

## TROOP VOLUNTEER

### Quick Start

### Top 10 Essential Elements to a Successful Product Sale

The Girl Scout Cookie and Magazine & Munchie programs are the largest girl-led businesses in the world. With the guidance of caring and committed volunteers like you, girls are empowered to fund their Girl Scout Leadership Experience and master the five essential skills: *goal setting, decision making, money management, people skills, and business ethics.*

1. Set and work toward the troop and girl goals.
2. Attend your service unit product program manager Cookie program and Magazine & Munchie training.
3. Invite parents to your troop training. Train the girls and parents together using the family flyer, girl order card, and YouTube videos for key talking points.
4. Practice good safety skills.
  - o Become a registered Girl Scout member and sign the Troop Volunteer Position Description form.
  - o All girls need to submit a signed Parent Permission form.
  - o Encourage girls to use the buddy system.
  - o Keep accurate inventory records by receipting products to parents and payments received from parents.
  - o Manage the money by making frequent troop deposits and payments to the council.
  - o Keep all receipts with the troop records.
5. Use a variety of sale options, such as:
  - o Digital Cookie (COCO Command Center)
    - COCODirect and COCOMobile
  - o Online program links for Magazine and Munchie program
  - o Online tools, including emails, texting, age-appropriate social media, Facebook, Twitter, etc.
  - o Order taking and direct sales
6. Empower girls to take action in their communities by promoting and supporting the Cookies on a Mission and Project Share programs.
7. Learn how to use the product sale online software to capture troop data.
  - o Update troop contact page, troop information, level, number of girls selling, and girls' names.
  - o Enter product and reward order.
  - o Run and view reports.
8. Manage girl payments and pay the troop bill online at [gswny.org](http://gswny.org) by selecting the cookies+ tab and clicking ePayment.
9. Go to [gswny.org](http://gswny.org) and select the cookies+ tab for these additional trainings and resources for girls, parents, and volunteers:
  - o YouTube training videos and webinars
  - o Product information, programs, and activities
  - o Learning by doing to earn pins and badges
10. Celebrate the troop's success by recognizing the girls.



Visit [Girl Scouts of WNY](http://Girl Scouts of WNY)  
for program resources.