

2023 Entrepreneurs In Action Day Adventure Packet

Welcome Entrepreneurs to the 2023 Cookie Season. This year's Adventure Packet is full of helpful tips and reminders to help you make a splash this cookie season.

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Need Assistance?

- If you need assistance after Entrepreneurs *in Action* Day, reach out to info@gsnorcal.org. If you need assistance during Entrepreneurs in Action Day, please let us know via chat ASAP.
- For Cookie Program questions and logistics, contact our Product Program team at gscookies@gsnorcal.org or call 1-800-447-4475 ext. 0.
- If you run into issues with the Digital Cookie Site, or need help with customer orders, please contact Digital Cookie Support at <https://www.girlscouts.org/en/footer/contact-us/digital-cookie-support---order-issues.html>

Connecting with Customers: I Am your Girl Scout Campaign

The best way to connect with customers is by launching your I am your Girl Scout Campaign, and making sure you introduce yourself and tell them what you are all about and why. When you meet new customers, in-person or even when sending out emails it is always helpful to include this information. Remember customers tend to buy more from you if they know how their contribution is helping you achieve your desired Girl Scout Experience.

- Tell them who you are.
- What your goals are this season.
- What you plan to do with your proceeds.
- Make sure to stand out in a creative way and ask for their support.
- Thank them! Whether they bought cookies or not!

Marketing Your Business: 2023 Cookie Marketing Timeline

It's important to market your business so customers know that buying cookies from you is an option. Use the Cookie Marketing Timeline to help you narrow down when, and sometimes how best, to market to your customers during this cookie season. Don't forget to make special note of this year's special promotions and shipping dates, including:

- ◆ March 12, Girl Scouts Birthday, in partnership with LaunchDarkly, we are offering \$5 flat rate shipping!
- ◆ March 20, Public Booths and DoorDash promotion begin and runs till the end of the season.
- ◆ March 31- April 2 Free Shipping on all orders of 10 boxes or more! (Encourage customers to try the New Raspberry Rally)

Promote Your Brand and Business: LaunchDarkly

Key tips from LaunchDarkly about business promotion and branding.

- Getting your community excited about cookie season - pre-marketing
- Building brand trust with consistency
- The importance of human connection in marketing
- How to take the best quality content for digital cookie booths and social media

Selling to Customers: In-Person/Online

There are two ways to get cookies into customers' hands, In-Person or Online. If you really want to Go Bright Ahead you will take advantage of both ways to reach your customers, and really amp up your business.

In-Person	Online
<ul style="list-style-type: none"> ◆ Public Booths (using Digital Cookie for customer payments) ◆ Cookie House Parties ◆ Drive Thru Booths ◆ Setting up cookie order stations ◆ Leaving Door Hangers with your digital shop URL or QR code ◆ It is also a great practice to tell all your friends and family to share your Digital Cookie shop link/QR code with their friends and family! <p>*Requires more work; carting around cookies, keeping them cool, limited variety.</p>	<ul style="list-style-type: none"> ◆ Set up your Digital Cookie Shop ◆ By hosting Virtual Booths, on Zoom or FB LIVE from your home! ◆ By doing product reviews at your virtual booths ◆ You can even try a pitching to local businesses through a webinar. Share why you participate, how it will benefit their business, and all the great cookies their customers will enjoy receiving from their business <p>*Easiest business model--Faster, less hassle, customers have a larger variety to select from, and can shop 24/7</p>

Delivery: Direct Shipping/ In-Person

When customers purchase cookies from you they have the option to have the cookies shipped directly to them or delivered in-person by you. Offering in-person deliveries will help promote connections between you customers as well as help you reach your goals. However, if you and your caregiver agree, you can choose to turn off in-person delivery to customers. Here are some reminders to keep in mind when it comes to customer order in-person delivery.

Direct Shipping	In-Person Delivery
<ul style="list-style-type: none"> ◆ Shipped directly to them; which is the easiest and fastest way! (Not to mention only way if they want Raspberry Rally cookies) ◆ 2 shipping promotions <ul style="list-style-type: none"> • March 12, \$5 flat rate • March 31-April 2, Free shipping on orders of 10+ boxes 	<ul style="list-style-type: none"> ◆ Check your Digital Cookie Site or App regularly to stay on top of in person orders. Caregivers must approve orders within 5 days. ◆ Include a thank you note of some kind with the delivery. ◆ Communicate to customers when they may expect the delivery. ◆ Take a photo to send to customers of where you left their delivery, if they're not at home. ◆ Include a QR code or URL link in case they want to order more right away!

Talking Points for the Raspberry Rally Cookie

To make sure that all Girl Scouts have an equal and fair opportunity to share this delicious new cookie with customers it is being offered for online order and delivery only. Here are some potential questions you may get from customers. Practice with your caregiver or fellow entrepreneurs on how you might respond to customers questions.

Potential Customer Questions	Entrepreneur Potential Responses
Why is it only sold online?	<ul style="list-style-type: none"> ◆ It helps Girl Scouts like me learn about online shopping trends and build digital skills. ◆ It helps me to manage my inventory It also lets us offer more flavors without replacing customer favorites at booths.
Where or how can I get some?	<ul style="list-style-type: none"> ◆ On my Digital Shop and they will send them right to your door! ◆ Have shop link or QR Code ready to share
Do I have to pay for shipping?	<ul style="list-style-type: none"> ◆ We offer some shipping promotions so that you won't have to! ◆ \$5 flat rate shipping (March 12)

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| | <ul style="list-style-type: none">◆ Free Shipping for orders of 10 boxes or more! (March 30-April2)◆ You can also order with a friend and split the shipping cost! |
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