

# Selling Ideas

Here are a few field-tested ideas for getting your sales moving. Help girls feel good about their participation...

## Earn a Girl Scout Award

Girls may earn a variety of cookie sale awards:

### For All Girls

Girl Scout Activity Pin – Information is available in the GSUSA “Girl Scout Cookie Program Activity Guide” available through council distribution or downloadable from the GSUSA Web site. Girl Scouts of the USA Web-Site Link: [http://www.girlscouts.org/program/gsc\\_cookies/06-07\\_Girl\\_Scout\\_Cookie\\_Program\\_Activities.pdf](http://www.girlscouts.org/program/gsc_cookies/06-07_Girl_Scout_Cookie_Program_Activities.pdf)

### Brownie Girl Scouts

Cookies Count Try-It Girl Scouts of the USA (2000) “Cookies Count”. Try-Its For Brownie Girl Scouts ( 12).

Smart Cookie Try-It Girl Scouts of the USA Web Site Link: [http://www.girlscouts.org/program/gsc\\_central/insignia/online/cookies/brownie\\_smart\\_cookie.asp](http://www.girlscouts.org/program/gsc_central/insignia/online/cookies/brownie_smart_cookie.asp)

### Junior Girl Scouts

The Cookie Connection Badge Girl Scouts of the USA (2007) “The Cookie Connection”. Junior Girl Scout Badgebook (8).

New Junior Badge Cookie Biz Girl Scouts of the USA Web Site Link [http://www.girlscouts.org/program/gsc\\_central/insignia/online/cookies/junior\\_cookie\\_biz.asp](http://www.girlscouts.org/program/gsc_central/insignia/online/cookies/junior_cookie_biz.asp)

### Girl Scouts 11-17

Cookies & Dough Girl Scouts of the USA (1997) “Cookies and Dough”. Interest Projects for girls 11-17 (22).

Dollars and Sense Girl Scouts of the USA (1997) “Dollars and Sense”. Interest Projects for girls 11-17 (24).

Your Own Business Girl Scouts of the USA (1997) “Your Own Business”. Interest Projects for girls 11-17 (46).

## Try Cookie Share

Cookie Share is a great way to give to the community. You can implement this service project at the troop or council level. Your troop can ask customers to buy extra boxes to be donated to their favorite cause. The extra column on the order card can be used to take Cookie Share orders. You'll draw attention to citizenship and service goals of Girl Scout program, and earn more proceeds for troop activities.

## Blitz a Neighborhood

Find a neighborhood that hasn't been covered, and organize a Cookie Caravan! Enlist the help of family members and friends to decorate several vehicles with signs, streamers and banners. Load up the girls and the cookies and move on out! Get permission ahead of time to hang posters at stores and businesses announcing your caravan's date and time.

## Have a Walk-About

A walk-about is group door-to-door sale event. Adults monitor while several girls divide the houses on a block and ring doorbells. Then the whole group moves on to the next block. This usually takes fewer adults than individual door-to-door sales, and is more fun for girls since they are selling with friends.

## A Crowded Moment

A great place for a cookie shop is a local fun run, fair or sports event. Take a decorated van or card table and set up in a place where lots of people will pass. Of course, you will need permission from the event organizers and plenty of adult supervision for the girls.

## Keep the Girl in Girl Scout Cookies

Give parents and guardians an easy way to involve their daughter in workplace sales. Suggest that girls attach a note stating their goals and their picture to the order card or encourage parents and guardians to arrange for their daughters to have face-to-face contact when delivering the cookies to co-workers.

## Reach Even Farther

Most girls only sell cookies to their family and close neighbors, so help your girls broaden their horizons. Spend some time brainstorming organizations their families or friends interact with such as a bowling or reading group, church or sports club. Help girls determine the best ways to reach these groups.