

Girl Scouts – North Carolina Coastal Pines 2012 Online Cookie Marketing

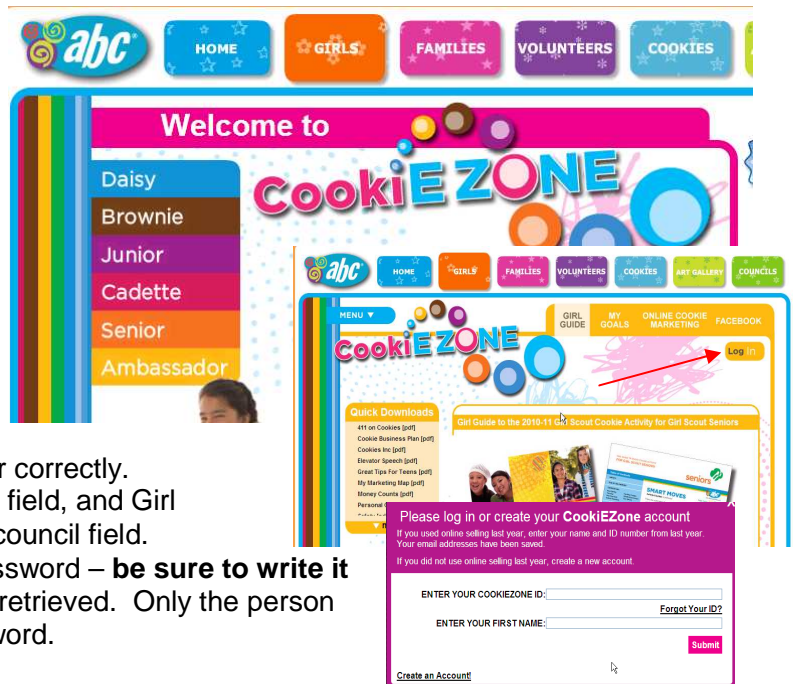
Girls can collect cookie orders online using ABC's Online Marketing tool. It's quick, easy, fun, and Online Marketing is a great way to boost sales with friends, family and neighbors that you can't reach in person. It's also a great option if inclement weather makes it difficult to sell door-to-door, and for reaching busy neighbors who are rarely home.

Please note that while orders can be collected online, cookies need to be delivered, and payment should be collected, in person. Payment for Girl Scout cookies cannot be collected over the Internet or via e-mail under any circumstances.

The online marketing site will be available to start sending e-mails on January 7, 2012. Good luck meeting your sales goals!

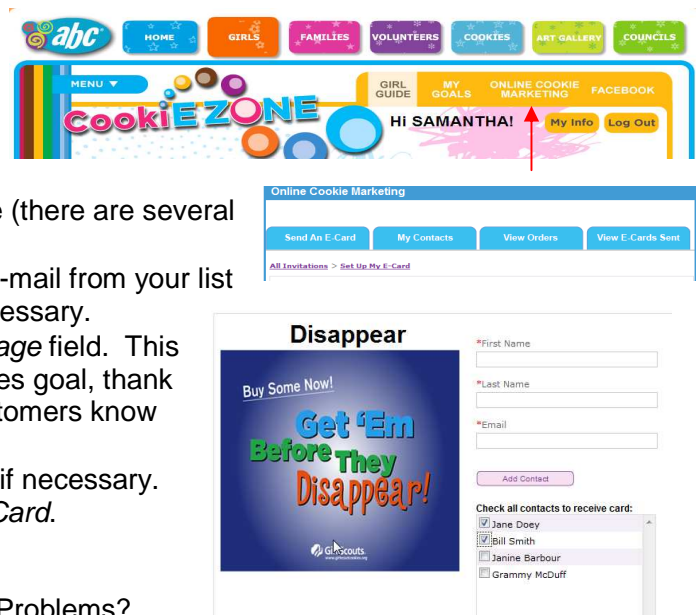
Logging In

- Go to www.abcsmartcookies.com
- Click *Girls* from the menu at the top of screen, then select your grade level from the options on the left.
- Click *Login*.
- If you set up an account last year and remember your login and password, you can access the site with the same login and password. If you don't remember your login information, or don't have account, you can set up an account by clicking *Create an Account*.
 - Be sure to enter your troop number correctly.
 - Choose North Carolina in the state field, and Girl Scouts – NC Coastal Pines in the council field.
- The Catch Goals site will assign you a password – **be sure to write it down**. Passwords cannot be changed or retrieved. Only the person setting up the account will know the password.



To send a Cookie e-mail

- Click the *Online Cookie Marketing* tab.
- Click *My Contacts* to enter e-mail addresses.
 - The only required fields are a first and last name, and an e-mail address.
- Click *Send an E-Card* to select an e-mail template (there are several options).
- Select the people to which you want to send the e-mail from your list of contacts, and/or enter additional contacts if necessary.
- Be sure to enter a personal message in the *Message* field. This is a great opportunity to tell people about your sales goal, thank them for helping you reach it, and letting your customers know when the order is due.
- Click *See Preview*. Make changes to your e-mail if necessary. When your e-mail is ready to send, click *Send E-Card*.



Questions or Problems?
Please send an e-mail to cookies@nccoastalpiners.org

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How Customers Order Cookies

- Catch Goals will send an e-mail from noreply@abcsmartcookies.com with a subject that says “(Your First Name)” has invited you to buy Girl Scout cookies.” (Remind your customers to check their Junk e-mail boxes because some messages are automatically directed to this inbox.)
- The customer simply needs to click the *Buy Some Now* link in the e-mail.
- They will see an “order card” like the one shown here. The customer enters their order and clicks *Place Order*.
- The customer will receive a follow up e-mail with their order summary. The e-mail will be from “noreply” with a subject that starts with “Please Confirm.”
- The customer can confirm their order by clicking the link at the bottom of the e-mail OR can change their order by clicking the “view order” link in the body of the e-mail.

Please donate these cookies

*First Name: *Last Name:

*Address 1: Address 2:

*City: *State:

*Zip: *Phone:

*Email: *Indicates Required Field

	PRICE PER PKG:	QUANTITY
Thanks-A-Lot	\$3.50	0
Shout Outs	\$3.50	0
Lemonades	\$3.50	0
Shortbread	\$3.50	0
Thin Mints	\$3.50	0
Peanut Butter Patties	\$3.50	0
Caramel deLites	\$3.50	0
Peanut Butter Sandwich	\$3.50	0

Our cookies freeze well, so order several of your favorites!

YOUR TOTAL AMOUNT \$0.00

Place Order!

To Review Your Orders

- Log in to your Catch Goals account.
- Click the *Online Cookie Marketing* tab then click *View Orders*. You'll see a list of all your orders and their status (ex: no response, ordered, pending, confirmed).
- Click *Run Order Card Report* to print a summary of your orders. Turn in this report with the rest of your order cards to your Troop Cookie Manager. Please note, a customer must confirm their order before it will appear on your Order Card Report.

Send An E-Card
My Contacts
View Orders
View E-Cards Sent

Status: All

Name	Date Ordered	Amount	Status	View/Cancel
Grammy McDuff	10/6/2010	\$24.00	Confirmed	

1 Row(s)

Order Summary

Boxes	Amount Confirmed	Amount Pending	
6	\$24.00	\$0.00	Run order card report

Girl Name:	Samantha	Troop No:	2345					Thanks-A-Lot	Shout Outs	Lemonades	Shortbread	Thin Mints	Peanut Butter Patties	Caramel deLites	Peanut Butter Sandwich	Total Packages	Order Amount	Donate
Order ID	Contact First Name	Contact Last Name	Address	City	Contact Number	Number of packages												
15968	Grammy	McDuff	123 Main St	Walawalla	9195551212	1	0	3	0	0	0	2	0	6	\$24.00	No		
						Donations	0	0	0	0	0	0	0	0	\$0.00			
						Regular	1	0	3	0	0	2	0	6	\$24.00			
						Total	1	0	3	0	0	2	0	6	\$24.00			

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