

Girls succeed when families are involved.

Practice these selling skills to help your Girl Scout achieve her goal:

- **ASK:** Nearly 95% of people say they will buy Girl Scout Cookies if asked, and 73% will purchase multiple boxes.
- **GOAL:** Share with the customer your box and troop goal.
- **BUNDLE:** Offer gift packs.
- **DONATE:** Ask customers to donate boxes to your favorite charity.
- **SALE IDEA:** Ask customers to purchase their favorite cookies, plus any new varieties. Recipes available at gswny.org.
- **BUY BY THE CASE:** Girl Scout cookies are available once during the year. Encourage customers to buy by the case and freeze them.
- **BOOTH SALE/KEEP GOAL-ING ORDERS:** Let the customer know where your troop will be selling cookies after the door-to-door sale and how to get additional cookies.
- **VALUE:** Customers want to support the girls. Let the customer know what programs your troop will do throughout the year.

Each package of cookies sells for \$3.50.

Troop retains \$.55 for troop activities.

Please remember that customers pay at delivery.



Ways to support my Girl Scout and her troop

October 1-22	<ul style="list-style-type: none"> • Initial order taking • One time opportunity to earn initial award for selling 150 boxes
By October 23	<ul style="list-style-type: none"> • Turn in your order card to the troop cookie volunteer • Continue taking orders using the KEEP GOAL-ING order card
November 4-8	<ul style="list-style-type: none"> • Cookie pickup
November	<ul style="list-style-type: none"> • Girls deliver cookies to customers
November 15	<ul style="list-style-type: none"> • Troop initial payment due council
November 11 - December 3	<ul style="list-style-type: none"> • Booth Sales and "Keep Goal-ing" Sales
December 6	<ul style="list-style-type: none"> • Final troop payment due council
January-February	<ul style="list-style-type: none"> • Girls receive recognition items from troop

Smart Cookies will go to gswny.org to set and measure goals and learn more about "What A Cookie Can Do."

 girl scouts
of western new york
girls can do anything.

Turn Cookie Time into Family Time ...Every Cookie Counts

As a parent, you want to keep your Girl Scout safe, happy and prepared to become a successful, independent adult. Supporting her participation in the Cookie program is a way to achieve those goals.

Every Cookie Counts for the Girl

The Girl Scout Cookie program is rooted in a focus of what girls learn from participating. As the largest girl-led business in the world, the Girl Scout Cookie Program will:

- Discover themselves
- Connect with others
- Take action in their communities



Girl Scout Leadership Experience

Through the Girl Scout Cookie Program, girls develop five essential skills:

- Goal Setting
- Decision Making
- Money Management
- People Skills
- Business Ethics

Ways to support my Girl Scout & her troop

- Attend cookie training
 - Teach selling skills
- Help her set and achieve her girl and troop goal
 - Help at cookie delivery
 - Schedule and assist at booth sales
 - Help them take additional orders
 - Use cookie EZone for online marketing



Sell 150 boxes by
Oct. 22 to earn this
Cookie-Themed Hoodie

GSWNY.ORG

