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www.abcsmartcookies.com

Family Guide

TO THE 2010/11 GIRL SCOUT COOKIE ACTIVITY



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

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics



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Cookie Time Is Family Time

As a parent or guardian, you want to keep your Girl Scout safe, to make her happy and to help prepare her to someday become a successful, independent adult. Supporting her participation in the Girl Scout Cookie Activity is a way to achieve those goals and more. The financial literacy and life skills your Girl Scout learns will help her succeed whether her future leads her to start her own business, run an international corporation or manage a home and family. As she learns, she will make friends and memories. Research shows girls have greater success in the cookie activity when family adults are informed and involved. This resource will help you turn “Cookie Time” into “Family Time.”



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Every Cookie Counts!

The success of Girl Scout Cookies is rooted in a focus on what girls learn from participating. As the largest girl-led business in the world, the Girl Scout Cookie Program has helped millions of girls develop the financial literacy skills they need to grow into financially independent adults.

In fact, 64% of women leaders in civic and corporate organizations in the United States were once Girl Scouts! EXPRESS clothing retailer founder Susan Falk, Labor Leader Linda Chavez-Thompson and Mrs. Fields Cookies founder Pam Fields are but a few on the long list of amazing women who were part of this longstanding tradition.

The five essential skills developed in this Girl Scout Leadership Experience while engaged in the Cookie Program not only include money management, but goal setting, decision making, people skills and business ethics. The number one contributor to a girl's success in the cookie activity is goal setting, with family adult support being the second most important factor. You can address both by exploring [CookiEZone](#) with your Girl Scout to help her learn goal setting basics and track her progress.

Troop/group proceeds from the cookie activity empower Girl Scouts to fund projects in their community and across the globe that make our world a better place. Every cookie counts because every girl counts!

[CookiEZone](#)

www.abcsmartcookies.com/cookiezone/goals



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Money Counts

The cookie activity is part of the Girl Scout Leadership Experience. By helping girls develop financial literacy, it supports each girl's journey to become a leader in her own life and the wider world.

90% of women in the US will be responsible for their own finances at some point in their lives. 78% of them are not prepared for that responsibility. Households headed by single women make up the fastest growing poverty group in the country. Recent research among college students showed that females were significantly less financially literate than males.

Money management—knowing how to make, manage, spend, save and invest money—is a critical skill that will impact the quality of your Girl Scout's life and that of her children. The cookie activity can help your Girl Scout move toward a financially independent future.

Money Counts

www.abcsmartcookies.com/moneycounts



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Putting the “U” in Success

Our towns and communities are filled with women whose experiences handling money, interacting with the public, setting goals and making decisions in the cookie activity helped to prepare them for the successful lives they lead today. Your Girl Scout needs your support to follow in their footsteps. Some ideas for making “U” a part of her success:

1. Attend her troop/group cookie training. Research shows that Girl Scouts are more successful when family adults attend training.
2. Work with her to **set goals and track her progress.**
3. Familiarize yourself with the online marketing functions available in **CookiEZone** to supervise her use of the Internet as a marketing tool.
4. Help her develop and practice her sales presentation so she can communicate why she is selling cookies, what she is learning and how the customer’s purchase will support her goals.
5. Ask friends, vendors and colleagues if they will allow a **booth sale** at their location, and/or be a driver or a supervising adult for a booth sale.
6. Review safety rules with your Girl Scout and your expectations for her behavior.
7. Ask the cookie volunteer for your Girl Scout’s troop or group how you can help with meetings or with other tasks.

CookiEZone

www.abcsmartcookies.com/cookiezone



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Cookie Facts: A Great American Tradition

When your Girl Scout participates in the Cookie Activity, she becomes part of a Great American Tradition that spans more than seven decades, and has an important place in the hearts of millions of Girl Scouts past and present, their families and consumers. Share these fun facts about the history and success of Girl Scout Cookies with your Girl Scout, and she can in turn share them with her customers:

- The original Girl Scout Cookie was a shortbread in the shape of a Trefoil.
- When Girl Scouts began selling cookies in the 1920’s, girls baked the cookies themselves!
- The first documented council-wide sale of commercially baked Girl Scout Cookies took place in Philadelphia in 1934.
- The first national Girl Scout Cookie Sale was held in 1936.
- Five of the top 10 best selling cookies in America are Girl Scout Cookies. Thin Mints, Caramel deLites, Peanut Butter Sandwiches, Peanut Butter Patties and Shortbreads all make the list!
- The wide consumer acceptance of Girl Scout Cookies helps to make the cookie activity a positive experience for girls. Research shows almost nine out of ten will buy if asked.
- The success of Girl Scout Cookies in raising funds is rooted in a focus on making participation a powerful and effective part of the Girl Scout Leadership Experience for girls.
- The cookie activity helps girls learn goal setting, decision-making, money management, people skill and business ethics.

1920
1930
1940
1950
1960
1970
2010



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Role-Playing

Practice does make perfect! That’s true for most things in life, including selling Girl Scout Cookies. So, it’s a good idea to have your girls practice sales skills by role-playing before any selling activity. This gives Girl Scouts, especially shy ones, an easy-to-use routine and builds their confidence in meeting the public.

Start by reminding your Girl Scout that most Americans—90 percent—will buy Girl Scout Cookies, if asked. Knowing this can give them a big psychological boost. Then, explain that the sales process has these simple steps:

- **Greet.** Look at the customer and deliver a warm hello. Remember, customers love to hear about the girl’s goals and how her group plans to use cookie proceeds.
- **Ask.** Ask if the customer would like to buy Girl Scout Cookies.
- **Describe.** Be prepared to talk about cookies, if a customer asks. It’s often a good idea to suggest a specific cookie by name.
- **Thank.** Be sure to look at the customer and thank him/her, whether or not they bought cookies.

After reviewing these steps, take turns with your Girl Scout playing the roles of customer and Girl Scout. Encourage her to develop her own sales approach. Be sure, too, that you practice handling customers who don’t want to buy. A smile, a “thank you” and “have a nice day” are perfect responses to these individuals.

Keep in mind that a few minutes spent rehearsing can have a big positive impact on sales and can teach Girl Scouts the importance of preparation, poise and self-assurance.

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Be sure to follow all rules around online marketing. For more information, check out the “411” at www.girlscouts.org under Cookies in the Girl Scout Central section.



Cookie Entrepreneur Online (CEO)

CookiEZone includes a secure, email-based application that allows your Girl Scout to use the power of the Internet to let people know it is Cookie Time. **They can even take orders online!**

This is the way it works:

1. Girl launches Online Cookie Marketing from **CookiEZone**.
2. Girl creates a list of contacts, including email addresses.
Help her make sure she includes all family members.
3. Girl sends an e-card to contacts, notifying them of the cookie sale.
4. Contact clicks through the e-card to an online order card to complete an order.
5. Contact and girl must accept order for it to be valid.
6. When the traditional order card is due, girl prints out online orders from **CookiEZone** and turns in them into the adult volunteer for her team.

This application gives girls real life, practical experience using the Internet, while providing the convenience of online ordering to contacts. Safety reigns on the Internet as well, so be sure to limit your Girl Scout to contacting people you and she know well. As an extra measure of safety, your Girl Scout’s email address will not appear on the e-cards she sends out.

Plus, girls 13 and older can download My Girl Scout Cookie Connector to share her cookie activity with her Facebook friends.

Online Marketing Safety

<http://letmeknow.girlscouts.org/Home.aspx>

http://www.girlscouts.org/internet_safety_pledge.asp

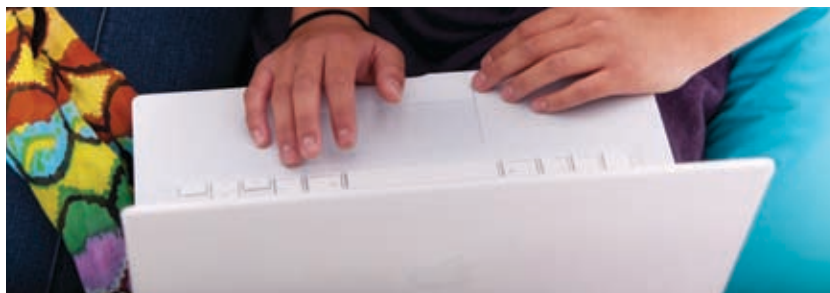


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Booths: The “No Delivery” Cookie Sale

The cookie activity gives girls the opportunity to set up, run and manage their own booth sales. They select times and locations for their booth sale, conduct buying/selling transactions, handle money, build their presentation and conversation skills, keep records, set up product displays, manage inventory and much more!

Like a retail store, the money is collected on the spot and customers take their cookies with them. Everyone wins, including family adults who don't have to help their Girl Scouts deliver the cookies and collect payment. Customers are able to enjoy their delicious purchases immediately, and girls get to interact with lots of people who buy Girl Scout Cookies, in large part to support what girls learn in this Great American Tradition.

Make booth sales even more of a leadership development experience for your Girl Scout by helping her arrange for a tour of the business where the booth is held. Invite one of the employees to speak briefly with girls about careers in that kind of business.



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Booths Are Good For Business

In these challenging economic times, businesses are looking for cost effective ways to set themselves apart; market their products and services; and to bring customers in the door. Hosting a Girl Scout Cookie booth at their location is a no-cost way for businesses to invest in their own success while supporting the development of leadership skills in girls. Help your Girl Scout identify businesses she and her team might approach to host a sale. Friends and family are a great place to start!

Almost nine out of ten people will buy Girl Scout Cookies if asked.

The number one reason given for not buying is not being asked! A Girl Scout Cookie booth is a service to the existing customers of a business, and can attract new customers to the store or office.

Data shows the top reason people buy Girl Scout Cookies is not that they love the taste (that is reason number two), but that they want to support Girl Scouting. When a business sponsors a booth sale, it is aligning itself with one of the most valued and powerful brands in the country, enhancing customer perception of its own brand.

The numbers of people with a connection to Girl Scout Cookies is huge

and crosses every economic, cultural, age and demographic group. Each year millions of girls, family adults and volunteers participate in the Cookie Activity. Supporting their efforts are millions of relatives, neighbors, friends and co-workers. In addition, there are millions and millions more grown-up Girl Scouts and their families who have a nostalgic connection and philosophical commitment to the cookie activity and what it makes possible for girls. Sponsoring a booth sale can help a business tap into these people as potential customers.

Every business needs employees with leadership skills like goal setting, decision-making, money management, getting along with people and ethics. Every business needs employees with solid values and a commitment to making their world a better place. By supporting cookie booth sales today, businesses are helping to create some of the best employees they will hire tomorrow.

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Safety Rules!

Like everything else in Girl Scouting, the girl experience is the top priority in the cookie activity. This means that nothing is more important than safety when girls are selling cookies.

Please review the safety information on the order card with your Girl Scout, and reinforce the information every time she is involved in selling or delivering cookies. Some important highlights include:

- Adults must always accompany Girl Scout Daisies, Brownies and Juniors on all cookie activities. Cadettes, Seniors and Ambassadors must always be supervised by adults when engaged in any cookie activity.
- Girl Scouts should never enter any customer’s home or approach a car when selling or delivering, even if they know the person.
- Money should be turned in to adults as soon as possible; girls should never have large sums on their person.
- Guidelines for online marketing should be followed and family adults should monitor girls’ use of the Internet.

Girl Scouts Safety-Wise

Check your Council Volunteer Guide, as well as “Cookies” under Girl Scout Central on www.girlscouts.org for the latest on safety.

