Digital Cookie Troop Links

This year Digital Cookie has a new feature to allow troops to have their very own link to host virtual cookie booths! Activating this Troop Link is completely optional and is available to all troops participating in the Girl Scout Cookie Program. With activation, troops are able to create a Digital Cookie site, very similar to that of a girl's Digital Cookie site. Each troop site will have a unique URL which troops can share with potential customers to purchase shipped and donated cookies directly from the troop online! These digital Troop Links carry all of the benefits of being able to share a URL, upload a video of the troop's goal, have a QR code for easy contactless purchasing (new feature available within the Digital Cookie Mobile App), to being able to accept payments on the spot at booths with optical character recognition (OCR) technology.
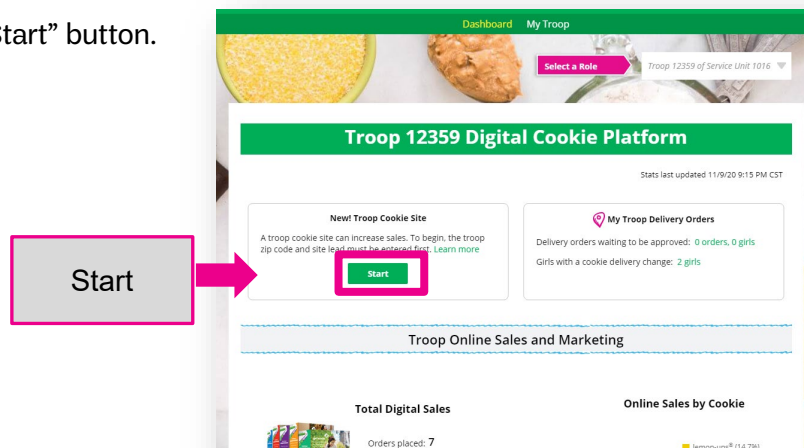
Beginning February 1, these links will be visible on the Cookie Finder platform; used by millions of customers to find cookies in their local area. In addition to being able to see any in-person cookie booths (if applicable) on the Cookie Finder, customers will now be able to see a link to purchase directly from a troop's online site. As part of this national initiative, Troop Links will be randomly generated by zip code to give every participating troop equal access to be featured on the page. Each customer zip code search results in a new troop being populated, so just imagine the possibilities!

Ready to Get Started?

After January 25, any time a leader or cookie volunteer for the troop logs in to their volunteer role in Digital Cookie, they will see a place to begin the process to have a troop shipped link.
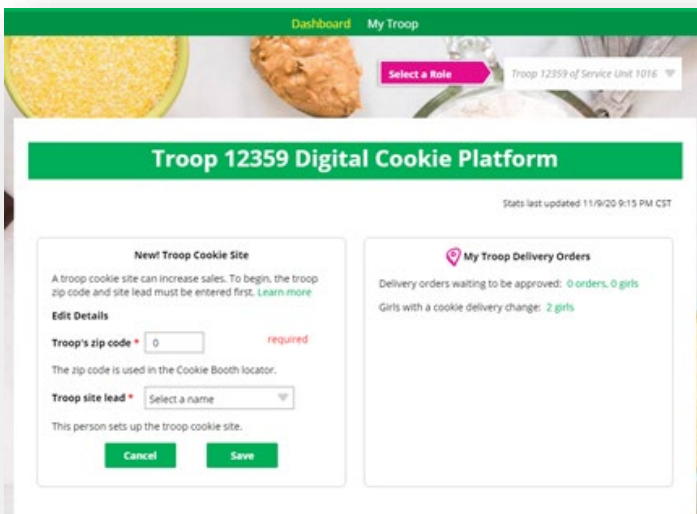
Log in to Digital Cookie

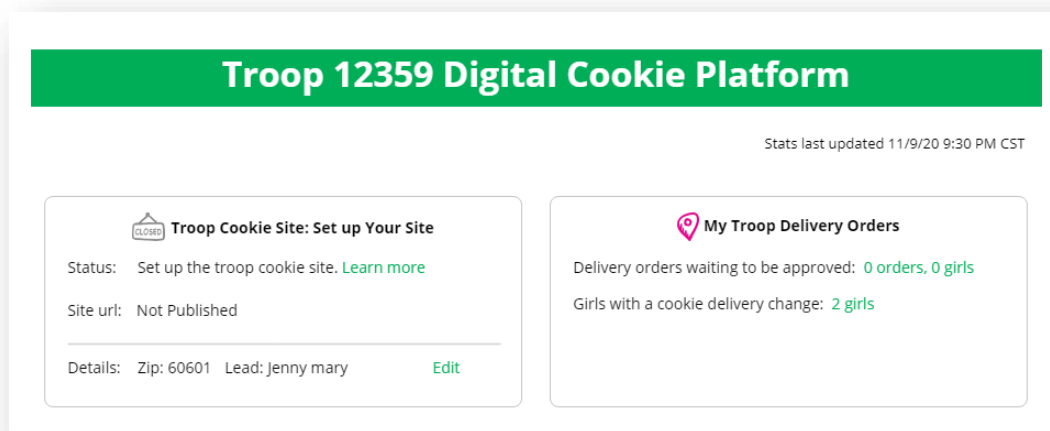To begin, click the "Start" button.

girl scouts

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2 You will be asked to enter a zip code for your troop. Enter one that is representative of the majority of the girls in your troop

You will also select a name from the drop down of one of the volunteers from the troop to serve in the role of "Troop site lead". The Troop site lead will be responsible for working with the girls in the troop to set up their site.

Once the first volunteer for the troop has made those selections, everyone connected to the troop will see the selections that have been made and can change them if needed.
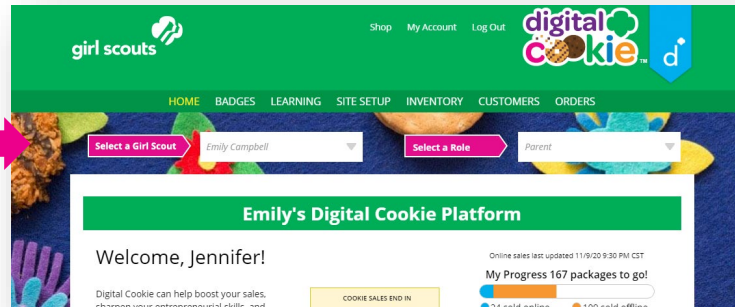

3 The Volunteer designated as the Troop Site Lead can login to Digital Cookie and select the "parent" role.

At this time, the designated volunteer will be able to select the Troop as one of her Girl Scouts from the drop down at the top of her page.

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Select the Troop as the Girl Scout

The designated volunteer will need to complete the registration process as if the troop were a new girl by signing the Terms & Conditions statements and Girl Pledge, plus registering her name. **It is important to leave the Preferred First Name as it appears so that your Troop URL is correct.** If there is an issue with the troop number, please contact your Council Customer Care to resolve before proceeding.

After that, the Troop Site Lead will use the "Site Setup" to work with the girls in the troop to create their message and photo/video.

Once the site is published the troop's link will be added to the Cookie Finder when it is active for the season (February 1).

Troop Link FAQ's
(Default settings for shipped and donated orders)

- **What do I need to do to get my link on the Cookie Finder?**
  Just set up the troop's link and publish it. Links will automatically be added to the Cookie Finder and visible to customers on February 1.

- **What does it mean to be featured on the Cookie Finder?**
  Beginning February 1, these links will be visible on the Cookie Finder platform found on councils' websites; used by millions of customers to find cookies in their local areas. In addition to being able to see any in-person cookie booths (if applicable), customers will now be able to see a link to purchase directly from a troop's online site and have cookies shipped directly to their front door. As part of this national initiative, Troop Links will be randomly generated by zip code to give every participating troop equal access to be featured on the page. Each customer zip code search results in a new troop being featured, so just imagine the possibilities!

- **What happens to sales that come in from the cookie finder on my link?**
  Boxes sold via the Troop Link will be synced to eBudde just as girl Digital Cookie sales are. The sales will appear in eBudde under the girl orders tab for the girl named *Troop#####*. Boxes sold and money generated using the Troop Link belong to the troop and should be treated as any other booth sale cookies would.

- **How do girls get credit for the sales from the link?**
  The Troop Cookie Manager will divide the cookies sold among the girls in the troop in eBudde; just as they would for any other cookie booth sales. To provide box credit to girls in eBudde, volunteers will have to enter a transaction to remove the cookies from *Troop#####* and add a new transaction(s) to distribute cookies among the girls in the troop.

- **When is the link active?**
  Troop links are active once the setup is complete and will appear on the homepage of the account once the site is published. Troops can use their unique Troop URL to post and share with their local community as a means to host a virtual booth. Additionally, Troop Links will appear on the Cookie Finder as early as February 1.

- **Why does the default setting only allow orders for shipped and donated cookies?**
  Being that the Cookie Finder is a national search tool for customers all over the country, the girl-delivery option has been turned off by default to restrict offering an in-person delivery option that is not applicable for all customers. For troops to maintain their eligibility to be featured on the Cookie Finder, girl-delivery must remain "off".

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Turning on Girl-Delivery for the Troop Link
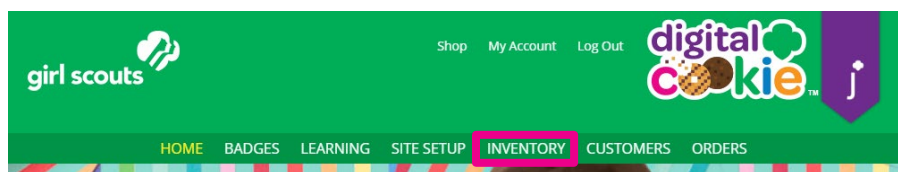
IMPORTANT: GSGATL does allow "girl-delivery" as well as the varieties to be turned *on* and *off* for all Digital Cookie sites. A troop <u>may</u> consider turning on the "girl-delivery" option to facilitate local drive-thrus and curbside pickups in addition to having customers able to make purchases for shipped and donated cookies.

Things you should know:
- Due to safety and security concerns, GSUSA has turned off the girl-delivery option on Troop Link pages. It will be the default setting for all pages on their initial setup.
- If troops would like to "turn on" girl-delivery to help facilitate curbside pick-up or coordinate drive-thru booths using their Troop Link, this feature can be toggled on, <u>BUT</u> it will remove the troop from the Cookie Finder platform for the reasons listed above.
- If a troop decides to offer curbside or drive-thru options for customers using the Troop Link, <u>it is imperative</u> to make customers aware <u>prior to their purchase</u> (when sharing the link) where and when orders will be available when choosing the "girl-delivery" option. Connecting with customers to distribute these cookies will be the troop's responsibility. Please consider how your troop will manage orders from customers if they are unable to pickup at your established location and time.
- If a troop has turned girl-delivery on and decides to turn it off, they will be eligible to be featured once again on the Cookie Finder platform.
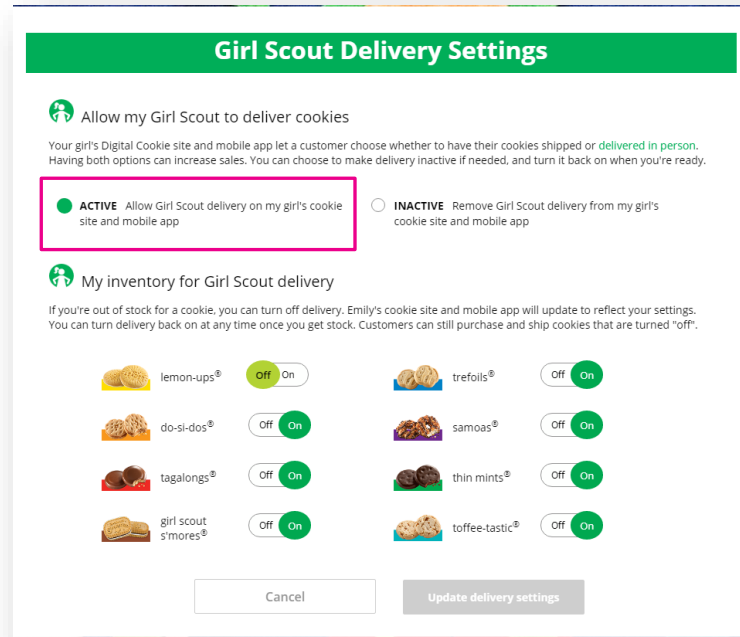
As the designated volunteer, login as the "parent" of the *Troop#####.* Proceed to the "Inventory" tab.

2 On the Inventory tab, scroll to "Girl Scout Delivery Settings" and change the status from "Inactive" to "Active".

Once that is complete, a message letting you know that the site will be removed from the Cookie Finder will appear. If you want to have a delivery option for your troop link, you must approve that change. Your troop's link will now be available for delivery and removed from the Cookie Finder.

If you want your troop's link to reappear on the Cookie Finder, you can mark the site to "Inactive" and the link will not have delivery as an option but will be available on the Cookie Finder.

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