



TOP 10 PRE-SEASON TIPS

Supercharge her season before booths begin! Girl Scout Cookie booth sales will take place January 30 – March 2, 2025, but don't wait until then to get her season started. Use the time between now and then to help her learn new skills, build her online sale, earn the Corporate Cookie Connections patch, attend the S.M.A.R.T. Cookie program, bling her booth and build momentum!



Register for S.M.A.R.T. Cookie

Register your Girl Scout for the S.M.A.R.T. Cookie Program on November 16, 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.



Attend Troop Cookie Meeting

Learn all the details about the 2025 Cookie Program at this meeting. Your Troop Leader will cover important information about how to participate and what to expect.



Set Her Goal

Work with your Girl Scout and her troop to set her goal for the season and plan to achieve it! This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



Launch Digital Cookie Site

Maximize her season by working together to set up her Digital Cookie!® site. 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 her site.



Expand Her Online Selling Skills

Girls can market their Digital Cookie site online (with guardian permission) by sharing her storefront URL on social media and with email marketing tools available directly from her Digital Cookie dashboard! Buyers who select Direct Delivery* will receive their cookies in 7-10 business days.

**Shipping fees apply when using Direct Delivery option. Digital Cookie® opens on December 1, 2024. Buyers who select the 'girl-delivered' option will have their cookies delivered in February 2025, after inventory is distributed at initial order pickup.*



Complete the Corporate Cookie Connections Program

Through the Corporate Cookie Connections Patch Program, girls build their skills and their sales by asking companies to make large-scale cookie purchases. Girls who put the new skills they've learned to use 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

Door Hangers

Offer Girl Delivery in the neighborhood by accompanying her while she pounds the pavement! By hanging door hangers with her QR code, she'll learn the value of local marketing techniques and leverage her neighborhood buying power. She'll also have a chance to practice her selling skills one-on-one before she gets to a booth. Booths can be busy! Let her hone her skills ahead of time with real customers in a "less stress" environment. Buyers who select the "girl-delivered" option at checkout will have their cookies delivered in February 2025, after inventory is distributed at initial order pickup.

Prep Your Booth Supplies

Help her learn the power of preparation by letting her gather booth supplies, brainstorming display ideas to bling her booth, and encourage her to get crafty with banners and posters to display or hold at her booth. Decorate a Cookies for the Military donation jar and prepare signage to help customers navigate her "store."

Practice Selling & Service Skills! Roleplay Booth Scenarios

Cookie booths are the perfect place for girls to leverage their cookie smarts, unleash their entrepreneurial spirit, and share what being a Girl Scout is all about. To make sure you girls are as successful as they can be, help prepare your girl for potential questions they might receive from customers so that they can beat the nerves and continue to build their people skills! Prepare her for questions like, which patch/badge is her favorite, why does she love Girl Scouts, what's her favorite cookie, and what she plans to do with the earnings.

Consider Return Business Tools

Teach her the importance of maximizing every customer interaction by thinking about how to turn today's customer into a return customer. Print ½ or ¼ page flyers to handout at booths with her QR code for free Girl Delivery. Customers will love the option to replenish their cookie supply before the end of the season. Or have a QR code to scan that connects customers to see where cookies are available for purchase near them all season!

Completed the checklist? Great job! With your help, she has jumpstarted her season and learned valuable skills along the way.

She's ready to crush her goals!

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

