

# Cookie Program Troop Family Training

Topic	Discussion Points
<p><b>Brainstorming and Goal Setting</b></p>	<p>Discuss ways to use cookie proceeds with the troop. Start by brainstorming answers to the following:</p> <ul style="list-style-type: none"> <li>• What can we do with our cookie money to help others?</li> <li>• What can we do with our cookie money for fun and learning?</li> </ul> <p>Girl Scouts should estimate how many packages of cookies the troop and each member will need to sell to reach their goal. Have the girls record their goals on their paper order cards and Digital Cookie dashboard to share them with customers.</p>
<p><b>Safety Review</b></p>	<ul style="list-style-type: none"> <li>• Review the safety guidelines on page 17 and the safety guidelines outlined in the Safety Activity Checkpoints for Cookie and Product Sales and GSUSA's Supplemental Safety Tips for Online Marketing at <a href="http://gsocft.org">gsocft.org</a>.</li> </ul>
<p><b>Know Your Cookies</b></p>	<ul style="list-style-type: none"> <li>• Review the new price point of \$6 for all cookie varieties.</li> <li>• If Girl Scouts are new to the cookie program, review the cookie varieties, ingredients, and allergen information.</li> <li>• If Girl Scouts have participated in the cookie program before, find ways to discuss the cookie varieties with them.               <ul style="list-style-type: none"> <li>◦ Ask them about their favorite cookie flavors.</li> <li>◦ Play a game, or have a fun quiz about the different varieties.</li> </ul> </li> <li>• Remind returning Girl Scouts that Raspberry Rally is not available this season.</li> </ul>
<p><b>Taking Cookie Orders</b></p>	<ul style="list-style-type: none"> <li>• Review program dates (see calendar on pages 7-9) and that all Girl Scouts are on their honor not to start taking orders before the start date.</li> <li>• Review ways Girl Scouts can reach out to customers (see pages 18-19)</li> <li>• The Digital Cookie platform allows Girl Scouts to reach out to customers via email, text, and social media. See page 22 and 23 for more details.</li> <li>• Girl Scouts can also reach out to customers in person. They should only sell in familiar neighborhoods and follow safety guidelines.</li> <li>• Remind Girl Scouts that payment for cookies sold on the paper order card is collected when the cookies are delivered.</li> </ul>



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Interacting with Customers	<ul style="list-style-type: none"> <li>• Girl Scouts can prepare an in-person sales pitch to ask customers to purchase cookies. Remind them to inform in-person customers about purchasing cookies for Cookies for Heroes.</li> <li>• Younger Girl Scouts can work with their families/trusted adults to set up their Digital Cookie storefront and create messaging for their customers about what they hope to learn while participating in the cookie program and how the troop plans to use the proceeds.</li> <li>• Older Girl Scouts can develop strategies to market their cookie business beyond friends and family, including using social media, holding virtual cookie booths, and safe ways they can reach customers in their communities.</li> </ul>
Cookies for Heroes	<p>Discuss this program with girls (see page 24 for details). Encourage them to set a Cookies for Heroes goal that they can share with customers.</p>
Additional Sales & Cookie Booths	<ul style="list-style-type: none"> <li>• Remind girls they can continue their cookie program after the Initial Order Taking period.</li> <li>• Girl Scouts and troops can continue using their Digital Cookie online storefronts to reach customers. Girl delivery orders can be placed through April 7, and direct ship and donation purchases can be made through April 21.</li> <li>• Girl Scouts can also continue taking orders in person with the Goal Getter order card.</li> <li>• Girl Scouts should discuss the possibility of holding in-person and virtual booth sales. <ul style="list-style-type: none"> <li>◦ Girl Scouts can discuss the possibility of using social media platforms to host a virtual booth or advertise an in-person booth sale.</li> <li>◦ Girl Scouts and families must review GSUSA's Supplemental Safety Tips for Online Marketing before using social media to promote their cookie program</li> </ul> </li> </ul>
Rewards	<ul style="list-style-type: none"> <li>• Older Girl Scouts (Junior and older) can discuss if they want to take individual rewards or additional troop proceeds. Troops must vote (majority rules) to decide to take additional proceeds instead of rewards.</li> <li>• Note: Daisy and Brownie troops must take the individual reward option.</li> <li>• Rewards are pictured on the order card and are listed in this guide and on the website. Encourage Girl Scouts to consider setting goals to help them earn the desired rewards.</li> </ul>
Cookie Delivery and Payments	<ul style="list-style-type: none"> <li>• Discuss with Girl Scouts/families when and where cookie orders can be picked up.</li> <li>• Discuss with Girl Scouts/families the procedure for obtaining cookies for orders placed after the Initial Order Taking period has ended.</li> <li>• If Girl Scouts/families accept checks from customers, they should be made payable to GSOFCT and taken only from friends and family.</li> <li>• Cash or customer checks should be promptly turned over to the troop cookie volunteer.</li> <li>• Cookies should not be left with customers without receiving payment.</li> <li>• The customer pays for cookies ordered via Digital Cookie with a credit card at the point of purchase. Girl Scouts/families do not need to collect payment for these cookie orders. Troops are credited for these payments in eBudde.</li> <li>• Discuss with Girl Scouts/families that money earned through the cookie program belongs to the troop, not individual girls and will be used to help support the activities the troop has planned.</li> </ul>