

2010-11 SERVICE UNIT COOKIE ACTIVITY BULLETIN



DIRECT SALES BEGIN: **February 11, 2011**
BOOTH SALES: **February 25 - March 27, 2011**

TO: SERVICE UNIT MANAGERS

The Council Cookie Team is preparing for the upcoming year, and as you are planning your Service Unit activities for this year, we encourage you to include events that enhance the Girl Scout Cookie Program and the important life skills the girls learn by participating.

Exciting News

First -- This year our entire Council will be participating in a “direct sale” format for our Cookie Program. Instead of taking orders and then delivering cookies later, girls can sell the actual boxes of cookies door-to-door starting the first day, February 11, 2011. 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. After two weeks of individual sales and marketing by the girls, the troops may begin booth sales, while girls continue with their individual efforts. FAQs will be posted soon on the Cookies page on our Web site.

Second -- In order to help us be even more successful with our direct sale, we are one of only twelve councils participating in a pilot project called Super Six. Girls will offer our customers a premium selection of six varieties of the best-selling Girl Scout Cookies. Please see the attached flier and letter with full details.

Cookie Rally or Kickoff Event Starting Today . . . grow your sale with the best rally ever.

Each Service Unit should begin planning now in order to have a great event in January. **See the “Rallies To Go” booklet for ideas.** One full color booklet is provided per Service Unit along with this bulletin, and is also available online at www.littlebrownie.com in the Volunteers section. Plan your rally using this step-by-step guide or pick and choose from the activities and resources provided. Be sure to include stations that support our new direct sale and Super Six formats, as well as safety, goal setting, etc. Use the Service Unit proceeds from last year’s sale for supplies needed to enhance your activities. You might wish to join together with other Service Units in your area to present one big event.

The rally patch will be provided for each girl who attends -- let Kathy know as soon as your event is scheduled so patches can be ordered. If we have your order by December the patches should be available to hand out at your event.



Starting Today . . . girls are planning for Cookie business success.

Cookie Activity Kits (Cookie Curriculum)

Leaders will receive these Activity Kits in October takeouts.

Grade-level guides are packed with resources and activities to make the Cookie Program simple for volunteers as they help girls learn valuable life skills. This year the activities are grouped into two books:

Daisy/Brownie/Junior Cookie Activity Kit -- My Cookie Store

Cadette/Senior/Ambassador Cookie Activity Kit -- Cookie Entrepreneur

Cookies are part of the Girl Scout Leadership Experience, and many cookie activities can serve double-duty to fulfill award requirements for badges and Leadership Journeys. Look for this GS circle icon for the program links.



5 Skills for Girls

Girl Scout Cookie Activity Pin



All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin, which recognizes the “5 Skills” learned and practiced along the way. Girls can collect a different color pin each year to recognize growth in these 5 skill areas:

- ✓ Goal Setting
- ✓ Decision Making
- ✓ Money Management
- ✓ People Skills
- ✓ Business Ethics

The new 2010-2011 Cookie Activity pin requirements should be available mid-August on the GSUSA Web site at: www.girlscouts.org/program/gs_cookies/cookie_activity.asp and will also be available on the GSEOK Web site Cookies page.

Online Marketing

Cookie Club -- For online order taking!

This password-protected site is where girls go to ask for, receive and track orders online. Beginning last year, GSUSA allowed girls to ask for cookie orders online, within age appropriate guidelines. The Cookie Club helps girls use Internet marketing strategies to reach their goals.



Complete information is in each Activity Kit and at www.littlebrownie.com.



Starting Today . . . we'll plan the best Cookie Season yet!

Remember to have a brainstorming session with your Service Team to come up with ideas; appoint a Cookie Rally Coordinator; invite older girls to help. The Council staff will be happy to assist with ideas and resources, PR or “guest stars” for your event.

Contact Kathy Brandon, Director of Product Sale Programs, kbrandon@gseok.org, or 918-745-5224 or 800-707-9914, ext. 224, for questions or assistance. You may also contact Elizabeth Robb, our new Product Sales Specialist, erobb@gseok.org, 918-745-5256