

2019 Troop Cookie Challenge Patch



Just follow these Five Steps to Cookie Success:

Step 1 – Set and Share Troop Goals

Goal-setting is a valuable life skill. Begin by helping girls brainstorm what they could do with cookie proceeds. Then, help them select two goals that inspire them – one for fun and learning and one for service. Each girl writes the troop’s goals on her Goal Tracker, which is attached to her order card. Inside the order card, girls write the goals where customers will see them.

Step 2 – Set Personal Goals

Inspire the girls to imagine how they can be even more successful than last year. What would they like to learn? Be sure to remind girls that achieving a troop goal requires that every person achieve her personal goal. Personal goals can be written on the Goal Tracker.

Step 3 – Hold a Family Meeting

Adults need to understand the importance of an activity before they give it their full support. Engaging families in the cookie sale encourages them to be involved and stay informed. Encourage girls to plan the family meeting, play leading roles, and make it fun for everyone. Remind families that the cookie sale helps girls learn about leadership and business, setting goals, and putting the Girl Scout Promise and Law into action.

Step 4 – Sell Beyond Family and Friends

People love Girl Scout Cookies and are generally predisposed to buying them. Many women say their first business success was getting a “yes” from an unknown customer. Encourage your girls to market beyond people they know.

Step 5 – Track Progress and Celebrate Your Success!

Using a Goal Tracker to watch sales grow keeps everyone focused on the goal. When girls reach their goal, remember to celebrate.