

Week of January 28th

Cookie Bites

Welcome to Cookie Bites! This is your weekly information, updates and reminders email during the 2025 cookie program. This is the fourth edition. You will get an email from the Product Program Team throughout the cookie program each Tuesday. This email is sent to Troop Cookie Chairs and Service Unit Cookie Chairs with cookie information only. You are encouraged to share the information with others in your troop as needed.

Upcoming Important Dates

Wednesday, January 29th 8:00 pm | 1st round of booth selections opens in Smart Cookies. **Troops will need to have TWO (2) Cookie Chairs complete courses 1-4 and the Welcome Video by 5:00 pm on January 29th to participate in booth selections**
Round 1 ends January 31st at 7:00 AM.

Wednesday, January 29th, 6:30 pm and Saturday, February 1st, 9 am | Cookie Rookie Series – Booths. How do I sign up for cookie booths? How many cookies should I have for a booth? Are you unsure about how to get your troop ready for a cookie booth? Join us for Cookie Rookie: Cookie Booths. We will share best practices around cookie booths and help you prepare for cookie booths. We will provide resources for your use and answer your cookie questions. Register for the session from the [Events Calendar](#) on our website.

Friday, January 31st | Cookie Program begins with Digital Cookie opening for Girl Scouts to take orders and Girl Scouts can collect orders using paper order cards. **GIRL SCOUTS CANNOT SOLICIT SALES BEFORE THIS DAY**

Friday, January 31st 8:00 pm | 2nd round of booth selections opens in Smart Cookies. Round 2 ends February 3rd at 7:00 AM.

Monday, February 3rd 8:00 pm | 3rd round of booth selections opens in Smart Cookies. Round 3 ends February 5th at 7:00 AM.

Wednesday, February 5th 6:30 pm and Saturday, February 8th, 9 am | Cookie Rookie Series – Smart Cookies. How will I track our Girl Scouts cookie sales? How do I know how much the family owes? Join us for Cookie Rookie: Smart Cookies. We will walk you through the Smart Cookie system, which is the online system, Troop Cookie Chairs use to manage their troop's cookie program. We will provide you tips and best practices for the system. This is a great opportunity to get your cookie questions answered before the cookies arrive. Register for the session from the [Events Calendar](#) on our website.

Important Updates

Troop Communication

We've noticed some challenges with communication among Troop Cookie Chairs. As a reminder, your troop is a team, and collaboration is essential for ensuring your Girl Scouts have a positive Cookie Program experience. Open and clear communication helps reduce errors and misunderstandings. Please take time to connect, share updates, and support one another as you navigate the Cookie Program together.

Initial Delivery Planning

As you prepare to receive cookies, please use the chart below to help your troop plan for their pick-ups.

Vehicle Type	Recommended Number of Cases
Compact Car	Up to 23 Cases
Hatchback or small wagon	25-30 Cases
Mid-size sedan	35 Cases
Minivan or SUV (seats in/up)	60 Cases
Full size station wagon	75 Cases
Standard pickup truck	100 Cases
Full size van with seats	150 Cases
Full size van without seats	200 Cases
14-foot U-Haul	600 Cases

Troop Cookie Volunteer Financial Responsibility Form

If you have approved Girl Scout volunteers who are going to be booth supervisors or picking-up cookies for the troop at cupboards or the initial order and they are not Troop Cookie Chairs, please make sure they are filling out the Troop Cookie Volunteer Financial Responsibility form. This form makes them responsible for any booths they are supervising if a Troop Cookie Chair is unavailable. It also makes them responsible for picking up cookies and ensuring they get back to the troop. On the form the volunteer agrees to forward the electronic copy of this form to their Troop Cookie Chair so please ask your volunteers to send you a copy of their form to confirm they have completed it. If you have questions on how this form should be used, please reach out to your Service Unit Cookie Chair or the council office. Here is a link to the form:

<https://forms.gle/WpW7o2ANULFpivqJ8>

Reward Experience Dates

Attached are the majority of dates for cookie reward experience events. We are still in the process of scheduling some of the events, so stay tuned for updated information. Please remember to share this information with your families as some Girl Scouts may set their goals based on these dates.

Smart Cookies Reminders

Updating of Girl Scouts in Smart Cookies

We have uploaded all girls who have submitted a product permission form as of Sunday, January 26th and they should get Digital Cookie registration emails on Tuesday, January 28th. If you are still missing girls or families say they didn't get an email, please do the following before reaching out or resubmitting forms (this will save time for everyone):

1. Check Digital Cookie - if girl is listed, please check caregivers email address. If it needs to be changed, please email customer care@nmgirlscouts.org. If everything

is correct, please have families use the “Need Help to Log In” link to get into the system.

2. Check Smart Cookies - if girl is in Smart Cookies but not Digital Cookie, please email customer care@nmgirlscouts.org. We will work to resync the systems.
3. Check Product Permission Form List - If the girl is listed on your Service Unit's list and marked green, then email customer care@nmgirlscouts.org. If you need access to your Service Unit's list, please reach out to your Service Unit Chair or local membership staff member.
4. If the girl is not listed on the Service Unit list, talk with the family. Ask them the following question:
 1. Have they turned in a form and when did they turn in a form? Check the date on the Service Unit list to ensure the form was submitted before the last update.
 2. If they have turned in a form, please ask them to forward the form to you. Check the form in full and make sure it is filled out completely. For example, make sure the Girl Scout's name is listed (this is the biggest error we see, and we have leaders forwarding us these forms). If the form is incomplete or they can't find it, please have them resubmit the form. If the form is complete, please forward the form to Clarissa at cyatsattie@nmgirlscouts.org.

Please help us by following these steps. Thank you very much!

Digital Cookie Reminders

Digital Cookie 101

The final Digital Cookie 101 session will take place on Thursday, January 30th from 6:30 pm to 8:00 pm. Digital Cookie 101 is designed for new families who are participating in the cookie program for the first time. Older Girl Scouts who are ready to take the lead on their cookie program and manage their own website can participate in this virtual

session as well. We will walk participants from set-up to rewards and answer their cookie questions. Register for the session from the [Events Calendar](#) on our website.

Caregiver Reminders

Social Media Guidelines and Reminders

ABC Bakers offers marketing tools for volunteers, Girl Scouts and their families to use in their social media posts. Take a look at all of the great themed images on Flickr here: <https://www.flickr.com/photos/abcbakersvolunteergallery/albums>. We also want to take the time to ask you to please remind your families that when they sign up to use Digital Cookie, they take the pledge to be safe and one of those agreements is that Girl Scouts "will not directly message with people online or on social media platforms that I do not know." Let us remind our families that the Girl should be a part of all social media post and follow the **attached guidelines**. If you have more questions on this, please feel free to reach out to your Service Unit Cookie Chair or the council office.

Resource Highlight

Virtual Office Hours

Virtual Office Hours are now available on Monday evenings from 6:30 pm to 8:30 pm and Wednesdays during the lunch hour from 11:30 am to 1 pm. Please use the Zoom meeting information below. All virtual office hours will use the same link and passcode.

Join Zoom Meeting

<https://us06web.zoom.us/j/85600391998?pwd=kaVo0K1CxZKPy4iyXclORjUrmRHltR.1>

Meeting ID: 856 0039 1998

Passcode: Cookie25

Have questions? We are here to help! Contact us at customercare@nmgirlscouts.org or 505-343-1040.



Cookie Reward Experience Dates

We are in the process of scheduling cookie reward experiences. Here are the dates that are confirmed so far.



525+ Girl Scouts Wanna Have Fun Events

- Las Vegas: Saturday, June 21st
- Events to be scheduled in Albuquerque, Clovis, Farmington, Gallup, Los Alamos and Santa Fe



750+ Super Club Cliff's Event

- Saturday, June 7th



875+ Paint Party Events

- Clovis: Friday, May 9th
- Albuquerque: Friday, May 16th, 17th and 18th
- Events to be scheduled in Santa Fe and Farmington



1000+ Opt-Out Aviation Experience Event

- Event to be schedule



1250+ Earn and Learn Cooking Experience Events

- Santa Fe: Thursday, June 5th
- Events to be scheduled in Albuquerque and Farmington



1500+ VIP Cookie Camp

- Sunday, June 8th to Wednesday, June 11th
- Rancho del Chaparral
- Transportation from Albuquerque, Bernalillo and Cuba Provided



1750+ Ruidoso Getaway

- Tuesday, July 15th to Thursday, July 17th
- Transportation and lodging provided



2500+ San Antonio Getaway

- Tuesday, June 24th to Friday, June 27th
- Transportation and lodging provided



Social Media Guidelines

The Girl Scout Cookie Program offers unique opportunities to engage in online marketing and sales as Girl Scouts learn about ecommerce and how to think like entrepreneurs. Girl Scouts will have the ability to share their storefront link to different social media platforms. Social media is a great way to market a Girl Scout's cookie business, but Girl Scout safety is the top priority! Second to safety is Girl Scouts learning about marketing techniques and taking the lead with their online marketing efforts. The Girl Scout Cookie Program is the world's largest girl-led business and that includes Girl Scouts generating their marketing content from developing their messaging to thanking their supporters at the end of the program. Social media post should always be led by a Girl Scout while being supervised by their parents or caregivers.

To ensure the safety of Girl Scouts and their caregivers and to maintain a fair cookie program, GSUSA and GSNMT have created the following guidelines when marketing cookies online:

- ◇ Girl Scouts and their supervising caregiver must read, agree to, and abide by the [Girl Scout Internet Safety Pledge](#) and the [Digital Cookie Pledge](#) before engaging in online marketing and sales efforts for the cookie program. Both pledges can be found on the Girl Scouts of the USA website.
- ◇ Girl Scouts who are 13 years or older may use social media platforms (such as Facebook and Instagram) to let friends and family know that their cookie business is up and running! They can share the link to their online storefront on their post.



- ◇ For those Girl Scouts younger than 13, their caregiver may market on social media platforms on their behalf, but they must follow all the guidelines and content must be created by the Girl Scout from what the messaging should be and what they would like to share about their cookie business.
- ◇ Girl Scouts may also advertise their cookie business on social media using a public post that can be shared by extended family and friends. Posts on behalf of a Girl Scout should be girl-led, in the Girl Scout's voice with the Girl Scout being the one to complete the sale. Please know that if family and friends plan to share a Girl Scouts social media post, they are also required to follow the guidelines listed and if they do not follow the guidelines the caregivers and troop volunteers will be contacted.
- ◇ No order taking or payments made on social media post. All online sales should be processed through the Girl Scouts Digital Cookie storefront.
- ◇ Full names, personal emails or addresses of Girl Scouts should never be used. Girl Scouts should only use their first name or troop number.



Social Media Guidelines

- ◇ When creating marketing content for materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!
- ◇ Use a vanity URL to add a creative component but remember that cookie names are trademarked and shouldn't be part of the vanity URL.
- ◇ Any no point should Digital Cookie storefront links or other cookie business information be shared with any media outlets or posted to websites that are not owned by the Girl Scout.



- ◇ For safety reasons, a Girl Scout's Cookie business or Digital Cookie storefront link cannot be posted to any social media "for sale" sites open to the public (i.e. Craigslist, Amazon, eBay, swap/garage sale/Nextdoor/marketplace-type sites).
- ◇ For safety reasons, social media post cannot be shared to Facebook groups or other social media groups where you do not know all the members of a group for example neighborhood groups or other interest groups. If you are unable to meet all the members of a Facebook group in person, then you should not be posting Digital Cookie storefront links to the group.
- ◇ Troops may post booth information in Nextdoor or neighborhood groups, but no Digital Cookie links may be shared. If customers would like to purchase cookies but unable to make booth sales, they should be directed to the Girl Scout Cookie Finder where they purchase cookies for direct ship from a troop's virtual cookie link.
- ◇ Social media ads cannot be purchased or donated to promote sales.

Should any online marketing activities be identified as a violation of guidance, GSUSA or the council reserves the right to intervene and request removal of the post. Repeated violations may result in a Girl Scout's Digital Cookie link being turned off.

Online Marketing Resources

Here are some resources to help your Girl Scout during the Cookie Program. These resources can be found on the Girl Scouts of the USA website:

- [Digital Marketing Tips for Cookie Entrepreneurs and Families](#)
- [Safety Tips for Product Sales](#)
- [Girl Scout Cookies Giphy channel](#)