



# OUR TWO-STEP RECIPE TO SMART COOKIE SUCCESS

Having a Smart Cookie profile lets you set your cookie goal, manage your cookie sale, track your progress, view recognitions and send Smart Cookies Direct Ship e-cards to customers. You can also manage your sale on-the-go with Smart Cookies Mobile

Smart Cookies Direct Ship provides you with two options to select for your cookie customers:

1. Ship cookies directly to your customers, without having to worry about money collection or hand delivery
2. Offer hand delivery to your customers

## Step 1: Create an Account!

Your parent/guardian will receive a registration email from Smart Cookies where you can create your profile

## Step 2: Explore the Platform!

Once you make a profile with Smart Cookies, you can do any of the following:

- Set cookie sales goals.
- Take cookie orders.
- Place and track customer orders for hand delivery
- Track progress toward your goals.
- View your recognitions and achievements.
- Send Smart Cookies Direct Ship e-cards to your customers
- Explore Smart Cookies mobile and take your cookie business on-the-go with you



**Smart Cookies™**  
MOBILE

## For Added Flavor:



Girls can send e-cards to customers to order Girl Scouts Cookies shipped directly and also can offer hand delivery to customers close by.



Smart Cookies has added 3 new distribution centers that offer 2-day shipping to 95% of the U.S.



Minimum orders are a thing of the past. Customers can now order any variety of Girl Scout Cookies and as much as they want!



# EXTRA SWEET ACTIVITIES



## GET TO KNOW YOUR CUSTOMERS

Before the season even starts, be sure to reach out to family and friends, ask them for their email addresses, and create a contact list from the information you're given. This sheet will be a hugely useful tool that keeps you organized!

### CONTACT LIST:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## LIGHTS, CAMERA, YOUR TROOP!

A video introduction not only gets the word out about your troop, but is also a great way to connect your community to the Girl Scout Cookie Program! Make sure to cover the basics and explain who you are, why you like being a Girl Scout, what you've learned what your troop is doing with your sales, and what skills you've learned so far! Then write all these down, make some fun props, and let your troop's personality shine through!

### PROP IDEAS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_



## GREET CUSTOMERS WITH A DIGITAL E-CARD!

A digital e-card can get your customers in the Girl Scout Cookie spirit long before they approach your booth! Follow the template below to create an informative e-card that's packed with personality — or use it to write your own!

### It's Girl Scout Cookie Time!



Ready to order your favorite cookies and power unique, amazing experiences for my troop all year long? The Girl Scout Cookie Program allows me to practice leadership by running my very own cookie business. I'll earn money to enhance my Girl Scouting experience and learn essential life skills that will benefit me today and in the future. The best part is 100% of the proceeds stays local, so you can feel good about helping your community with every bite!



This year, my troop and I are using our cookie earnings to \_\_\_\_\_.

PROGRAM/ACTIVITY

reach my goal of \_\_\_\_\_ packages (including my favorite cookie, \_\_\_\_\_)! You can also

NUMBER COOKIE

select "Cookie Share" and the packages sold will be donated to \_\_\_\_\_.

YOUR LOCAL DONATION ORGANIZATION

Thank you so much for supporting Girl Scouts!