

Cookies on the Go!

Monday 3/19 – Sunday 3/25



The temperature is rising and so are those cookie sales! Can you feel it? Spring is right around the corner!! Let's keep the girls excitement going as we look towards the last week of cookie sales.

Try something **NEW!** Take Cookies on the GO!



What is Cookies on the Go?

When Girl Scout troops work together to map out their route, then walk a neighborhood selling cookies door-to-door in a residential area with adult supervision. This is a wonderful way to encourage and energize the girls final days of cookie sales. They will learn valuable skills and actually find out that people will be excited about them having the cookies in hand when you walkabout!

SU Ideas on how to plan Cookies on the Go (aka- Walkabout)



- Find out what troops have cookies left and may be interested.
- Strategize on the neighborhood(s) you think would be the most profitable and safe for the troops and girls in your Service Unit.
- Map out how many streets are in that particular neighborhood and troops' routes. The goal is for troops to cover a broad area without overlapping with each other. We don't want the girls knocking on the same doors multiple times.
- Let customers know you are coming! Post signs or flags to promote the sale beforehand. Credit card acceptance could be a plus.
- Bling your wagon, cart, stroller, suitcase on wheels or concession box <http://www.littlebrowniebakers.com/girls/cookie-concessions-box/>
- Make it into a "bling" contest!

- Be prepared to do complete Inter-troop Transfers to help troops balance their variety mix. The idea is to get the girls and parents together and go into the neighborhoods and **ASK**. The number one reason why people said they didn't buy cookies was because they weren't **asked!**

Safety and Sales Tips for Cookie Sale Walkabouts

Girls NEVER sell alone. Girls must always have an adult with them. Seniors and Ambassadors (ONLY) may sell with a buddy of their same age or older. Parents should know exactly where the girls will be selling cookies and when they will be home.

- Girls should look and act like Girl Scouts. A vest, sash or Girl Scout T-shirt is great!
- Girls should know their personal and troop goal
- Never go inside someone's home while selling cookies. Girls should stay outside the home where they can be seen from the street
- Girls should never accept food or drinks while selling
- Girls should leave all pets at home while selling, unless they are a service animal
- Girls should not go into a yard if there is a dog or a closed gate/fence.
- Girls may not sell cookies door-to-door after dark
- Girls should never give their last name or phone number while selling



Note: When planning your walkabout, check with the local homeowners associations to see if they have any rules/regulations on door-to-door solicitation.

ASK ME ABOUT GIRL SCOUT COOKIES



Service Unit not planning Cookies on the Go?

Your Troop can plan your own!

- Look at the neighborhood(s) you think would be the most profitable and safe for your girls.
- Schedule a meeting and have the girls plan the routes, your marketing materials to communicate the troop goal and design individual concession boxes.
- Let the neighborhood know you are coming via listservs, Facebook, Twitter, posters, flyers, and newsletters.
- Bling your wagon, cart, stroller, suitcase on wheels or concession box
<http://www.littlebrowniebakers.com/girls/cookie-concessions-box/>
- Have a car, mini-van, truck or SUV? Place some cookies inside and let the troop decorate the outside of the vehicle and drive through the neighborhood.
- Take advantage of the weekday daylight hours and use your meeting night during “Cookies on the Go!” Week for your walkabout.

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