



Are you Girl Scout Cookie booth ready?

This cookie season, show cookie customers how the iconic Girl Scout Cookie Program (**the largest girl-led entrepreneurial program in the world!**) prepares girls in their communities to lead, learn, and succeed, all while making it possible for them to embark on amazing adventures, form a lifetime of memories, and unleash the power of **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader)[™] to change the world!

When talking to cookie customers about the sale and why girls participate, make sure to:

- ✔ Tell them about all the things girls are learning by selling Girl Scout Cookies, like goal setting, decision making, money management, people skills, and business ethics.
- ✔ Share your girls' sales goals and what the troop plans to do with its cookie proceeds in the coming year.

PRO TIP: Knowing how troops use cookie money is what customers really want to hear about when they consider supporting your sale and stocking up on cookies!

- ✔ Remind them that 100 percent of cookie proceeds stay local. The money raised through the cookie sale helps your council power unique, amazing experiences for girls year-round. And the best part? The girls get to decide what they'll spend their hard-earned cookie cash on—it's *their* world!

Are you prepared to answer, “Why Girl Scouts?”

Tips for Girls: Talking About Girl Scouts

When people ask you about Girl Scouts, focus on:

- Why you love it
- The fun you’re having and all the things you’re learning
- How your troop plans to spend its hard-earned cookie cash

Adults: Give Three Reasons You Chose Girl Scouts

1

Girl Scouts and Boy Scouts are two completely different organizations.

Girl Scouts is the best leadership experience for girls in the world, period—designed specifically with, by, and for girls—every G.I.R.L.! And research shows there’s no better place for her to discover her full potential.

Talk to cookie customers about what the Girl Scout experience has been like for you and your troop and how you believe the all-girl environment contributes to your girls’ success.

PRO TIP: Always stay positive. Don’t put other organizations down. Simply raise Girl Scouts up!

2

Girl Scouts is about so much more than cookies.

Everything a Girl Scout does centers on four program pillars: science, technology, engineering, and math (STEM); the outdoors; life skills; and entrepreneurship. Plus, this year we added new badges in STEM and the outdoors to up the adventure and the learning!

3

Girl Scouts is the only place where girls can work toward and earn the Gold Award—one of the most prestigious awards for girls in the world!

Earning a Girl Scout Gold Award is a great boost when it comes to applying for college and scholarships, establishing a lifetime network, and so much more! Younger girls can also complete their Bronze and Silver awards as they work up to the Gold. All three awards give girls the chance to do powerful things while working on an issue that’s captured their interest in a big way—here, there’s nothing she can’t accomplish!

Good luck this cookie season—you’re going to rock it like you always do!