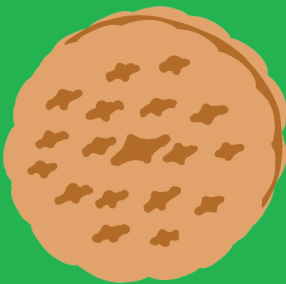


Cookie Resource Guide: Who Can Sell Cookies & How



Cookies. It's a Girl Learning Program!



The Cookie Program Volunteer Role

Although logistics, processes and procedures are very important pieces of the Girl Scout Cookie Program, they can sometimes take center stage and diminish the importance of the girl programmatic piece of the program. That's why it's important to have a Cookie Program Volunteer on your Troop Cookie Team. This person's sole responsibility is to work with the girls to create their own cookie experience.

Create a Girl-led Cookie Experience

Selling Girl Scout Cookies is a Girl Scout brand promise and girls will be excited about participating in the program. Younger girls may want to emulate their older sister or the girls they have seen selling cookies at booths. Older girls may want to decide marketing strategies or learn logistics. Girls of all ages may feel a little nervous about selling cookies. As their mentor, you can tailor their cookie experience to fit the needs of your troop.

First Girl Troop Meeting

How the subject is approached will differ depending on the age and experience of the girls in your troop; however, the core of the program remains consistent across age groups.

The first step is to determine which badge the girls will earn during the season. Review the options and allow the girls to decide the badge they want to work on during the cookie season. You can find the Cookie Badge Curriculum in the Girl Guides, Digital Cookie and in the Volunteer Tool Kit (VTK).

Who can sell Girl Scout Cookies?

Daisies and Brownies

Girls in this age group want to tell everyone about being a Girl Scout. Use this excitement to build sisterhood and trust in your troop. To introduce the concept of community, talk about the millions of other Girl Scouts, just like them, who are also selling cookies. Remember, whether you are a new Daisy or Brownie Troop, please take small steps to introduce your girls into the program. Don't let it overwhelm you or the girls. Find small ways to participate, you don't have to do it all.



Juniors and Older

As girls get older, they will enjoy engaging in progressively more complex conversations about inclusivity, acceptance and community.



Only Girl Scouts can sell Girl Scout Cookies; and as Girl Scouts, the girls in your troop will join millions of their sister Girl Scouts in this iconic program. The *who* emphasizes community, inclusion and being part of something that's bigger than themselves, their troop and even their council.

What kind of cookies do Girl Scouts sell?

Getting to know the Girl Scout Cookie flavors can be fun! Use memory games to get younger girls familiar with the flavors.

Everyone likes to sample the cookies. If available, pass out cookie samples at your troop meeting. Girls may also enjoy attending a Service Unit Cookie rally where cookie samples are generally provided. Attend your local leader meeting for more information.





- » **\$6 PER BOX** – Core Cookie Flavors - Thin Mints, Samoas, Tagalongs, Trefoils, Lemon-Ups, Do-si-dos, Adventurefuls, Exploremores
- » **\$7 PER BOX** – Specialty Cookies – Gluten-free Toffeetasties

When can she sell cookies?

Girl Scouts should be a sister to all and not take orders or sell before the start date. Review the cookie program sales dates with girls and let them know when they can start selling cookies!

Why should she sell cookies?

It's all about girl learning and generating the income to finance her experiences. In Girl Scouts, the girls selling the product get to decide how to spend the troop proceeds they earn. This approach is unique to Girl Scouts and is the bedrock of the program.

Girls will learn practical skills they will use throughout their life as they run a business and make decisions about the money earned. All girls will set goals and create a strategy to reach them. Younger girls will learn how to count change and speak to customers; older girls will build complex budgets and dive into profit and loss principles. And the best part – the badge curriculum is top notch and turnkey-ready for girls.

But wait, there's more! Not only will the girls in your troop learn lifelong skills selling cookies, the program is also the financial pillar of the organization. Girls earn funds for their troop and funds that support all Girl Scout programming in the council. The cookie program provides the resources to finance everything from troop trips and service projects, to summer camp and volunteer training.

Take time at your meeting to discuss how participating in the cookie program not only supports her own troop experience, but also connects her to the bigger Girl Scouting Movement. The cookie program has supported Girl Scouting for over 100 years. Like the girls who came before her, her participation is critical to the future of the movement.

Where does she sell cookies?

Girls can sell cookies in a variety of places. She can sell cookies to friends and family in person or through her Digital Cookie site, she can go on walkabouts, she can make posters or deliver a presentation to mom or dads' work colleagues, or set up a standabout (with permission from the property owner) on non-commercial property.

And she can also booth! Eighty percent of troops booth because it's a great way to sell cookies, connect with the community, and gives girls a safe setting to learn how to express themselves by interacting with customers.

For more information about boothing, click on [the Cookie Resources Guide: Boothing](#)

Girls are encouraged to be creative when deciding where to sell cookies; however, there are a few places girls cannot sell or market cookies, including (but not limited to) any public-facing social media platforms (including Next Door, Craigslist, Facebook Marketplace, etc.), in front of marijuana dispensaries or any place she cannot legally enter, or at a booth location that has not been approved through the council.

Excluding cookies shipped through Digital Cookie, Girl Scouts can only sell cookies in their council's jurisdiction. You can find our Cactus-Pine Council jurisdiction map [here](#).

How does she sell cookies?

Deciding how to sell cookies is part of the learning for the Troop Leaders, parents and girls. It's an important piece in the program and clear planning will help girls (and you) be successful.

The first step in creating a plan to sell cookies, is deciding how many cookies the girls want to sell, which leads to goal setting. All girls can set goals. At your first cookie meeting, guide girls through the goal setting process.

As part of the goal setting process, girls should understand the concept of needs versus wants. Discuss the resources needed for troop supplies, snacks, etc. and what the troop wants to do for fun, like afternoon field trips and long-term travel goals. Don't forget to talk about the resources needed for service projects, supporting their favorite charity or resources for high awards.

To make it Girl-Led... let Girls Lead!

Everything girls do in Girl Scouting is designed to help them grow into leaders of courage, confidence and character. The skills girls learn through the Cookie Program will help them grow into leaders in their own lives, leaders in business and leaders in the community.



GOAL SETTING

Girls set cookie sales goals individually, and with a team, create a plan to reach them.



DECISION MAKING

Girls decide where and when to sell cookies, how to market their business, and what to do with their earnings.



MONEY MANAGEMENT

Girls develop a budget, take cookie orders and handle customers' money.



PEOPLE SKILLS

Girls learn how to talk (and listen!) to their customers, as well as how to work with other girls.



BUSINESS ETHICS

Girls act honestly and responsibly during every step of the cookie program.

The steps below can be modified to mentor the girls through individual or troop goal setting. Girls' voices should take priority in this discussion. Remember, troop leaders *cannot* mandate that girls sell a specific number of cookies – it's up to the girls (and their parents/ care givers).

Work through the steps below to help girls set goals and determine their sales plan to reach them.

Simple Steps to Develop a Cookie Goal

Discuss the purpose of the goal.

- » Why do Girl Scouts sell cookies?
- » Who benefits from the money earned in the cookie program?
- » Why does she want to sell cookies?

Set a goal.

- » Make sure the goal is specific, measurable and trackable.
- » Talk about time management and the effort needed to reach her goal.
- » Confront unrealistic goals but encourage her to stretch outside her comfort zone.

Break the goal into smaller steps and benchmarks.

- » Write down the big goal and work through ways to achieve it.
- » Set a focus within the goal. For example, walkabouts during the week, booths on the weekends.
- » Set benchmarks to mark progress. Use a poster board to map out progress or use the Digital Cookie site to record progress.
- » Talk about potential obstacles.

Discuss the number of booths and walkabouts it may take to achieve the goal.

- » Think about ways to stay positive. What will she do if she feels like giving up?
- » Celebrate effort, determination and persistence. Setting goals and working to achieve them is hard work!
- » Praise her when she meets a benchmark. Put it into perspective when she doesn't.



Caregiver Meeting

Girls and troop leaders should spend time planning a parent/ caregiver meeting. With a little coaching, girls can come up with clever, fun and informative ways to share their individual and troop goals. They'll have even more fun telling their parents how they want to spend the proceeds!

Girls can talk about the difference between troop needs and wants and share long and short-term goals. To add more pizzazz and style to the meeting, help girls develop a marketing and sales plan and then wow the parents by having the girls present their campaigns.

Encourage the girls to explain the importance of inventory management to their parents. They can illustrate how they would need to sell more than four boxes of cookies to pay for just one unsold box.

Girls can stress to parents they should only take the number of cookies they can sell (they can always come back for more), the importance of communicating girl inventory numbers to the troop, and turning cookie money into the troop weekly, and that cookies can't be returned to the troop.

Girl Scouts is a safe environment where you have the freedom to have fun while learning. Entertaining ways to present topics include skits, posters, girl-made videos, songs, cookie Jeopardy, or other fun interactive trivia games.

Parent meetings are also the perfect place to get more help! Explain the ways parents can be involved in their daughter's cookie selling experience. You may wish to create a one-page flyer to highlight the logistics.

Logistic Topics to Be Covered with Parents

- » The Parent/Guardian Permission and Financial Agreement must be signed. If the agreement has already been signed for the Fall Product Program in the same membership year, it also covers the cookie program.
- » Cookie selling dates. Girls cannot begin selling (or taking orders) until the start date.
- » Inventory management. No more than 200 unpaid packages of cookies should be checked out to a girl, unless she has a proven track record. Additional cookies can be checked out when the money is turned in.
- » Cookies *cannot* be returned to the troop; ask parents to only take what they can sell. They can always get more.
- » Explain who to contact to pick up more cookies.
- » Communicate the troop schedule for turning in cookie money.
- » Talk through the process of how to sign up for booths.
- » Discuss proper booth behavior and protocol. Do parents drop off girls at the booth? Will you be at every booth or do you need parent booth chaperones? What is the money handling procedure? How are girls expected to act at booths?
- » Emphasize the importance of keeping booth commitments. Emergencies happen, but canceling at the last minute hurts the entire troop and the entire Council. ***Because no shows hurt everyone, they may result in the troop losing additional booths.***
- » Review the Cookies for the Community Program, cookie contests and promotions.
- » Discuss girl safety.
- » Guide parents to the website.

Walkabouts – Girl and Volunteer Safety

- » Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- » Adults must accompany Girl Scout Daisies, Brownies and Juniors selling door-to-door.
- » Cadettes, Seniors and Ambassadors must be supervised by an adult when selling door-to-door and must never sell alone.
- » Never enter the home or vehicle of a person when you are selling or making deliveries.
- » Avoid selling to people in vehicles or going into alleys.
- » Know the neighborhood where you are selling.
- » Have a plan for safeguarding money.
- » Avoid walking around with large amounts of cash.
- » Do not walkabout at night.
- » Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.
- » Be aware of traffic when loading product and passengers from vehicles.
- » Girls' names, addresses and email addresses should never be given out to customers.
- » Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments.

