

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

 Customer IQ Quiz

 Customer Communication

Rally Action Plan

Appendix

Customer Communication

All Ages Beginner-Friendly

Everyone appreciates a handwritten note — including cookie customers! Create a station for Girl Scouts to write personalized cards or emails to their customers. They can remind them what they bought last year and ask to buy again, or include cookie fun facts or info about bestsellers.

Supplies:

- Thank You/Reorder Form or blank stationary
- Spanish Thank You/Reorder Form
- Pens, pencils or markers
- Email and Card Sample Messaging

Go Virtual!

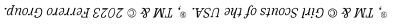
Invite Girl Scouts to find supplies around their home and give them time to write their cards or emails. (Bonus: Play an Own Your Magic-inspired playlist in the background while they write!)



Call in Captains!

Girl Scouts® Cookie Captains can share the advantages of using Digital Cookie® to maintain a contact list. It's an easy way to follow up with customers and helps build loyalty year after year!



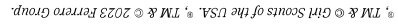


My goal is:

...SPOILING

Samoa...

Thank You
For Helping Me
Reach My Goal!



ACCEPTED

My goal is:

...SPOURS

...Samoas

Thank You
For Helping Me
Reach My Goal!



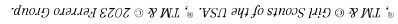
ACCEPTED

My goal is:

CONCLUSIONS

Samoa...

Thank You
For Helping Me
Reach My Goal!



ACCEPTED

My goal is:

...continued

Samoa...

Thank You
For Helping Me
Reach My Goal!



girl scouts

Little Biscuits

BAKERS.

girl scouts

girl scouts

girl scouts

Escanee aquí para

ordenar ahora

VISA

ACEPTADAS

URL o información de contacto

Mi meta es:

Para ordenar:

Girl Scout: Solo Primer Nombre

Tropa:

Mi meta es:

URL o información de contacto

Para ordenar:

Si quieres

Samoas...

Gracias por ayudarme a alcanzar mi meta!

girl scouts

Little Biscuits

BAKERS.

girl scouts

girl scouts

girl scouts

Escanee aquí para

ordenar ahora

VISA

ACEPTADAS

URL o información de contacto

Mi meta es:

Para ordenar:

Girl Scout: Solo Primer Nombre

Tropa:

Mi meta es:

URL o información de contacto

Para ordenar:

Si quieres

Samoas...

Gracias por ayudarme a alcanzar mi meta!

girl scouts

Little Biscuits

BAKERS.

girl scouts

girl scouts

girl scouts

Escanee aquí para

ordenar ahora

VISA

ACEPTADAS

URL o información de contacto

Mi meta es:

Para ordenar:

Girl Scout: Solo Primer Nombre

Tropa:

Mi meta es:

URL o información de contacto

Para ordenar:

Si quieres

Samoas...

Gracias por ayudarme a alcanzar mi meta!

girl scouts

Little Biscuits

BAKERS.

girl scouts

girl scouts

girl scouts

Escanee aquí para

ordenar ahora

VISA

ACEPTADAS

URL o información de contacto

Mi meta es:

Para ordenar:

Girl Scout: Solo Primer Nombre

Tropa:

Mi meta es:

URL o información de contacto

Para ordenar:

Si quieres

Samoas...

Gracias por ayudarme a alcanzar mi meta!