2021 Troop Cookie Manager Presentation

Slide 1

Welcome to the 2021 Cookie Program and to the largest girl-run entrepreneurial program in the world! Our presentation this year will be a little bit longer than usual. We have some Smart Cookies enhancements that we will be going over.

Slide 2

Thank you for all of the time you take to make Girl Scouting a great experience for your girls. Thank you for attending this informational meeting. We appreciate you and all you do!

Slide 3

The Girl Scout Cookie Program develops 5 Skills in girls – Goal Setting, Money Management, People Skills, Decision Making and Business Ethics. There are many resources that troop leaders and families can use to help girls with these skills – badges, cookie meetings, the cookie entrepreneur family pin and you can also help by keeping it girl-led.

Slide 4

Here is our cookie line up for the year. ABC has removed high fructose corn syrup from 4 cookies, so the entire line-up is now high fructose corn syrup free. ABC also updated their voluntary allergen statement, changing from "may contain" to "manufactured in a shared facility with". Other than the removing of the high fructose corn syrup, no recipes have changed.

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We have a new cookie for the 2021 cookie program – the Toast-Yay!. It is a French toast inspired cookie dipped in icing. This will be the troop sample cookie for this year. Look for fun promotions of this cookie in January.

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2021 will be the last year for the Girl Scout S'mores. ABC will introduce another new cookie for the 2022 cookie program!

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Our Girl Scouts sell cookies in the following ways:

- Initial Order Taking
- Direct sales once the cookies arrive including
- Booth sales & Walkabouts
- And Online - Marketing and direct selling all through the program

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Here are some of the important dates for the 2021 cookie program. Additional dates are in the troop guides to help with deadlines. Returning this year – we have a Google calendar on our website and troops can upload cookie dates to their devices. Look for the calendar in the Cookie Resources section along with all the cookie resources.

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Money raised from the Cookie Program gives Girl Scouts the opportunity to live out adventures, all while building bonds with their troop and making memories to last a lifetime. A purchase of Girl Scout Cookies supports a troop's day-to-day tasks and activities and helps Girl Scouts continue to develop essential business leadership skills through the power of the Girl Scout Cookie Program.

This year, all cookies will sell for $5 per box.

Our proceed plan is tiered based on a troop's per girl selling average. We have three tiers. Girls in your troop roster with no sales will not affect your proceeds since the proceeds are based on a per girl selling average.

Additionally, Cadettes, Seniors, and Ambassadors can choose to opt out of recognitions and receive an extra $0.15 per box in proceeds. Any troop of three of more girls that participated in the Fall Product program will receive an additional $0.03 per box.

After the baker is paid, 100% of the proceeds stay with the local Girl Scout Council

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Smart Cookies is our baker's online order management system. Use Smart Cookies to enter orders, view troop cookie activity, place planned cupboard orders, place recognition orders, track cookie payments and more!

All troop and girl users from last year were deleted from Smart Cookies for the new year.

Council will add troop users to Smart Cookies from the information that they provide in their online agreement. Once we enter this information, you will receive a registration email. Users will enter profile information to receive a welcome email with login information. Registration emails will come from noreply@smartcookies.com. Look for girl and troop registration emails to arrive in mid-January.

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Once you are logged into Smart Cookies, take a few minutes to check your information. You will want to go My Troop> then Troop Information in the dropdown menu and check to make sure that all the information is accurate. Update your troop level here if needed. All troops are entered with the default plan - the main proceed and recognition plan. If you have an older girl troop and they are opting out of recognitions, you will need update your proceed and recognition plan here by February 5. Banking information will be added at the end of January by Council.

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We will also use an upload process to add girls to Smart Cookies. Girl names will upload in early to mid-January. If you do not see one of your girls, you will be able to add her in the Troop Roster section. This feature will open after January 20.

Smart Cookies has lots of great features that troops can use. Enter your troop goals and use Smart Cookies to send messages to families.

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Girls can use Smart Cookies to set and track goals. They can send marketing emails to nearby customers and send a different type of email to customers which will let them pay with a credit card and have cookies shipped directly to them. There is also a mobile app. **Remember any order from a customer that is not shipped to the customer must be given to the troop cookie manager**. The cookie manager will need to add this order to Smart Cookies and give out the cookies for customer delivery.

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Check that all Users listed are valid, current and updated. If Girls names are still in pending registration status, then they have not registered their Smart Cookies accounts.

You can send reminders to register by selecting the Girls User accounts that are in 'pending registration' status. Click "Manage Selected Users" at the bottom of the grid and click "send registration notification".

If girls were not added during the upload, they will need to be added in the Roster section.

Slide 15

Direct ship customers will continue to receive subsidized shipping. The subsidy is half off 6 -12 packages. Normal shipping rate is $12 for 1-12 packages.

Girls' dashboards are automatically updated with sales (both cookie inventory and financials) for direct ship cookies – no manual entries are needed.

The Direct Ship option offers contact free sales for girls and customers!

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The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl. If using social media to market to friends and family, follow this example to make sure you are keeping it girl led.

Online selling and marketing information is included in both the family guide and the troop cookie manager guide. Please use this information to guide all online marketing. Online sales should only be transacted through Smart Cookies Direct.

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Continuing this year - customers can pay with a credit card at the time of girl delivery. Girls will log into Smart Cookies and navigate to the Manage My Orders section to find the payment screen for the customer's order.

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New this year – credit card pre-payment options with Girl Delivery. We are going to walk through several screen shots of this process. Using the credit card pre-payment option will allow girls and customers to reduce contact during the cookie program. Customers can pre-pay and girls can do porch drop offs!

Navigate to the My Orders section and then click Send e-card.

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The girl adds contact or selects existing contact to send e-card to.

Direct Ship ordering is available on all ecards. The girl decides which contacts receive the girl delivery order option by checking the box on the contact row.

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Personalize the e-card invitation by adding goal information – check the box preceding each entry you wish to include on the e-card sent to the customer

Verify the ecard information is correct and that both the direct ship and girl delivery options appear to select.

Click Send Now. And then receive confirmation that the e-card was sent.

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Now we will look at the customer experience as they receive the e-card.

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The customer enters their delivery information, places their cookie order and then has the option to order and pay now or pay on delivery.

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"Order and pay now" option pops up the credit card screen. Once the order is successfully placed a confirmation page pops up.

Slide 24

Both the customer and the parent receive order confirmation emails. In addition, the girl dashboard shows the order in "ordered and paid" status (not delivered).

Slide 25

Upon delivery, the girl edits the order and marks the order as delivered. The customer then receives email confirmation that the order was delivered. And the girl's dashboard is updated- the order is in "delivered" status.

Slide 26

In addition to the credit card pre-payment option for e-cards, Girl Delivery has now been added to the social media link.

The language in the girl registration email sent to parents indicates that for Councils that have opted in to using this new feature, girls will have the option to include girl delivery as a choice for the customer when she posts her social media link This process requires parent participation as the parent must review and approve each request for girl delivery obtained via the social media link.

- The customer will be able to indicate their order may be converted to donation if the parent does not approve the order for local delivery
- The parent has 5 days to review the order and either approve or cancel it. The customer will be notified of the outcome in either event.
- If the order is approved for delivery by the parent, the credit card is charged at the time of approval
- If the customer chose the donation option when they ordered, the number of packages ordered will convert to Cookie Share packages and the credit card will be charged at that time.
- If the order does not contain the donation option, the order will be cancelled, the credit card will not be charged
- If the parent takes no action on the girl delivery request within 5 days, the order is automatically cancelled, and the customer notified. The credit card is not charged.

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The option to allow girl delivery on the social media link is found during the registration process for girls and parents. It is a mandatory field that must be answered during the registration process. After a successful registration, families will receive a confirmation.

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A girl's social media link can be found on her dashboard. The girl's profile page allows the parent to turn the option on or off at any time. When the option is turned off, any links that have been previously posted will not allow the girl delivery option.

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Once copied from the dashboard, girls can send their social media link via email, social media or text message. This is the customer experience. The link is sent via email.

When the customer opens the link, they will see the choice to place a direct ship order or a girl delivered order. The girl delivery option indicates that parent approval is required.

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Customer completes the delivery information and then makes their cookie selection. At this point, they can choose to donate to Cookie Share if their order cannot be delivered.

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The credit card information is validated at this point. The credit card will not be charged until the parent approves the order.

Slide 32

The customer receives an email confirmation that states: "Your order request for girl delivery has been placed and your credit card authorized for the purchase. You will receive confirmation that your order has been approved for girl delivery within 5 days and your credit card will be charged at that time. In the event that your order cannot be delivered, you will receive a cancellation confirmation via email…"

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The girl's manage orders page will show the order as pending approval. The parent will receive an email. If the email is not received, it can be resent from the girl's manage orders page by clicking on the menu options on the order (at the end of the row).

Slide 34

Parent receives the approval email. They must review the order by clicking on the embedded link.

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A map with the delivery address will appear for review, and also the order details. Parent clicks Approve or Cancel.

Slide 36

If the order is not approved for delivery and the customer opted to donate the order, the customer receives this email when the parent cancels the delivery request.

The girl status is updated to show the order was completed and paid for.

Slide 37

When the order is approved, the customer receives an email advising them the order will be delivered. The credit card is charged at this time. If the credit card information is no longer valid, the parent will get an onscreen notification advising them that the credit card could not be successfully processed. The customer is advised that the order has been cancelled and they can try to place an order with another credit card if they wish.

The girl's manage orders page will update to show the order in ordered status and paid by credit card.

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If the girl delivery order is cancelled and the donation option was not selected, the customer receives this email advising them. The email also provides the direct ship link only to purchase cookies from the Girl Scout.

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If there are issues with incorrect credit card payments, contact the council.

Slide 40

Initial order taking runs January 22 – February 7. Girls can use pre-pay girl delivery options to reduce contact. We have printed some door hangers and there are supersized business cards on our website that girls can print.

Slide 41

We have updated the cookie boss profile poster this year too. All resources have a space for QR code. Families can find QR code creators online, enter their Girl Scout's cookie link and convert that URL to a QR code. Customers simply scan the code with their camera and it leads directly to the girl's online store where a customer can place and pay for their order.

Slide 42

If girls are using order cards, make sure to update the wording on the Thin Mint. The "manufactured in a shared facility with" statement needs to have "milk" added.

This year, there will be an initial order reward – any girl that reaches the 100 package level during initial order taking, will receive a key ring. The initial reward will be distributed to troops when they pick up their initial order.

Slide 43

In addition to ordering cookies for themselves, customers can also place a donation order. This year's donations will be going to military and veteran's organizations, local shelters, frontline workers and local food banks. Cookie share orders are donated directly to these organizations; troops do not receive the cookies.

Troops earn proceeds on all cookie share orders and girls earn recognitions for these orders. Last year 2,800 cases of Cookie Share orders were donated.

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Once initial order taking is completed, troop cookie managers will collect order cards and enter the girls' orders in Smart Cookies.

One note about the girl-delivery orders. These orders must be given to the troop cookie manager, they do not automatically flow into Smart Cookies as inventory.

Financial transactions for girl delivered cookies will flow through Smart Cookies. They can be seen in the financial transaction screen and in the Girl Balance Summary report. Inventory flows as it always has – girl delivered orders must be reviewed by families, and then given to the troop cookie manager to place and transfer to the girl.

Order entry for troops is February 8-12. Enter all of the girls' orders, Smart Cookies will round the troop order up to next full case. Use these extras to fill Keep-Goaling orders or for booth sales.

Even though there is a place to order Booth Cookies on the initial order, we are encouraging troops to order booth cookies from cupboards instead. Cookies cannot be returned and we are suggesting "just in time" restocks from the cupboards instead of large restocks.

If troops pre-ordered Caramel Chocolate Chip cookies in the fall, the product department at the council will be entering all of those orders into Smart Cookies.

Slide 45
Once your order is entered, proceed to the next screen and fill out the delivery information.

Questions about how to enter orders? Not to worry! We will be sending emails with instructions and links to helpful YouTube videos during the sale. Also, in Smart Cookies under Safety and Training there is a link to these instructional videos!

Slide 46
When girls turn in their orders cards, hand out the Keep-Goaling order cards. Girls can continue to take orders with these order cards. They can continue to use Smart Cookies and the pre-pay girl delivery option throughout the program.

Slide 47
Your service area cookie manager will have all the information you need for cookie delivery – date, time, place and type of delivery. Service area cookie managers are an amazing source of information!

During delivery, your service area cookie manager is going to ask you to count your cookies and sign a receipt. Make sure you do the same for your families! You will receive receipt books with your materials – it is important that you remember to use them. Protect your troop by keeping good records.

Slide 48
Once cookies arrive, it's time for customer delivery. Girls will deliver cookies and collect money. All checks should be made out to Girl Scouts.

We will do automatic withdrawals from troop accounts. The first withdrawal will be on March 30 and it will be for 50% of the amount owed by the troop. The second withdrawal will be on April 16 and it will be for the remaining balance due. We will be sending email reminders. Make sure to tell us if there are any issues with money not being in the troop account for withdrawal.

Families should turn in money promptly and frequently. Make sure you are depositing money into the troop account frequently also. When families turn in money, use the right side of the receipt to record payment. Record girl payments in Smart Cookies too under the Finance tab.

Occasionally, families are slow to pay. We have a form for that! Please fill out the Uncollected Funds form. You must have all original supporting documents and the form must be in by May 15. The product department will then take over collecting the payment owed by the family or customer.

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Use Smart Cookies to record girl payments. Under the Finance Tab, select Financial Transactions then Girl Transactions. Click on Add Girl Transaction to add the payment information. The payment will be recorded and be visible in reports in Smart Cookies.

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There are two great reports that will be very helpful – the Girl Balance Summary and the Troop Balance Summary. Each report gives an overall picture of troop and girl information.

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Cookie booths will run from March 5 – April 4. Traditional booths might not be an option this year, but there are several new kinds of booths to consider. Instead of at the entrance of a store or inside of a store, consider doing a drive thru cookie booth in a parking lot. Customers stay in their cars and they drive through different stations at a cookie booth.

We will be partnering with Grubhub this year and creating delivery and pickup locations at some of our Council cookie cupboards. This will be an opportunity for Juniors and above. More information will be coming on Grubhub!

The cookie finder app will now include an option for customers to purchase directly from a troop. In addition to customers seeing booths in their area, they will also have a link to a troop store in Smart Cookies. Troops will be randomly selected from the zip code that a customer enters.

Smart Cookies has new technology to aid troops with Virtual Booths. We will be going over this new feature in detail.

Slide 52

Remember to enter your booth in Smart Cookies. Booth entry will open in Smart Cookies on February 3. Booths entered in Smart Cookies will be available for customers to see when they use the cookie finder app. It is also important the we know the booth locations in case of questions. We will send out instructions on how to enter booth requests in Smart Cookies prior to February 3.

Slide 53

Another great reason to add your booth information in Smart Cookies… the new Smart Cookies function of taking credit card payments at booths. Under Booth, find Take Booth Credit Card Payment and select the booth and enter customer's information.

Slide 54

A Troop secured virtual booth event allows customers to order and pay for Girl Scout cookies via credit card in advance of a pick up event to be held at a designated location on a pre-determined date and time. **Easy. Safe. Touchless transactions.**

Slide 55

- Troops will secure and set up a location, date and time where customers can pick up their cookie orders drive thru style!
- The Troop volunteer sets up the event in Smart Cookies and shares the Virtual Troop Booth link via email, text or social media.
- Customers will access the Troop link from which they can make their cookie selections and pay for their order via credit card.
- Troop volunteers must approve all virtual booth event orders received.
- The customer is notified that their order has been approved for pickup and their credit card has been charged.

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- The Troop volunteer works with the Troop girls to review the approved orders to be packed and labeled for pickup.
- The Troop sets up their booth at the designated location on the planned date & time.
- Customers drive (or walk) up to the booth, show proof of ID and the order is placed on a table for pick up or is placed in the vehicle.

NOTE: Please follow all GSUSA Safety Activity Checkpoints

- The Troop credits the girls for the sales using the Smart Cookies Virtual Booth Divider.

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- Just as a traditional booth sale can help you reach customers that extend beyond friends and family, the virtual Troop secured booth sale can provide the same experience. Consider pick up locations that are safe and secure, well-lit and allow for an easy flow of vehicle and/or foot traffic in well-traveled areas
- Consider how you'll share your Virtual Troop Booth link. Homeowners association websites, churches, businesses, social groups or locally planned event websites offer great opportunities to advertise a Girl Scout virtual booth sale event. Ask to participate in a planned event and provide your Troop Booth link to be advertised along with other event details.
- Your virtual booth link can be associated with a traditional booth sale allowing for pre-sales that you can have ready for pick up.

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- Your Troop Booth Link can be shared via email, text or social media. Requests for delivery of orders can be added as an option with your Troop Booth Link. Consider the use of social media and how far reaching the results may be. Social media posts can extend far beyond your reasonable delivery area which might generate orders that you would be unable to deliver if you are offering delivery as an option with your Troop link. Sending your link via Facebook messenger to specific contacts might be the better option.

- When delivery is activated, ALL currently posted pick-up locations will also show delivery as an option. You'll want to use the delivery feature specifically for those orders that are within a reasonable distance for you. For example, a local business contact would like to purchase cookies for their employees through your Troop. You can create a virtual booth event for the business and enable the delivery feature. The business can place their order for delivery. Your Troop receives the credit which you can then transfer on to your Troop girls. You will be able to cancel any delivery request you do not want to fulfill.

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- Login to Smart Cookies and navigate to the Booth menu
- Click on Troop Secured Booth
- Complete the location information
- Be sure to check the Is this a Virtual Pick up Booth? box
- Click next at the bottom of the screen to enter the date/time of your event
- Click on Add Appointment time
- Select the date and enter the start and end time of the pick up event
- Click Save
- Click Save to complete the reservation
- Unlike traditional Troop Secured Booth requests, Troop Secured Virtual Booth events do not require Council approval
- Next step is to set up your start and end dates for accepting orders

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- You can create more than one event to have active at any time
- If you have secured a pickup location for 2 weekends in a row – enter both dates and the times the pickups will take place for each
- If you have multiple sites secured you can create a Troop secured virtual booth for each, we recommend keeping your actively displayed booths within 10-14 days ahead of the pick-up date
- As your pick up dates pass, they will be dropped from the display on your virtual booth link

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- Navigate to the Booth menu, select My Reservations to see the Virtual Pick Up event created
- The orders that you approve for pickup at your event will be totaled by variety in this entry
- You'll use the Smart Virtual Booth Divider to give sales credit to the girls after the event

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In order to create a virtual booth, you must have a date range specified in your troop account. You can adjust these dates at any time. This is also where you will find your link to the virtual booth.

- Navigate to the My Troop menu
- Select Troop information
- Scroll to the bottom of the page to the Troop Virtual Booth section
- Enter the date you want to start accepting orders for your Virtual Troop booth event
- Enter the date you want to stop receiving orders for your Virtual Troop booth event

- If you want to include accepting requests for delivery with your Virtual Troop booth link, check Yes
- Copy and paste your Troop virtual booth link in the desired medium

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- Once your Troop Virtual Booth Link is shared and your start date for accepting orders is active, you will be able to see order requests
- To view orders received, navigate to the Booth Menu and select View Booth Credit Card Payments
- You will see orders that are pending approval highlighted in red
- Click on the menu ellipsis on the end of the order row to review the order
- Click to approve fulfilling the order or cancel if you cannot fulfill your order
- Customers have the option of donating their order if it cannot be fulfilled, if you cancel the order you will see the conversion to donation if that option was selected by the customer
- Note the pickup location and date at the top of the order
- Note the customer information
- Review the order requested
- You'll need to compile all of the orders for each individual pick up location to ensure that you have inventory or can arrange to get additional inventory to fulfill your orders
- Approved orders send an email to the customer advising them their sale will be ready for pick up at the designated place and time and that their credit card has been charged
- Cancelled orders send an email to the customer advising them that their order cannot be fulfilled, their credit card has not been charged and provides a link to order via direct ship
- When all orders have been approved or cancelled, you will run the Booth Sale Credit Card Transaction Report

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The Booth Sales Credit Card Transactions Export report provides the detail on each order that needs to be filled. Work with your Troop girls to fulfill each order. Label the orders so you are ready for pick up day.

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- Load your pre-packed and labeled orders into your car
- Set up at your pickup location 10 minutes before pickups start. Be sure to have signage visible for customer to locate you.
- Orders will have been paid for when approved for pick up, no cash is needed for this event if you are just fulfilling preplaced orders
- Set your orders up so that you can find them easily as customers pull up in their vehicles or walk up
- The email order confirmation the customer receives advises them to bring ID or a copy of their order confirmation to identify themselves
- Check the ID and have the order available for the customer to pick up or place the order in the customer's car if you are having curbside pick-up.

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- Return to the Booth Menu and View Booth Credit Card Payments
- Locate the order, click the ellipsis under the Action heading and click on Set as Delivered
- The customer will receive an email confirming the order has been delivered

- The order status will change to delivered on the View Booth Credit Card Payments page

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Once the booth is completed:
- Navigate to My Reservations, Booth events needing to be distributed will be highlighted
- Click on the menu under the action header
- Use the Virtual Booth Divider to distribute credit to the girls in your Troop

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After cookie delivery, cookies will be available at cupboards throughout the council. Each council office will have a cupboard. There will be additional cupboards hosted by volunteers.

Use the planned order feature in Smart Cookies to place orders from cookie cupboards. Place a planned order by Sunday midnight for pick up during the week. If you are picking up cookies from a volunteer-run cupboard, please make arrangements for a pick-up time. Council cookie cupboards are available during office hours – use the time on your planned order for pick up. Walk ins will not be allowed this season.

Cookies cannot be returned or exchanged, and troops are financially responsible for cookies taken from the cookie cupboard. If you are having trouble selling your troop's cookies, reach out to your service area cookie manager. She can get the word out to troops in your area who may need your extras!

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Our baker's theme for this year is "be Amazing" with Honey the honeybee as the mascot.

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This year's recognitions can be found on the order card insert. Girls have several reward choices this year, so make sure to get choices and sizes from every girl There are sections on the permission slip for sizes and cookie dough choices, make sure families are filling those out. In house cookie dough can be used at our physical shop locations, mobile shops, to pay for Council camps and programs and at camp trading posts. In house cookie dough can also be used for Destinations and for Girl Scout Gold Award and Girl Scout Silver Award materials reimbursement.

Online Shop Cookie Dough can only be used when ordering online retail purchases from girlscoutshop.org.

We will again feature a troop bonus t-shirt! Any troop with a per girl selling average of 230 packages or more will earn t-shirts for every girl selling plus 2 for troop volunteers. This year there is a choice at the troop bonus level. A t-shirt or $5 per girl selling.

Older girl troops that are opting out of recognitions will get the troop bonus t-shirt or $5 this year.

Girls in opt out troops can earn the 2300+ level reward, too.

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This slide highlights some resources for the 2021 Cookie Program. ABC's Flickr site is where you will find flyers and clip art. Smart Cookies gives access to great training presentations. ABC also provides a help line and email for any Smart Cookies questions.

ABC has a YouTube channel where there are many short videos that will walk you through every aspect of Smart Cookies.

In addition to the ABC resources, you can find all the print materials on our website. You will also find goal posters, booth posters, and customer thank you cards.

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Some next steps as we wrap up the presentation.

- Have your troop attend a virtual cookie rally
- Plan a family meeting to introduce the 2021 cookie program and distribute sales materials.
- Fill out the online form to gain access to Smart Cookies
- Log on to Smart Cookies and update your troop information

During the cookie program, we regularly send out emails with helpful tips and important information. Watch for our emails!