

## Placing Your Initial Order

### Order Cookies By February 15

Place your initial order in Smart Cookies by **February 15** if your troop is planning to do booth sales or direct selling to make sure you have them in time for opening weekend (March 13-14).

**WHAT IF YOU MISS THE FEB. 15 DEADLINE?** Contact your Product Sales Leader, then place a Planned Order in Smart Cookies by 10 p.m. March 11. Select the location where you plan to pick up your order by Friday, March 19.



### How To Place The Troop's Initial Order

#### Place Your Initial Cookie Order By February 15

- Select “Orders” then “Troop Initial Order” then “Cookies” next to “Build Order By.”
- Enter the total number of CASES per variety. One case=12 boxes of cookies. Smart Cookies will total everything for you. Remember your cookie booth extras. If you are doing booth sales, order them now.
- Save the order. You will be able to modify the totals before February 14.
- Do not enter an order for gluten free cookies. If your troop did order them, the council will add the number you ordered to your initial order.

### How Many Cookies Should I Order?

Ordering the correct amount is not an exact science since each troop is different. We are the experts, so let us guide you. Use the formula below. Badgerland retains the right to modify your troop's initial order if it appears excessive for the number of girls selling.

#### Badgerland's Suggested Order

(Per Girl Selling In Your Troop)

- ★ Cookies are ordered by the case. Each case has 12 boxes of cookies.
- ★ **NEW TROOPS:** We suggest following the Simple Sale for first-year troops selling cookies. See page 7.

5 Cases	Thin Mints
3 Cases	Caramel deLites
3 Cases	Peanut Butter Patties
1 -1 ½ Cases	S'mores
1- 1 ½ Cases	Lemonades
1 ½-2 Cases	Toast-Yays
½-1 Case	Shortbread
½-1 Case	Peanut Butter Sandwich

#### Notes:

- These numbers reflect a traditional Cookie Season (not during COVID). Consider that when placing your order.
- You may want to change quantities.
- You do not have to order all varieties.
- Top sellers are Thin Mints, Caramel deLites and Peanut Butter Patties.

#### OTHER FACTORS TO CONSIDER:

- Troop Sales Goals
- Number of Planned Cookie Booth Sales
- Number of Girls Selling via minimal/most contact.
- Badgerland's per-girl selling average is about 21 cases (252 boxes). Review your archived data to see your troop's per girl average and let that be your guide.

#### RETURNING TROOPS:

Use the Troop Initial Order Estimate worksheet on our website to automatically calculate 100% of your troop's last year's order; you can increase or decrease the numbers depending on your goals and the number of girls selling this year. Wondering what the troop sold last year? Reach out to our Customer Care team (800.236.2710 or info@gsbadgerland.org) and they can provide Girl Cookie Details, a Troop Sales Summary and/or the Troop Balance Summary.