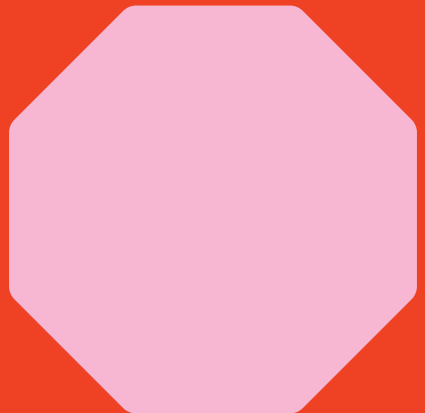


# Cookie Sale Guide



# Resources for a Girl-Led Entrepreneurial Program

## *An action plan for volunteers and girls*

Troop name:

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Volunteer names & contacts:

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eBudde™ login:

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Notes:

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### Start a new season here

There are lots of fun ways for Girl Scouts to run their cookie businesses this season—while building skills that last a lifetime.

Whether they prefer in-person or virtual events—or both!—Little Brownie Bakers® has resources in the Cookie Sale Toolkit to help you support them.



### Get the cookie facts

Great cookie entrepreneurs start with product knowledge! Introduce Girl Scouts to the full lineup of cookie varieties. She can choose a favorite and tell customers all about it, along with important nutritional information.

**Learn the facts about cookies on [LittleBrownie.com](http://LittleBrownie.com).**

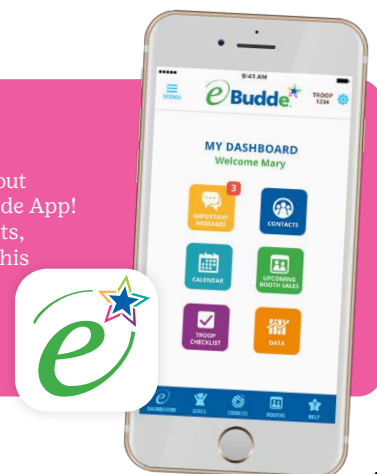
What do girls like the most about the Girl Scout Cookie Program?

“Working toward a goal and sorting and organizing the customers’ orders.”

– Junior Girl Scout, 4th grade\*

### Tap into the eBudde™ App for support!

Tasks like scheduling booths and organizing Girl Scout Cookie™ pickups have evolved—and so has the eBudde App! Download the smartphone app now to find checklists, training videos and useful tips to help you manage this cookie season all from a single, easy-to-use dashboard! Learn more about the app at [LittleBrownie.com](http://LittleBrownie.com).



# Workplace and Network Resources

“How many boxes do you need?”

Campaign dates:

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Order deadline:

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Notes:

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It’s an annual tradition: Friends, family members, neighbors and coworkers always look forward to hearing from Girl Scout Cookie™ entrepreneurs and seeing Girl Scouts at cookie booths. This season opens up possibilities for new twists on traditional, in-person selling strategies.

## Resources to use in workplaces or within personal networks

### Every tool you want & need— all in one place!

The Cookie Sale Toolkit on LittleBrownie.com is a one-stop source for volunteers and families to download activity sheets, order forms, fun graphics and easy-to-use templates for their social media channels.

This season’s deliciously creative concepts include:

- Recipe cards and cookie menus for pop-up shops
- Clever craft ideas, like turning simple cardboard boxes into workplace and network order station boxes
- Print-and-color banner flags and tear-tab posters
- Drive-thru booth signs

Some items may be available from your council.

### Terrific tips & tricks

Discover helpful suggestions for organizing the season:

- Help girls create Cookie Cubes for designing their entrepreneurial spaces after familiar office cubicles.
- Include heartfelt thank-you notes with orders or send by mail to loyal customers. Be sure to follow *Girl Scouts’ Safety Activity Checkpoints* for Computer and Internet Use from [girlscouts.org](http://girlscouts.org).

Selling online? Please make sure you have reviewed *Girl Scouts’ Digital Marketing Tips for Cookie Entrepreneurs and Families*, as well as *Girl Scouts’ Supplemental Safety Tips for Online Marketing*.



## Donation options

### Support your Hometown Heroes!

Share the Girl Scout Cookie™ love with a deserving local organization.

1. With guidance from their council, Girl Scout troops select a charity or service group to support, like first responders, food banks and teachers.
2. Customers can purchase and donate boxes of Girl Scout Cookies.
3. Beyond the cost of the cookies, 100% of proceeds stay in the community to support local Girl Scouts.
4. Everybody wins!



What do girls like the most about the Girl Scout Cookie Program?

“Knowing that I’m helping my troop and my community.”

- Junior Girl Scout, 5th grade\*

# Drive-Thru Booths

*“Girl Scout Cookies, coming right up!”*

Site options for drive-thru booths:

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Contact info for surrounding businesses:

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Dates for drive-thru booths:

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Notes:

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When troops set up outdoor cookie booths in a parking lot (with permission from nearby businesses), Girl Scouts have a road map to success. Customers drive up—the cookies come out—happy cookie lovers drive off!

Girls can choose to accept cash or credit at drive-thru booths—whatever payment methods work best for them.

If they accept credit cards, they can use the Digital Cookie® App to scan customers’ cards.

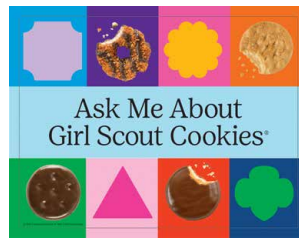
## Speedy downloads to get your troop headed in the right direction

### Signs to show the way

Direct traffic with signs that say ‘go here’ and ‘stop there.’

### Simplify every step

Menu boards to help customers quickly place their order.



What do girls like the most about the Girl Scout Cookie Program?

“Doing math to figure out how many I have left to sell for my goal.”

- Brownie Girl Scout, 3rd grade\*



# Pop-Up Booths

*“Here today, gone this afternoon!”*

Possible locations:

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Shop dates:

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Notes:

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Act fast—pop-up shopping is exciting, but it’s gone in a flash. (And that’s one of the reasons they’re so POPular.) No longer just for big-name brands and fashion designers, pop-up Girl Scout Cookie™ booths styled after these temporary retail sites let Girl Scouts put a delicious twist on the traditional cookie booth.

Girl Scouts can set up shop at a place within their network—with permission, of course! Find an area that is off-limits to the general public and only accessible to people the girls or their parent/guardian know. For more guidelines, ask your council about Little Brownie’s Workplace and Network Resources Tip Sheet.

## Resources to help girls reach their goals

### Tasteful topics to get them talking

Recipe cards and cute decorated banners are super Instagrammable!

### Savvy swag for the entrepreneur

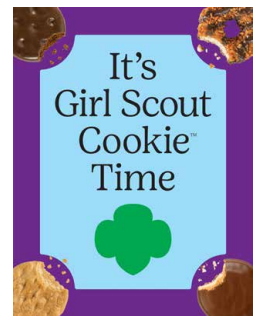
Show some marketing moxie with IRL (in real life) and virtual self-promotion for the cookie crew.

### Smart money management

Girl Scouts can easily tend to business with inventory sheets, menu boards and more.

### Artists and makers unite!

- Easy-to-decorate flag banners give pop-up cookie booths retail flair. Just print, decorate and hang near the cookies.
- Girls create their own hype crew with cookie-branded sandwich boards they can wear.
- Showing off their fave craft or artwork lets girls show how they shine as Girl Scout Cookie entrepreneurs.



What do girls like the most about the Girl Scout Cookie Program®?

*“I love counting how many I sold.”*

– Brownie Girl Scout, 3rd grade\*

# Virtual Resources

“Buy Girl Scout Cookies® online!”

Digital Cookie® info:

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Notes:

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When Girl Scouts offer cookies online, they can achieve their goals and help others in their community—all from home! It also encourages them to discover new ways to take the lead in their cookie business and build valuable skills.

## Resources for cookie techies

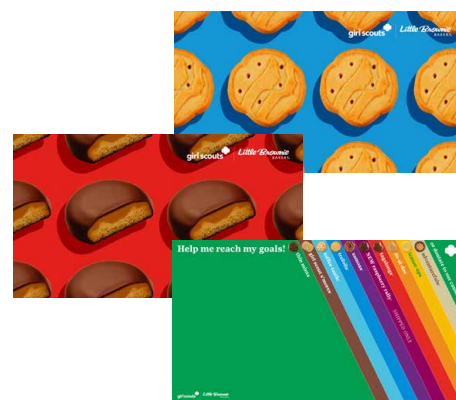
### Super easy social posts

Girl Scouts and their cookie families can find ready-to-post social images and messages at LittleBrownie.com.



### Sweet virtual scenes

These virtual backgrounds will add delight to any online cookie pitch or party. Find cookie and theme backgrounds at LittleBrownie.com.



## Top virtual tips

### Here are a few ideas to get cookie entrepreneurs started online:

- Create a Facebook event: Invite friends and family to a virtual Girl Scout Cookie™ party.
- Go live: Customers love to hear about Girl Scouts' goals. Livestream and tell them all about it.
- Go all in on Digital Cookie®: Customize the webpage with troop and personal goals. Add photos or videos for a personal touch.

For more ideas, and safety guidelines, see *Digital Marketing Tips for Cookie Entrepreneurs and Families* and *Supplemental Safety Tips for Online Marketing* on [girlscouts.org](http://girlscouts.org).

“To many, entrepreneurship is synonymous with start-ups or capital ventures. But at Girl Scouts, we know that entrepreneurial innovation can also be used to solve social problems and make the world a better place.”

Source: “Today’s Girls, Tomorrow’s Entrepreneurs” – The Girl Scout Research Institute

Notes:

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Ready to get started?

We're as excited as you are. You can find more tips and techniques when you visit Little Brownie Bakers® on Facebook @littlebrowniebakers! For more guidelines, ask your council about the following tip sheets from Little Brownie: Pop-Up Booth Resources, Workplace and Network Resources, and Drive-Thru Booth Resources.

More from Girl Scouts®

In addition to all the ideas covered above, be sure to check out the resources offered by Girl Scouts of the USA. These include:

- Zoom Backgrounds
- Customizable Digital Yard Signs and Posters
- Pitch Script
- And more!

Please see GSConnect or contact your council for available resources.



\*Source: "The Girl Scout Cookie Program: Teaching Essential Skills for a Lifetime" – The Girl Scout Research Institute

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