



# Cookie Program Family Meeting Guide

For Troop Cookie Managers and Troop Leaders

*Your go-to guide for engaging Girl Scout  
**Cadettes, Seniors, Ambassadors,**  
and their families in the Girl Scout  
Cookie Program<sup>®</sup> experience.*



# Table of Contents

<a href="#"><u>Introduction &amp; Preparation</u></a> .....	3
<a href="#"><u>Meeting Agenda</u></a> .....	4
<a href="#"><u>Virtual Meeting Tips</u></a> .....	8
<a href="#"><u>Cookie Family Connection Guide</u></a> .....	9
<a href="#"><u>Key Program Resources</u></a> .....	14
<a href="#"><u>Entrepreneurship Badges &amp; Pins</u></a> .....	14
<a href="#"><u>Digital Marketing Tips for Cookie Entrepreneurs and Families</u></a> .....	15

# Introduction & Preparation

With support and encouragement from their family, there's no stopping a Girl Scout! Ensure that Girl Scouts have the support they need by using this guide to explain the benefits of the Girl Scout Cookie Program to families.

## When should we meet?

Family meetings should take place one to two weeks before your cookie program's start date.

## Should my meeting be in person or virtual?

Whichever you choose! Check out the "[Virtual Meeting Tips](#)" section in this guide to make going virtual as seamless as possible.

## Prepare Ahead

- Set a date, time, and location for your meeting, and invite families.
- Attend your council's cookie program training prior to holding your meeting.
- Review cookie season materials so you're ready to answer questions.
- Review the "[Safety Tips for the Girl Scout Cookie Program](#)" section of the family meeting outline.
- If a Girl Scout has two households, send a copy of all materials to each parent/caregiver.
- Set key deadlines for your troop based on your council deadlines.
- Meet with the adult volunteers to plan the meeting. One volunteer will do a hands-on activity with the Girl Scouts while another volunteer talks with the adults.
- Look up council and community partner events that your troop might like to do at the end of the year and next year.
- Involve the Girl Scouts in planning. Use this guide to get input and let them present their ideas to their families during the meeting.
- Plan for Girl Scouts to earn one Financial Literacy badge and one Cookie Business badge as part of the cookie program this year.
- Gather supplies:
  - Council cookie materials. Materials vary by council but could include things like order cards, envelopes, and other materials to support your program locally.
  - Pens and a sign-in sheet
  - Name tags
  - Snacks (optional)
  - Copies of the Cookie Family Connection Guide and Cookie Entrepreneur Family pin activity sheet (one of each per Girl Scout)
  - If you did not hold an advance planning session:
    - Three large sheets of paper
    - Markers of different colors
    - A device with internet access

# Meeting Agenda

## Setup

- If you held an advance planning session with the Girl Scouts, have a list of their ideas and/or choices on hand.
- If you did not hold an advance planning session, hang up three large sheets of paper around the room. Label them “Helping others” or “Take action,” “Field trips,” and “Troop meeting activities.”
- Have a sign-in sheet and nametags ready and follow up with those who miss the meeting.

## Welcome

- Welcome Girl Scouts and families.
- Have Girl Scouts and parents wear name tags so they can get to know one another by name.
- If you’re a new troop or have new members, ask all Girl Scouts to introduce themselves and their families to the group.
- Have an approved and background-checked adult volunteer take the Girl Scouts to one side of the room to facilitate the Girl Scout planning session, if needed.
- If Girl Scouts have not yet set goals and decided what they plan to do with their cookie proceeds, encourage them to start brainstorming as they arrive for the meeting. Have them talk among themselves and with their families about how they would like to use their cookie proceeds this season. Encourage them to write their ideas on the appropriate large piece of paper.

# Girl Scout Planning Session

If Girl Scouts need more time to complete the goal-setting and brainstorming process, let them have a breakout session and do research online, with adult help. If they have done advanced planning, let them take the lead in the adult session.

## **Finish Brainstorming**

Let the Girl Scouts finish making a list of ideas based on the three categories: helping others or taking action, field trips, and troop meeting activities. You may want to add a few recommendations to the Girl Scouts' lists.

## **Girl-Led Decision Making**

After the Girl Scouts finish brainstorming ideas, it's time for them to work together to pick their favorites. Give each Girl Scout a different colored marker and let them check two or three ideas on the sheets of paper. At the end of the session, you'll highlight the collective top three options under each category so everyone can think about them before making a final decision at a future date.

## **Order Card Review**

Next, have the Girl Scouts look at the order card. Have them write their names on their cards and review the different sections, highlighting the different types of cookies, the rewards, where to find nutrition facts, how to help customers complete the order card, and how to use the card to take orders over the phone.

## **Safety**

Review the "[Safety Tips for the Girl Scout Cookie Program](#)" section found in the Cookie Family Connection Guide with the Girl Scouts. As you review each tip, have Girl Scouts share other ideas for what they can do to stay safe.

# Adult Session

## Review the benefits of the Girl Scout Cookie Program.

- Girl Scouts gain five skills as they learn to think like entrepreneurs through the Girl Scout Cookie Program, and Girl Scouts as young as five are building their confidence.
  - **Goal-setting:** Girl Scouts set a troop goal based on what they want to do with their cookie proceeds. Then they set an individual goal in partnership with their families to support their troop goal.
  - **Decision-making:** Girl Scouts decide where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.
  - **Money management:** Girl Scouts gain confidence managing money as they develop a budget, take cookie orders, and handle customers' money.
  - **People skills:** By talking to customers and working with their troop, Girl Scouts learn valuable people skills.
  - **Business ethics:** Using the Girl Scout Law as a guide, Girl Scouts learn to run their businesses in an honest and responsible way.
- Girl Scout Cookie proceeds stay local to:
  - Cover the cost of running the cookie program, including cookies, materials, and logistics.
  - Support troop needs and activities, such as meeting supplies, girl-led adventures, and Take Action projects. This is known as “troop proceeds,” which stay with troops to support the activities planned for and by Girl Scouts.
  - Help Girl Scout councils provide programs to Girl Scouts locally. Funds are used to recruit and train volunteers, maintain property that troops use, put on local Girl Scout events, offer financial aid, provide customer service, and more.



## Review resources and paperwork.

Review these materials you'll be referencing during the meeting:

- The Cookie Family Connection Guide: use the attached or one provided by your council
- The Cookie Entrepreneur Family pin activity sheet available at:



- [Cadettes Activity Sheet](#)
- [Seniors Activity Sheet](#)
- [Ambassadors Activity Sheet](#)

- The parent permission form (provided by your council either electronically or in paper form)
- Order cards
- [Girlscouts.org/cookies](https://www.girlscouts.org/cookies)
- Other materials provided by your council
- [Girlscoutcookies.org/troopleaders](https://www.girlscoutcookies.org/troopleaders)

**Ways to sell.** There are many ways to sell Girl Scout Cookies, and each one helps Girl Scouts gain different skills. It's important for parents to let the Girl Scouts take the lead in deciding how they want to run their businesses while helping them come up with ideas along the way. Review the ways to sell found in the [Cookie Family Connection Guide](#) with families.

**Safety first.** Review the “[Safety Tips for the Girl Scout Cookie Program](#)” section in the Cookie Family Connection Guide. Each way to sell has its own safety guidelines, and it’s super important for Girl Scouts and adults to review the following materials:

- [Digital Marketing Tips for Cookie Entrepreneurs and Families \(PDF\)—English](#)
- [Safety Tips for Product Sales \(PDF\)—English](#)
- Visit your local council website for a copy of Safety Activity Checkpoints and Volunteer Essentials

**Review deadlines, ask for help, and tell families how to get support.**

- Share important deadlines so families can plan ahead.
- Ask adults to sign up to support cookie booths and other troop activities between the start of the cookie program and the end of the school year.
- Review the section found in the Cookie Family Connection Guide called “[Ways to Support Your Cookie Entrepreneur.](#)”
- Show families how to get support. This is a good time to make sure you have updated contact information for parents and caregivers.

### **Sharing Their Plan**

Bring the Girl Scouts and adults back together. Have the girls share the choices they picked from each category.

### **Girl-Led Family Engagement**

Now that you have some ideas about how the troop will use its proceeds, have the Girl Scouts and families start the first step of the Cookie Entrepreneur Family pin. If time permits, Girl Scouts can start on the second step too.

### **Close with Tradition**

Close with the friendship circle and friendship squeeze with everyone and sing the “Make New Friends” song. Remind families about the next important deadline and how to reach out if they have questions.





# Virtual Meeting Tips

Having a virtual cookie family meeting is a great way to connect with families. Here are some tips to support your virtual experience.

## Preparing for the meeting

### Preparing for the meeting:

- Select a meeting platform that will allow you to use video and share your screen, so you can show everyone the resources you're discussing and have an interactive meeting.
- Ensure participants have physical or digital copies of important documents before the meeting.
- Download fun virtual meeting backgrounds available on [girlscoutcookies.org/troopleaders](https://www.girlscoutcookies.org/troopleaders) and your baker website.



## Running the meeting

### Running the meeting:

- Have Girl Scouts and adults introduce themselves at the start of the meeting. Mute participants and call on them one by one.
- Have the older Girl Scouts plan their session ahead of time so they're prepared to present their plans to all families as they listen to important deadlines and guidelines for running their cookie businesses.
- Near the end of the meeting, let the Girl Scouts present their ideas with support from their families. Ask them to present and make a list of all the ideas so all the Girl Scouts can vote.
- Pause the meeting to allow Girl Scouts and parents to start the Cookie Entrepreneur Family pin activity sheet.



# Cookie Family Connection Guide

Cookie Program Guide for Parents, Caregivers, and Families

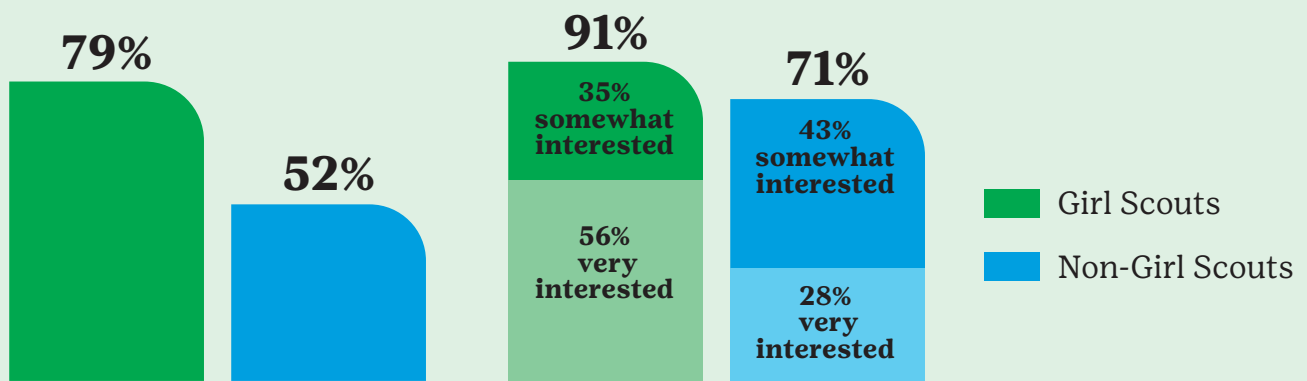


## Welcome, families!

The cookie program gives your Girl Scout the ability to power unique opportunities and adventures for their troop while learning to think like an entrepreneur. And you're key to their success. With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!

## Why should my Girl Scout participate in the Girl Scout Cookie Program?

**Girl Scouts have an entrepreneurial edge when it comes to mindset and interest!**



Source: [Today's Girls, Tomorrow's Entrepreneurs](#)

Participating in the program gives Girl Scouts an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare them for academic and career success. As your Girl Scout runs their own cookie business, they’ll gain five skills along the way that they’ll use the rest of their lives. The Cookie Entrepreneur Family pin activity sheet gives you tips to support your cookie entrepreneur as they sell at home. Here’s what Girl Scouts learn and why it matters.

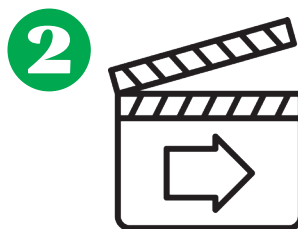
Through the Girl Scout Cookie Program, Girl Scouts learn . . .	This matters because . . .
<b>Goal-setting</b> as they set a troop goal based on what they want to do with their troop proceeds. Then Girl Scouts set an individual goal with help from their families.	Girl Scouts need to know how to set and reach goals to succeed in school, on the job, and in life.
<b>Decision-making</b> by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girl Scouts will make big and small decisions in their life; practice helps them make good ones.
<b>Money management</b> as they develop a budget, take cookie orders, handling and managing money.	Girl Scouts need to know how to confidently handle, manage, and leverage money to do great things.
<b>People skills</b> as they safely talk to their customers in person and virtually to work as a team with others.	Knowing how to work with others will help them do better in school and, later, at work.
<b>Business ethics</b> as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

## Did you know? All proceeds from Girl Scout Cookies® stay local!

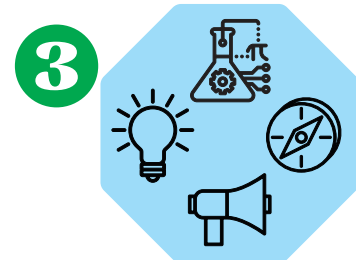
When you purchase Girl Scout Cookies from a young, budding entrepreneur, you’re supporting their success today and tomorrow. Girl Scout Cookies’ proceeds stay local to:



1 Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



2 Fund Take Action projects for the community and amazing girl-led adventures for troops.



3 Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!



# Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program,<sup>®</sup> they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



## Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

## Digital Cookie<sup>®</sup>

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule in-person deliveries. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

## Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

## Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.

## Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal-setting, decision-making, money management, people skills, and business ethics.

# Safety Tips for the Girl Scout Cookie Program

## Girl Scouts

- 1 Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- 2 Buddy up.** Always use the buddy system. It's not just safe, its more fun.
- 3 Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- 4 Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

## In Person

- 1 Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- 2 Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- 3 Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-through cookie booths.
- 4 Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- 5 Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

## Digital/Online

- 1 Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- 2 Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- 3 Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- 4 Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



Each way of selling has different safety guidelines. For more details, review the following materials:

- [\*\*Digital Marketing Tips for Cookie Entrepreneurs and Families \(PDF\)—English\*\*](#) (also attached to this guide)
- Visit [\*\*your local council\*\*](#) website for a copy of Safety Activity Checkpoints and Volunteer Essentials




























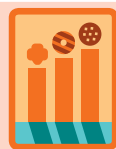










### Ways to Support Your Cookie Entrepreneur

- Help your Girl Scout earn the Cookie Entrepreneur Family pin to practice building their skills at home.
- Help them set up their Digital Cookie site.
- Help them keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision-making, people skills, and safety as you support them.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help them make arrangements to connect with people in their network.
- Never do things for your Girl Scout that they can do for themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting them!



# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur	
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer	
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur	
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart	
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Startup	
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Entrepreneur Accelerator	



# Digital Marketing Tips for Cookie Entrepreneurs and Families



The Girl Scout Cookie Program® offers unique opportunities to engage in online marketing and sales as girls learn about e-commerce and how to think like entrepreneurs.

Follow these four steps as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie® website and social media platforms.

**Safety tip:** Girl Scouts of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.



**1. As you set goals for your cookie business, think about how digital marketing can help you meet them.** Imagine customers in your community who may not know a Girl Scout. Expand your reach by sharing your secure Digital Cookie® link to reach them. Be sure to:

- **Be honest.** Yes, the Girl Scout Law also applies to your sales technique! From your Digital Cookie® site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
- **Create a sense of urgency.** After all, Girl Scout Cookie season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- **Make an impression.** Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- **Highlight special features or products.** Share the top-selling cookies in your lineup or any special varieties. Do you have a new flavor available for purchase? How about a gluten-free option? Do your customers know that Thin Mints are made with vegan ingredients?
- **Use a clear and prominent call to action.** Share your goal and exactly what your customer can do to help you achieve it.

**Safety tip:** Make sure your marketing materials don't reveal your personal contact information (like your address, school, or last name) or your cookie booth location.



## 2. Earn one of the Cookie Business badges to help you discover new skills. Each badge has digital marketing skills built right in.



My First Cookie Business



Cookie Goal Setter



My Cookie Customers



Cookie Decision Maker



My Cookie Team



Cookie Collaborator



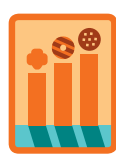
My Cookie Venture



Cookie Market Researcher



Cookie Innovator



My Cookie Network



Cookie Boss



My Cookie Business Resume



Cookie Influencer



## 3. Use digital marketing to expand your network and grow your people skills. Try some of the following strategies:

- **Think of your favorite brands, and then check out their websites and social media accounts.** What do they do to create a relationship with their customers on social media? What can you do to safely build a relationship with your online customers?
- **Use platforms that potential customers could be on.** Think about your target customers and where they're most active online.
- **Engage your customers through email marketing.** Send an email through Digital Cookie® to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.
- **Turn loyal customers into brand advocates.** Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
- **Avoid spam emails.** Spam is an email that has been sent to someone without their permission. Always get permission to add someone to your email list.
- **Use marketing to inspire, educate, entertain, and entice your prospective customers.** Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications—consider writing a poem or recording a video to educate and convince potential customers to buy from you.
- **Show off customer testimonials.** Collect and share testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
- **Say thank you!** Impress customers with a custom thank-you message via email or social media. As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use.

**Safety tip:** To protect your personal identity, never directly message people you don't know online or through social platforms. Remember to always use your secure sales link for orders.

**Safety tip:** When creating marketing content for materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!



## 4. Practice business ethics by safely marketing online. Before you get started, review the below safety standards. When in doubt, revisit these resources.

- You and your supervising parent/guardian must read, agree to, and abide by the [Girl Scout Internet Safety Pledge](#) and the [Digital Cookie Pledge](#) before engaging in online marketing and sales efforts through the cookie program.
- Review Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales on your council's website.