

# Discussion Guide for your Girl & Parent Meeting



## At the meeting talk about the...

**Cookie Program** Give a brief description of the program.

- **Show an Inspiring Video!** If possible show the video about why families value the program. Visit [littlebrownie.com](http://littlebrownie.com) for videos to share with girls and parents.
- **Review the cookies and their prices**
- **Talk about ways to sell (Order Card, Digital Cookie, Cookie Booths, etc.)**
  - Order Cards allow girls to take in-person orders that she'll deliver and collect payment in exchange for the order.
  - Digital Cookie can be just the thing that boosts sales and adds some ease to the program for families—customers can purchase online and pay for shipping or request girl-delivery.
  - Cookie booths allow girls to work as a team to accomplish a common goal. Most troops find that this is the time where girls really get a chance to shine.

**Benefits** Talk about things girls will be able to:

- **Learn**—Give them practical examples of how the 5 skills apply to everyday life.
- **Earn**—Tell them about the reward options for the entire troop and individual participants. Earning rewards will allow the troop and the individual girls to be recognized for their efforts. Acknowledgement is important.
- **Do & Experience**—Give them examples of fun things they can do as a troop and the impact they can have in their community using their proceeds.

**Goals** Guide a discussion about goal setting.

- **Set a Troop Goal** Help the group brainstorm about the types of things they want to do and the experiences they want to have this Girl Scout year. Start a vision board and sketch out what it would take for the troop to reach this goal.



Tip: Let girls share their individual goals with the group and have the other girls and parents cheer them on.

- **Make the plan and write it down** Every successful person has a plan – you should too! Let each girl give input to help determine what the troop's goal should be, and have each of them write it down along with their personal goal to build a plan to make it all happen.
- **Determine the best way to track your troop's progress**

# Discussion Guide for Your Girl & Parent Meeting

**Deadlines** Provide your troop with program dates to establish an easy to follow timeline.

- **Develop your troop's calendar** Use the important program dates provided to you in this guide as your template. Determine what dates you'll need final orders/reward choices, payments and even the date you'd like to distribute products/rewards. Make additions and adjustments to your calendar as needed. Use the Built By Me Cookie Planner to make this easy.
- **Set a reminder schedule** Build in reminder messages (text messages, emails, handouts, phone calls, etc.) to prompt girls/parents to take action for upcoming important dates.

**Money** Set guidelines to let girls/parents know your expectation of how product will be distributed and how money will be collected.

- **Stress the importance of financial responsibility with girls/parents** One of the main objectives of the Girl Scout Cookie Program is to teach money management; the first step of doing this is knowing what your responsibility is.
- **Set expectations for collecting money. Getting a little at each troop meeting is a best practice** After distributing products to girls/parents, make a habit of collecting money at each meeting. Collecting money early and often will minimize issues of lost or stolen funds.
- **Issue receipts for product and money; obtaining a signature at all times** Keep accurate records of what is being paid to the troop by providing receipts each time money exchanges hands. Keep track of each girl's remaining balance due. Remember—no money should be collected for cookies ordered via Digital Cookie as all orders are paid for online.
- **Deposit money into troop account on time and share the financial status of the program with girls/parents on a regular basis** The balance due at the end of the program is the responsibility of the entire troop. Each girl/parent participating holds financial responsibility to do their part to clear the troop's overall balance due. A troop's unpaid balance will prohibit the entire troop from participating in future money earning activities. Use the Unpaid Parent Account Form to submit uncollectable parent/guardian debts if needed.

## At the conclusion of the meeting:

- ✓ Exchange Order Cards for Parent Permission & Financial Responsibility Forms—it's online this year! Have parents complete it before or during the meeting. Their online submission will be sent directly to your inbox.
- ✓ Let the adults sign-up to help during cookie season. You'll need some additional hands with Initial Cookie Order pick-up, finding cookie booth locations and even chaperoning a booth or two.
- ✓ Establish a system for communication during this busy time of year.
- ✓ Encourage everyone to do something. Participation in the Cookie Program helps every girl to become a little more confident, a little more courageous and a little more self aware that girls CAN be and DO anything!

