

Connecting with Customers

The key takeaway:
ALWAYS ask people
if they would like to
purchase cookies. Being
asked is how people
become cookie
customers!



Many people would love to buy Girl Scout Cookies, but they don't know a Girl Scout or have not been asked! Here are some ideas for connecting with customers. Encourage girls and families to reach out to people in ways that make sense for them, but also try some new strategies for finding customers.

Friends and Family


These individuals are frequently a Girl Scout's first cookie customers because they are the people girls know best! A younger girl can find it helpful to practice her sales pitch with people she is comfortable with.

- » Visit friends and family in person or reach out by email, text, or phone. Use the Digital Cookie platform to send marketing emails.
- » Girls 13 and older can use their own social media accounts to let people know they are participating in the cookie program. Girls 12 and younger can use their parents, guardians, or trusted adult's social media account.*
- » Strategize ways to find customers beyond friends and family, including developing a marketing plan and brainstorm all the communities the Girl Scout and her family belong to.

Door-to-door in the neighborhood

- » Girls take orders on their order cards and then return to deliver the cookies and accept payment.
- » Girls can leave a flyer or door hanger at familiar homes letting neighbors know they're selling Girl Scout Cookies. The marketing piece can include a QR code directly to the Girl Scout's Digital Cookie online storefront, provide an adult's phone number and/or an adult-monitored email address so the Girl Scout can be contacted to place an order. Girls can also send neighbors an email with a link to their Digital Cookie online storefront.
- » Another idea: Conduct a walkabout in March with cookies in hand so neighbors can buy cookies on the spot!

* Before using social media, girls and parents/guardian must review the *Digital Marketing Tips for Cookie Entrepreneurs and Families* and *Supplemental Safety Tips for Online Marketing* at girlscouts.org before using social media to promote a girl's cookie program.



Parent/Guardian/ Caregiver/Family Friend co-workers and colleagues

- » Parent/guardian/family friend workplaces may allow a girl to present to staff (in person or virtually) to ask individuals to buy cookies.
- » A workplace might allow for the adult to forward a picture of the order card with cookie variety descriptions along with a note with the Girl Scout's first name and cookie goal attached to it.
- » If a girl is marketing her cookie program at a place of business, an adult may be responsible for the order card, but girls should take responsibility for filling orders, writing thank-you notes and, if possible, delivering cookies.

Booth sales, including drive-thru booth sites and virtual booths on social media, are another great way to reach customers. See pages 24-26 for more info.

More tips for reaching customers

- » Let customers know about the Cookies for Heroes Program. Customers can purchase cookies to be donated to active duty service members, veterans, and local heroes (see page 23 for more information).
- » Keep the order card or the Digital Cookie app on a mobile device handy so girls won't miss a cookie sale opportunity!
- » Girls can visit local businesses to ask employees/owners if they would like to order cookies as gifts for loyal customers or thank-you gifts for employees.
- » Other prospective customers include school and extracurricular teachers, coaches, social workers, and members of a family's house of worship.

There are MANY ways girls/families can participate in this year's cookie program. When appropriate steps are taken, girls can fully participate in the cookie program while staying safe.