girl scouts of greater atlanta

# Ingredients For Success

## Do you love Thin Mints and Samoas?

## Do you want to empower the next generation of female entrepreneurs?

Girl Scout of Greater Atlanta invites you to join us **February 21-23** for Ingredients for Success Weekend, a celebration of Women in Business in honor of National Girl Scout Cookie Weekend.

From January to March 2025, Atlanta area consumers will buy more than 3.5 million boxes of Girl Scout Cookies. Many of those boxes will be sold at one of our 5,000 cookie booths set up outside businesses across the region.

Join local female business owners and operators in hosting a Girl Scout Cookie booth the weekend of February 21- 23 and show Girl Scouts in our community what it means to be a successful female entrepreneur!

## How You Can Support Girl Scouts

- **Host a Cookie Booth Location during February 21-23**
  We will help you team up with a local troop, identify a day during National Girl Scout Cookie Weekend, and select a two-to-three-hour time window when girls can sell outside of your business. Know a troop you'd like to work with? Let us know!
- **Be A Mentor**
  Share your own 'Ingredients for Success' and help the Girl Scouts earn a patch for their uniform for Success patch. Spend at least 15 minutes with your cookie booth Girl Scouts telling them what you do as a business owner/operator, how you got to where you are, and any advice you might have for success! Girl Scouts are curious and might even have questions for you! *Don't know where to start? Don't worry, we'll provide you with a tip sheet to help guide your conversation!*
- **Promote the Weekend**
  Let your customers in on the excitement of this special weekend. Invite them to support Girl Scouts (and you!).
- **Tap your network**
  Share this invitation with another female business owner/operator in your network. Encourage them to join the fun If they are interested, we can help them get set up.

**Did you know?**

80% of female entrepreneurs were once Girl Scouts

**3 out of every 5**
greater Atlanta residents buy a box of Girl Scout Cookies

# How Girl Scouts Will Support You

- **Gain foot traffic and extra promotion for your business**
  - Attract more customers to your business when they use our online zip-code drive Cookie Finder tool. In 2024, our Cookie Finder generated over 250,000 searches driving customers looking for cookies to businesses like yours.
  - Shine Online. Your business and participation will be highlighted on Girl Scouts of Greater Atlanta's website and social media channels. We'll promote to our more than 25,000 social media followers where they can find cookies during Ingredients for Success weekend and how to support both our Girl Scouts and your business.
  - Free Advertising. Ingredients for Success Weekend will be supported by paid media advertising. Last year, our Girl Scout Cookie Program paid media campaign resulted in 8,603,690 impressions and 92,908 site visits.
  - Media Coverage. Girl Scouts of Greater Atlanta will send out a press release to our major media markets. For smaller publications, we can help support your outreach with a press release template.
- **Ingredients for Success Toolkit**
  We've done the work for you! Our turnkey toolkit provides what you need to promote the weekend to your customers. This includes customizable social media and flyer templates and pre-written content to use on social, email, and your website.
- **Promotional Opportunity**
  Use Ingredients for Success for special sales opportunities within your business. For example, you can:
  - Offer a percentage off a special Girl Scout-themed item in your store. (Ex. 10% off all green items, items made by women, or on a special flavored food or drink item.)
  - Help your Girl Scout troop reach their goal with a special store discount for customers that buy 5 or more boxes!
  - Give back to Girl Scouts! We're happy to help you set up a donation promotion in your store, whether that's a round-up program, a portion back from a particular product sale, or a general contribution from your patrons. All donations collected stay local and directly impact Girl Scouts in our 34-county service area.

## The 2025 Girl Scout Cookie Program begins

**January 1, 2025**

## including the promotion of Ingredients for Success weekend.

If you have any questions, we're more than happy to answer them!
Please email Marina Martin Leary, Director of Marketing – **mleary@gsgatl.org**

**Ready to get started? Email marcomm@gsgatl.org**