



GIRL SCOUTS OF EASTERN OKLAHOMA

Cookie Sale News

MARCH 2012

New troops can still participate in cookie sales - through booth sales or direct sales in neighborhoods. Remember, girls continue to earn recognitions and Cookie Credit on all cookies sold through the end of the sale March 25 (except for the 100 Patch Pin and Anniversary T-shirt). Troops planning big trips or wanting to add to the troop treasury can increase their sales during this time. Help girls be successful using the following tips.

MORE POSSIBILITIES!

We receive calls and emails every day from people who were never asked to buy Girl Scout Cookies, so we know that there is still a huge untapped market out there looking for their favorite cookies. People love Girl Scout Cookies . . . we just need to make them available. Be creative - think of new ways to market the cookies and to create program opportunities for your troop:

- Order forms can now be used - leave one in a local business or senior citizen complex with a poster.
- Check with civic organizations - they may purchase Girl Scout Cookies to use at luncheons or other meetings. Organization lists are often available at your local Chamber of Commerce.



- With cooperation from parents who will drive, your troop could try a "rolling booth sale," red wagon day, or walkabout through the neighborhoods. All varieties of cookies are stored in a wagon, car or pickup. Have two girls (with an adult) go to houses on each side of the street. Other girls and adults stay with the cookies to handle money, make change, and pull cookies from the stock. Make Cookie Mobile magnets using the artwork available at www.littlebrownie.com.
- Set up a booth at apartment recreation centers, banks, churches, college campuses, athletic events, concerts/plays or other community events.
- Milk and Cookie Breaks - Employers from small businesses to large corporations are asked to sponsor a "Milk and Cookie Break" as a thank you to their employees and to show their support for Girl Scouts. The cookies served to the employees are purchased from and served by Girl Scouts, who will also set up a cookie booth with additional cookies available for purchase. See the flier on our website for details.

BUNDLING

Create interest at your booth with special cookie bundles like "Chocolate Lovers" or "Peanut Butter Duo." Make a "5 for \$20" pack. Let girls use their imagination, or download some of the clip art available at www.littlebrownie.com for making gift tags, signs or table tents. Consider a freezer pack in a zip lock bag with a label for dating. Offer free cookie recipes with purchases.



VOLUNTEER GUIDES

Continue to use your program-level booklets (received in November takeouts) to enhance your activities all through the sale. All activities and resources can be downloaded at www.littlebrownie.com. Look online for information to help plan your **booth sales**, including **Cookies 4 a Change**, and **Gift of Caring** projects.

These guides also contain window/display posters for advertising your sale, your goals, and the Cookie Locator Mobile App.

NEED MORE COOKIES?

Troop Cookie Managers just need to call their Service Unit Cookie Coordinator for more cookies all during the sale. The SU Coordinators will locate extra cookies in the Service Unit or will help you arrange to get additional cookies from a cupboard.

GIFT OF CARING



Be sure to promote your **Gift of Caring Project** at your booth sales. Use posters to let people know which organization you have chosen to receive your cookies, and your goal for number of boxes to donate. You may check out Gift of Caring bins or boxes through your Service Unit, or have girls make their own. Additional Gift of Caring posters, tally sheets and clip art are available in the Volunteer section, Booth Sale Support, at www.littlebrownie.com.

BOOTH SALE PROCEDURES

Remember to submit Form #307F, Booth Sale Approval, for each cookie booth sale (except those arranged by the Council), and enter the information in eBudde. Forms are available in the Girl Scout Store, or the Cookie page on our website, www.gseok.org. See January's Cookie Sale News for complete procedures. Check back on eBudde for new openings in the Council-coordinated booth locations.

Create "MORE" opportunities at your booth! Cookie costumes may be checked out through the Girl Scout Store. Attract attention with the posters provided or posters the girls make. Display your goal poster and use pictures to show the public what the girls are working for - people are willing to support a good cause. The colorful cookie cases can make an attractive display, and you can also make a collection box for **Gift of Caring** cookies or check out a bin from the Service Unit. New tablecloths are available in the Store with cookie messages on all four sides, including "Every Cookie has a Mission. Ask me About Mine!"

COOKIE LOCATOR

Once your booth sale is approved in eBudde it automatically appears in the Cookie Locator. Once booth sales begin, any customer searching for cookies can enter their zip code and find all the booth sales available. Customers can download a free mobile phone app to find cookie booths on the go! Simply call ****GSCOOKIES (**472665437)** from your mobile phone to get the app. Get more information at www.littlebrownie.com/app.



REMEMBER TO VOTE . . .

Go to the **Oklahoma College Savings Plan** website at www.ok4saving.org to vote for Oklahoma's favorite Girl Scout Cookie and to learn more about saving for college. The Oklahoma College Savings Plan will award **\$1,529 to the Oklahoma Girl Scout who sells the most cookies** by March 25, 2012, and **\$529 to the troop with the most cookie voters**.

FINAL REPORTS

Final troop reports and deposit slips are due to your Service Unit Cookie Coordinator no later than **April 4**. The Coordinators have a short amount of time to review many, many troop reports, so let them know as soon as yours is complete.

ADULT COOKIE THANK YOU GIFTS

Show appreciation to everyone who made the Cookie Activity a success with one of the following items available in the Girl Scout Store.

Volunteer Tote Bag - "Thanks to you . . ." message. Price: \$2.70 plus tax.



Volunteer Patch - A great memento to let volunteers know how much they are appreciated. Price: \$.99 plus tax.

Volunteer t-shirts are still available. Green with cookie logo on the front and "What Can a Cookie Do?" message on the back. Great for advertising during the sale! Price: \$6.00 plus tax.

Also available in the Store (all plus tax):

My First Cookie Sale Patch - \$.99

Gift of Caring Patch - \$.99

Tablecloths - \$22.00

