

Digital Cookie Caregiver Training



- 1. What is Digital Cookie?
- 2. Who Uses Digital Cookie?
- 3. Getting Started
- 4. Digital Cookie Pages
- 5. Mobile App
- 6. Customer Experience
- 7. Digital Cookie Help Center



What is Digital Cookie?

Digital Cookie

Online Selling Platform

Packed with fun, easy-to-use tools, Digital Cookie® delivers more ways to participate, more ways to sell, more ways to buy, and more ways to learn! And in addition, studies show Girl Scouts who use Digital Cookie in combination with traditional sales often sell more cookies and reach their goals faster.





Who Uses Digital Cookie?

Girl Scouts use Digital Cookie to supercharge their cookie business!

Girl Scouts create their own sites and share their link with customers through email, text, or social media.

Girl Scouts take orders and track purchases (**Customers** purchase cookies).

Girl Scouts and caregivers can manage their online sales, inventory, and financials using Digital Cookie.

Troop Cookie Managers use it to set up and manage sales for their troop's online sales site, including taking payments at a cookie booth on the mobile app.

Troop Cookie Managers support Girl Scouts and families with visibility to their online progress.



Registering for Digital Cookie

Receive Email

::INSERT PARENT REGISTRATION EMAIL DATE::

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

Subject: It's time to register your Girl Scout for Digital Cookie!

Click "Register Now" In Email

Create Password and Login

All users must register through their Digital Cookie registration email every year.

REGISTER NOW

No Registration Email

View the "No Registration Email" Tip Sheet

- Check promotions, junk, and spam folders for email.
- Make sure myGS account is updated with the correct email.
- Add the sender's email to your contacts list.

Registering for Digital Cookie



Watch Safety Video with Girl Scout

At the end of the video, you will need to click the green continue button.



Activate Girl Scout(s)

After clicking the Activate button you will be able to update your Girl Scout's preferred name. This name will be on the storefront and in the customer's emails.



Approve Terms and Conditions and Safety Pledge

Be sure to read the safety pledge with your Girl Scout and check the box to accept both documents.



13+ Girl Scouts

You will also have the option to add your Girl Scout's email if 13 or older. Do not add the email address you used to log into Digital Cookie, This is optional, skip this box if you do not want to add an email.





Message from Council

Hey there, Cookie Bosses, welcome to Digital Cookie! Let's kick off the fun by setting up and sharing your very own cookie site. Keep your eyes on this dashboard to see how you're rocking your cookie-selling goals and ca...

View More

View More

Message from Council

Note of encouragement from ::ENTER COUNCIL NAME::



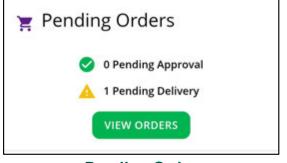
My Sales Goal

Digital sales progress bar and number of packages credited by troop volunteer.



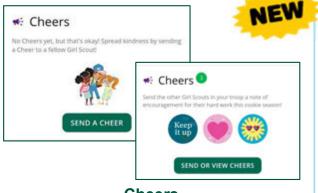
My Cookie Site

Set up cookie site and then share the cookie site link or print the QR Code.



Pending Orders

At a glance, see if their Girl Scout has any orders that need to be approved or marked as delivered.



Cheers

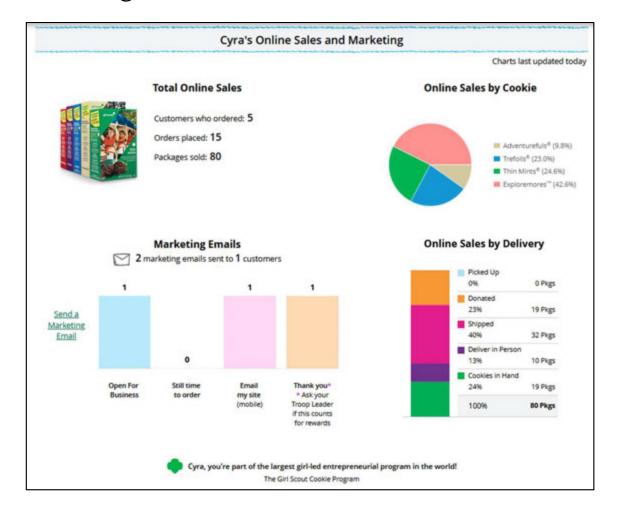
Quick access button to "Send a Cheer" to a Girl Scout in their troop.



Pins & Badges

Track the progress toward completing the Cookie Business Badges and Cookie Entrepreneur Family Pins.

Online Sales and Marketing



Setting up the Girl Scout Cookie Site



To set up the Girl Scout's cookie site:

- Click the "Site Setup" link on the menu bar.
- Or click the "Set Up Your Site" button from the home page.

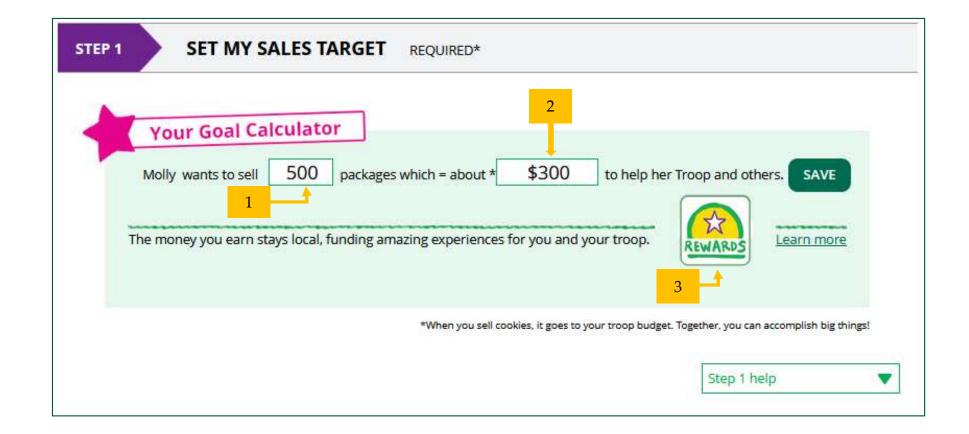


Girl Scout Site Set Up

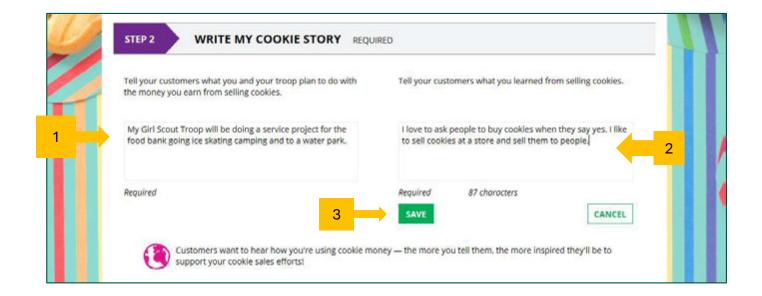
Four sections to set up the site

- 1. Goal Setting: Set My Sales Target
- 2. My Cookie Story
- 3. Photo/Video Upload
- 4. Preview and Publish Your Site

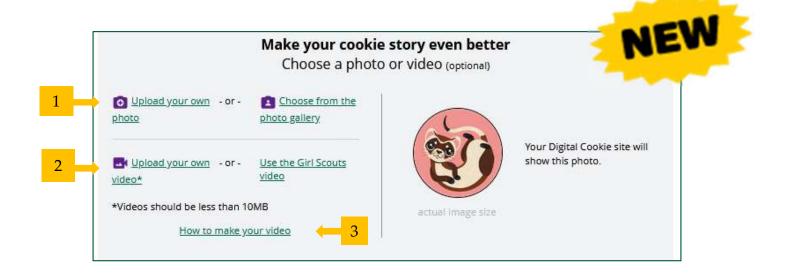
Goal Setting: Set My Sales Target



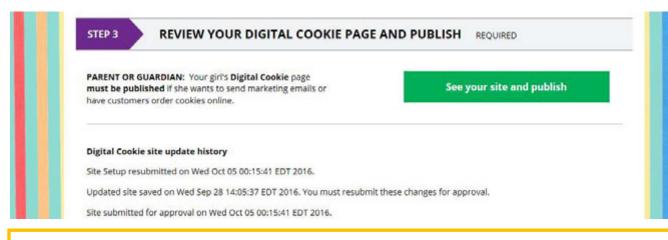
My Cookie Story



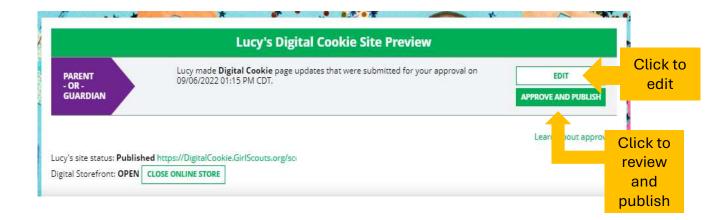
Photo/Video Upload



Approve and Publish

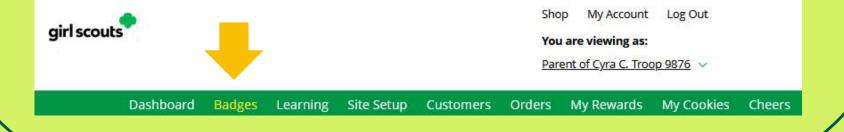


If your button only says "see your site" you may be missing some required fields or didn't make any changes. Go back and check that everything has been completed.

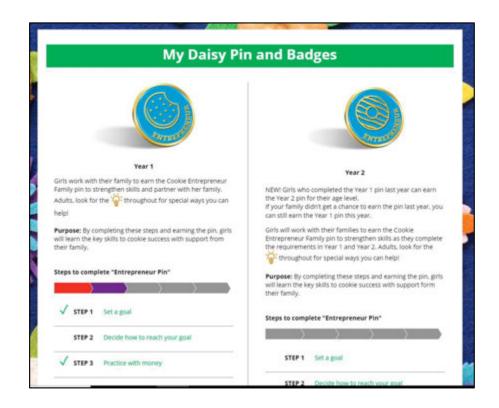


Digital Cookie Pages





Badges

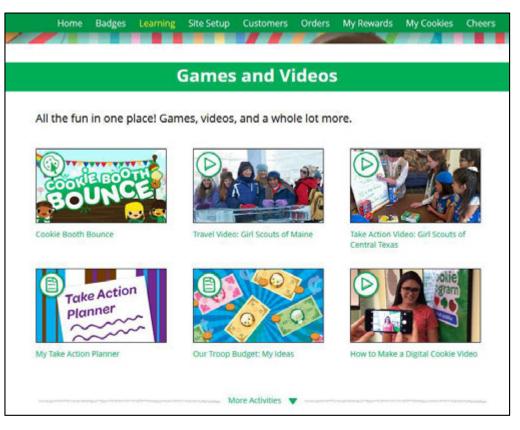


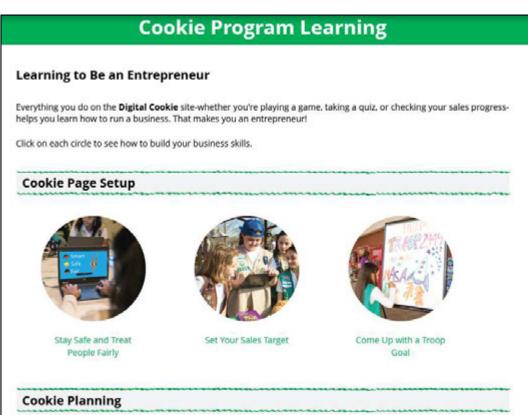






Learning



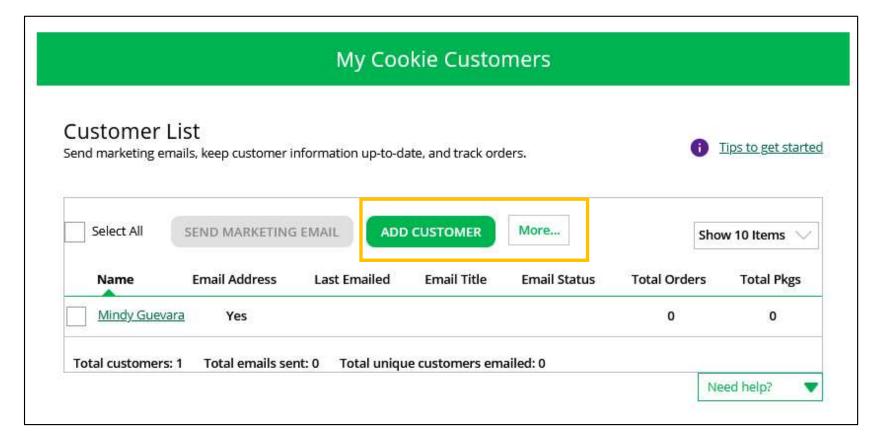






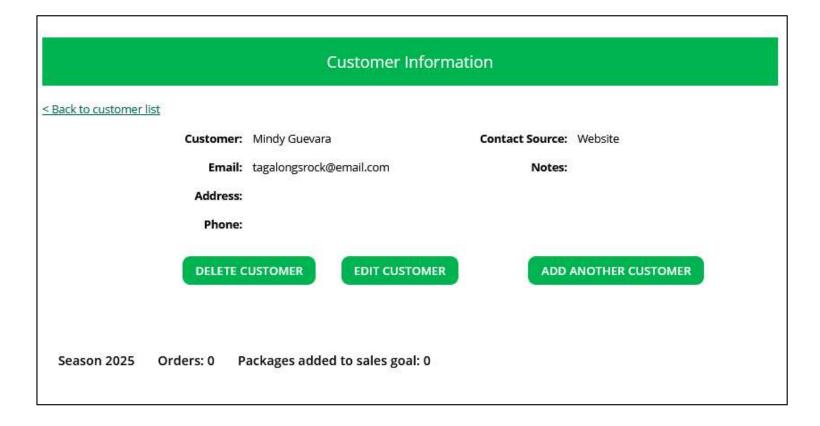
Customers

Add or import customers

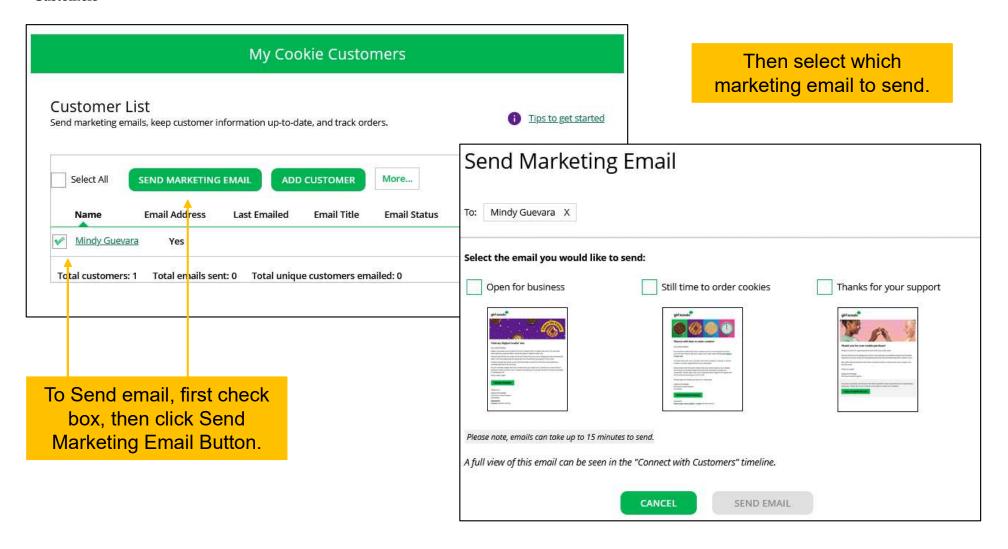


Customers

Viewing Customer Information



Customers





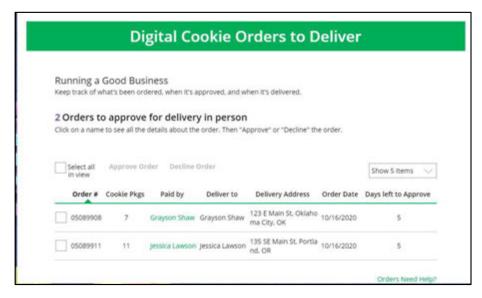


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Orders

Click on the
"Paid by"
name to
review
customer
and order
details



When determining whether to approve or decline the order, consider:

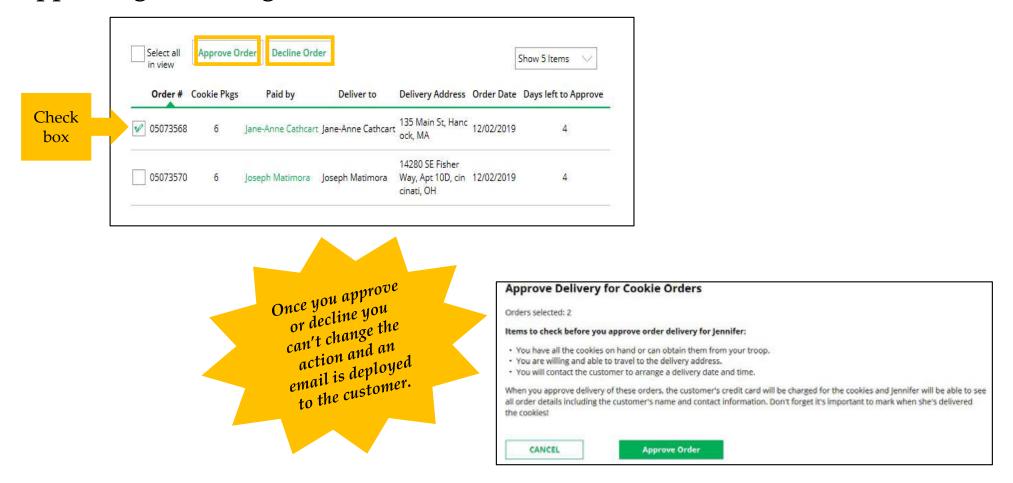
- Is the customer a known and trusted individual?
- Are you willing and able to get the cookies to the customer's location before the end of the sale.

AND

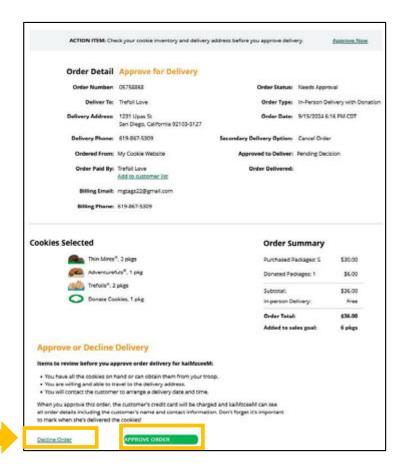
Do you have or will you have the inventory available?

If so, "Approve Order."

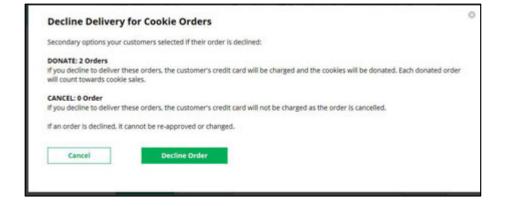
Approving/Declining Orders in Bulk



Approving/Declining Orders Individually

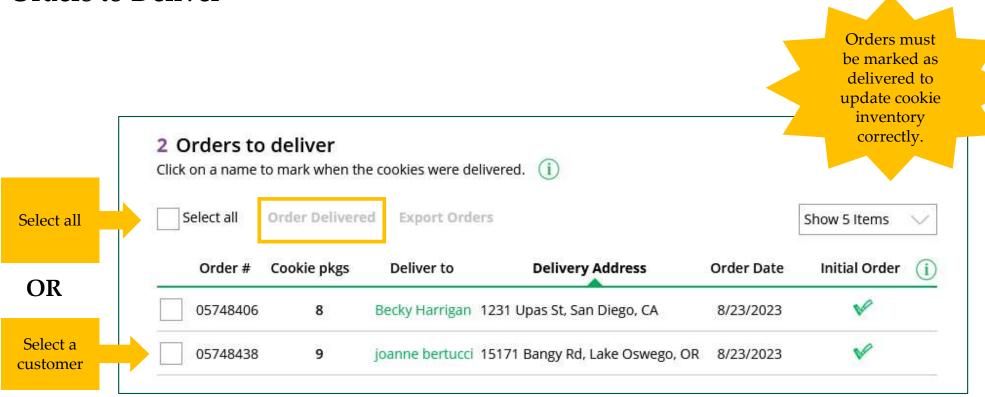


Once approved: customers receive an email to expect their cookies within two weeks of when you have them.



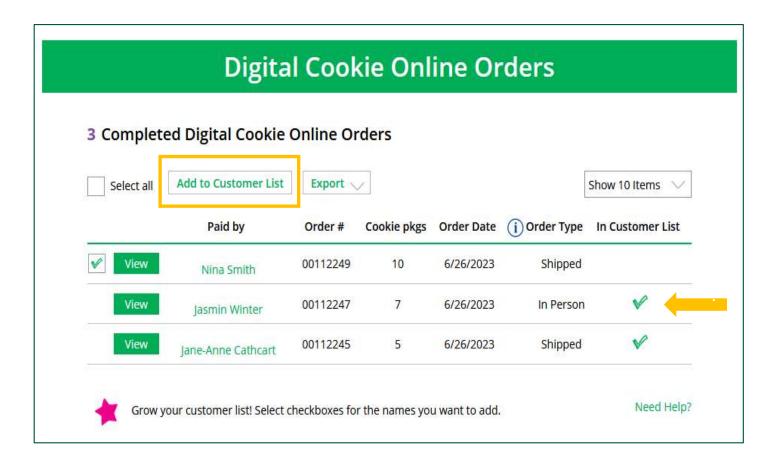
Orders

Orders to Deliver



Completed Orders

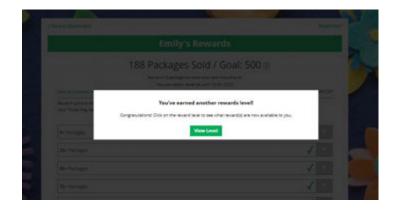
Customers not added to the customers list will not roll over to the following year.



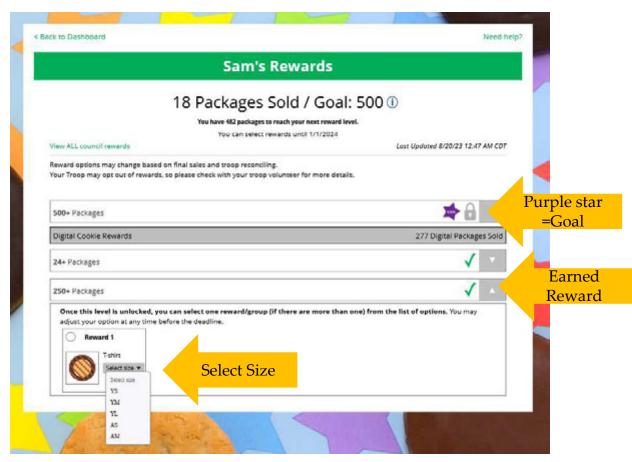




My Rewards



As Girl Scouts earns a reward, they will see a message on their "My Rewards" tab letting them know they earned another reward.

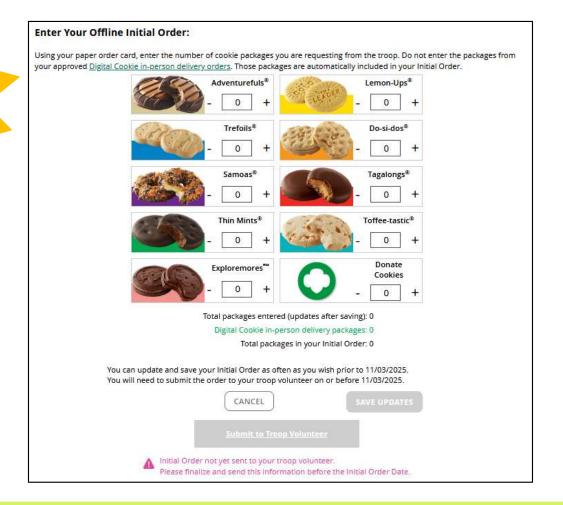






My Cookies-Initial Order Entry

Online in-person
delivery orders
are already
included. Do not
add them again.

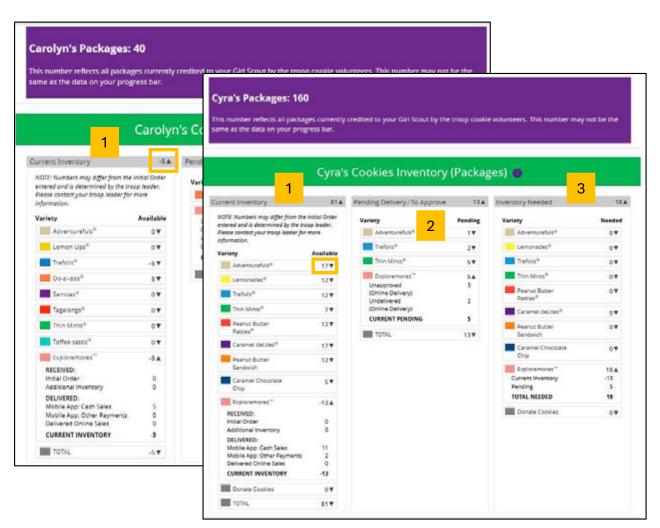


Once submitted, the order will flow to the baker's ordering system.

My Cookies-Inventory by Variety

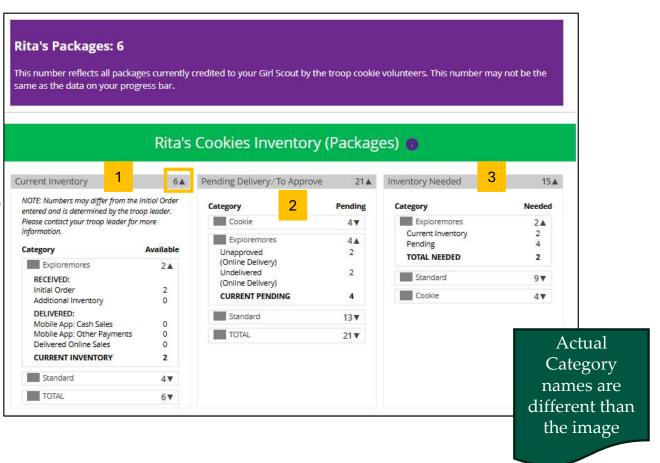


- 1. Current Inventory
- 2. Pending Delivery/To Approve
- 3. Inventory Needed



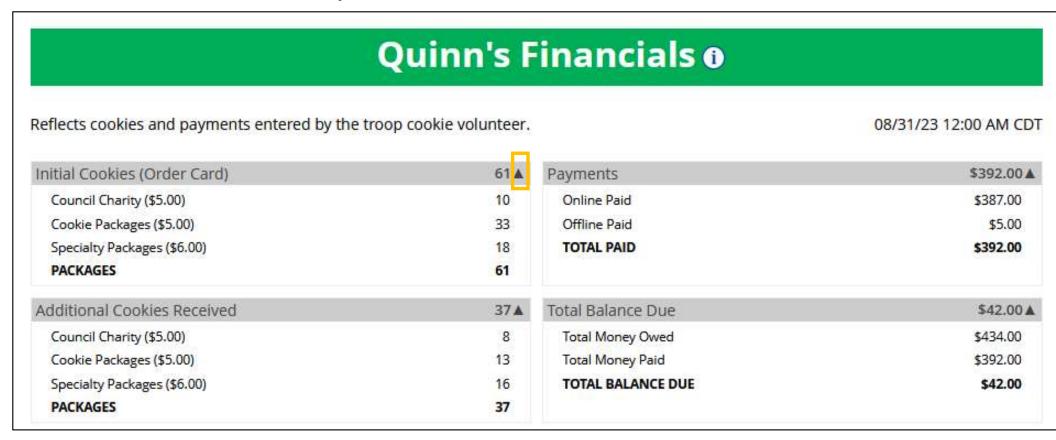
My Cookies Tab-Inventory by Category

- **Current Inventory**
- Pending Delivery/To Approve
- Inventory Needed

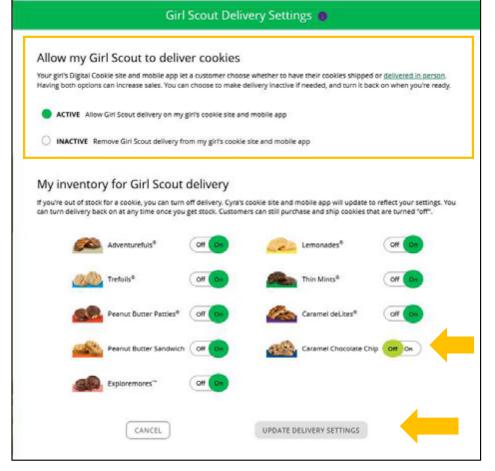


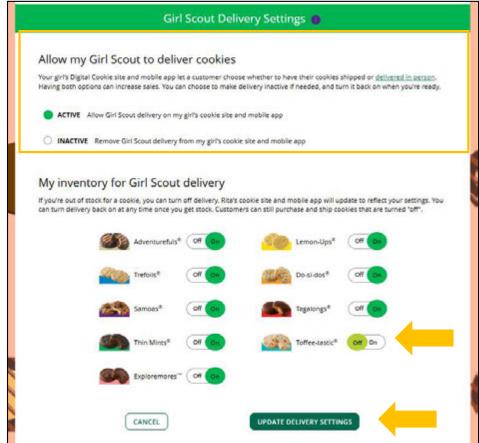
My Cookies Tab-Financials

See how much money is owed for cookies and how that has been calculated.



My Cookies Tab-Delivery Settings



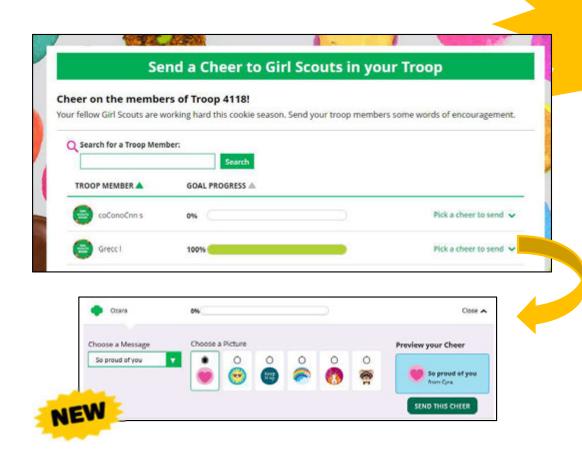






Cheers

To send a
Cheer, Girl
Scouts can click
Pick a cheer to
send next to the
Girl Scout they
want to cheer.

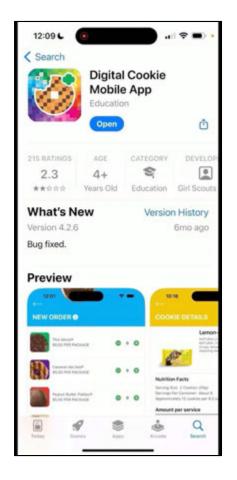


Girl Scouts can only send to other girls in their troop but can receive Cheers from customers and leaders, and other girls in their troop.



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Digital Cookie Mobile App



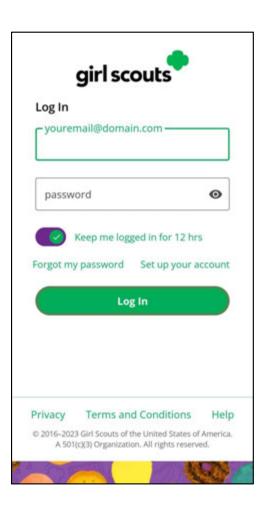
IOS App Store



- Download a new version of the mobile app each year.
- Mobile app found in App Store or Google Play store.

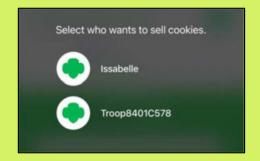
Logging In

- Use the same email and password use for Digital Cookie
- Girl Scout Cookie site must be published

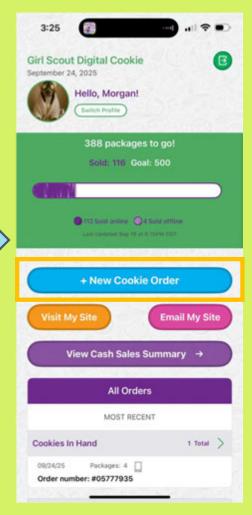


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Digital Cookie Home Screen



Select Girl Scout's Name





Visit My Site

Customers can scan the QR code to visit the Troop's Cookie Site.

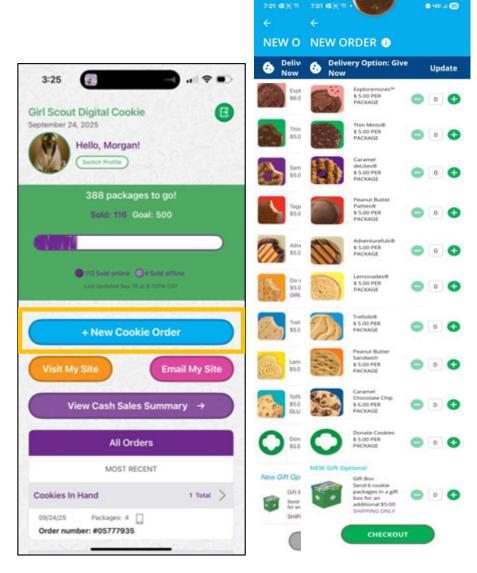


Email My Site

Girl Scout's can send a marketing email to a customer.

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New Cookie Order



Update Delivery Type

Select Cookie Quantity

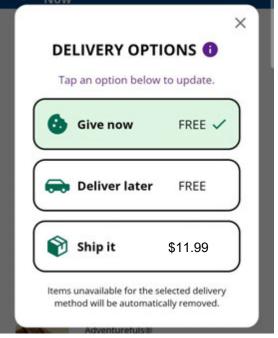


Click CHECKOUT button



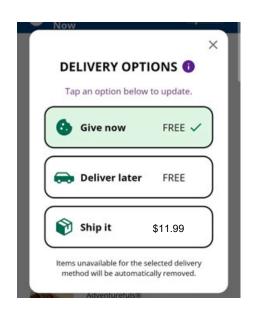
Update customer's purchase type



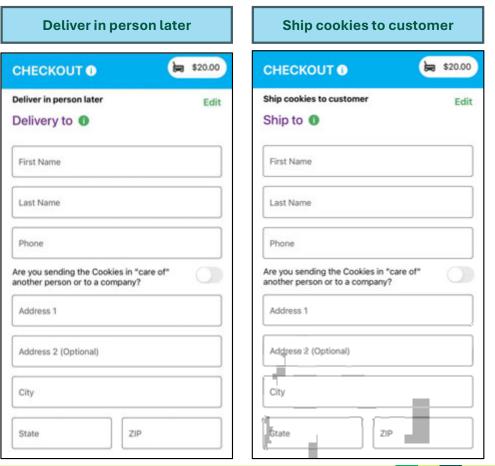


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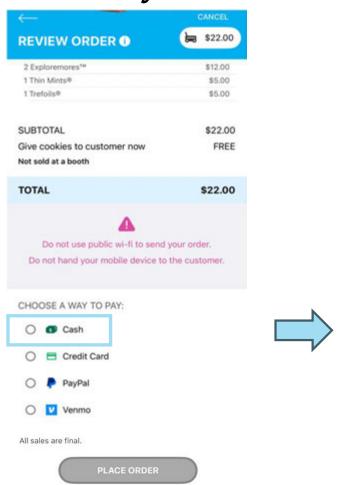
In-Person Delivery or Shipped

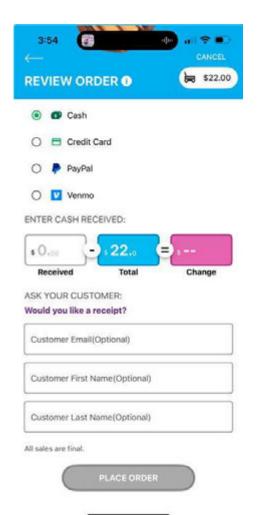






Customer Pays with Cash



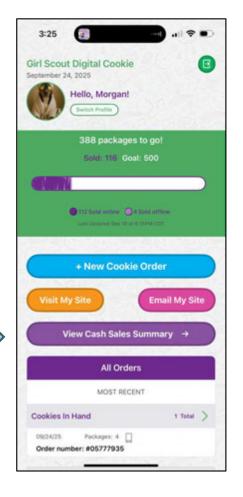


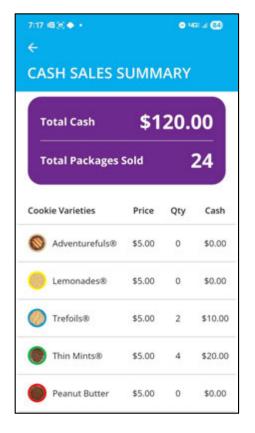


Cash payment type only available for "Give cookies to customer now" orders

PayPal and Venmo now available on all order types.

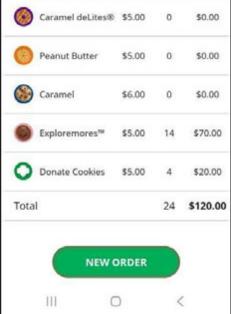
Cash Sales Summary



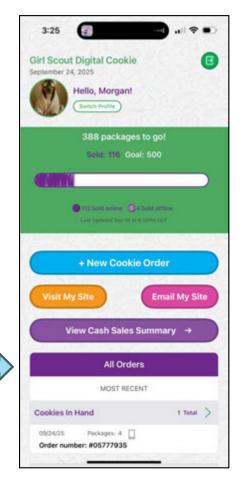


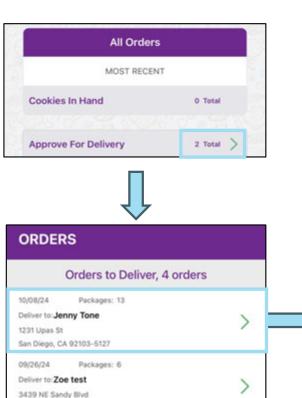


View a snapshot of the amount of cash that has been collected.



View All Orders





Portland, OR 97232-1959

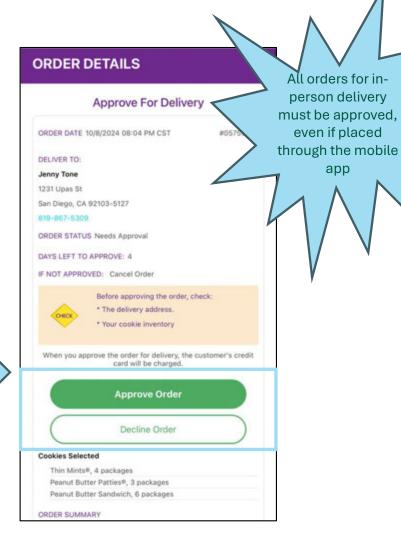
Bremerton, WA 98310-2089

Deliver to: Zoe Test

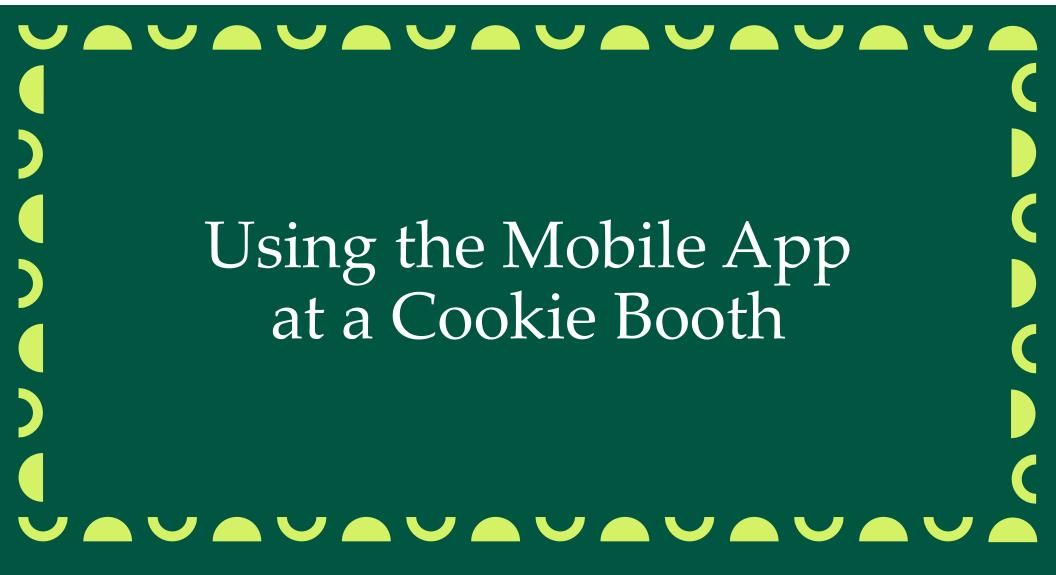
Packages: 1

09/26/24

135 Elm St



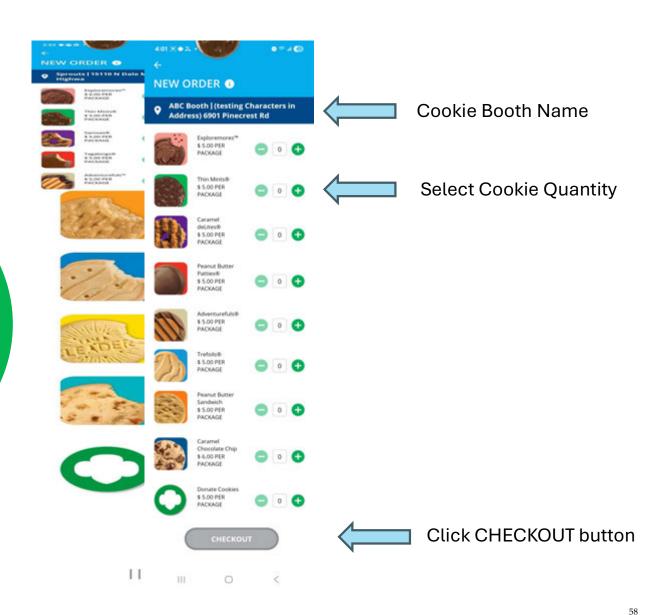
арр





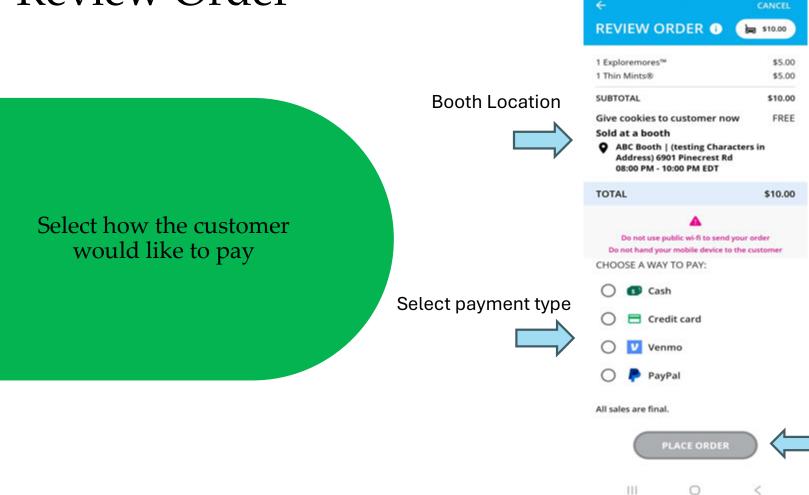
New Booth Order

Select Cookie Varieties



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Review Order



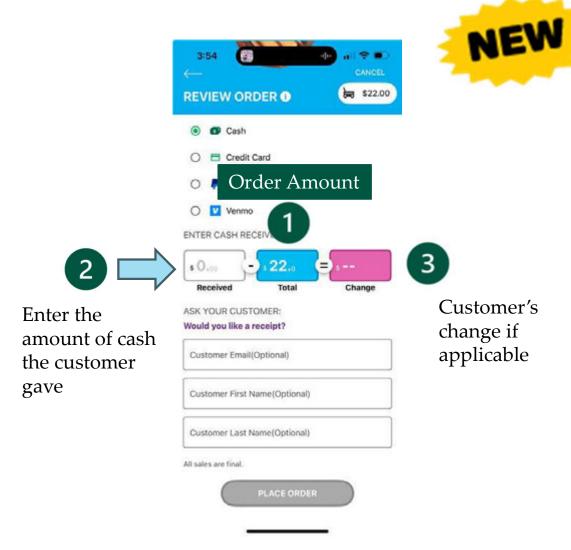
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0 T 4 60

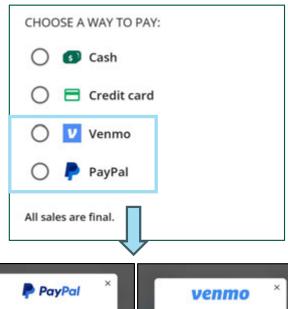
Click PLACE ORDER

Payment Type: Cash

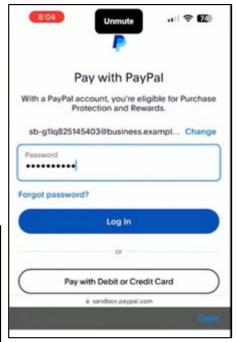


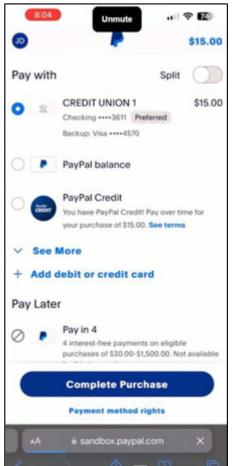


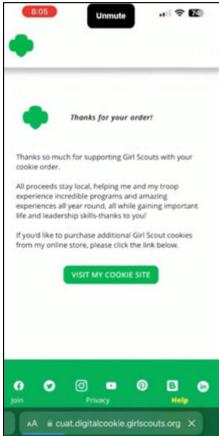
Payment Type: PayPal or Venmo



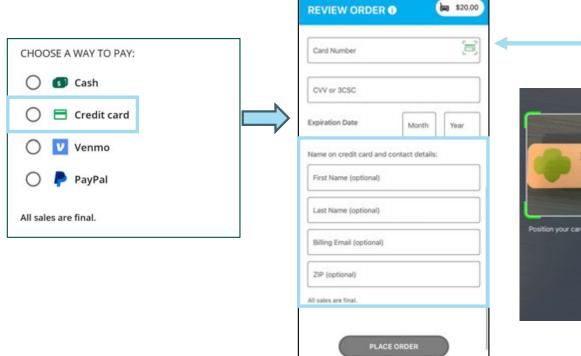








Payment Type: Credit Card





Contact details are now optional. Girl Scouts should still ask if the customer would like an email confirmation.

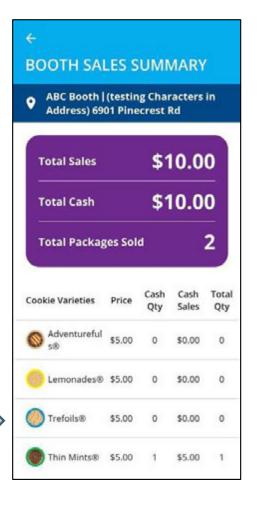
Card feature
instead of
typing all the
numbers.
Tip: Have good
lighting and
double-check
the numbers
before placing
the order.

Use the Scan

Booth Summary



VIEW
BOOTH
SUMMARY
to see how
much sales
have been
processed
that the
current
booth.



If booth is over, click

END BOOTH SALE

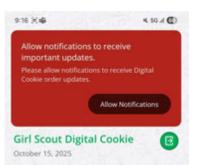


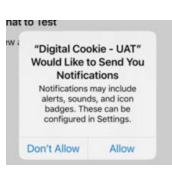
Notifications



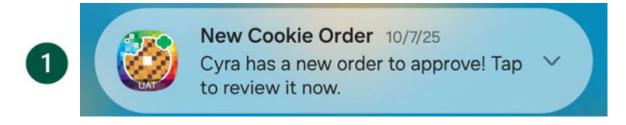
Make sure to allow notifications.







3 possible new order notifications









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Customer View-Email

girl scouts



Visit my Digital Cookie® Site

Dear Kate,

I'm sharing the link to my personalized Digital Cookie® site for your convenience.

Now you can order your favorite Girl Scout cookies, and maybe even discover some new favorites!

Every cookie purchase you make supports the largest girl-led entrepreneurial program in the world. Plus, you help power amazing programs and new experiences for me and my Girl Scout troop all year long-because all proceeds stay

When you purchase cookies using my link today, you'll help me learn important life skills, practice leadership, and make my community a better place. Pretty sweet, right?

Thanks again for helping me reach my cookie goals!

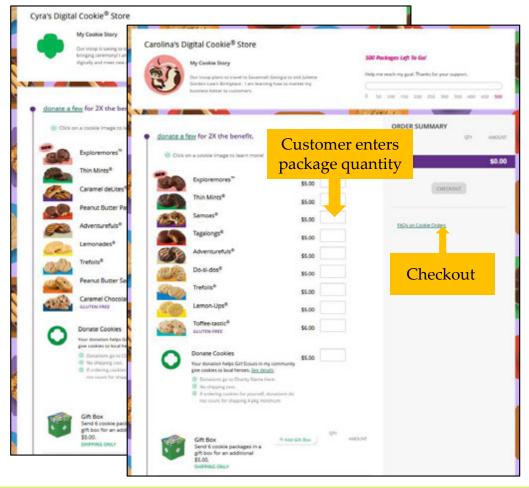
Сута

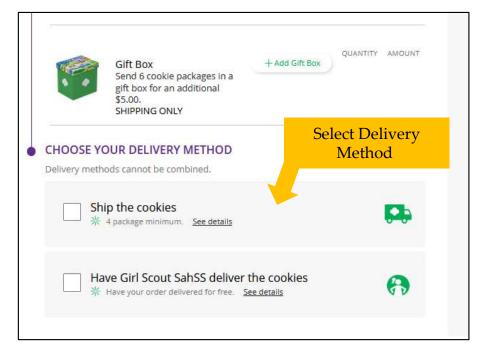
Girl Scout Cookie Program Girl Scouts North Carolina Coastal Pines Inc

BUY COOKIES ONLINE

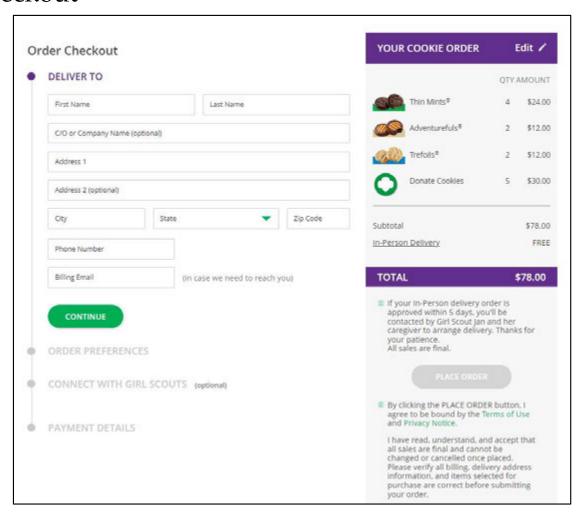
Order Cookies Link

Customer View-Placing Order



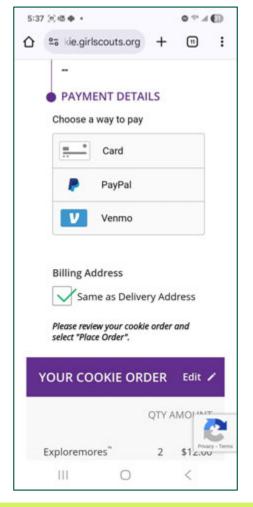


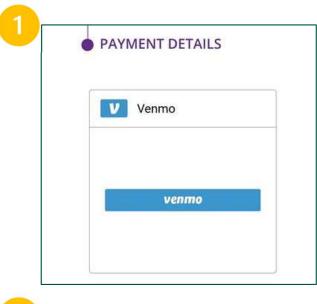
Customer View-Checkout

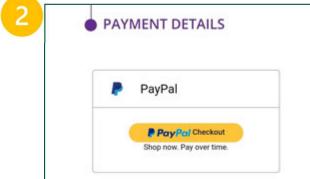


Additional
Information from
Customers

Customer View-Checkout



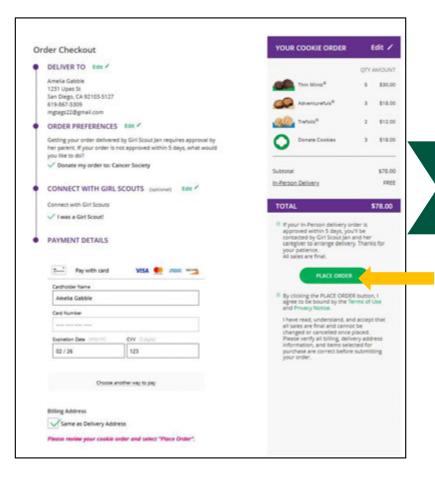


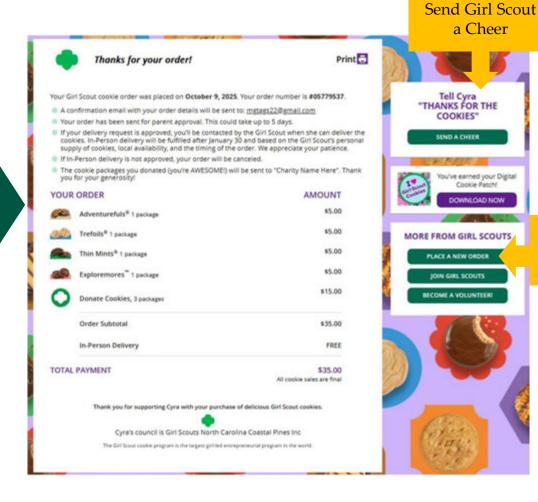


3



Customer View-Confirmation





Place another order



Package Bracket	Digital Cookie 2024 Consumer Charged	
4-8	\$11.99 (tier A)	-
9-12	\$13.99 (tier B)	NEW

For orders of 13 packages or more shipping is calculated as follows: 13 packages of cookies: tier B (12 packages) + tier A (1 more package) = \$25.98 25 packages of cookies: tier B x 2 (24 packages) + tier A (1 more package) = \$39.97

\$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam 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



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Digital Cookie Registration Self-help Steps



Help with Log In

Registration email

You must click the access link in your Digital Cookie registration email to log in for the first time and complete set up for Digital Cookie. (See our tip sheets steps 1-3.) it can take up to 15 minutes to receive the email. Check your spam folder too.

> Request a registration email - The registration process

If you clicked the registration link and your email is not recognized, check if registration has started for your troop. If it's time, you'll be able to self-register. (See our tip sheets steps 4-7). > Check if registration has started for your troop.

Problems with email address

The email you're trying to sign in with may be different than what the council supplied. > Check the email address that's on file for you

Problems with password / too many attempts, locked out

If you forgot your password, or are using one from last year's cookie season, you need a new password.

> Forgot your password

If your account got locked from too many login attempts, go to the log in screen and try to log in 1 more time. You'll see a message with a link to unlock your account or to contact customer support. > Go to login

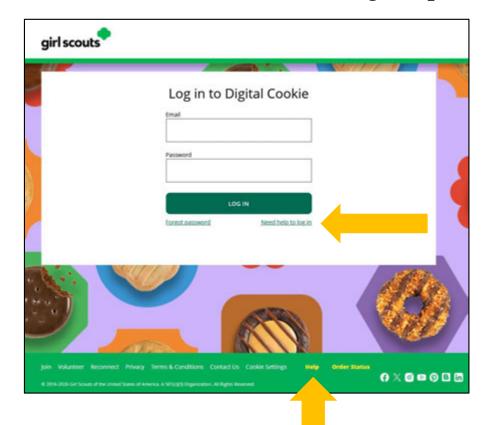
It's still not working... contact customer support

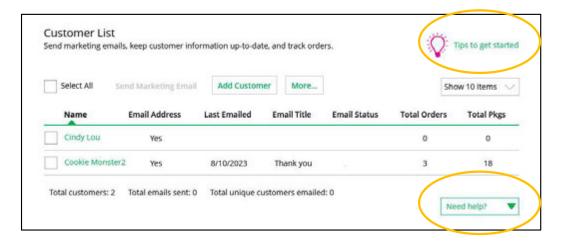


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Digital Cookie Help Center

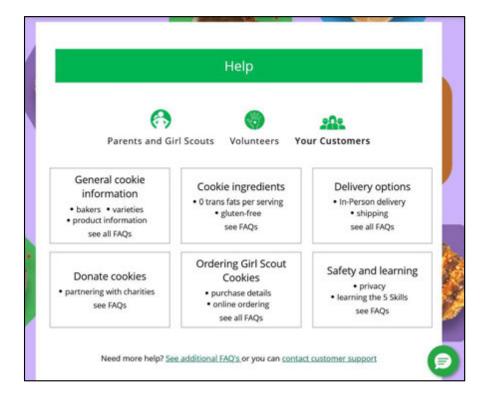
Your go-to place if you need support!

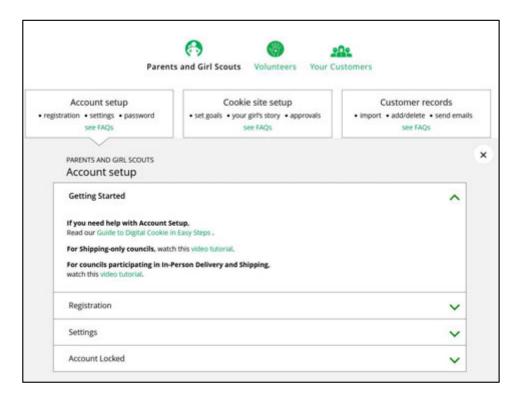




Digital Cookie Help Center

Select which role and category you need support on.

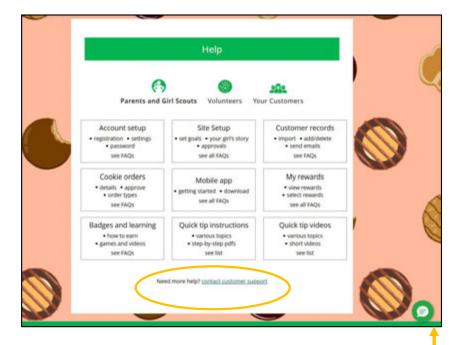




Inside, each category will have detailed instructions, links to tip sheets, or even video tutorials to help you.

Digital Cookie Help Center

After looking, still can't find what you need? Contact customer support.



Live Chat button to chat with a Digital Cookie support agent during business hours.

Click the topic you need help with and complete the form for more assistance.

Digital Cookie Customer Support Need help with Digital Cookie? View our FAQs or contact us using one of the forms below. Registration Issues Form · Did not receive registration email · Other registration concerns Account Issues Form · Your account is locked Incorrect account information · Password inquiries Other Questions or Issues Form · Need help with cookie site setup · Questions about customer list · How to send emails · Sharing my cookie links · Issues with the mobile App Order Issues Form · Order hasn't been received · Order Status · Unable to place order · Cookie taste/quality concerns · Damaged/incorrect cookies System Issues Form · Mobile App not working · Unable to place an order · Digital Cookie not working Feedback Form · Share ideas or feedback regarding the Digital Cookie Platform and Digital Cookie Mobile App



Presenter Name: Presenter Title: Contact Info:



