


Cookie Program Girl Training

Holding a cookie program training meeting is the first step to a successful cookie program! This is an opportunity to capitalize on the girls' excitement about selling cookies, to discuss girl and troop goals, and what the troop wants to do with its cookie program earnings.

Topic	Discussion Points
Brainstorming and Goal Setting	<p>The troop can discuss ways to use their cookie proceeds. Girls can get started by brainstorming answers to the following:</p> <ul style="list-style-type: none"> • What can we do with our cookie money to help others? • What can we do with our cookie money for fun and learning? <p>Girls should estimate how many boxes of cookies the troop and each girl will need to sell to reach their goal. Have the girls record their goals on their paper order cards and Digital Cookie dashboard so they can share their goals with customers.</p>
Safety Review	<ul style="list-style-type: none"> • Review the safety guidelines on page 15 and the safety guidelines outlined in the Safety Activity Checkpoints for Cookie and Product Sales at gsocfct.org. • Go to gsocfct.org to view GSOCFCT's COVID-19 guidelines.
Know Your Cookies	<ul style="list-style-type: none"> • Review the cookie order card with girls so they are familiar with the cookies and the two price points (\$5 and \$6). Cookie varieties and ingredient information are on pages 10-11 in this guide. • Adventurefuls™ is the NEW cookie this year (\$5/package) • If the girls have participated in the cookie program before, you can ask them about their favorite cookie flavors. • If the girls are new to the cookie program, review the cookie varieties, ingredients, and allergen information.
Taking Cookie Orders	<ul style="list-style-type: none"> • Review program dates (see calendar on pages 6-7). • Review ways girls can reach out to customers (pages 20-21). • The Digital Cookie platform allows girls to reach out to customers via email, text, and social media. See pages 18-19 for more details. • Girls can also reach out to customers in person. Girls should only sell in familiar neighborhoods. When taking orders in person, girls and families must abide by local and state health guidelines regarding wearing masks and maintaining social distance.



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Interacting with Customers	<ul style="list-style-type: none"> Girls can prepare an in-person sales pitch to ask customers to purchase cookies. Remind girls to let in-person customers know about purchasing cookies for Cookies for Heroes. Younger girls can work with their families 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. Older girls 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 out customers they know in their communities.
Cookies for Heroes	Discuss this program with girls (see page 23 for details). Encourage girls to set a Cookies for Heroes goal AND to share this goal with customers.
Goal Getters & Cookie Booths	<p>Remind girls they can continue their cookie program with Goal Getter orders and holding booth sales (in person or virtual).</p> <ul style="list-style-type: none"> Girls can continue using their Digital Cookie online storefront to reach customers. Girl delivery orders can be placed through March 20 and direct shipped and donation purchases can be made through April 3. Girls should discuss the possibility of holding an in-person booth sale, assuming they can be held according to local and state public health guidelines. <ul style="list-style-type: none"> Girls can discuss the possibility of using social media platforms to host virtual booths. Girls and families must review GSUSA's Supplemental Safety Tips for Online Marketing prior to hosting a virtual booth.
Rewards	<ul style="list-style-type: none"> Older girls (Junior and older) can discuss if they want to take individual girl rewards OR additional troop proceeds. Troops MUST vote (majority rules) to decide to take additional proceeds in lieu of rewards. NOTE: Daisy and Brownie troops are required to take individual girl rewards. Rewards are pictured on the order card AND can be viewed from a girl's Digital Cookie dashboard. Encourage girls to think about setting goals to help them earn their desired rewards.
Cookie Delivery and Payments  <p>Electronic payments from customers and to the troop will make transactions convenient and safe for everyone.</p>	<ul style="list-style-type: none"> Discuss with girls/families when and where cookie orders can be picked up. If girls/families accept checks from customers, they should be made payable to GSOFCT and should only be accepted from friends and family. Turn over money to the troop cookie volunteer promptly. Girls/families can consider accepting payment electronically from customers and troops should consider using Cheddar Up to accept payment electronically from troop families. Cookies should not be left with customers without receiving payment. Cookies ordered via Digital Cookie are paid for by the customer at the point of purchase. Girls do not need to collect payment for these cookie orders. Troops are credited for these payments in eBudde. Discuss with girls/families that money earned through the cookie program belongs to the troop and not to individual girls.