

2023 COOKIE LINE-UP



Adventurefuls

Lemon-Ups

Trefoils

Do-Si-Dos

Samoas

Tagalongs

Thin Mints

Girl Scout S'mores

Toffee-tastics

CORE COOKIES (\$5)

SPECIALTY COOKIES (\$6)

COOKIE SELLING TIPS

DIGITAL COOKIES

Girls can supercharge their cookie goals by safely tapping the marketing power of the internet. Customers use an online order form to submit their orders and pay for them online. Girls should be prepared to maximize their orders through online connections they have with friends and family.

Customers can choose between having the girl deliver, with caregiver permission, or having them shipped. Shipping and handling charges will apply.

TELEPHONE & TEXT

Review order cards from previous years and use them to contact these customers again.

Once cookies have been delivered, girls may want to call customers, thank them for their orders and ask if they need additional cookies.

Try a Text-a-thon! Older girls may want to text their friends and family to let them know “It’s Cookie Time,” and to share their Digital Cookie link, or take orders on their order card.

DOOR-TO-DOOR & COOKIE WALKABOUT



Remember safety first! Encourage girls to canvas their communities, leaving no doorbell untouched! Girls should take orders, door-to-door, at the beginning of the Cookie Program with their order cards. Download a doorknob order card online at www.girlscoutshs.org/cookiesellers.

After cookies arrive, sell door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout! This is a great time to deliver to customers and offer additional cookies.

SOCIAL MEDIA

Girls can share their links with family and friends, and on neighborhood sites. Remember, cookies cannot be listed on resale or commerce sites.

IN THE WORKPLACE

Girls can contact local business owners or managers to request permission to sell cookies at a workplace. Girls can either make a quick “sales pitch” at a staff meeting, sell “office door-to-door” (or cubicle-to-cubicle), depending on the wishes of the business, or the business may allow girls to leave an order card in a visible spot. Girls can leave a note outlining their goals and plans for the cookie proceeds. Try this virtually, too, with a video conference sales pitch!

COOKIE BOOTHS

The Cookie Program is all about the girls and girls are what people want to see! Troops can schedule booths through the eBudde Booth Scheduler for a time, date and location convenient for the troop.

Troops can also schedule their own Cookie Booths that are not in the eBudde Booth Scheduler. Talk with your troop leader about your interest in hosting a Cookie Booth.

Be sure to dress in Girl Scout uniform as often as possible when participating in the Cookie Program. You might be the only Girl Scout someone sees and we know that everyone needs to be able to get their cookies each year!

THINK OUTSIDE THE BOX

Troops can host a Drive-Thru Cookie Booth at a prime parking lot location, or utilize your own driveway to set up a lemonade stand style Cookie Booth in girls’ neighborhoods. Or take your booth on the road and bring the cookies to the customers in high traffic locations.