



Smart Cookies Troop Links & QR Code Tips

Troop Cookie Links and QR codes are available in Smart Cookies to share throughout the cookie program to promote touchless ordering and curbside pickup of cookies.

How do troops find their Troop Cookie Links?

Troops will have two links on their troop information page in Smart Cookies:

1. **Troop Shipped Only Link and QR code.** This link and QR code are for direct ship and donation orders only. This link will also appear in the Girl Scout Cookie Finder starting February 18, 2022. Troops share the link or QR code when they wish for direct ship or donation orders to be divided between all girls in the troop.
2. **Troop Cookie Link or QR code.** This link and QR code are only for local deliveries and donation orders. This link does NOT appear on the Girl Scout Cookie Finder.
 - o The Troop Cookie Link and QR code are used to manage drive-thru cookie booths or curbside pickups.
 - **Customer Tip:** Give clear pick-up locations when communicating drive-thru or curbside locations.
 - **Safety Tip:** Never meet someone beyond your pre-established safe booth location. Route the customer order to a physical booth location or the Troop Direct Ship Link/QR code.

What are the steps for organizing curbside pick-ups?

- Secure your curbside booth location. Secure permission prior to event.
- Share the Troop Cookie Link or QR code via text, email or online meeting.
- Review and approve orders. Pick up cookies from cupboards, as needed.
- The day before the booth, have girls work together to prepare the orders.
- Consider sending email reminders to customers about booth location and hours.
- On the day of the event, stage the cookies for pick up, assign roles and responsibilities.
- When customers arrive, verify orders and place cookies in cars—contact free!

Email/Text Blast Announcement

1. Email or text the booth announcement containing the Troop Cookie Link or QR code to friends and family.
2. Post the Troop Cookie Link or QR code on personal social media sites.

Sample Email

Dear [INSERT NAME],

My Girl Scout Troop is hosting a cookie booth where you can place your order in advance, pay by credit card, and enjoy curbside pickup! It is a safe and fun way to get the Girl Scout Cookies you love this year. We also have a new cookie to try called Adventurefuls! They are a brownie-inspired cookie with a caramel flavored crème and hint of sea salt!

This booth sale will help our troop reach its goal of selling [INSERT NUMBER] packages. We will use the money to support [INSERT TROOP ACTIVITIES]. We hope you will help us to do amazing things in 2022!

Our booth will be at [INSERT LOCATION] between [INSERT DATE AND TIME]. After placing your order, just drive up, provide your name and we will place your cookies in the trunk (or back) of your car.

Use this link [INSERT LINK OR QR CODE] to place your order today. Orders must be received by [INSERT DEADLINE].



If you do not eat cookies but still want to support our troop, please consider ordering Cookie Share cookies. We will donate these to [INSERT TROOP/COUNCIL DONATION PARTNER]. It is a great way to support Girl Scouts and others in our community.

Thank you!

[INSERT GIRL FIRST NAME AND TROOP #]

Sample Text Message:

Want Girl Scout Cookies? My troop will have a curbside booth at [INSERT LOCATION, DATE] between [INSERT TIME]. Use this link [INSERT TROOP COOKIE BOOTH LINK OR QR CODE] to order and pre-pay for cookies. You can pick up your order at the booth without leaving your car! Thank you for your support!

Share your link during a virtual cookie booth

Steps for organizing an online meeting

1. Select an online meeting program (Zoom, Google Meet, Teams) and ask each girl to send out the meeting link via an email invitation to announce the virtual booth.
2. Host the meeting and have girls introduce the cookies. They can write their own script as a troop activity, or you can use the sample script below. Artwork for cookies and packaging is at the Flickr link on top right corner of abcsmartcookies.com.
3. Follow up by sending the Troop Cookie Booth Link or QR code to each participant so they can place orders and pre-pay for cookies.
4. Check out GSUSA's [Virtual](#) Girl Scout Cookie Booths step-by-step guide for more information.

Sample Script for Online meeting (15 minutes or less)

Hello everyone! We are so glad you joined us today. Our troop has lots of fun activities planned this year and we appreciate your support of our Girl Scout Cookie Program. Now we are going to tell you all about our virtual booth event!

First, I would like to introduce [INSERT GIRL 1] who will tell you about our troop's goals.

GIRL 1 – Hello everyone! I am excited to let you know that our troop goal this year is to sell [INSERT NUMBER] packages. This will support our activities including [INSERT PLANNED ACTIVITIES]. Now over to [INSERT GIRL 2] who will show you our first cookie.

GIRL 2 – Hi! I get the honor to introduce our newest Girl Scout Cookie, Adventurefuls! It is a delicious brownie-inspired cookie with a caramel flavored crème center and a hint of sea salt! Now [INSERT GIRL 3] will tell you about our next cookie.

GIRL 3 – Thank you. A fan favorite for over 15 years has been tangy Lemonades. They look like a slice of lemon and the buttery shortbread cookie is dipped in lemony icing. They taste like a slice of summer! Now on to [INSERT GIRL 4].

GIRL 4 – What is the best-selling Girl Scout Cookie every year? Thin Mints! It is a crispy chocolate wafer dipped in a minty coating. They are great frozen and in milkshakes. You can never eat just one of these! [INSERT GIRL 5], what cookie do you have to share?

GIRL 5 – My name is [INSERT FIRST NAME] and one of my favorite cookies is Shortbread. This classic flavor is great as a snack or in recipes like piecrust, banana pudding or crumble toppings. Next?



GIRL 6 – That is me! This cookie has been around since the 1960s! Groovy, huh? Peanut Butter Sandwiches are a tasty combo of crunchy but sweet oatmeal cookies with creamy peanut butter in between. Now on to [INSERT GIRL 7].

GIRL 7 – What is another best seller right behind Thin Mints? Caramel deLites! It starts with a vanilla cookie and then they add caramel, toasted coconut, chocolaty stripes and a bottom coating. Nothing goes better with a cold glass of milk! Now [INSERT GIRL 8] will talk about another classic cookie.

GIRL 8 – I am getting hungry! How about you? I am [INSERT FIRST NAME] and my cookie is Peanut Butter Patties. This crispy vanilla cookie has a dollop of peanut butter and a rich chocolaty coating. It is really good frozen too! One more special cookie, what's that [INSERT GIRL 9]?

GIRL 9 – We have a Gluten Free cookie too. Caramel Chocolate Chips are made with rich caramel, semi-sweet chocolate chips and a hint of sea salt. The bakery it is produced in is certified gluten free, nut free and soy free. Don't eat cookies? [INSERT GIRL 10] will tell you how to donate!

GIRL 10 – If you don't eat or want cookies yourself, you can purchase Cookie Share cookies and we will donate them to [INSERT COUNCIL/TROOP DONATION PARTNER]. This is a great way to support Girl Scouts and others in our community.

GIRL 11 (OR LEADER) – That is our lineup! We have something for everyone, truly a cookie for every taste. Soon, you will receive an email with our troop link to place your order. You will be able to pay with a credit card and pick up your order at our curbside booth. Our booth will be at [INSERT ADDRESS] between [INSERT DATE AND TIME]. When you arrive, just give us your name and we will put your cookies in the car! Safe and easy!

ADULT VOLUNTEER - If you do not receive, the link to order cookies please reach out to us at [INSERT EMAIL OR TROOP ADULT MOBILE PHONE] and we will resend the link. We will also send you a reminder the day before pick up. Thanks for joining us and supporting our troop!

NOTE: You can use the Troop Cookie Link and QR code to promote touchless transactions at your regular booths too! Share the link or QR code on-site by:

1. Texting or emailing it to customers
2. Posting it on a large sign at your booth

Once the customer opens the link or QR code, they can order and pay with credit card. The troop volunteer approves the order and the girls can set the cookies on the table for the customer to pick up.

Review the Digital Marketing Tips for Cookie Entrepreneurs and Families, the Supplemental Safety Tips for Online Marketing, and other safety resources available for troops at:

<https://www.girlscouts.org/en/cookies/troop-leader-resources.html>