



Dear Prospective Cookie Booth Partner,

The _____ Service Unit has identified your establishment as a great location to host a Girl Scout Cookie Booth. Our Cookie Program theme for 2024 is **Own Your Magic!** It encourages girls to dream big and push forward with confidence. Your potential partnership with our Service Unit as a Cookie Booth location makes you invaluable to the Girl Scout mission and your community.

As a local business partner, hosting Girl Scout Cookie Booths at your location can:

- Increase traffic to your business from customers using our Cookie Booth Locator. Just last year our Cookie Booth Locator generated over 250,000 searches driving additional foot-traffic to local businesses like yours from consumers searching for Girl Scout Cookies in their area.
- Provide free marketing opportunities throughout our 34-county reach and draw media attention via local newspapers, radio stations, television, web and social media platforms.
- Provide training and opportunities to girls who will be future business leaders. Teaching them a lifetime of skills including Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.
- Support and enhance your community presence as cookie proceeds stay local to support girls with program activities and the means for them to impact positive change in their communities through their take-action projects.

Cookie Booths are scheduled from Sunday, February 11, 2024, through Tuesday, April 30, 2024. Should you agree to allow the troops in our Service Unit area to host Cookie Booths at your establishment(s), please complete a Girl Scout Cookie Booth Permission Form.

We would love to have you on board as a supporting partner of the largest girl-led business in the world, teaching young girls' skills that will last them a lifetime. Thank you for your consideration.

Sincerely,

Service Unit Cookie Manager

