



2022 Girl Scouts River Valleys Cookie Program Family Guide

Join in on the tradition, make memories, practice your skills, and be part of something great! You'll make this an "adventureful" season, no matter what comes your way!

2022 GIRL SCOUT COOKIE VARIETIES

THE 2022 SALE RUNS
FEBRUARY 19-MARCH 27

All varieties of Girl Scout Cookies (including gluten-free) are \$5 a package. For allergen information, visit GirlScoutsRV.org/Cookies.

CHECK IT OUT!
Using your mobile device, scan the QR code below to access our one-stop hub for all things cookies:

NEW!



Adventureful™

This new indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt.



Toast-Yay!™

French Toast-inspired cookies dipped in delicious icing and full of flavor in every bite. Yay!



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing.



Shortbread®

Traditional shortbread cookies.



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolate coating.



Peanut Butter

Patties®

Crispy vanilla cookies layered with peanut butter and covered with a chocolate coating.



Caramel deLites®

Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolate stripes.



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling.



Caramel

Chocolate Chip

*Rich caramel, semi-sweet chocolate chips, and a hint of sea salt in a chewy, gluten-free cookie.**

*Limited availability

Cookie Central



OR TYPE THIS LINK
INTO YOUR BROWSER:
**GIRLSCOUTSRV.ORG/
COOKIECENTRAL**

My Troop #: _____

My Troop Cookie Manager & Contact Info: _____



DID YOU KNOW?

All cookie proceeds stay local! After the costs for baking the cookies and program logistics (like transporting them), 76% of the cost of each box is reinvested in local Girl Scouts!

WELCOME TO THE 2022 COOKIE SEASON!

We hope you and your Girl Scout are excited about the upcoming Cookie Program. Not only will she learn valuable life skills, she'll also help her troop fund their Girl Scout experiences. With safety as our top priority, we have flexible participation options so your girl can choose the option that works best for your family. Thank you for your support!

Girls can participate in a variety of ways. See next page for all available options.

Selling Girl Scout Cookies online is a breeze! Set up your online account in Smart Cookies to manage your cookie sale like a pro! Track sales, set goals, send e-cards, and share your sales link for online orders. (See page 4 to learn how!)

NEW THIS YEAR

- Cookie Business Badges help Girl Scouts connect the badges with the skills they learn by participating in the program.
- Our mascot, Katie the Koala, will encourage Girl Scouts to “Climb with Courage” this cookie season.
- QR Codes are available in Smart Cookies! That means your Girl Scout can use the code to share her cookie sales link easily on door hangers, business cards, or in other creative ways.

FAMILY CHECKLIST



- Go online to fill out the Family Responsibility Form before you pick up any cookies. You should plan to turn in 50% of money due before picking up more cookies from the troop.
- Keep receipts for any time you receive, exchange or return cookies with the troop cookie manager.
- Check out all of our digital marketing guidelines on the web. Girl Scouts must read and sign the Internet Safety Pledge and review/apply the Supplemental Safety Tips for Online Marketing. You'll find these resources on Cookie Central.
- Plan to return cookies by your troops return date, which is: _____

PRO TIP

Communicate with our troop cookie manager often throughout the season. Keep them up-to-date with how many packages your girl has left and how many more you'll expect to need.

IT'S MORE THAN SELLING COOKIES...

When your Girl Scout joins in the Cookie Program, she'll learn super useful life skills, gain a ton of confidence, and find out what she's capable of. And you know what? Selling cookies also means new experiences, making friends, and having fun. Check out these great program opportunities:

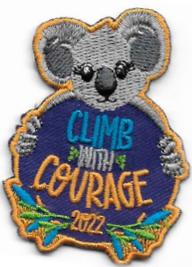


GET STARTED WITH A COOKIE RALLY

This is fantastic way for your girl to connect with other girls from her area, and learn some of the essential skills she will need for her cookie season. Check with your Troop Leader to learn about Cookie Rally options.

EARN REALLY AWESOME KOALA-TY REWARDS & COOKIE CREDITS

There's something for everybody, including patches, t-shirts, the always popular mascot plush animals, jewelry, Cookie Credits, one-of-a-kind experiences, and lots of trendy things that girls just really love!



Challenge her online skills through our online-only rewards, or give back to her community by collecting money for cookie donations.

Become a philanthropist: girls can choose to opt-out of receiving a reward to instead make a donation to our Koala Krew philanthropy program to benefit the animals at the Animal Humane Society.

RIVER VALLEYS PATCH PROGRAMS

Cookie Booth of the Week: Troops who like to take their cookie booths to the next level can submit a photo of their display for a chance to win Cookie Booth of the Week. All girls in the troop will earn a patch, and the troop that is voted Cookie Booth of the Year will get a trip to the Minnesota Zoo!

Cookie Adventure Bingo: Each and every girl has the opportunity to choose her cookie adventure, and complete a bingo card. Once she completes a row – or the whole card – she can submit to earn a patch, and be entered to win some awesome “adventureful” prizes.

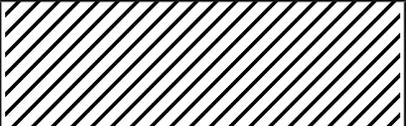
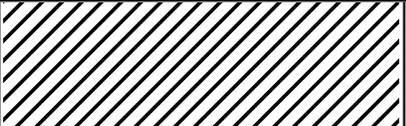
LEARN ALONG WITH HER

Guide your girl as she runs her own cookie business. Girls can earn a unique Cookie Family Entrepreneur pin for each year of participation with your help. Check out the requirements online and get started this cookie season.



COOKIE PARTICIPATION OPTIONS

We want each girl and her family to participate at their own comfort level. There are three levels of cookie activity participation: online, hybrid, and in-person. Girls can opt-in to any or all of the options listed on the following chart to truly customize her own cookie adventure. Our online Cookie Dial on Cookie Central will highlight any cookie participation changes during the season.

SALES TYPE			
	ONLINE COOKIES	HYBRID COOKIES: ORDER-TAKING & DELIVERY	IN-PERSON COOKIES: COOKIES IN HAND
SMART COOKIES ONLINE ACCOUNT	Girl Scouts set up their Smart Cookies online account sales link for direct ship orders and donations.	Girl Scouts set up their Smart Cookies online account sales link for direct ship orders, donations, and Girl Scout Cookie delivery orders.	Girl Scouts set up their Smart Cookies online account sales link for direct ship orders, donations, and Girl Scout Cookie delivery orders.
SMART COOKIES SALES LINKS	Girl Scouts share their cookie sales link via email and social media.	Girl Scouts share their cookie sales link via email, text, social media, local neighborhood sites, and at parent/guardian workplaces.	Girl Scouts share their cookie sales link via email, text, social media, local neighborhood sites, and at parent/guardian workplaces.
COOKIE BOOTHS	Girl Scouts can work together to create fliers featuring their Smart Cookies Troop Ship Only link or QR code to post online or in the community.	Girl Scouts share the Troop Cookie Link to promote upcoming booth/Lemonades™ stand information, take online orders/ payments, deliver via curbside pick-up.	Troops can sign up or secure booths at storefronts, for drive-through, or curbside, then take payments, give cookies to customers or load cookies in vehicles. Girl Scouts set up Lemonades™ stands in front of a residence on private property.
DOOR-TO-DOOR SALES	Girl Scouts add their cookie sales link for direct ship orders to door hangers or business cards to leave at residences for contactless door to door sales.	Girl Scouts take orders with their order card while going door-to-door in their neighborhood and then deliver the cookies later. Girl Scouts use door hangers or business cards for customers who aren't home.	Girl Scouts go door to door with cookie inventory, take payment, give cookies to customers. Girl Scouts use door hangers or business cards for customers who aren't home.
WORKPLACE SALES	Girl Scouts team up with their parent/guardian to collect email addresses of interested customers, then send e-cards or share sales links from Smart Cookies for direct ship orders.	Girl Scouts write a personal statement that the parent/guardian can leave with the order card. Orders are collected, then payments are taken and cookies are delivered later.	Girl Scouts visit parent/guardian workplaces with cookie inventory, take payment, give cookies to customers.
WALKABOUT (MOBILE) SALES			Girl Scouts participate in walkabouts with a wagon or sled, take payment, give cookies to customers.

KEY DATES & DEADLINES

BY JANUARY 22	Troop initial order deadline	FEBRUARY 19	Cookie Go Day & Booth Go Day
FEBRUARY 1	Smart Cookies registration emails are sent to families	MARCH 27	Cookie sale ends
FEBRUARY 12	Girls can begin cookie pre-sales & online orders	MARCH 28-APRIL 1	Turn in remaining cookie money to troop and select rewards



SMART COOKIES QUICK START GUIDE

Girl Scouts can use the Smart Cookies site to set a cookie goal, manage the cookie sale, track sales progress, view rewards, send e-cards to potential customers, and share a unique cookie sales link on social media. Plus, take credit card payment too (PS-cash and checks are also accepted. Checks can be made out to Girl Scouts). Check out these steps to get started!

CREATE AN ACCOUNT & DOWNLOAD THE APP

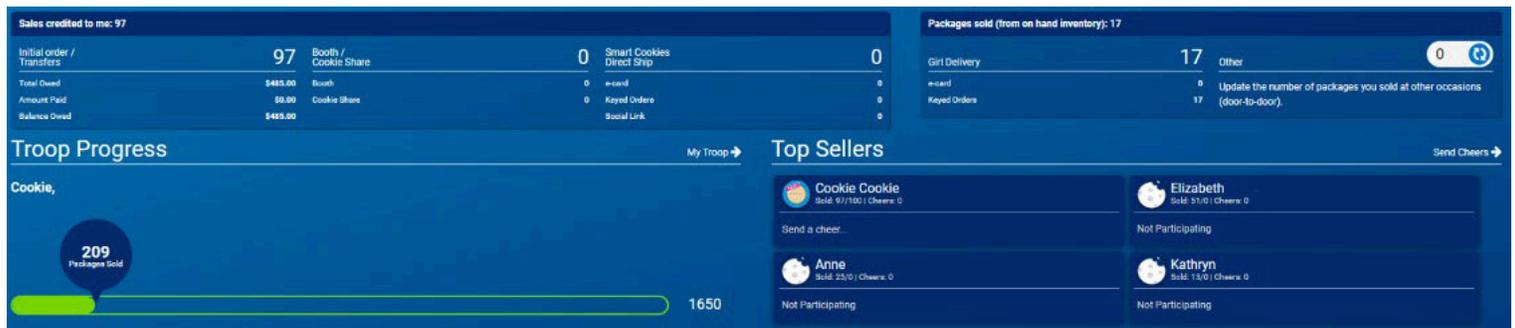
You will receive a registration email on February 1 from Smart Cookies. Click on the link in the email to create your profile. Add noreply@abcsmartcookies.com to your safe senders list so you don't miss the email. You can access via internet browser, or head to the App Store or Google Play and search for Smart Cookies Mobile App.



GET ACQUAINTED WITH YOUR DASHBOARD

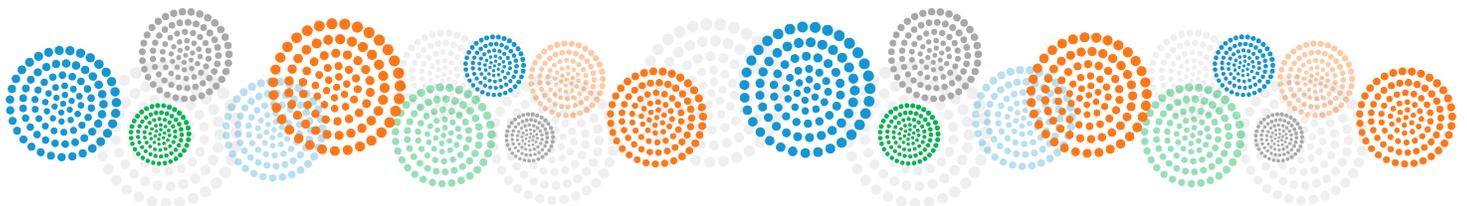
The dashboard will give you a big picture view of your girl's cookie sales.

Help your girl set a goal for her season, see your troop's progress, and sellers in your troop. Also, take a look at your sales progress.



Sales Credited to me: This displays the amount of cookies that have been credited to the girl from the troop, and any direct-ship orders.

Packages sold (from on hand inventory): This is the orders placed for girl cookie delivery by e-card, sales link, or orders she entered in herself. This excludes direct ship sales.



STEPS CONTINUED ON NEXT PAGE →

HERE'S THE SCOOP ON ONLINE SALES

1 Decide on your cookie delivery type

There are two ways customers can receive cookies when they order online: by direct ship OR delivered by the girl and her parent/guardian. We use the term “Girl Scout Cookie Delivery” for these orders. At the time of registration in Smart Cookies, you will have the option to “opt in” for girl-delivered cookie orders. If you don’t opt-in, the only option for customers will be direct shipment of cookies from the baker.



GIRL SCOUT COOKIE DELIVERY

- Opt-in or out anytime
- Available through the cookie link or e-card
- Cookies are delivered by the girl

DIRECT SHIP DELIVERY

- Available through the cookie link or e-card
- Discounted shipping with purchase of 6+ packages
- Cookies are delivered from the baker

2

Share your cookie link and/or send your e-cards



Cookie sale links can be shared via text, email, or social media*. You can also turn them into QR codes. E-cards can be sent directly to family and friends. To access your Cookie link, go to your girl’s Smart Cookies account and scroll over to “My Orders” and select “Share My Cookie Link.”

*Links may not be shared to Facebook Marketplace, ebay, Craigslist or any garage-sale site. Girls and families engaged in online cookie sales must follow the [Digital Sales & Social Media policy](#) at all times.

3

Review and approve orders from the cookie sales link

When orders come in for Girl Scout Cookie Delivery, the **parent/guardian** must approve the orders within five days. The parent/guardian will receive an email for these orders. Click the link in the email to either approve, update, or decline the order. Reach out to your troop cookie manager to let them know how many cookies you need to fill these orders.



HELPFUL TIPS:



See our full [Smart Cookies guide](#) on Cookie Central.



If you are out of a cookie variety for a girl-delivered order, you can connect with your customer to see if they want to swap in another variety. As long as the total number of cookies ordered stays the same, you can adjust by variety.



TRACKING & PROCESSING YOUR ORDERS

Go to My Orders > Manage My Orders

Print Report New Direct Ship New Girl Delivery

Customer	Order Date	Source	Type	Status	Amount	Paid	Payment Method	Actions
[Redacted]	February 7, 2021	Social	Girl Delivery	Ordered	\$25.00	Yes	Credit Card	[Edit] [More]
[Redacted]	February 7, 2021	e-card	Girl Delivery	Ordered	\$55.00	Yes	Credit Card	[Edit] [More]
[Redacted]	February 8, 2021	Social	Direct Ship	Delivered	\$20.00	Yes	Credit Card	[More]
[Redacted]	February 7, 2021	Social	Direct Ship	Delivered	\$20.00	Yes	Credit Card	[More]
[Redacted]	February 7, 2021	Social	Direct Ship	Delivered	\$30.00	Yes	Credit Card	[More]

1 The **source** shows how the order was placed - from the Girl Cookie Link (“Social”), from an e-card sent within Smart Cookies (e-card), or entered manually (“Keyed”).

2 The **type** shows if the order is for Direct Ship or Girl Scout Cookie Delivery.

3 The **status** row will show one of the following options:

- a. **Pending Approval:** someone has requested an order with girl cookie delivery it needs your approval.
- b. **Ordered:** the order has been placed and approved, but not delivered yet.
- c. **Delivered:** the order has been delivered to the customer.
- d. **Cancelled:** the order was cancelled by you or the customer (before it was approved).
- e. **Refunded:** the order was refunded after it had been approved.

4 The **paid** column shows if the order has been paid, or if the customer will need to pay upon delivery.

5 The **action** row is where you can view and edit the order.

- a. Click the **blue dots** to view the contents of the order and edit the contact information, or you can use the resend email option to resend the order approval email.
- b. Click the **pencil** to update the status of an order (for example, to mark an order as delivered, or change the payment status). It’s important to update the status of each order, so your Manage My Orders screen is always accurate.

You have the option to print a report from this screen to view the full details of your girl cookie delivery orders, including the customer name, address, and cookie varieties. Use the Manage Orders page or report to make sure you have collected payment and fulfilled all of your orders. You can also use it to keep track of your cookie needs to communicate with your troop cookie manager.



COOKIE POWER

A box of Thin Mints is a special treat for a friend or family member, but it is so much more for a Girl Scout. With cookies she can...



Purchase program supplies for a great Girl Scout year



Attend resident or day camp



Participate in the Girl Scout Leadership Experience—Girl Scout programming, curriculum & events



Fund troop activities—planned BY girls FOR girls



Earn badges in STEM, outdoors, life skills, entrepreneurship, and so much more



Take advantage of amazing travel opportunities



Earn a Gold, Silver, or Bronze award for girls who display leadership while engaging in projects that benefit their communities



Receive or support financial assistance for girls & troops with financial barriers—Girl Scouts is for EVERY girl