

Girl Scout Cookie Program Playbook

for girls & families





February Girls & Families Playbook

Key Program Dates

- **February 16-17: Count N Go – Initial Cookie Order and Rewards Pick-up**
Your Troop Cookie Manager will be picking up your troop's initial order and will let you know when and how to get cookies to deliver to your pre-order customers.
- **February 18: Girl Scout Cookie Booths Begin!**
- **February 21: Cookie Cupboards Open**
Additional cookie orders can be placed by your Troop Cookie Manager.
- **February 22-24: National Girl Scout Cookie Weekend**

What Can You Do... After Initial Order, but Before Cookie Booths?



- **Use the Goal Getter Order Card**
You may have turned in your initial cookie orders, but you can continue to ask people to support your business in person with the Goal Getter Order Card. [Download the Goal Getter Order Card >](#)



- **Sign Up for Digital Cookie, It's NOT too Late**
Easily personalize your online store and invite customers to support you. They can purchase cookies online, which can be shipped to their door or hand delivered by you. Promote your online store by sending personalized emails through Digital Cookie to family and friends!
[Request Digital Cookie Access >](#)



- **Prepare to Bling Your Booth**
The Bling Your Booth Challenge is back and this year you could win an ice cream party for your troop! [Learn More & How to Enter >](#)



Ways to Upsell with Cookies In-Hand

1. Buy 5 for \$20: Enter to Win Cookies for a Whole Year

Encourage your customers to buy 5 boxes of Girl Scout Cookies for a chance to win free cookies for a whole year. When a customer buys 5 boxes give them an [instruction sheet](#) on how to enter the contest.



2. Last Chance for Savannah Smiles

The 2019 cookie season will be the last chance to enjoy Savannah Smiles. **Encourage customers to stock up on their favorite lemon cookie.**

- **When delivering to pre-order customers**, see if they want to purchase a few more boxes while you have cookies in-hand.
- **When at your cookie booth**, let customers know that this is Savannah Smiles last season; which is a great chance to upsell.

Look for exciting product announcements for the 2020 cookie program later this season.

SAVANNAH SMILES®

Crisp, zesty lemon wedge cookies dusted with powdered sugar @D



Have Questions? Reach out to your Troop Leader and/or Troop Cookie Manager.