

# **Checklist** **Tips for a GREAT SALE!**

Get organized with this handy cookie adult volunteer checklist!

## **Recruit help.**

- ✓ Men make great cookie “moms” too!
- ✓ So do Senior Girl Scouts looking for service project hours.
- ✓ If you can’t find one person to do it all, ask two or three to share the job.

## **Attend Girl Scout council cookie training.**

- ✓ Take the team approach -- leaders and cookie managers should both attend.
- ✓ Create a calendar with your troop/group and cookie volunteers, marking important sale dates.
- ✓ Plan a family cookie training party with your girls.

## **Listen to girls.**

- ✓ Make a list of activities they want to do--Include a service project or philanthropy activity as part of those activities. How can they use money earned to help their community?
- ✓ Suggest using cookie proceeds to pay for one or all of them.
- ✓ Estimate how many boxes will need to be sold.

## **Set goals.**

- ✓ Set activity goals, number-of-boxes goals, and learning goals.
- ✓ Teams that have goals have more successful sales!
- ✓ For Brownie Girl Scouts, keep it simple.

## **Help girls be prepared.**

- ✓ Play training games at troop/group meetings.
- ✓ Distribute last year’s order cards so girls have a list of potential customers.
- ✓ Encourage older girls to keep spreadsheets of their customers and utilize online tools.
- ✓ Encourage girls to sell beyond their friends and family.

## **Involve family.**

- ✓ Invite parents and guardians to your cookie training party.
- ✓ Emphasize how participation benefits their Girl Scout and girls across the council.
- ✓ Encourage girls to share their learning and sales goals with their families.

## **Plan to host cookie shops.**

- ✓ Check with your council for sign-up procedures.
- ✓ Research shows that grocery stores are the best locations, followed by large discount stores and malls.
- ✓ Girls who sell at booth sales sell more cookies on their own, too.
- ✓ Plan a cookie caravan -- a booth sale on wheels!

## **Check on progress during the sale.**

- ✓ Use ABC’s Troop Goal Chart to track your team’s weekly progress.
- ✓ Encourage girls to talk about their selling challenges and provide solutions.
- ✓ Stress the importance of selling even after girls have met their goals.

## **Follow up on the details.**

- ✓ Make sure the money is collected.
- ✓ Complete reports and submit them on time.
- ✓ Order recognition items if your council offers them.

## **Evaluate and celebrate!**

- ✓ Talk about what went well and what should be changed next year.
- ✓ Celebrate not only accomplishments, but efforts too.
- ✓ Say thank you to everyone who helped!
- ✓ Make a ceremony of giving money or event of giving service using your group funds.