

# Girl Scout Cookie Program Playbook

*for volunteers*





## December Volunteer Playbook

We've create a series of playbooks to guide you through each quarter of the cookie program, so you will never miss an opportunity to score a goal! Check out your first edition; December Playbook.

December is the best time to get organized for a great cookie kick-off. Take some time to assemble your team of Girl Scouts, adult volunteers, and parents.

Whether you're a new troop leader or a returning cookie volunteer, here are some tips and reminders to help you prepare for the upcoming cookie program.

Let's Go for Bold!

### First Quarter: Get Your Troop Organized for Cookie Season

#### 1. Registration

Make sure your troop is registered for the 2019 Girl Scout membership with at least two registered and approved co-leaders.

#### 2. Recruit a Troop Cookie Manager

The volunteer managing the cookie program for your troop should sign up for the role of **Troop Product Program Chair—Cookies in MyGS** and sign their Troop Cookie Manager Position Description, which should be turned in to the Service Unit Cookie Manager.

Instructions: [Selecting Role of Troop Product Program Chair-Cookies](#)



### 3. Attend Cookie Training

Attend Cookie Training in-person with your Service Unit Cookie Manager and/or online via the Cookie VIP site.

### 4. Attend a Service Unit Cookie Rally with your troop

Check with your Service Unit Cookie Manager to see when and where the fun will take place.

### 5. Visit the [Cookie Resource Page](#) for tools to help you get to your goal!

## Second Quarter: Host a Family Meeting

A Girl Scout's family plays an essential part in the Girl Scout Cookie Program. Before **January 1, 2019** host a girl/parent meeting to introduce the program. During the meeting:

- Be sure to get signed [Parent Permission Forms](#) when distributing Girl Order Cards. This is a great time to recruit help from parents.
- Help your girls set reasonable goals
  - If your girls are first-time sellers, encourage them to dream big, but also to be reasonable when setting goals. To get started have your girls set a troop goal and individual goals. Goal Setting can begin by having your girls set Go/Give/Have goals. Ask the girls to brainstorm goals to:
    - [Go on a new adventure](#)
    - [Give back to their community](#)
    - [Have something special just for their hard work](#)
- Communicate with parents
  - Make sure your troop parents understand their role, financial responsibility and key dates for the program.



- Remind your troop to be in uniform for order taking  
It's time to show off her Girl Scout Pride by wearing her uniform when taking orders. Don't forget - there's more cookie gear to decorate your cookie booth table, car and more. Get everything you need at [Badge & Sash](#).

### Third Quarter: Make a Plan

Help girls build the best cookie season ever with the [Built By Me Cookie Planner](#).

Built by Me is an online tool made especially for volunteers that creates a customized plan for cookie season. It's as simple as taking a short quiz! The tool takes your answers and creates a special plan just for your troop. When you're done, you can print or email the plan to yourself and use it as a blueprint to guide girls in making their own decisions—making it a truly girl-led experience.

### Fourth Quarter: Get Your Questions Answered

Don't wait until [January 1](#) to start asking questions or get advice from Council. Get those burning questions answered by your Service Unit Cookie Manager.

If you're unsure of your Service Unit Cookie Manager, contact Helpline at [800-771-1139](tel:800-771-1139) or [helpline@gsgatl.org](mailto:helpline@gsgatl.org)