



GIRL SCOUTS OF EASTERN OKLAHOMA

Cookie Sale News

MARCH 2018

New girls and troops can still participate in cookie sales - through booth sales or direct sales in neighborhoods, and through Digital Cookie. Remember, girls continue to earn recognitions and Cookie Credit on all cookies sold through the end of the sale March 18. Troops planning big trips or wanting to add to the troop treasury can increase their sales during this time. Help girls be successful using the following tips.

IDEAS TO POWER YOUR COOKIE PROGRAM!

We receive calls and emails every day from people who were never asked to buy Girl Scout Cookies, so we know that there is still a huge untapped market out there looking for their favorite cookies. Be creative – think of new ways to market the cookies and to create program opportunities for your troop:

- Download the **Digital Cookie Mobile App** from the iTunes or Google Play store, to accept customer payments for sales with cookies in hand. The app is free and you will use the same login and password that you use to access your Digital Order Card site. The app will only work if the girl's website is set up and approved.
- Order forms can now be used – leave one in a local business or senior citizen complex with a poster.
- Check with civic organizations – they may purchase a large quantity of Girl Scout Cookies to use at luncheons or other meetings. Organization lists are often available at your local Chamber of Commerce.
- With cooperation from parents who will drive, your troop could try a “rolling booth sale,” red wagon day, or walkabout through the neighborhoods. All varieties of cookies are stored in a wagon, car or pickup. Have two girls (with an adult) go to houses on each side of the street. Other girls and adults stay with the cookies to handle money, make change, and pull cookies from the stock. Make Cookie Mobile magnets using the artwork available at www.littlebrownie.com in the Teens, “Plan to rock it” section, or purchase car magnets in the Girl Scout Store.
- Set up a booth at apartment recreation centers, banks, churches, college campuses, athletic events, concerts/plays or other community events.
- Milk and Cookie Breaks – Employers from small businesses to large corporations can be asked to sponsor a “Milk and Cookie Break” as a thank you to their employees and to show their support for Girl Scouts. The cookies served to the employees are purchased from and served by Girl Scouts, who will also set up a cookie booth with additional cookies available for purchase. See the flyer on our website for details.



BUNDLING, & 5 FOR FIVE! CUSTOMER PROMOTION

Create interest at your booth with special cookie bundles like “Chocolate Lovers” or “Peanut Butter Duo.” Make a “5 for \$20” pack for your 5 for Five! promotion. Let girls use their imagination, or download some of the clip art available at www.littlebrownie.com for making gift tags, signs or table tents. Consider a freezer pack in a zip lock bag with a label for dating. Offer free cookie recipes with purchases. Print the 5 for Five! sheets and table tents from our website, Cookies, For Cookie Sellers, Resources. Remember to turn in your 5 for Five! Sheets by March 23.



NEED MORE COOKIES?

Troop cookie managers can call their service unit cookie coordinator for information on getting more cookies all during the sale. The SU coordinators may be able to locate extra cookies in the service unit, or will help you arrange to get additional cookies from a cupboard. You may place a pending order with any cupboard. When you select the cupboard, be sure to “Map It” to see the hours and instructions for that particular cupboard. Or use the **Cupboards report** on your troop Reports tab for a list. Enter the date and time you will pick up, and leave correct name and phone number in the Contact Info area, and add additional information as needed.

GIFT OF CARING

Be sure to promote your **Gift of Caring Project** at your booth sales. **Use your troop's Operation Cookie Drop (virtual gift of caring) blue box wrap**, which fits around a Thin Mint box. More are available if needed. Attract attention with posters, and use a tally sheet with your goal for number of boxes to donate. These cookies are shipped by the council to servicemen and servicewomen at home and abroad. Virtual cookies do not come out of your inventory, but add to your sales. Remember to record these "virtual" cookies in the VGOC column in eBudde. Girls who sell 15 Virtual Gift of Caring boxes will receive an Operation Cookie Drop patch.

Additional Gift of Caring posters, tally sheets and clip art are available in the Volunteers section, Booth Sale Support (scroll to bottom) at www.littlebrownie.com.

BOOTH SALE PROCEDURES

Remember to submit Form #307F, Booth Sale Approval, for each cookie booth sale (except those arranged by the council), and enter the information in eBudde. See December's Cookie Sale News for complete procedures. Check back on eBudde for new openings in the council-coordinated booth locations. Be sure to remove your troop from eBudde for any booth sale that you cancel or cannot attend at the last minute.

Create exciting opportunities at your booth! Cookie costumes may be checked out through the Girl Scout Store. Display your goal poster and use pictures to show the public what the girls are working for – people are willing to support a good cause. Participate in the GSUSA Cookie Troop 100 contest to win cash for the troop!



COOKIE LOCATOR

Once your booth sale is approved in eBudde it automatically appears in the Cookie Locator. Any customer searching for cookies can enter their zip code and find all the booth sales available. Customers can download a free mobile phone app to find cookie booths on the go! Get more information at www.littlebrownie.com/app.

BOOTH SALE RECORDER



Have you downloaded the Booth Sale Recorder App? The Troop Booth Recorder can be a parent or other adult in charge of a booth site who can record booth sale activity via the app. You can also use the Booth Sites tab in eBudde. For more information check out the Technology Tab inside Little Brownie's online training resource: VIP eTraining, <http://vipetraining.littlebrownie.com>.

FINAL REPORTING

Final troop reporting and any outstanding debt forms are due to your service unit cookie coordinator no later than **March 23**. Let them know early if you will need help finalizing your sale.

COOKIE PRO CONTEST

Remember to encourage your girls to enter the GSUSA Cookie Pro contest by April 30. Full details and contest rules will be available at: <http://www.girlscouts.org/en/cookies/just-for-cookie-sellers/cookie-pro.html>. See page 24 in your Troop Cookie Manual.

ADULT COOKIE THANK YOU GIFTS

Show appreciation to everyone who made the Cookie Activity a success with one of the following items available in the Girl Scout Store (all plus tax).

- Volunteer Patch – A great memento to let volunteers know they are appreciated. Price: \$.99
- GSEOK Blue Thermal Stainless Mug - \$20.00
- Various jackets - \$26.50- \$65.00



Also available in the Store (all plus tax):



- Cookie Rookie Patch - \$.99
- Fanny pack - \$5.00
- Car Flags - \$6.50
- Waving Sign - \$6.95

- Yard Sign - \$10.00
- Hand-held banner - \$5.00
- And more . . .

