

## OPPORTUNITY OVERVIEW:

### Flyers for Local Businesses

Many businesses, such as banks, grocery stores, gas stations and giftshops have bags or envelopes they send customers away with following a sale or transaction. This presents an opportunity for a flyer or sticker to be included with a message about your Digital Cookie business.

This is a great way to reach a large number of people in your area to let them know Girl Scout Cookie Season is here and there's an easy way for them to purchase their favorite cookies.

## ACTION STEPS FOR SUCCESS:

- Identify a list of businesses in your area that serve high volumes of people and are most likely to participate. Locally owned businesses are your best targets.
- Contact managers at each business to let them know about your cookie business and ask if they would be willing to support your efforts by including flyers in customer bags, in the envelope following a banking transaction or even on countertops for customers to take.
  - Be sure to let them know about your sales goals and how they can help you achieve them.
- Create flyers announcing the cookie sale and include a QR code to access your Digital Cookie platform.
  - Don't forget to specify the limited dates of the sale to create a sense of urgency and prompt immediate action.
  - Flyers should be small in size to save on printing and take up the least amount of space.
  - Printed stickers are another great option for participating businesses who prefer a different format.
- Ask each participating business how many flyers they would likely need so you can determine the quantity you will need to print.
- Check back with businesses throughout the sale to replenish flyers as needed.
- Always send a handwritten note at the end of the sale to thank businesses for their support and update them on your goal performance.