

## CHECKLIST FOR A

# Super 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 philanthropic 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.