

Cookie Community Manager Program

As Girl Scouts, networking within your community is a great way to foster community connections that will follow you in your post-graduate journey.

The Cookie Community Manager program is designed to walk Girl Scouts through selling directly to another business, also referred to as Business to Business (B2B), while utilizing the GSWNY Cookie Buyout Program as your product.

At the completion of this program, Girl Scouts will have gained practical experience in one aspect of a Community Manager's role.

This program is great for Cadette, Senior, and Ambassador Girl Scouts who:

- Want real world experience to list on their resume or college applications
- Want to take their entrepreneurial skills to the next level!



Look for the list of "Resume Skills" under each step to see what real-world skills you can include on your resume after completing this program!

Outline of steps:

- 1. Research Businesses
- 2. Craft a Professional Pitch
- 3. Make the Ask
- 4. Close the Deal & Confirm Logistics
- 5. Follow-Up & Strengthen Relationships



Upon completion of this program, Girl Scouts must submit fill out the Cookie Community Manager Form here to receive their Certificate of Completion. https://form.jotform.com/250504276179156

Each Cookie Community Manager Certificate of Completion is signed by our CEO and looks great on a resume or college application.

Don't forget to check our full list of FAQs at the end to see what badges Girl Scouts can earn alongside this program!

A**community manager** is a role designated to the person in a business or organization who makes connections with community businesses, engaging them as customers for their product, and leaving them with a positive image of their brand.

1.Research Businesses

Resume Skill: Market Research & Prospecting

Take some time to identify local businesses that might support Girl Scouts, such as banks, real estate offices, car dealerships, and community-driven businesses.

Keep track by creating a prospect list like the one below. You can do this on paper or by using a program such as Excel or Google Sheets.

As you research, take notes on your prospect list. You'll want to keep track of key information such as:

- Contact Information
- Location of Business
- What are the business' values or mission?
- Has the business had any community or Girl Scouts involvement in the past?

Name of Business	Address	Email	Phone	Contact Name	About Business	How were they contacted?	Booth Buyout Interest Y/N	Follow up
EXAMPLE	123 Main St	xyz@gmeil.com	585-222-2222	Joe Smith	Has a page on their site about giving back to the community	phone and walk in	yes	yes

2. Craft a Professional Pitch

Resume Skill: Persuasive Communication & Proposal Writing

Use the sample scripts below to develop your own phone, email, and letter script. The more it sounds like you, the easier it will be to speak with the business. You can also use and reference the Booth Buyout Flyer to give you key points to cover. Click here to view the 2025 flyer.

Remember to highlight:

- How the business benefits (PR, community engagement, possible tax deductions)
- How it supports local Girl Scouts

When calling businesses, remember that practice makes perfect!

Bonus Activity

Role-play outreach conversations, with feedback from troop leaders or community mentors.

Sample Phone Script

1. Introduction:

"Hello, my name is [Your Name], and I'm a Girl Scout from Troop [Troop Number]. I'm reaching out because we're inviting local businesses like yours to support our Girl Scout Cookie Program through a cookie buyout. Do you have a quick moment to hear how your business can be involved?"

(Pause for response; if they say yes, continue.)

2. The Ask:

"A cookie buyout is when a business purchases a set amount of Girl Scout Cookies, either for employees, customers, or a local charity of your choice. This supports our troop's goal of [Insert what your troop uses proceeds for] while also giving your business great community visibility."

"We have different buyout levels starting at 100 package of Cookies [\$600], and we can even arrange for donated cookies to go to a cause you care about, such as a local food bank or first responders."

"Would this be something [Business Name] might be interested in supporting?"

(If yes, confirm details and next steps; if they say no, thank them for their time and ask if they'd be interested in supporting in a different way, such as a social media share or a smaller donation.)

Sample Email

Subject: Support Local Girl Scouts with a Booth Buyout!

Dear [Business Owner's Name],

I hope you're having a great day! My name is [Your Name], and I'm a Girl Scout with Troop [Troop Number]. We're reaching out to local businesses to offer a special way to support our cookie season—through a Girl Scout Cookie Buyout!

A Cookie Buyout allows businesses like yours to purchase cookies for employees, customers, or even donate them to a local charity. Our troop earns proceeds from each package sold which we plan to put towards [insert something your troop plans to use proceeds for]. We offer different sponsorship levels, and we'd love to work with you to find the best option for your business.

Would you be interested in partnering with us for a booth buyout? I'd love to discuss how we can make this a win-win opportunity for your business and our troop.

Looking forward to hearing from you! Thank you for your time and support.

Best regards,

[Your Name]

[Troop Number]

[Your Contact Information]

girl scouts

of western new york

Sample Letter



[Your Name]
Girl Scout Troop [Troop Number]
[Your Contact Information]
[Date]

[Business Name]
[Business Contact Name]
[Business Address]

Dear [Business Owner's Name],

I hope this letter finds you well! My name is [Your Name], and I am a Girl Scout from Troop [Troop Number]. This year, our troop is reaching out to local businesses to invite them to participate in our Girl Scout Cookie Buyout Program, a unique opportunity to support Girl Scouts while also making a positive impact in our community.

A Cookie Buyout is when a business purchases a set number of Girl Scout Cookie boxes. These cookies can be:

- \checkmark Shared with employees or customers
- √ Used for promotional giveaways
- ✓ Donated to a local charity or organization of your choice

We have different sponsorship levels available, and we'd love to partner with [Business Name] to find the best fit. Not only does your support help our troop reach our goal of [insert something your troop plans to use proceeds for], but it also strengthens your connection to the community. I would love the opportunity to speak with you about how we can work together.

Please feel free to contact me at [Your Phone Number] or [Your Email Address].

Thank you for your time and support! We appreciate all that you do for our community.

Best regards,

[Your Name]

Girl Scout Troop [Troop Number]

3. Make the Ask

Resume Skill: Public Speaking & Negotiation

Now it's time to put your scripts to good use!

- First, personalize your sales pitch script for each business you are reaching out to.
- Contact businesses from your prospect list by phone, email, or in-person visits.
- Be ready to answer questions and offer the different levels of support based on their budget or preferred support level.

4. Close the Deal & Confirm Logistics

Resume Skill: Organization & Event Planning

Once a business agrees, confirm details using page 2 of the Booth Buyout Flyer:

- · Name, Address, and Contact information for the business
- Where the cookies will go? (for example: employees, charity, local shelters)
- Their Donation Level and which troop will receive package credit
- Payment Information (cash or check)

If the business declines your offer, remember to THANK them for their time in a polite, clear voice. This will leave the business with a good impression of both you and Girl Scouts.



Pay it forward!

If your troop does not need the proceeds from your cookie buyout, consider passing along the package credit to a younger, newer troop. Your Service Unit's Cookie Manager can assist with this. Or you can email the Product Program team at customercare@gswny.org

5. Follow-Up & Strengthen Relationships

Resume Skill: Networking & Community Engagement

Once you've made your Cookie Buyout sale, your job is not over yet! Follow up is a key part to any business relationship.

- Submit your Cookie Buyout paperwork to GSWNY per the instructions on the flyer.
- Deliver cookies on time and in a polite manner. Remember to take photos of your delivery (with permission) whether that be donating the packages to a charity or delivering them to the business who purchased them.
- Share your pictures with the business who purchased the Booth Buyout and say THANK YOU!
- Sending a follow up, handwritten thank-you card is another great way to keep the relationship warm for future years. This is true even for businesses who declined your offer.
- Share your own thank you on social media (with a parent's help) and tag the business, thanking them!

CONGRATULATIONS!

You're almost done with the Cookie Community Manager Program.

You FINAL STEP is to complete the submission form below. Please include any photographs taken so GSWNY can tag and "shout out" the business who supported you. https://form.jotform.com/250504276179156



Scan Here for form



FAQs

- Can a Daisy, Brownie, or Junior complete this program?
- While the Cookie Community Manager Program is geared towards older girl scouts, a Daisy, Brownie, or Junior can absolutely use this framework to sell a Cookie Buyout with some extra assistance from caregivers. Upon completion, use the same submission form to notify council. Your Daisy, Brownie, or Junior will then earn a Junior Cookie Community Manager Certificate of Completion.
- Can I complete this program outside of Cookie Season?
- In order to fulfill your Cookie Buyout orders properly, this program should be completed within the Cookie Program. However, if is ok if some of your follow up happens within a week or two of the program's end date.
- How will I receive my Certificate of Completion?
- Certificates will be emailed to the Girl Scout's caregiver's email within 14 business days of completing the submission form. A hard copy of the certificate can be requested for pick up at any council by emailing customercare@gswny.org.
- Q If I don't get a booth buyout, can I still earn the program completion?
- Program completion is based off completing all 5 steps. If you have made your best effort to secure a Cookie Buyout but were unsuccessful, you can still earn a program completion. When completing the submission form, you will be asked to submit a brief description of your work in the program. This is section is required for completion if you have not sold a Booth Buyout.
- My troop doesn't need the proceeds from the booth buyout, what can I do with them?
- You can choose to pass the Cookie Buyout Cookie Package credit on to another troop when you submit your Cookie Buyout form to council. If you don't have a troop in mind, reach out the council contact on your Booth Buyout form to be connected with another troop who could benefit from these cookie sales!
- **Q** What Girl Scout Badges can I earn alongside the Cookie Community Manager program?
- Below is a list of badges you can earn in full or partially by your participation in the Cookie Community Manager. Please reference full requirements for each badge to ensure you have completed them.



Cadette Level



- 1. My Cookie Venture (Partial) Girls develop a plan to reach businesses and create their mission statement to share when reaching out to businesses.
- 2. Cookie Market Researcher (Full or Partial) Researching businesses, creating outreach materials, and using social media align with key steps in marketing.
- 3. Public Speaker Badge (Partial) Making phone calls and pitching to businesses help with public speaking con dence.



4. Community Service Bar (Full or Partial) – If cookies are donated to a community organization, it may count toward service hours.

Senior Level



1. Business Startup Badge (Full or Partial) – The steps mimic running a small business, including sales strategy, nancial planning, and customer relations.



2. My Cookie Network (Full or Partial) – Writing emails, making phone calls, and crafting pitches develop strong communication skills.



3. Locavore Badge (Partial) – If cookies are donated to a local food pantry, this could tie into learning about local food networks.



4. Community Service Bar (Full or Partial) – If cookies are donated to a community organization, it may count toward service hours.

Ambassador Level



1. Public Policy Badge (Partial) – If Girl Scouts connect with local government of officials or community leaders while reaching out to businesses, this can contribute to advocacy experience.



2. Entrepreneur Accelerator Badge (Full or Partial) – Similar to a business venture, this program develops networking, pitching, and nancial literacy skills.



3. My Cookie Business Resume (Partial) – Within this program you can research the best ways to market your Booth Buyout to prospected businesses then use that information to expand your marketing network.



4. Community Service Bar (Full or Partial) – Again, if cookies are donated, it can count toward service requirements.

Possible Take Action or Silver/Gold Award Inspiration

If a troop expands this idea into an ongoing initiative—such as setting up a permanent business partnership program for annual booth buyouts—this could be a Take Action project or even part of a Silver or Gold Award plan.