

# Girl Scout Cookie Program Playbook

*for girls & families*





## January Girls & Families Playbook

### Don't Miss Your Goal

Encourage girls to go door-to-door to gather pre-order sales for initial order. Use the Girl Order Card and leave a **door hanger** in case someone isn't home.

Help your Girl Scout think outside the box. Brainstorm new ideas to help her reach her goal such as creating a custom text message to contact family and friends, or a phone-a-thon that she can do with other girls in her troop.

Sign-up for **Digital Cookie** and have your customers purchase from you via your own "cookie store". They can pay online and even have cookies shipped to them in just a few days - and it only takes a few clicks!

### Key Dates

- **January 1:** Girl Scout Cookie Programs Starts
- **January 1:** Digital Cookie Opens
- **January 20:** Last day for customers to order cookies via Digital Cookie IF they want them shipped in time to have in-hand for the "Big Game"
- **January TBD** by Troop Leader/Cookie Manager for Troop Initial Order Deadline

Through all of the steps above your Girl Scout is building skills that will help her take the lead in her life and equip her to join the ranks of Girl Scout female business owners and CEOs. And that's how you go from a cookie rookie to a cookie entrepreneur.

Have questions? Reach out to your Troop leader and/or Troop Cookie Manager.