



## 4 WAYS TO BUILD YOUR SALE BEFORE BOOTH SALES BEGIN IN FEBRUARY

Booth sales will take place February 1- March 5, 2023. But don't wait until then to get your sale started. Use the time between now and then to build your online sale, collect Cookies for the Military donations, earn the Corporate Cookie Connections patch, learn new skills at the S.M.A.R.T. Cookie program and build momentum!

### 1. Drive pre-orders with Girl Delivery

Maximize your sale by setting up your Digital Cookie® site and sharing your link with local friends, family and supporters. Door hangers in your neighborhood are a great way to promote your cookie business. Buyers who select pre-order with Girl Delivery\* can receive their cookies as soon as you have them in hand! Selling online is fast, convenient, contactless and easy! See the Digital Cookie® flyer for step-by-step instructions on how to set-up your site.

*\* Shipping fees apply when using Direct Delivery option. Digital Cookie® opens on December 15, 2022. Buyers who select the 'girl-delivered' option will have their cookies delivered in February 2023, after inventory is distributed at initial order pickup.*

### 2. Invite supporters to donate to Cookies for the Military

Donations to Cookies for the Military can be made via your Digital Cookie® site and will count toward your sales goals. You'll earn great rewards, but the greatest benefit is providing a taste of home to our military members overseas. Our partners send care boxes filled with personal care items, snacks, Girl Scout Cookies and notes of appreciation to soldiers stationed all over the world. Check out the Cookies for the Military flyer for more information.

### 3. Complete the Corporate Cookie Connections Patch Program

Through the Corporate Cookie Connections Patch Program, girls build their skills and their sales by partnering with companies to sponsor large-scale cookie purchases. Companies who partner with girls *not only* donate or receive delicious Girl Scout Cookies but they receive sponsorship benefits. Girls who put the new skills they learned to use and obtain these sponsorships receive credit for the number of boxes purchased. Complete the program to earn the patch. Achieve \$1,500 or more in total sponsorships and earn a \$25 GSSEF Council gift card. An additional \$50 council gift card will be awarded to the Girl Scout with the top overall sponsorship dollar amount. The Corporate Cookies Connection Patch Program guide can be found on the Cookies+ tab at [www.gssef.org](http://www.gssef.org).

### 4. Attend the S.M.A.R.T. Cookie Program

Are you new to the Cookie Program or want to sharpen your savvy selling skills? Attend the S.M.A.R.T. Cookie Program on January 21, 2023. This is the council program for cookie sellers who are savvy, motivated, artistic, responsible and technical. Get more information and register at [gssef.org](http://gssef.org).

**Questions about any of these ideas? Contact your Service Unit Product Sale Coordinator directly or email [cookies@gssef.org](mailto:cookies@gssef.org).**

