2019 Cookie Rookie Checklist

Welcome Cookie Rookie! Thank you for volunteering your time and talents to assist your troop with the Cookie Program. We are so excited that you have joined us. We have created this checklist to assist you this year.

So you've signed up to be the Troop Cookie Manager—what's next?

Follow these steps to ensure you are prepared and ready to support your Girl Scouts through the Cookie Program!

Review your 2019 Troop Guide and Watch the Webinars! Don't be afraid to get in the book and tag a few pages, use sticky notes or flags. The guide outlines the entire program for you. Be sure to pay attention to special dates for webinars and online trainings. Email communications will be sent out on a weekly basis during the cookie sale to keep you informed and on task!

Hold a parent meeting. This is your first chance to inform girls and parents, and get everyone on the same page. It's an excellent opportunity for your troop leader to assist with setting goals too! Use the troop guide as your outline for the meeting. Remember, you are here to help the girls with their Cookie Business but it's okay to set clear guidelines and expectations for girls and families. Be sure to have all parents complete the Electronic Parent Agreement Form at this meeting if they have not already done so.

5 skills
1. Goal Setting
2. Decision-Making
3. Money Management
4. People Skills
5. Business Ethics

Don't be afraid to ask for help! The Cookie Program runs from January—March, there are plenty of opportunities for you to recruit helpers in your troop! Talk with your Service Unit Cookie Manager about best practices for the season. Review the 2019 troop guide to assist you through-out the program. Be sure to take every phase one step at a time.

Stay Organized. The most tried and true tip for any troop cookie manager is to stay organized. Use a tote bag to keep all of your cookie paperwork in one place. Grab a binder to put your troop guide and all important paperwork inside. Use clear page protectors to hold all receipts from parents. Keeping all of your paperwork in one place is vital for success!

One of the best parts about the Cookie Program is that you can CUSTOMIZE it to fit the needs of your troop! Check out your options below!

1 **Order Card—**Girls can begin taking orders January 11, 2019. They can continue orders during the entire program. Order taking is not limited to the Initial Order phase. That means the girls can do three rounds of order taking. They can start with their order card during the Initial Order Phase, then the Goal Getter order card and even continue to take orders through the Booth Sale Phase. To maximize sales and earning potential, encourage girls to collect orders during the entire program.

2 **Digital Cookie—**This online tool is a great way for tech savvy girls to expand their Cookie Business. With the help of their parent they can set up an online store front and send emails to friends and family inviting them to purchase cookies. Instructions are included in the 2019 Troop Cookie Guide. As the Troop Cookie Manager you just need to collect their girl delivery orders and supply those cookies. You will receive an access email to get in and see the site and orders too.

3 **Booth Sales—**Like all other portions of the sale, booth sales are optional. If your troop would like to jump into the Booth Sale phase you can sign up for council sponsored sales or contact small privately owned businesses. If your troop would like to just take orders and participate in Digital Cookie for the first year, that's okay too. Don't be afraid to reach out to experienced troop cookie managers for tips and tricks on how to maximize booth sales.

Discuss the selling options with your girls and parents to figure out what will work best for your troop's goals.

Remember, you are responsible for any inventory that you order and pick up; including cookies for booths. See your Cookie Guide for Frequently Asked Questions (FAQ) which include how many packages for an average booth sales.

Stay organized and keep your parents informed and you will have a successful Cookie Program!

Looking for additional learning opportunities? We have them! Join us for webinars all cookie season. Register at gslpg.org (cookie resources)

Cookie Rookie—December 6, 2018, 12:00 p.m. and 6:00 p.m. January 10, 2018, 6:00 p.m. for all you new troop cookie managers join us for this interactive session to get your questions answered and learn the next steps.

Cookie Café: Troop Cookie Manager Webinars—designed to focus on three phases of the program and will give you tips on next steps during each phase:

- **Initial Order Phase**—January 24, 2019, 6:00 p.m.
- **Digital Cookie**—February 7, 2019, 6:00 p.m.
- **Booth Sale Phase**—February 21, 2019, 6:00 p.m.

Miss a webinar? No worries! They will be recorded and posted to gslpg.org under cookie resources.