

IN-PERSON COOKIE SALE GUIDE

girl scouts
cookie program

Little Brownie
BAKERS®

Ideas to Support Her Success



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IN-PERSON RESOURCES for a GIRL-LED ENTREPRENEURIAL PROGRAM

An action plan for volunteers and girls



Troop name:

Volunteer names & contacts:

eBudde™ login:

Notes:

Start a new season here

Much has changed in the world since the start of last year's Girl Scout Cookie Season. Yet together with volunteers like you, we can help girls reach their goals whatever the circumstances—while building skills that last a lifetime.

Here you'll find a variety of new tools, tips and resources to help you support girls during in-person events. You'll find options for low- and no-contact participation as you guide girls along this pathway to success.

Here's to a rewarding season ahead!



What do girls like the most about the Girl Scout Cookie Program®?

“Working toward a goal and sorting and organizing the customers' orders.”

- Junior Girl Scout, 4th grade

Source: “The Girl Scout Cookie Program: Teaching Essential Skills for a Lifetime”
- The Girl Scout Research Institute

Tap into the eBudde™ App for support!

Tasks like scheduling booths and organizing Girl Scout Cookie™ pickups have evolved—and so has the eBudde App! Download the smartphone app now to find checklists, training videos and useful tips to help you manage this cookie season all from a single, easy-to-use dashboard! Learn more about the app at LittleBrownie.com.



"How many boxes do you need?"

Get the cookie facts

Learn the facts about cookies on LittleBrownie.com.

Every tool you want & need—all in one place!

This season's deliciously creative concepts include:

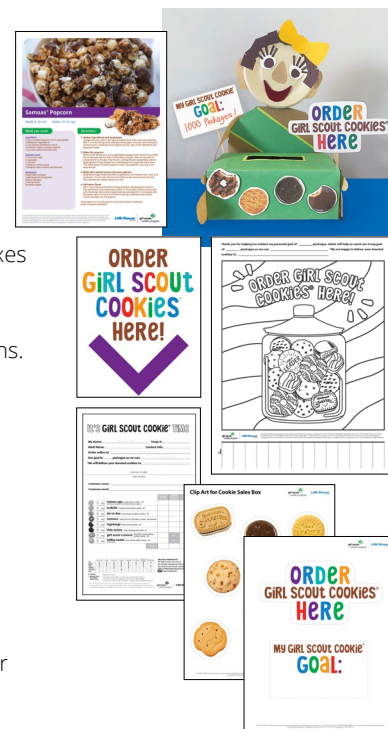
- Recipe cards and cookie menus for pop-up shops.
- Clever craft ideas, like turning simple cardboard boxes into workplace and network order station boxes.
- Print-and-color banner flags and tear-tab posters.
- Drive-thru booth social-distancing and direction signs.

Some items may be available from your council.

Discover helpful suggestions for organizing the season:

- Help girls create Cookie Cubes for designing their entrepreneurial spaces after familiar office cubicles. It's a great way to learn efficiency skills!
- Include heartfelt thank-you notes with orders or send by mail to loyal customers. Be sure to follow Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use from girlscouts.org.

Selling online? Please make sure you have reviewed Girl Scouts' Digital Marketing Tips for Cookie Entrepreneurs and Families, as well as Girl Scouts' Supplemental Safety Tips for Online Marketing.



"Knowing that I'm helping my troop and my community."

Source: "The Girl Scout Cookie Program: Teaching Essential Skills for a Lifetime" – The Girl Scout Research Institute

Support your Hometown Heroes!

1. With guidance from their council, Girl Scout troops select a charity or service group to support, like first responders, food banks and teachers.
2. Customers can purchase and donate boxes of Girl Scout Cookies.
3. Beyond the cost of the cookies, 100% of proceeds stay in the community to support local Girl Scouts.
4. Everybody wins!



DRIVE-THRU BOOTHS

"Girl Scout Cookies®, coming right up!"

Site options for drive-thru booths:

Contact info for surrounding businesses:

Dates for drive-thru booths:

Notes:



Now Girl Scout Cookie™ lovers don't have to leave their cars to enjoy their favorite delights. When troops set up outdoor cookie booths in a parking lot (with permission from nearby businesses), Girl Scouts have a road map to success. Customers drive up—the cookies come out—happy cookie lovers drive off!

Girls can determine a socially distant way to run their drive-thru booth using order station boxes and technology available through the Digital Cookie® Mobile App.

Digital Cookie is a tool that can be used creatively for low-contact transactions. Optical character recognition (OCR) in the mobile app allows girls to receive credit card payments using this three-step process, with no need to touch the customer's card:

1. The customer places their card in the order station box or sales table.
2. Girls scan the card to collect payment.
3. Girls back away from table to allow customers to retrieve their card.

Speedy downloads to get your troop headed in the right direction

Signs to show the way

Direct traffic with signs that say 'go here' and 'stop there' and 'stay six feet apart'.

Simplify every step

Menu boards to help customers quickly place their order.

Mask up and make it fashion

Just because face masks are required doesn't mean they can't be fun! Girls can bring their creative vision to life with solid-color face masks of their choice*, brightly colored fabric pens and a few ribbons.

*Volunteers can help girls choose fabric face masks from retailers. For guidance on how to select and wear masks, visit [cdc.gov](https://www.cdc.gov).



What do girls like the most about the Girl Scout Cookie Program®?

"Doing math to figure out how many I have left to sell for my goal."

– Brownie Girl scout, 3rd grade

Source: "The Girl Scout Cookie Program: Teaching Essential Skills for a Lifetime"
– The Girl Scout Research Institute

POP-UP BOOTHS

"Here today, gone this afternoon!"

Possible locations:

Shop dates:

Notes:



Act fast—pop-up shopping is exciting, but it's gone in a flash. (And that's one of the reasons they're so POPular.) No longer just for big-name brands and fashion designers, pop-up Girl Scout Cookie™ booths styled after these temporary retail sites let girls put a delicious twist on the traditional cookie booth.

For low-contact transactions at pop-up cookie booths, girls and volunteers can use the Digital Cookie® Mobile App to receive credit card payments while maintaining distance from customers. See guidelines for drive-thru booths on page 3.

Girls can set up shop at a place within their network—with permission, of course! Find an area that is off-limits to the general public and only accessible to people the girls or their parent/guardian know. For more guidelines, ask your council about Little Brownie's Workplace and Network Resources Tip Sheet.

Resources to help girls reach their goals

Tasteful topics to get them talking

Recipe cards and cute decorated banners are super Instagrammable!

Savvy swag for the entrepreneur

Show some marketing moxie with IRL (in real life) and virtual self-promotion for the cookie crew.

Smart money management

Girls can easily tend to business with inventory sheets, menu boards and more.

Artists and makers unite!

- Easy-to-decorate flag banners give pop-up cookie booths retail flair. Just print, decorate and hang near the cookies.
- Girls create their own hype crew with cookie-branded sandwich boards they can wear.
- Showing off their fave craft or artwork let girls show how they shine as Girl Scout cookie entrepreneurs.



What do girls like the most about the Girl Scout Cookie Program®?

"I love counting how many I sold."

– Brownie Girl Scout, 3rd grade

Source: "The Girl Scout Cookie Program: Teaching Essential Skills for a Lifetime"
– The Girl Scout Research Institute

Notes:

Ready to get started?

We're as excited as you are. Be sure to check out our Virtual Girl Scout Cookie™ Booth Guide, available from your council. Find Girl Scouts' Step-by-Step Virtual Cookie Booth Guide on girlscoutcookies.org/troopleaders. Also, you'll find more tips and techniques when you visit Little Brownie Bakers on Facebook @littlebrowniebakers! For more guidelines, ask your council about the following tip sheets from Little Brownie: Pop-Up Booth Resources, Workplace and Network Resources, and Drive-Thru Booth Resources.

More from Girl Scouts of the USA

In addition to all the ideas covered above, be sure to check out the resources offered by Girl Scouts® of the USA. These include:

- Contactless Marketing Guidance.
- Zoom Backgrounds.
- Customizable Digital Yard Signs and Posters.
- Pitch Script.
- And more!

Please see GSConnect or contact your council for available resources.

“To many, entrepreneurship is synonymous with start-ups or capital ventures. But at Girl Scouts, we know that entrepreneurial innovation can also be used to solve social problems and make the world a better place.”

Source: “Today's Girls, Tomorrow's Entrepreneurs” – The Girl Scout Research Institute

