

EntreprenHERs in Action Day: Cookies! **Adult Adventure Packet**



Welcome to the EntreprenHERs in Action Day Adventure packet! Here you will find helpful Executive Assistant tasks to guide your Girl Scout CEO to launch a KOALA-ty cookie business!

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Need Assistance?

- If you need assistance after EntreprenHERs *in Action Day*, reach out to Eliz Adem, eadem@gsnorcal.org or Jessica Cooper, jcooper@gsnorcal.org. If you need assistance during EntreprenHERs in Action Day, please let us know via chat ASAP.
- For cookie program and logistics questions, contact our Product Program team at info@gsnorcal.org or call 1-800-447-4475 ext. 0.
- If you run into issues with Digital Cookie, or need help with customer orders, please visit <https://digitalcookie.girlscouts.org> and click the yellow **Help** or **Order** Status tabs at the bottom of the page.

Executive Assistant Task 1: Helping your Girl Scout Set a Goal

It's important for every Girl Scout to set a goal in order to track their progress and reach milestones along her entrepreneur journey. The bullets below show how to help your Girl Scout set a goal to share with customers.

1. Both troops and individual Girl Scouts set goals.
2. Discuss what motivates your Girl Scout—Camp, Reward Cards, Themed Rewards, Travel?
3. Review the reward lineup in the 2022 Cookie Family Guide with your Girl Scout.
4. Have your Girl Scout identify the reward level they want to achieve—80 or 3,000 boxes?
5. Encourage Girl Scouts to establish reasons for participating in the program—their *My Why*.
6. Support Girl Scouts in sharing their *My Why* and their goals with their customers.



Executive Assistant Task 2: Supporting their *I Am Your Girl Scout* Campaign

I Am Your Girl Scout connects your Girl Scout with her customers in a meaningful way so they become repeat customers. Girl Scouts who continue to connect with their customers receive their support year after year and build their customer base through customer’s friend and family networks.

1. Use the Digital Cookie app to accept payments and get their contact information
2. Thank You or Business Cards that include a QR code for future purchases—add the date your business closes!
3. Ask for referrals from every customer—Do they have a friend who *needs* cookies?
4. Reconnect on special days they might celebrate with cookies—see Task 4: Marketing for ideas
5. Last chance to stock up reminders
6. Wrap up by reminding them you will reach out next year when your business opens!

Executive Assistant Task 3: Help her Take Advantage of their Digital Business

Help Girl Scouts make the most of their business by taking advantage of the many ways to get cookies into customers hands while building their customer list. Virtual ways of sharing their cookie business can have greater reach with a smaller time investment than in-person ways of sharing— but both are valuable! Girl Scouts should always use the Digital Cookie App while selling in person to keep track of customer information for next season.



Online ways to grow your customer list	In-person ways to grow your customer list
<ul style="list-style-type: none"> • Booth Livestreaming • Cookie Tasting Videos • Virtual Business Pitches • Progress Update Videos • Ask customers to share your QR code with their friends 	<ul style="list-style-type: none"> • QR Code on Booth Sign • Drive-thru Booths • Cookie House Party • QR Code on Car/Tee/Button Pin • Door-to-Door/Leaving Door Hangers

Executive Assistant Task 4: Help Her Market Her Business

Use this [Cookie Marketing Timeline](#) to assist in helping girls decide when and how it is best to market to their customers. Support girls in making both an in-person and digital marketing plan to make the most of the cookie season.



You can support your Girl Scout in:	In-person	Digital
Send personal text messages: Say thanks by sending a text or video message, and remind them how they helped you reach your goal		X
Send thank you notes and emails: Say thanks with a mailed or hand delivered note to customers, or write them an email	X	X
Decorate your booth: Attract customers with a dazzling display.	X	
Create a QR Code: Place it on T-Shirts, car decals, school binders, or backpacks!	X	X
Sing/create a jingle: To say thanks to customers or attract them to your booth. Record it and share it online or email it to customers.	X	X
Do a product reveal: Introduce your products and share your favorite recipes. Do it live, in a webinar, or post online!	X	X

Executive Assistant Task 5: Help Her Respond to Customers

Executive Assistants that support entrepreneurs receive questions that are sometimes challenging for girls to answer. It's always best to encourage girls to take the lead, however, we anticipate that *some* of the different types of customers below may want to discuss the change in GSNorCal's cookie prices. Here are some examples of customer interactions, and additional support may be found on our [2022 Cookies FAQ page](#).





Those are expensive cookies! Why are they \$6 a box?

A: You are right cookie prices did go up. Like most businesses, my business was affected by the pandemic too, and the best solution was to set the same price for all cookie boxes - some went up and some went down. Your support helps to {share her *My Why*}.

A: It has been 8 years since our last cookie price increase and with costs rising every year, the pandemic meant we couldn't delay any longer. When you buy a box of cookies, what you're really buying is an opportunity to {share her *My Why*}.

What is Girl Scouts doing with all this money?

A: Girls and troops empower their unique and diverse experiences, activities, and community service projects through participating in the cookie program. All cookie revenue stays local here in GSNorCal.

A: GSNorCal provides services and infrastructure that support high quality, safe experiences for approximately 22,000 girls and 16,000 volunteers across 19 counties. These services include: community program centers, camp properties, high-quality, low-cost programming, volunteer resources, background screening and training, and financial aid.

Can't I get cheaper cookies from another girl? Why are your cookies more expensive?

A: Each Girl Scout council sets their own cookie prices. GSNorCal is one of the largest councils in the country with 16,000 volunteers, 11 outdoor camps and program properties, and unique programming and experiences as compared to any other council. Your support helps personally to {share her *My Why*}.

Wow, \$6 a box AND the box looks smaller.

A: The delicious recipes, the size of the boxes, and the number of cookies in each box have not changed. Your support helps personally to {share her *My Why*} for around \$0.40 cents per cookie.

EntreprenHers In Action Day Resources

- ✓ [GSNorCal Cookie Program Web Page](#)
- ✓ [Cookie Marketing Timeline](#)
- ✓ [2022 Cookie Program Family Guide](#)



Visit events.gsnorcal.org for more Girl Scout programs!