Digital Cookie 2019 Parent & Troop Training

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Girl Scouts Heart of the Hudson Customer Care

Phone: 855-232-4744 Email: <u>customercare@girlscoutshh.org</u>

Digital Cookie 5.0

Why participate in Digital Cookie? Isn't the order card enough?

Digital Cookie users gain the 5 Skills at greater rates than non-users.

- GSRI conducted surveys of girls from DC councils at the end of the season.
- Girls answered questions about the 5 skills on a five-point scale.
- On average, girls who participate in the cookie sale are developing the 5 Skills.
- Mean scores for Digital Cookie users are higher for all 5 skills, with statistical significance for People Skills and Goal Setting – girls are developing these skills at slightly greater rates.

5 Skills Mean Score, by Digital Cookie Use



The average digital order size was 6.5 boxes, compared to 4.0 for traditional sales.

Average Order Size was greatest for Shipped and Donated orders on DC 3.0



Order sizes include donated boxes combined with each delivery type.

Source: 2017 Season End Digital Order Card Sales Extract

Digital Cookie 5.0

How do I get started?

4 Easy Steps

4 Easy Steps to Get Movin' with the Digital Cookie_® Platform!

This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. That's right! With the Digital Cookie® platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

Here are 4 easy steps to jump into the fun, and slay those cookie sale goals like a true cookie boss!







digital

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Step 1-Register

Sender: "Girl Scout Cookies" <email@email.girlscouts.org>

Subject: Register for the Digital Cookie platform today

1/18/19-Parent Registration email sent



And remember, safety first! When your girl sells cookies online, please have her follow these important guidelines:

- Make sure neither her nor her friends/family share her contact information, Digital Cookie site link, or other cookie sales information on public websites or with news outlets.
- Keep any cookie social media marketing activities to accounts set to "private."

Register Now

Create Password/Login with password

Create your New Digital Cookie Password	Log in to Digital Cookie
When you wants your particular 4 a confination email will be seet. New Parswords. Confirm Parswords.	from
Salant	LOG IN Programment / Need a registration email

View Safety Video/Approve Terms and Conditions/Safety

Pledge____





Select View/Register Girls





Step 2-Setup Your Site

2a. Sales Target/Offline Sales

SET MY SALES TARGET	REQUIRED
Your Goal Calculator	about * 50 to help my Troop and others. See
	"When you sell cookies it goes to your troop budges.
SO FAR I HAVE SOLD:	My Total Sale Progress
Online Sales 0 Offline Sales 0	- Other Law Other Law
otal Boxes Sold 0	
	Bi Online sales last variated 15/16/2018 07:15 PM COT COOKE BOXES

2b. Cookie Story



2c. Photo/Video



2d. Approve and Publish



ipdated site saved on Wed Sep 28 14:05:37 EDT 2016. You must resubmit these changes for approva

Site submitted for approval on Wed Oct 05 00:15:41 EDT 2016



Step 3-Invite Customers (when cookie sales start)

Add or import customers

	My Coo	kie Cust	omers		
ustomer List nd marketing emails, keep	customer information up-to	-date. and track orde	rs.	О ТР	s to get started
Select All Send Ma	arketing Email Add Cus	tomer More 🔻	·	Show:	10 items 🐨
Name	Email Address	0 Last Emailed	0 Email Title	0 Total Orders	0 Total Boxes
Ann Caldus	Yes	Oct 01, 2018	Open	0	0
Brenda Wolinski	Yes	Oct 01, 2018	Still time	0	0
Delivery Test	Yes	Oct 01, 2018	Thank you	1	12
jamie Chance	Yes	Oct 01, 2018	Open	0	0
JayAnne Ruiz	Yes	Oct 01, 2018	Still time	0	0
Sarah Shepherd	Yes	Oct 01, 2018	Open	0	0
Satya Veeravalli	Yes	Sep 18, 2018	Open	0	0
Scott Jameson	Yes	Oct 01, 2018	Still time	0	0
Stephanie Cerotious	Yes	Oct 01, 2018	Open	0	0
Todd Worthington	Yes			0	0

Need help?

fotal Customers: 10 Total email sent: 10 Total unique customers emailed: 5

Send one of three marketing emails

Customer Send marketing		omer information up-to	-date. and track orde	rs.	🗘 тр	s to get start
Select A	Send Marketin	ng Email Add Cus	tomer More 🔻		Show:	10 items
Name	1	Email Address	0 Last Emailed	0 Email Title	0 Total Orders	0 Total
Ann Ca	sidus I	Yes	Oct 01, 2018	Open	0	Boxer
Brenda	a Wolinski	Yes	Oct 01, 2018	Still time	0	0
Deliver		Yes	Oct 01, 2018	Thank you	1	12
🖌 jamie (Chance	Yes	Oct 01, 2018	Open	0	0
JayAnn	ne Ruiz	ves	Oct 01, 2018	Still time	0	0
	Shepherd	Yes	Oct 01, 2018	Open	0	0
	Veeravalli	Yes	Sep 18, 2018	Open	0	0
	ameson	Yes	Oct 01, 2018	Still time	0	0
	anie Cerotious	Yes	Oct 01, 2018	Open	0	0
🖌 Todd V	Vorthington	Yes			0	0
					0	
	JayAnne Ruiz X	Sarah Shepherd X	Scott Jameson 3	1	0	
Brenda Wolinski X tephanie Cerotious X	, in the second s	Sarah Shepherd X	Scott Jameson 3		0	
Brenda Wolinski X ephanie Cerotious X	jayAnne Ruiz X Todd Worthington	Sarah Shepherd X	Scott Jameson 3		0	
Brenda Wolinski X	JayAnne Ruiz X Todd Worthington d like to send:	Sarah Shepherd X		s for your support	0	
Brenda Wolinski X ephanie Cerotious X t the email you would Open for business	JayAnne Ruiz X Todd Worthington d like to send:	Sarah Shepherd X		s for your support	0	
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Brends Wolinski X wphanie Cerotious X tt the email you would Open for business	japane Ruit X Todd Worthingtos d like to send: 5 Sci E e seen in the 'Connect ret	Sanah Shepherd X n X I Ume to order cookles	t Thank	s for your support	0	
Brenda Wolinski X tephanie Cerotious X tt the email you would Open for business	jayAnne Ruit X Todd Worthingtar d like to send:	Sanah Shepherd X n X I Ume to order cookles	t Thank	s for your support	0	

Copy URL and email or share link (friends and family only)

	Welcome,	Cookie Sales Progress						
Amp (b) your sening smalles Or ex vir								Online Sale
So boxes 29 21 UPDATE UPDATE SEE DATA	amp up your selling s	marts				12	17	
UPDATE UPDATE SEE DATA 0 10 20 30 40 50 Other same inter-options for durations for update for duration and the same inter-option of the same inter	My Sales Goal	Boxes Sold E	Boxes to Sell	~	~			
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Coole Badges Coole Sale Coole Sale Coole Sale Coole Sale	UPDATE	UPDATE	SEE DATA	2	~			
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closizi gran. Oolee varb.could. arg.socouleriii ga.roxio Site setup approved: 09:15/2015 10:32 AM CDT	My					4	· Cookie	Badges
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From Your Council	may a course and		ly379909				· Cookie	
	ttps://DigitalCook	e.GirlScouts.org/scout/emi					· Cookie	

Step 4-Track Your Goal



Don't forget to update offline sales!



See the Results: Cookie Orders Tab

Approve In-Person Delivery Orders

All Orders

Digital	Digital Cookie Orders for Delivery In Person							
Running a good busir								
Keep track of what's been orde	ered, when it's appr	roved, and	when it's delivered.					
APPROVE Orders to appro	ve for delivery in p	erson: 3						
Click on a name to see all the o	letails about the or	der. Then "	Approve" or "Decline" the ord	er.				
Select all Approve O	rder Decline O	rder		Show:	5 Items 🔍			
▲ ♦ Order ♦ Cookie Number ♦ Boxes	= Paid By = I	Deliver To	Delivery Address	🔷 Order Date 🍦	Days left to Approve			
05055083 5	Daniel Wu Dan	niel Wu	8694 Sidecar Way, Denver, C olorado	10/12/2018	10			
05055081 2	Jason Jaso Lawton	on Lawton	6382 S City St, Chicago, Illinoi s	10/12/2018	10			
05055003 4	suzie suzi greenburg gree	ie enburg	moms work, portland, Orego n	10/09/2018	7			

Orders Need Help?

Digital Cookie Online Orders COMPLETED Digital Cookie online orders: 5 Select all Add to Customer List Show: 10 Items Order Cookie 🔻 Paid By 🔶 Order Date 单 Delivery Type In Customer List Number Boxes Suzanne Methow 05055079 6 10/12/2018 Shipped with Donation Susan Campbell 05055075 5 10/12/2018 Shipped Oscar Jansen 05055077 10/12/2018 Shipped 4 Leader Test 05050741 12 09/12/2018 Delivered with Donation 1 Jane Low 05055073 10/12/2018 Shipped 4 Grow your customer list! Select checkboxes for the names you want to add.

Registration Issues-Self Help

https://digitalcookie.girlscouts.org

- 1. Check Spam/Junk/Promotions
- 2. User requests a registration email

Can't find the email?

Go to this URL: https://digitalcookie.girlscouts.org

girl scouts		digital Celtic
	MARTIN MARK	
	Log in to Digital Cookie	
Email:		
Password:	1	
	SUBMIT	
	Forgot password Request a Digital Cookie registration email	

If that doesn't work, user should go to "verify Digital Cookie Information"

Request a Digital Cookie Registration Email

Enter the email address you have on file at Girl Scouts and we'll send you a Digital Cookie registration email. It can take up to 15 minutes to receive the email. Be sure to check your spam folder.

Email:	suzie@test.com
	The email you entered is not recognized. Parents, <u>check the email address that's on file for you</u> . For others, <u>click here for help</u> .
	SUBMIT

Haven't received the registration email and it's been 15 minutes?

If you're the parent of a Girl Scout, **get help here.** For others, **click here** for support.

User selects the council

Contraction of the			18/2015	MONTE PERMIT
	Verify your Digital C	cookie Information		
		ry by council. Check to see if Digital Coo ils that are currently getting set-up for		
	What council is your Girl Scout's troop assigned to?		∇	
	Scours troop assigned to:	I don't see my council listed		
	Submit			
	Contact Customer Support			
				Party and a second

Then fill out the info of the girl you are trying to get registered

If it doesn't match anything on file, a message pops up

Verify your Digital Cookie Information

Look up the parent contact information that's on file for your Girl Scout. If you don't know the troop number, please contact your Troop Leader or council for assistance.

		All fields required
What council is your Girl Scout's troop assigned to:	Louisiana East	
Girl Scout First Name	Joanne	
Girl Scout Last Name	Smith	
Girl Scout Troop Number	12352	×

Search

The information you entered could not be matched in the Council's Digital Cookie records. Please check the data and try again.

If the problem continues, contact your council, Troop Leader or customer support for assistance.

Close

Contact Customer Support

Cancel

If the girl is in DOC, the information appears

Verify your Digital Cookie Information

Here's the Digital Cookie contact information that's on file for your Girl Scout.

Girl Scout First Name:	Joanne
Girl Scout Last Name:	Smith
Girl Scout Troop:	12352
Parent First Name:	Crystal
Parent Last Name:	Smith
Parent Email:	dc_***@girlscouts.org

Send Registration Email

Update Details

If the details aren't correct, parent can update the details



Note! If user is also a volunteer, they can not update their details here



Parent can then update some details

				Update Your Digita	al Cookie Information	
Jpdate Your Digital Cookie Information				Any updates to parent information will be reviewed by the council as a security s		
receive an email confirmi	ng the status of your update	y the council as a security step. You will and if you change your email, a		receive an email confirmir registration email will also	ng the status of your update and if y be sent.	/ou change your email, a
gistration email will also	b be sent.		N	Girl Scout First Name:	Isabel	All fields required
Sirl Scout First Name:	Isabel	All fields required		Girl Scout Last Name:	Garcia	
rl Scout Last Name:	Garcia			Girl Scout Troop:	12359	
irl Scout Troop:	12359		·	Girl Scout Date of Birth	07/11/2011	
Girl Scout Date of Birth	mm/dd/yyyy			Parent First Name	Jessica	
arent First Name	Jessica			Parent Last Name	Garcia	
Parent Last Name	Garcia			Parent Email	dctest512-1@girlscouts.org	×
Parent Email						
				Cancel	Submit	
Cancel	Submit					
				Contact Customer Suppor	t	
Contact Customer Suppo	rt					

Warning if more than one girl will be updated

Your email address is a	ssociated with these Gi	rl Scouts: Isabel Garcia, Olivia Garcia.	
The parent contact info	ormation for all of these	girls will be updated with your changes.	
	Cancel	OK, Submit	

Digital Cookie 5.0

Mobile App

Mobile App-Share My Site









Mobile App-Sales/checkout









Mobile App-Checkout







More Program in Digital Cookie

Digital Order Card:Badges

My JUNIOR Badges



Find out everything you can about your customers so you can come up with new ideas about how to sell cookies to them!

Purpose: When you've earned this badge, you'll know more about what your customers want, which will help you improve your cookie business.

Steps to complete "Customer Insights"

badge or buy it here!



Be sure to tell your troop leader so you can get your



Running your cookie sale-from setting goals to tracking salesis great practice for jobs you might have in the future.

Purpose: When you've earned this badge, you'll know all about running your cookie business.

Steps to complete "Cookie CEO"



Congratulations!

Sweet! You've earned your Cookie CEO badge! You're a real go.getter. Be sure to tell your troop leader so you can get your badge or buy it here!

Digital Order Card-Games and Videos

Games and Videos

All the fun in one place! Games, videos, and a whole lot more.



Cookie Booth Bounce



Cookie Crave



The Cookie Song Full Video



Travel Video: Girl Scouts of Eastern Pennsylvania



Cookie Booth Theater for Daisies



My Take Action Planner

Customer View



Customer View-Email

Support my success, and help power amazing experiences for me and my troop all year long. Order now.





Dear Suzie,

Craving your favorite Girl Scout Cookies? I've got you! Now you can order the most delicious cookies right from the comfort of your living room through my Digital Cookie® site. You'll be supporting my success; helping me learn essential skills; and powering new, unique, and amazing experiences for me and my troop all year long. (You're the best!)

And if you've already bought Girl Scout Cookies this year, that's OK! Maybe you'd like to buy a few more to stock up for yourself, give to family and friends, or donate to Gift of Caring. Any way you slice it, it's a sweet deal.

Buy Cookies Online

Thank you! Thank you! Thank you!

Raegan Girl Scout Cookie Program Oregon and SW Washington

Customer View

mares \$5.00 1 \$4.00 \$4.00 1 \$4.00 Tertolis \$5.00
\$4.00 2 \$10.00 \$4.00 2 \$10.00 \$4.00 3 3 \$4.00 1 \$4.00 \$4.00 1 \$4.00 \$4.00 1 \$4.00 \$4.00 1 \$4.00 \$4.00 4 \$16.00 \$4.00
nifes \$4.00 \$4.00 3 \$4.00<
Image: Stop 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 54.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 56.00 1 1 56.00 1 1 1 1 100 mt 20 colds 1
meres \$5.00
54.00 1 54.00 55.00
S 500 S 400 des \$4.00 des \$
\$5.00
4 \$16.00 Buy from 3 Cookie Buy from 3 Cookie Dear 2 Cookie Dr TAG on Cookie Dr TAG on Cookie Dr
s stoud tes \$4.00 towards the 4 box minimum
ties \$4.00
FAQs on Cookie Or
ninimum \$9.95 as: — in just 2 to 10 days (essimated)!
nnmum \$9.95

Check Out		YOUR COOKIE ORDER
		Samoas
SHIP TO		Tagalongs
First Name	uding military post offices, (APO, IPO, DPO). Last Name	Thin Mints
First Name	Last Name	Cookie Boxes
C/O or Company Name Hotion		Donated Cookies
		PAYMENT SUMMARY
		Cookies
Address 1		Shipping & Handling
		Donated Cookies
Address 2 optional		Total Cost
City		Edit Cookie Ord
		-
State	Zip Code	
	[w	(The second
Phone		
Use this as my billing add	ess	
BILLING CONTACT		Color -
Email		



Customer View





Digital Cookie Shipping

Package Bracket	DOC 5.0 Consumer Charged Flat Fee
4-6	\$9.25
7-8	\$10.25
9-10	\$12.25
11-12	\$14.25

For 13+ pkgs, the flat rate will start over. (eg, 16 packages = \$14.25 + \$9.25)

\$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO, and US Virgin Islands

- Don't make the decision for your customers, the answer is always no unless you ask.
- Customers want the cookies and are willing to pay shipping
- They have the option to not purchase shipped and still donate-that is more sales than not asking





THANK YOU for making a difference for girls.

Troop Leader

Troop Leader/SU View-DOC Dashboard

Metrics





Girl First Name	Girl Last Name	SU ID	Troop Number	Order Number	Order Date	Order Time	Order Type	Shipping First Name	Shipping Last Name	Savannah Smiles	Trefoils
Raegan	FIELD	5000	12350	05020117	9/16/2017	11:31:01	Girl Delivery	Alexia	Middlestadt	C	0
Raegan	FIELD	5000	12350	05020115	9/16/2017	11:28:24	Girl Delivery	Jane	D'oh	C	0
Raegan	FIELD	5000	12350	05020113	9/16/2017	11:18:54	Donation			C	0



SALES BY DELIVERY METHOD



Troop Leader View-DOC Dashboard

Troop							
Council	Oregon and SW Wasł 🔻	Service Unit	UAT 5	V	Troop	12352	V
Girl Scout						Reset	Search

Girl Sco	uts								
🍨 Girl Name	🖨 gsusa id	♦ Parent Na me	🔷 Parent Email	DOB	Site L ive (Y/N)	Customer (Link)	Customers Emailed	♦ # of Boxes	Orders Pending Approval
Adrianna Dean	9992499051			07/01/2003	N	Not Yet Available	0	0	0
Cali DAWSON				07/01/2003	N	Not Yet Available	0	0	0
Camille Morris on				06/01/2001	Ν	Not Yet Available	0	0	0
Emily Campbel	9999998997		dctest512-2@girlsco uts.org	06/30/2012	Y	emily379909	9	31	0
Georgia DAWS ON	9992399000	Heavenly SHAR P	null	07/01/2010	Ν	Not Yet Available	0	0	0
Hope MARY	9992399001	Jenny mary	dctest512-29@girlsco uts.org	07/01/2011	Ν	Not Yet Available	0	0	0
Isabel Garria	0000000000	lossina Garria	null	06/30/2013	Ν	Not Yet Available	0	0	n

Troop Leader Views-eBudde

Shipped Order

	Troop 12353 Girl Trans.								Little Bro	Bakerso Log	Out						
acts		Settings	Girls	Init. Order		Delivery	Girl	Orders	Transa	ictions	Rewar	ds	Deposits	Sales Report	Reports	Help Ce	inter
4	Pr Add Tra	and the second second	ive Payment	Below an	e transac	tions for (Chloe C					Switch	to Girl:	Ret	Chloe C.	View	
					\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 5.00					
	+DOC	1	+Comment	+Bth	+GOC	+SvSm	+Tre	+D-S-D	+Sam	+Tags	+TMint	+Toff	+Total	+Total Due	+Paid	+Bal. Due	
	1	DOC SHIP 050	00678		0	0	4	0	20	11	0	12	47	\$ 200.00	\$ 200.00	\$ 0.00	
	4	DOC DON 050	05088*		110	0	0	0	0	0	0	0	110	\$ 440.00	\$ 440.00	\$ 0.00	

Delivery Order

Settings	Girls	Init. Order	Delivery	Girl On	ders	Transactions	s Rew	ards (Deposits	Sales Report	Reports	Help C
	ave Payment	Below are tra	nsactions for .	Jennifer F				Switch to	Girl: T	Retur	Jennifer F.	<u>/iew</u>
		\$ 5.00	\$ 6.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 6.00	\$ 6.00				
DOC	+Comment	+Core Initial	+Specialty	+C GOC	+Core Booth	+Core Other	+Specialty Booth	+Specialty Other	+Total	+Total Due	• Paid	+Bal. Due
		0	0	0	0	0	0	0	0	\$ 0.00	\$ 21.00	\$ -21.00
✓ DOC DLVR	5020289											
✓ DOC DLVR ✓ DOC DON 0		0	0	2	0	0	0	0	5	\$ 10.00	\$ 1,00	\$ 0.0

Troop Leader/SU Views-eBudde

Deposits Tab

	Add Depo Save	osit	Column Filter None ▼	Low: High:	Apply Filter		04 - 09/26 ▼ e: 50 ▼
♦ Ba	nk	▲ Date	•	• Ref. Number	+ Verified	+ Troop	+ Amount
DC	C Bank	2016-11-04	DOC I	DON 05009122		12353	800.00
DC	C Bank	2016-10-17	DOC	DON 05005088		12353	440.00
DC	C Bank	2016-09-26	DOC	SHIP 05000678		12353	200.00

Sales Reports

	Pkg	s Received			Deposits Made	
	Initial Order		0	Date	Reference	Amount
09/26	C888	DOC 05000678	47	2016-09-26	DOC SHIP 05000678	\$ 200.00
05/04	T12350	QH1000	240	2016-10-17	DOC DON 05005088	\$ 440.00
08/22	T12350	RHI000	1212	2016-11-04	DOC DON 05009122	\$ 800.00
GOC p	GOC pkgs. Total Pkgs Received			Total Deposits	S	\$ 1,440.00
Total P				Total DOC De	posits	\$ 1,440.00
Total D	OC Pkgs Recei	ved	357			
Total D	OC Charity Pkg	s Received	310			

Total Troop Sales	\$ 7,260.00	Council Proceeds	\$ 6,174.60
Troop Proceeds	- \$ 1,085.40	Deposits Made	- \$ 1,440.00
Council Proceeds	\$ 6,174.60	Amount You Owe Council	\$ 4,734.60

Signature:

View report in CASES Print Page Show as PDF



THANK YOU Leaders for making a difference for girls.