

Gift of Caring Corporate Donation Program

This Girl Scout Cookie season **Go Bright Ahead** and ask businesses and/or individuals to partner with you through the Gift of Caring (GOC) Corporate Sponsorship program.



Use this tool of tips to sharpen your cookie entrepreneur skills as you prepare to contact customers and larger companies.

What is Gift of Caring?

The GOC program is a Girl Scout community service project that provides donated Girl Scout Cookies® to active overseas military men and women through **Support the Troops, Inc.** GSWCF also disperses some of the donated cookies to **Feeding Tampa Bay.**

Everyone deserves Girl Scout Cookies, unfortunately, not everyone has the chance to get them. For various reasons, some customers may not want to buy cookies for themselves. Through the GOC program, customers have a chance to give to others while supporting Girl Scouting at the same time.

When you use this tool and ask businesses/individuals to support the Gift of Caring program, you have the opportunity to build skills such as:

- Communication
- Organization
- Presentation/Speaking
- Community Service



Getting Started

Begin by planning what companies/ people you want to contact and how you want to contact them. When brainstorming ideas, it is helpful to write your thoughts in a list.

Ask yourself these questions as you plan:

- ✓ Are there businesses you go to often that you think would be interested in supporting the GOC program?
- ✓ Who do you know? Do you have family or friends that work for or own a local business? Could you contact them?
- ✓ Are there businesses in your community that have made donations before?
- ✓ Who else can you talk to for ideas or help? What about a trusted adult such as a parent, troop leader or family member?

My Company Idea List	
Who Can I Contact?	How Can I Contact Them?
My Aunt Connie's Bakery	Send e-mail
Ted's Café - my favorite place to eat	Go In-person, take a personal note
My mom's Home Owner's Association	In-person during the next meeting - ask mom for help
(Use the space below to write your ideas)	

Put Together Your Sales Pitch

Just like at your cookie booth, asking for a Gift of Caring Corporate Sponsorship requires a sales pitch. Decide how you want to contact your potential customer. There are many ways you can contact a customer including:

- Meeting in person
- Calling by phone
- Sending an email
- Mailing a letter or card
- Developing a video for your Digital Cookie page

Choose the technique that works best for you. Talk with trusted adults about the best method for reaching out to businesses you want to contact. Your troop leader(s), parents, caregivers and family members can give you great ideas for how to reach out to potential customers for Gift of Caring Corporate Sponsorships.

Many people communicate by email. For this example, we are using an email you might send to potential businesses. When crafting your email, make sure to include your personal style while keeping it Girl Scout professional.

A screenshot of an email composition window. The 'To...' field contains 'AuntConniesBakery@gmail.com' with a green box labeled '1.' next to it. The 'Subject' field contains 'Girl Scouts Gift of Caring' with a green box labeled '2.' next to it. A 'Send' button is visible on the left.

Dear Aunt Connie's Bakery, 3.

Our Girl Scout Troop is selling Girl Scout Cookies this year! One of our goals is to donate cookies to people who are unable to purchase them for themselves at this time. Through our Gift of Caring Program and with your help we can make sure that service men and women overseas can enjoy delicious cookies. We also donate to Feeding Tampa Bay. 4.

There are many ways your company can help. I have included a flyer with more information. Would you be able to donate 100 boxes of cookies? This would assist our troop with reaching our goal of supporting our community.

Please click on the link below which will take you to my Digital Cookie webpage. Select "Gift of Caring" when making your purchase. This ensures the cookies are donated to Support Our Troops and Feeding Tampa Bay. 5.

Thank you for your support of Girl Scouts, 6.

Your Name
Troop 12345 7.

Visit my Digital Cookie Link – <https://digitalcookie.girlscouts.org/scout/abbee972XXX> 5.

1. Find the email address of the person or company you want to ask.
2. Add a subject for your email. Business owners and companies are very busy so you want your email to stand out in their email inbox. Make sure your email subject is something that grabs their interest.
3. Start your email with a nice greeting.
4. Explain the Gift of Caring program. Let them know how important it is to the community and who it helps. Tell them a little about your goals for Gift of Caring. Consider if you want to mention their gift could be tax deductible. Remember to include the different options for the companies to choose from (see page 6).
5. Include your link or QR code to your Digital Cookie site. This is how the company will order the cookies.
6. Always remember to say thank you!
7. Add your name or troop number so that they know who they are supporting.

For more ideas take a look at the *Digital Marketing Tips for Cookie Entrepreneurs and Families* and *Supplemental Safety Tips for Online Marketing* on girlscouts.org.

If email isn't the best idea for you, send a friendly card

Sending an email may not always be the best approach. You can also think about mailing or hand delivering a card to your potential customers.

Use your best handwriting to ask for their help.

Handmade cards add a special personal touch but store bought cards are also nice. If you are sending your card, don't forget to add a stamp. Follow [Little Brownie Bakers on Pinterest @llbakers](#) for creative ideas to make you stand out!



Did You Know?

Sending an email, letter or card is only one way to market your cookie product to a potential customer.

- Create your video for Digital Cookie and include the importance of Gift of Caring.
- Send emails to your customers through Digital cookie to keep track of your customers and stay organized with their orders and donations.
- Check out the *Digital Marketing Tips for Cookie Entrepreneurs* on girlsouts.org for more information about email marketing.
- Use the Gimme Samoa Program for potential GOC Corporate Sponsors. For every 4 boxes purchased the company or individual will receive 1 entry to win a year's worth (365 boxes) of cookies. That means if you secure 100 boxes of donated cookies (Pearl Level) the company could enter 25 times.

After Your Sale




Congratulations! You received Gift of Caring Donations. Now it's time to thank your customers for all they do to help the community.

Sending or hand delivering a thank you note to their business is a great gesture of gratitude. You can also show appreciation the Girl Scout way by gifting them with a SWAP! Be unique and professional with how you want to say thank you to the business.

Remember to keep the contact information for any businesses who participate in the Gift of Caring Sponsorship Program. You will want to reach out to them again next year.

GOC Sponsorship Flyer

Additional information about the Gift of Caring Corporate Sponsorship Program is available at gswcf.org/en/cookies/find-cookies/gift-of-caring.html. For questions about the Gift of Caring Corporate Sponsorship program please contact the Product Program team at productsales@gswcf.org.




Give the Gift of Girl Scout Cookies®

Everyone deserves a box of Girl Scout Cookies ...

Unfortunately, not everyone has the chance to get them. Through the Gift of Caring™ (GOC) Corporate Sponsorship program, businesses can help troops donate Girl Scout Cookies to overseas military personnel and Feeding Tampa Bay.

Visit my Digital Cookie page to become a sponsor of the Gift of Caring program. Use your phone's camera to scan the QR code or go to this URL:

Select "Gift of Caring" when making your purchase.



Place QR code here

Level	Donation
\$500 Pearl	100 boxes of cookies
\$1,000 Bronze	200 boxes of cookies
\$1,500 Silver	300 boxes of cookies
\$2,500 Gold	500 boxes of cookies

Thank you for your support of Girl Scouts and our community.

From: _____

Troop: _____

Please call 800-881-4475 ext. 1763 with any questions.

At the conclusion of the season, supporters receive recognition on the GSWCF cookie website page. Donations are tax deductible, please consult your tax advisor.

