

January 18

## Virtual Cookie Sale Program

**Girls will be able to get a head start on their cookie sale by participating in the Virtual Cookie Sale Program!** Starting on January 18, girls will be able to log on to [www.abcsmartcookies.com](http://www.abcsmartcookies.com) to create and send e-mail cards to family, friends and customers to notify them of the upcoming sale. NOTE: Girls must still collect money from customers in person and will still deliver cookie orders to customers. No money will be collected online and no cookies will be sent to customers from GSEIWI.

### Online Marketing with [www.abcsmartcookies.com](http://www.abcsmartcookies.com)

Log on to the website and click on the **"Girls"** tab, select your program level and then click on the **"Online Cookie Marketing"** tab. If you have an account from last year, you can use that same account. If you can't remember your account ID, click on the "Forgot ID" link and follow the instructions. If you currently don't have an account, **create a new account.**

1. Click on the **"Online Cookie Marketing"** tab.
  2. Click on the **"My Contacts"** tab and add all your contacts.
  3. Select the **"Send an e-Card"** tab. Choose the design and select the contacts you would like to receive this card.
  4. Enter a personal message: "Dear Grandma, Hi Uncle John," etc.
  5. Click **"See Preview."** You can edit the message or the list of contacts if needed.
  6. Click **"Send e-Card."**
- Once the e-Cards are sent, click **"View e-Cards Sent."** A table will appear showing the number of Invitations Sent, Completed Orders and a Response Percentage.
  - When a customer places an order, you and the customer will receive a confirmation email. Once the order is confirmed, the order will show up on the reports.
  - During the sale, you can check your sales by clicking **"View Orders."** A table will be displayed showing packages ordered, amount confirmed and amount pending.
  - Weekly, or as set by troops, click **"View Orders."** There will be a link that says **"Run Order Card Report."** Print this report and communicate with the troop to receive the cookies needed and to receive credit for recognitions.

Girls who send out 12 or more e-Cards between **January 18 and January 28** will earn a special Cookie Sale button!

To determine how many e-mails were sent out by each girl in your troop, log on to [www.abcsnap.com](http://www.abcsnap.com)->**Order Reports->Girl Internet Orders->Go to Report->Begin Date (enter January 18, 2012)->End date (enter January 28, 2012)->View Report.**

You don't have to submit anything! Your troop's cookie buttons will be sent to each Service Unit Product Manager for distribution in February to the girls who earned them.

