



GIRL SCOUTS OF EASTERN OKLAHOMA

# cookie sale news

MARCH 2010

New troops can still participate in direct sales through booth sales or in neighborhoods. Remember, girls continue to earn incentives and Cookie Credit on all cookies sold through the end of the sale March 31 (except for the Tie Dye Bandana). 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.

## INSPIRE 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 blanks are still available - 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 to enable you to cover areas missed during order taking. 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](http://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 Web site 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 resources available at [www.littlebrownie.com](http://www.littlebrownie.com) for making gift tags and signs. Consider a freezer pack in a zip lock bag with a label for dating. Offer free cookie recipes with purchases.



## COOKIE ACTIVITY KITS

Continue to use your grade-level booklets (received in October takeouts) to enhance your activities all through the sale. All activities and resources can be downloaded at [www.littlebrownie.com](http://www.littlebrownie.com).

Look for information to help plan your **booth sales**, including **Cookies 4 a Change**, and **Gift of Caring** projects. The back of the troop goal poster in the center of the book has great information about how to run a successful cookie booth. Also in the center of your book is the window/display poster for advertising your sale.

## NEED MORE COOKIES?

Troop Cookie Managers just need to call their Service Unit Cookie Coordinator for more cookies during March. The SU Coordinators will locate extra cookies in the Service Unit or arrange to get additional cookies.

## EARTHQUAKE RELIEF & COOKIES

One of the best ways to raise funds for disaster relief is through your cookie sales. Troops can choose to donate a portion of all troop proceeds to one of the organizations on GSUSA's approved list of agencies, and advertise it at your booth sales. Signs can be printed from the Cookie page on our Web site, or girls can make their own. Resources and fliers are also available for **Gift of Caring** and **Cookies 4 a Change**. See your Cookie Activity Kits, and the VIP eTraining section -Marketing- Involve the Community, at [www.littlebrownie.com](http://www.littlebrownie.com) for more information on these programs.



Your **Gift of Caring Project** can help two good causes. The cookies will be donated to the organization you have chosen (these cookies cannot be used for earthquake relief) and a portion of these proceeds or all of your GOC proceeds can be donated to earthquake relief. Use posters to let people know "We have chosen to donate a portion of our cookie proceeds to the Haitian relief efforts."

## 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 Web site, [www.gseok.org](http://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 "world changing" 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, such as their **Cookies 4 a Change** project - 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.

## REMEMBER TO VOTE . . .

Go to the **Oklahoma College Savings Plan** Web site at [www.ok4saving.org](http://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 31, 2010, and \$529 to the troop with the most cookie voters.

## BE INSPIRED -- BE ON TIME

Final troop reports and deposit slips are due to your Service Unit Cookie Coordinator no later than **April 5**. 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.



*Inspired by U* Travel Mug - Remind your volunteers just how inspirational their leadership is to girls with this bright yellow mug. Price: \$5.95 plus tax.

*Inspired by U* Canvas Tote Bag - Perfect for carrying all those Girl Scout materials, this roomy bag is made of sturdy canvas, lined to match, with two interior side pockets. Price: \$15.95 plus tax.



Volunteer Patch - A great memento to let volunteers know how much they are appreciated. Price: \$.80 plus tax.

Volunteer t-shirts are still available. Yellow with Council name and *Inspired by U* logo on front pocket area, and cookie message on the back. Great for advertising during the sale! Price: \$6.00 plus tax.

Also available in the Store (all plus tax):

Cookie Star Patch Pin - \$1.50

Daisy Cookie Activity Book - \$1.25

Gift of Caring Patch - \$.80

