Indoor Rock-Climbing Experience **AND** Helmet

Daisy Super Seller Incentive



135+ Pkgs

Sticker Sheet

Go Bright Ahead Incentive *



150+ Pkgs*

32 oz Mood Sports Bottle
*Initial order 150 pkgs **AND** a final sale of 250 pkgs

Super Troop Incentive 230 Pkgs Per Girl Average



Girls

Lemonade Love
Heart Sunglasses



Volunteers

Lemonade ID Card Case
(one per Troop)

2022 Top Seller!



4,001 Pkgs!

Cynthia Gros
Troop 40561

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1



2



3



4



2023 Cookie Season Patches

- 1. Theme Patch: 25+ Packages
- 2. Cookie Rally Patch: Attend Cookie Rally
- 3. Cookie Share Patch: 5+ Packages Donated
- 4. Achievement Bar: 50 to 4500 Packages

***Achievement Ovals are NOT cumulative. Girls will only receive the highest patch earned.*

EVERY Troop that sold 2+ items in the 2022 Fall Product Program will earn an additional 2 cents per box of cookies sold this year!

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Introducing Raspberry Rally™!

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating

Exclusively sold online for shipment only. Available while supplies last.

made with **vegan** ingredients

girlscouts

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*Scan here for more information about GSLE's Cookie Program and Rewards!



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