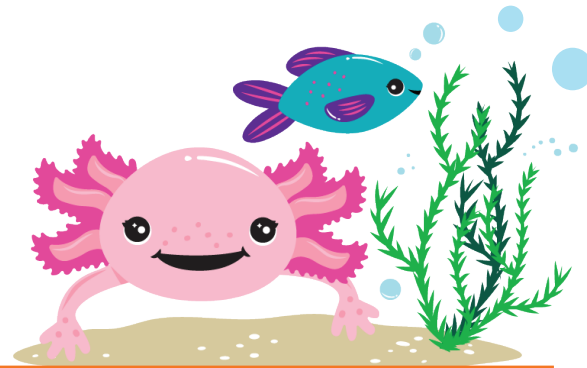


4 WAYS TO BUILD YOUR SALE BEFORE BOOTH SALES BEGIN IN FEBRUARY



Girl Scout Cookie booth sales will take place February 1-29, 2024. 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. Sell Girl Scout Cookies for the holidays

Maximize your sale and spread holiday cheer by setting up your Digital Cookie® site and sharing your link with friends, family, and supporters. Buyers who select Direct Delivery* will receive their cookies in 7-10 business days. Selling online is fast, convenient, contactless, and easy! View the Digital Cookie® flyer on gssef.org 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 1, 2023. Buyers who select the 'girl-delivered' option will have their cookies delivered in February 2024, 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. The Corporate Cookies Connection Patch Program guide can be found at 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 20, 2024. This is the council program for cookie sellers who are savvy, motivated, artistic, responsible, and technical. Get more information and register at gssef.org.

**Questions about any of these ideas? Contact your Service Unit Product
Sale Coordinator directly or email customercare@gssef.org.**

