

Girl Scouts of Eastern Oklahoma 2012 Cookie Program

Direct Sale FAQs

What is a “direct sale” and how does it work?

A direct sale is the current format for our Cookie Program, which went into effect February 2011. Instead of taking orders and then delivering cookies later, girls can sell physical boxes of cookies door-to-door starting from the first day of the Cookie Program. Cookies and payment are exchanged on-the-spot in one quick, easy step. Customers are instantly gratified and girls experience immediate success from a completed transaction.

Why a direct sale?

Volunteers, parents and customers have asked us to simplify the cookie program logistics for years. This format is:

- Easier for customers, girls, parents and volunteers.
- Reduces order and delivery to one step. No more trying to find a customer at home to arrange delivery. (Which also helps us “go green” and reduce our carbon footprint.)
- Frees up more time to reach additional customers.
- Increases availability of cookies to the public, so girls will have the opportunity to sell more cookies and earn more money for their activities and projects. Girls can continue to contact their valuable customers throughout the sale to keep them supplied in cookies!

What are the dates of the 2012 Cookie Program?

- Troop Cookie Manager training held in individual Service Units: late December/early January
- Troop Cookie Order due - January 13
- Service Unit Cookie Kickoff Events (Rallies): late January/early February
- Tulsa Warehouse Pickup by Service Units: February 3-4
- Delivery to outlying Service Units: February 6-9
- Direct Sales Begin: February 11, 2012 -- individual girl marketing and door-to-door sales.
- Booth Sales: February 24 - March 25, 2012
- Final Troop Reports due to Service Unit: April 4

What is the price of the cookies?

Cookie are still \$4.00 per box.

How will troops know how many cookies to order?

Following best practices used by other Girl Scout councils who also have a direct sale format, we recommend that returning troops order 80-85% of their previous year's final sale, taking into consideration changes in troop size or circumstances. We recommend that new troops order based on per girl average sales for their age level, and in discussion with parents. We will provide the data for each program level and variety.

Can troops get more cookies?

Yes! Based on previous experience, we anticipate having a very high volume of reorders, especially during the first two weeks. Cookie cupboards will be scattered throughout the council for troops to pick up more cookies during the sale. More locations will be available during the first two weeks, and when booth sales begin smaller cupboards will close and consolidate to larger regional cupboards.

Will troops be able to return cookies from their starting inventory?

No. We have a no return policy mainly to protect the integrity of our product. If troops can't sell cookies from their starting inventory, they will have six weeks to transfer the cookies to another troop within their Service Unit or schedule additional booth sales. During the first two weeks only troops may exchange unopened cases for another variety at the cupboard.

Will girls still have order cards?

Yes. Girls will use order cards to:

- Track sales (girls can use this information to contact customers for reorders).
- Keep track of their money.
- Take a customer's order when they don't have the cookies the customer wants.
- Make sales of Gift of Caring cookies.
- Use for marketing by phone.
- Select recognitions they are working for.
- Share goals with customers.

Are other councils switching to this format?

Our neighbors to the west, Girl Scouts of Western Oklahoma, also follow the direct sale format and are also piloting the Super Six program as we are.

Other councils that work with our baker have been very successful with the direct sale format, and have received very positive feedback from girls, parents and volunteers.

Other questions?

Contact your Service Unit Cookie Coordinator or Kathy Brandon, Director of Product Sale Programs, kbrandon@gseok.org.