



Online Marketing through Catch Goals – Send E-Cards!

With the 2009/10 season, ABC is pleased to make available a secure, email-based method for girls of all ages to market their cookies to friends and family. The intent of the application is to allow girls to notify their Contacts that they are conducting a cookie sale, and to allow those Contacts to submit an order to the girl. Orders accepted through the email application are fulfilled in person; no funds change hands online.

Process Overview:

1. Girl launches Online Cookie Marketing from Catch Goals.
2. Girl creates a list of Contacts, including email addresses.
3. Girl sends an e-card to contacts, notifying them of the Cookie Sale.
4. Contact clicks through the e-card to an Online Order Card, completes an order.
5. Contact and Girl must accept order for it to be valid.
6. When order cards due, girl prints out online orders from Catch Goals and turns in to Adult Volunteer for entry into Snap.

Step-by-Step:

Girl launches Online Cookie Marketing from Catch Goals – Go to www.abcsmartcookies.com. The Girl will find an “Online Cookie Marketing” tab in the “Catch Goals” section.

Girl creates a list of Contacts – The Girl will find a “Contacts” tab within the Online Cookie Marketing application. On this tab, she will add at least the name and email address of the Contact. Girls may also add physical address and phone #.

Girl sends e-card – The Girl will then go to the “Send an E-Card” tab within the Online Cookie Marketing application. Girl will choose the desired card, and will then select the Contact to whom card is to be sent. Girls can send any number of cards, and multiple cards may be sent to a Contact. Girl can see all e-cards sent by clicking the “View E-Cards Sent” tab from within the Online Cookie Marketing application.

Contact clicks through e-card – Contact will receive e-card in their email. If Contact clicks “Buy Some Now!” link, they are taken to an Online Order Card. Contact’s name and email address are pre-populated, Contact completes and submits order.

Contact and Girl must accept order – the Contact receives an email from Catch Goals asking them to confirm the order. If order is confirmed, it shows on Girl’s “View Orders” tab as “Confirmed.” Girl can then update her progress in Catch Goals.

When Order Card is due, Girl prints out orders – From Catch Goals, Girl prints out her orders received via online marketing efforts by clicking on Run Order Card Report from View Orders tab and printing the



form. She can then add to her paper order card, or turn in directly to Adult Volunteer. These cookie orders are then treated the same way as orders on the traditional Order Card in terms of delivery and payment.