

Topics	Discussion Points
Brainstorming and Goal Setting	<p>The troop can discuss ways to use their cookie proceeds. Girl Scouts 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>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 their goals with customers.</p>
Safety Review	<ul style="list-style-type: none"> • Review the safety guidelines on page 17 in the cookie program troop guide and the safety guidelines outlined in the Safety Activity Checkpoints for Cookie and Product Sales at gsofct.org (page 77). • Be familiar with local and state Covid-19 guidelines.
Know Your Cookies	<ul style="list-style-type: none"> • Review the cookie order card with Girl Scouts, so they know the cookies and the two price points (\$5 and \$6). Make sure you are familiar with the cookie varieties and ingredient/allergen information. • Raspberry Rally is the new cookie this year (\$5/package). This variety is an online-exclusive and can only be ordered via a Girl Scout's or troop's Digital Cookie site for direct shipping to the customer starting February 27, 2023. Note: In-person delivery is not available for this variety. • If the Girl Scouts are new to the cookie program, review the cookie varieties, ingredients, and allergen information. • If the Girl Scouts have participated in the cookie program before: <ul style="list-style-type: none"> » Ask them about their favorite cookie flavors. » Ask them to share what they like most about selling cookies.
Taking Cookie Orders	<ul style="list-style-type: none"> • Review program dates on the Cookie Seller and Volunteer Resources page at gsofct.org or pages 8 and 9 in this guide. • Review ways Girl Scouts can reach out to customers (see pages 22 and 23 in the cookie program troop guide linked here and on the Cookie Seller and Volunteer Resources page). • The Digital Cookie platform allows Girl Scouts to reach out to customers via email, text, and social media. See pages 20 and 21 in the cookie program troop guide for more details. • Girl Scouts can also reach out to customers in person. They should only sell in familiar neighborhoods. When taking orders in person, Girl Scouts and families should be aware of local and state health guidelines regarding Covid-19.



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Interacting with Customers	<ul style="list-style-type: none"> • Girl Scouts can prepare an in-person sales pitch to ask customers to purchase cookies. Remind Girl Scouts to inform in-person customers about purchasing cookies for Cookies for Heroes. • 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. • Older Girl Scouts can develop strategies to market their cookie business beyond friends and family, including using social media, holding virtual cookie booths, and determining safe ways they can reach customers in their communities.
Cookies for Heroes	Discuss this program with girls. Encourage girls to set a Cookies for Heroes goal that they can share with customers.
Additional Sales & Cookie Booths	<p>Remind girls they can continue their cookie program after the Initial Order Taking period and hold booth sales.</p> <ul style="list-style-type: none"> • Girl Scouts and troops can continue using their Digital Cookie online storefronts to reach customers. <ul style="list-style-type: none"> » Girl delivery orders can be placed between February 4 and April 23. » Direct ship orders can be placed between February 27 and May 7. » Donation purchases can be made between February 4 and May 7. • Girl Scouts should discuss the possibility of holding in-person and virtual booth sales. <ul style="list-style-type: none"> » Girl Scouts can discuss using social media platforms to host a virtual booth or advertise an in-person booth sale. » Girl Scouts and families must review GSUSA's Supplemental Safety Tips for Online Marketing before using social media to promote their cookie program
Rewards	<ul style="list-style-type: none"> • Older Girl Scouts (Junior and older) can discuss if they want to take individual rewards or additional troop proceeds (see page 37 in the cookie program troop guide). Troops must vote (majority rules) to decide to take additional proceeds instead of rewards. • Note: Daisy and Brownie troops must take the individual reward option. • Rewards are pictured on the order card and can be viewed from a Girl Scout's Digital Cookie dashboard. Encourage Girl Scouts to consider setting goals to help them earn the desired rewards.
Cookie Delivery and Payments	<ul style="list-style-type: none"> • Detailed information about cookie program finances is on page 40 of the cookie program troop guide. • Discuss with Girl Scout families when and where cookie orders can be picked up. • Discuss with Girl Scout families the procedure for obtaining cookies for orders placed after the Initial Order Taking period has ended. • If Girl Scouts/families accept checks from customers, they should be made payable to GSOFCT and taken only by friends and family. • Cash or customer checks should be promptly turned over to the troop cookie volunteer. • Cookies should not be left with customers without receiving payment. • Cookies ordered or purchased via Digital Cookie are paid for 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. • Discuss with Girl Scouts/families that money earned through the cookie program belongs to the troop, not individual girls.