



Pitch Like a Girl Scout Cookie Boss

**July 16 , 2025 90-minute virtual learning
session for Cadettes, Seniors, and
Ambassadors on how to deliver a corporate
pitch.**



Meeting Agreements

- Q&A is open or feel free to raise your hand or unmute. There will also be time for Q&A at the end of the webinar.
- Respect one another.
- Respect time.
- This program is being recorded, and the recording will be emailed out for your reference by July 17th.
- You can also access the recording from the gsHelp Center Article Entrepreneurship Program: Pitch Like A Girl Scout Cookie Boss
- Questions about the program or after the webinar? Contact us at 510.995.2900 or Kkuehn@gsnorcal.org.

Agenda



Confirm Pitch Dates

Review Rewards Selection Survey

Corporate Pitch Deck

Practice Delivering Pitches

Thank you & Follow-Up

Email Collection!

Please enter a good email to
get in contact with you in
the chat.

Review: What did
we talk about last
time?



- Pitch Like a Girl Scout Cookie Boss- July 16

Corporate Pitch PowerPoint

Sales Pitch to Macy's Movers



Agenda

- Who We Are
- Girl Scouts Mission
- Our Product Line-up
- Options of Support
- Closing

Who We Are



Ashley Pasch

- Program Level: Cadette
- Been a Girl Scout for 9 years
- Favorite part of Girl Scouts: Camp!
- Favorite Cookie: Trefoils



Jessica Cooper

- Program Level: Senior
- Been a Girl Scout for 8 years
- Favorite part of Girl Scouts: Making New Friends
- Favorite Cookie: Adventurefuls



Kaitlyn Kuehn

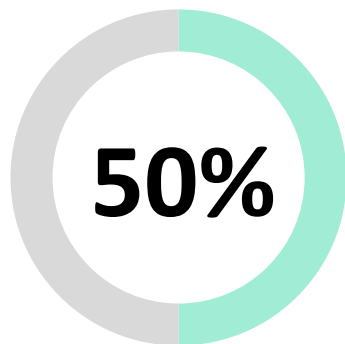
- Program Level: Ambassador
- Been a Girl Scout for 5 years
- Favorite part of Girl Scouts: Learning survival skills
- Favorite Cookie: Thin Mints

Today's Girl Scouts are Tomorrow's Leaders

FAST FACTS:



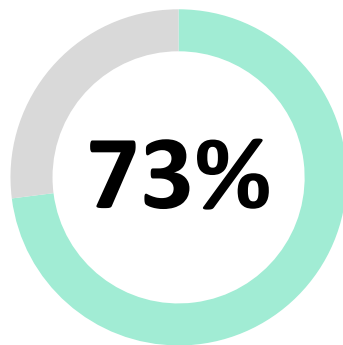
**World's largest
leadership
organization
for girls**



50%

of female
business leaders
are Girl Scout alums

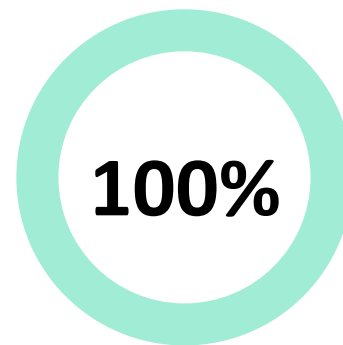
**In every
residential
US zip code and
85 countries**



73%

of female
US senators
are Girl Scout alums

**4 in 5 Girl Scouts are
leaders vs.
2 in 5 non-Girl Scouts**



100%

of female
secretaries of state
are Girl Scout alums

Our Mission:

**To build girls of
courage,
confidence, and
character, who
make the world
a better place.**



Entrepreneurship and the 5 Skills



Goal Setting



Decision Making



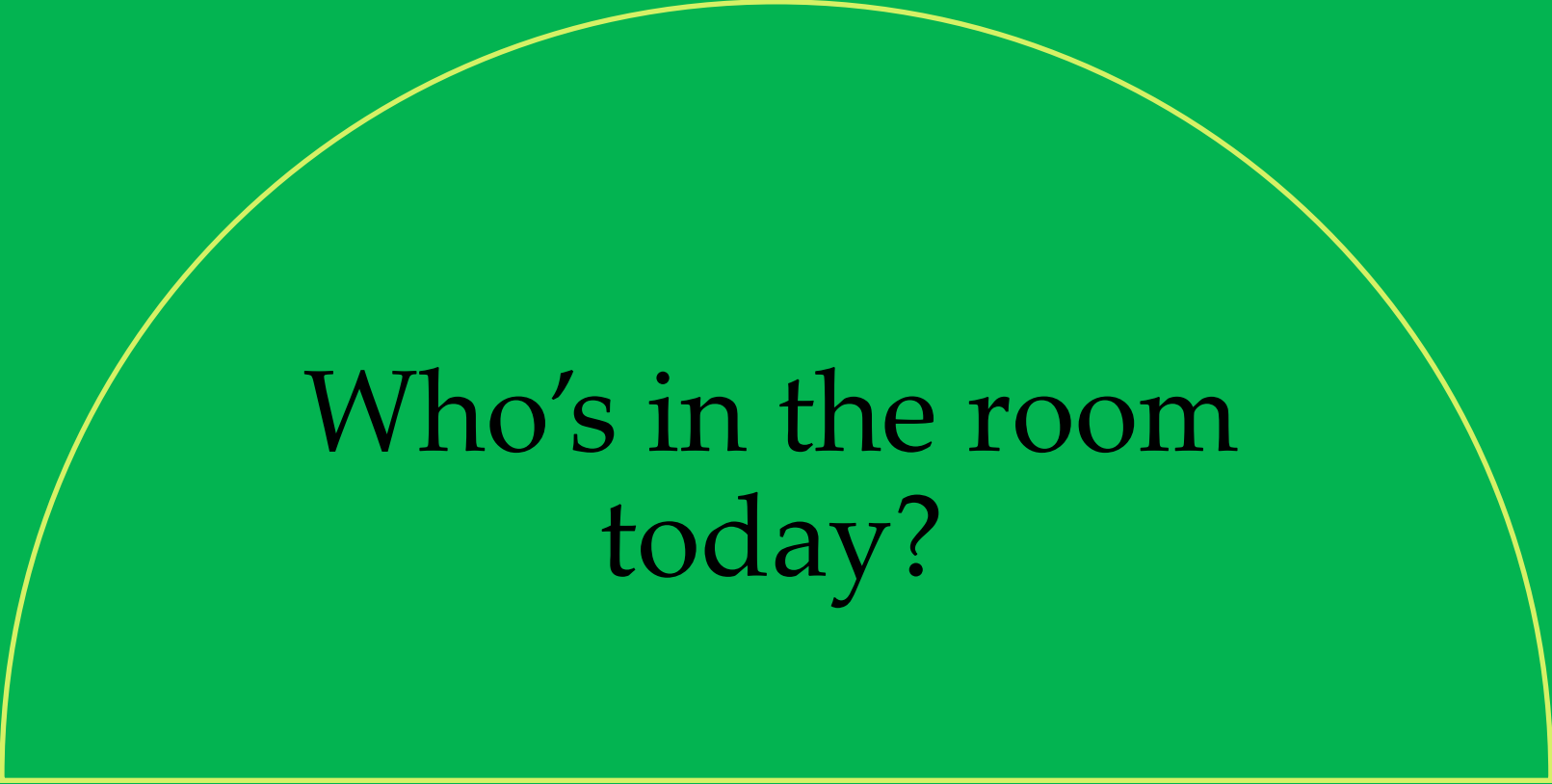
Money Management



People Skills



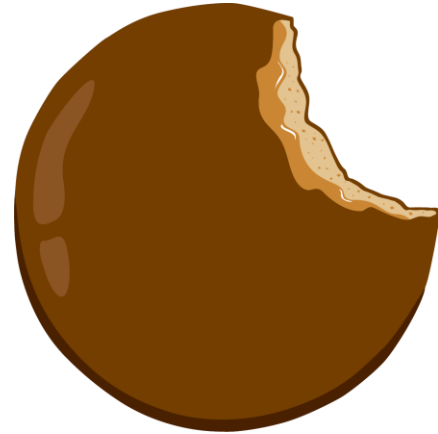
Business Ethics



Who's in the room
today?



What Does a Cookie Power?





A cookie powers
funding for Girl
Scouts to embark on
girl-led experiences
like learning new
skills...



attending camp...



and making long-
lasting friendships.

Experience for the Next Generation of Entrepreneurs





**Cookies also power our
community!**



**Through our Care to Share program, cookies
are donated to the Armed Forces, local
organizations, and food pantries.**

Our Product Line Up



Adventurefuls®
Indulgent brownie-inspired cookies topped with caramel flavored crème with a hint of sea salt



Chocolate Chip Cookie
Gluten free! Chewy cookies with rich caramel, semisweet chocolate chips, and a hint of sea salt



Peanut Butter Patties®
Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®
Crisp cookies with caramel, coconut, and chocolaty stripes



Peanut Butter Sandwich®
Crunchy oatmeal sandwich cookies with peanut butter filling



Toast-Yay!®
Yummy toast-shaped cookies full of French toast flavor and dipped in delicious icing
[LIMITED SUPPLY – BUY NOW!]



Thin Mints®
Crisp, chocolate cookies dipped in a delicious mint chocolaty coating



Trefoils®
Iconic shortbread cookies inspired by the original Girl Scout Cookie recipe



Lemonades®
Savory, refreshing shortbread cookies topped with a tangy lemon-flavored icing



How does purchasing Girl Scout cookies benefit your company?

- Build connections with customers
- Sales promotion tool
- Thank-you gift for staff

How does purchasing Girl Scout cookies give back to the community?

- By making a bulk purchase of Care to Share cookies, Girl Scouts of Northern California can donate to an organization of your choosing, on behalf of Macy's Movers!
 - Examples: donations to local food pantries, first responders, or the military



To Summarize:

- Girl Scouts supports the next generation of leaders and entrepreneurs
- A Girl Scout cookie powers girl-led experiences, provides opportunities for Girl Scouts to learn the 5 skills, and can give back to the community
- Girl Scout cookies can be used to enhance customer relations, promote sales, or improve staff morale



How much love
do you want to
show?



Thank You!

Follow Up Contact:

Kaitlyn Kuehn

Senior Manager, Entrepreneurship Program

Email: kkuehn@gsnorcal.org

Phone: 1 510-995-2906



Pitch Perfect: Practice Time!

The Connector



Capture attention, establish rapport, and build curiosity.

- Greet the audience warmly and confidently.
- Introduce the team and the purpose of the pitch.
- Learn something about the audience if possible (ask a question, reference shared values like community or youth empowerment).
- Set the tone (friendly, professional, upbeat).
- Provide a quick hook – a compelling fact, question, or relatable story to grab interest.

The Informer



Explain the product, service, or idea clearly and persuasively.

- Describe what you're offering (e.g., the Girl Scout Cookie Program, your community impact, what you're asking for).
- Explain why it matters – include benefits, outcomes, or success stories.
- Use evidence or visuals – data, graphics, personal stories, or results.
- Address the audience's values or needs – "Why should they care?"

The Closer



End strong, make the ask, and leave a lasting impression.

- Summarize the key message – what do you want the audience to remember?
- Make the ask – be clear and confident ("We'd love your support through...").
- Say thank you – show appreciation for their time and consideration.
- Invite next steps – offer to answer questions, provide contact info, or continue the conversation.



Peer practice – speed round

- Total Round Time: 10 minutes
- Breakout rooms in groups of 3
- Each person has 3 minutes to practice their part, then switch
- 1 person will serve as timekeeper
- Can use slides; whole group feedback



Peer practice – long round

- Total Round Time: 20 minutes
- Breakout rooms in groups of 3 with one person in each role
- Each person has 5 minutes to practice their role
- Those not actively practicing their roles will be listening and considering 2 pieces constructive feedback
- After the first 5 minutes is up, 1 minute of feedback (each listener gives 2 pieces of feedback), then switch



Practice with an audience – GSNorCal Staff

- Total Round Time: 20 minutes
- Breakout rooms in groups of 3 with one person in each role and GSNorCal Staff
- Each person has 5 minutes to practice their role
- After 5 min. of practice, staff will provide 1 minute of feedback and then the next person will start



Pitch Practice Reflection

- What went well?
- What would you like to work on before your official pitch?
- What techniques could you use to improve your practice between now and your scheduled pitch?



Confirm Pitch Dates

Pitch Date and Company Confirmation

Please let us
know as soon
as possible if
you cannot
make one of
the dates
you're
assigned!

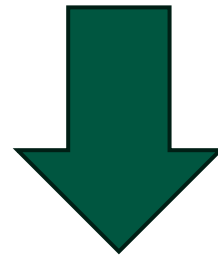
| Company | Date | Time | Group Members | GSNorCal Staff | Zoom Link |
|------------------------------|--------------------------------|--------------|-------------------------|----------------|-----------|
| Macy's Movers | Monday, July 21st | 1-2pm | Cherise, Elaine, Shreya | Jessica | |
| Critchfield Mechanical, Inc. | Tuesday, July 22nd | 2pm | Ashley, Lily, | Jessica | |
| Lean In Girl | Tuesday, July 29 th | 10am to 11am | Maddie, Juliette | Kaitlyn | |
| Baker Tilly | Thursday, July 31st | 10am to 11am | Maddie, Juliette, Ellie | Kaitlyn | |
| Oakland Ballers | July 24th | | | | |



Review Rewards Selection Survey

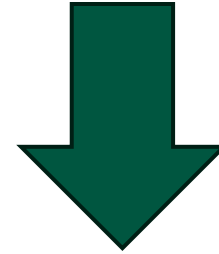


What Rewards Did We Select?



**Build your Own
Reward**

5 Votes



**Adventure points
2026**

3 Votes



**One- time use
Program credits**

0 Votes

Thank You!

Kaitlyn Kuehn
Senior Manager, Entrepreneurship Program
Email: kkuehn@gsnorcal.org
Phone: 1 510-995-2906



Thank
you!



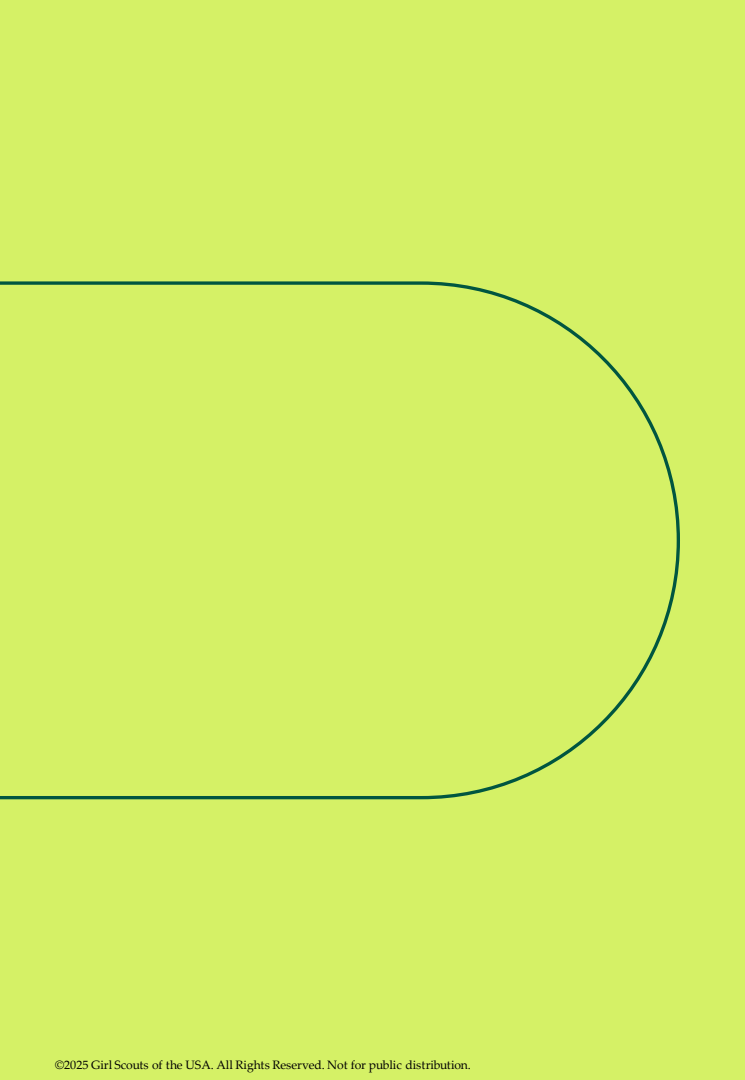
girl scouts
of northern california

Pitch Like a
Girl Scout
Cookie Boss



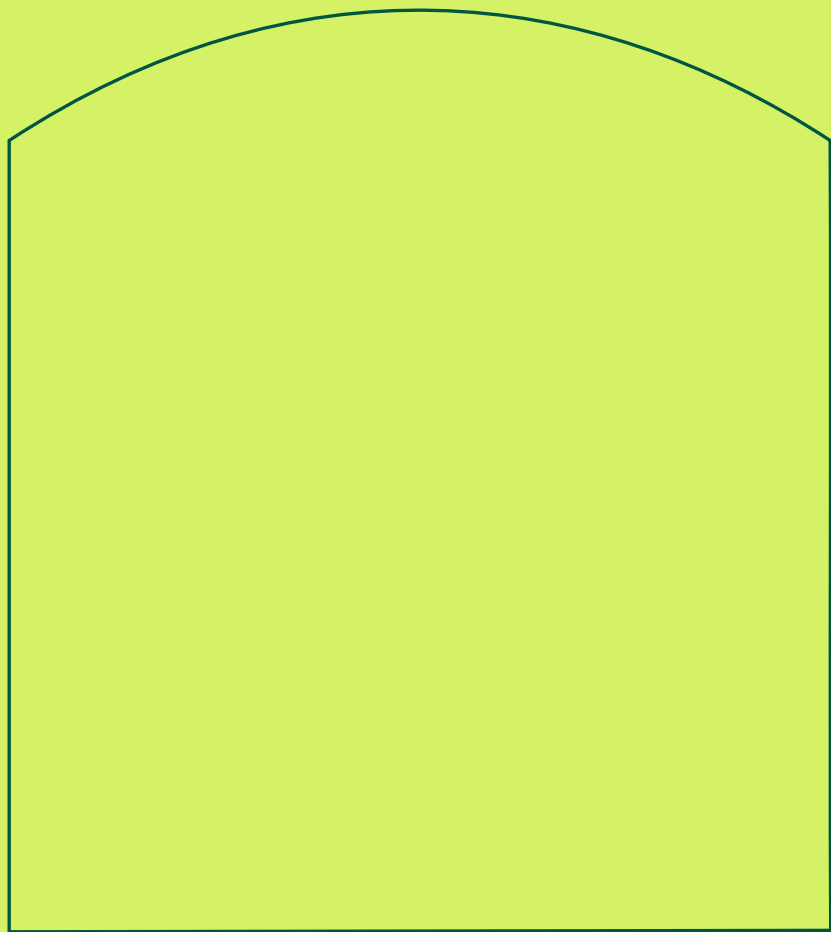






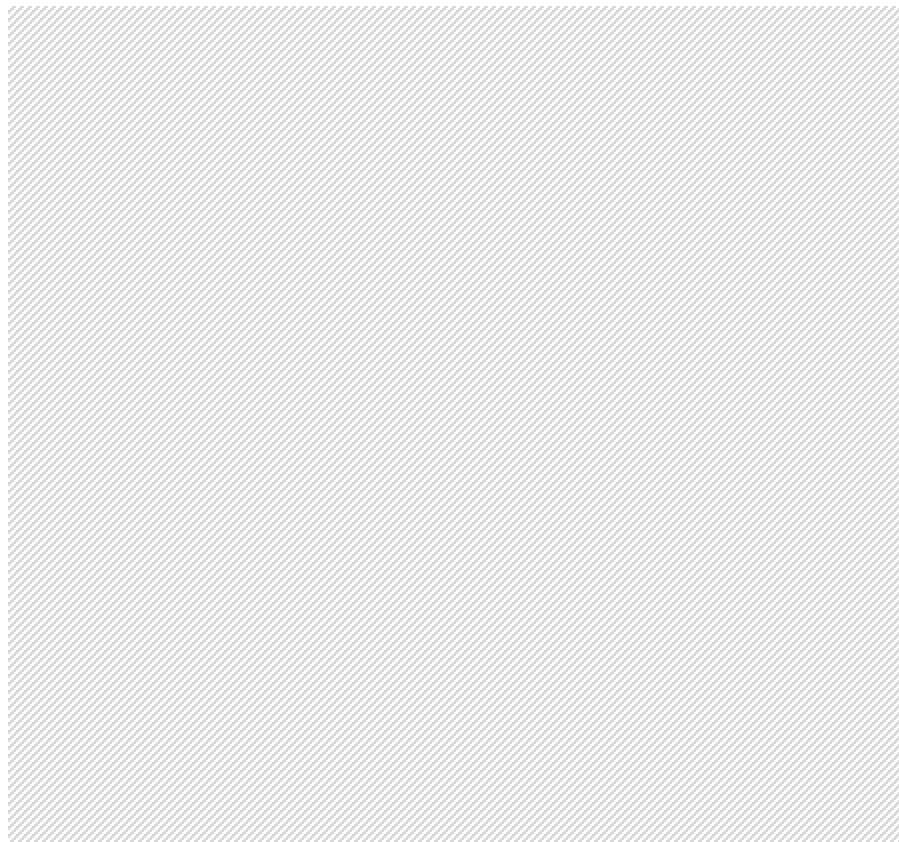








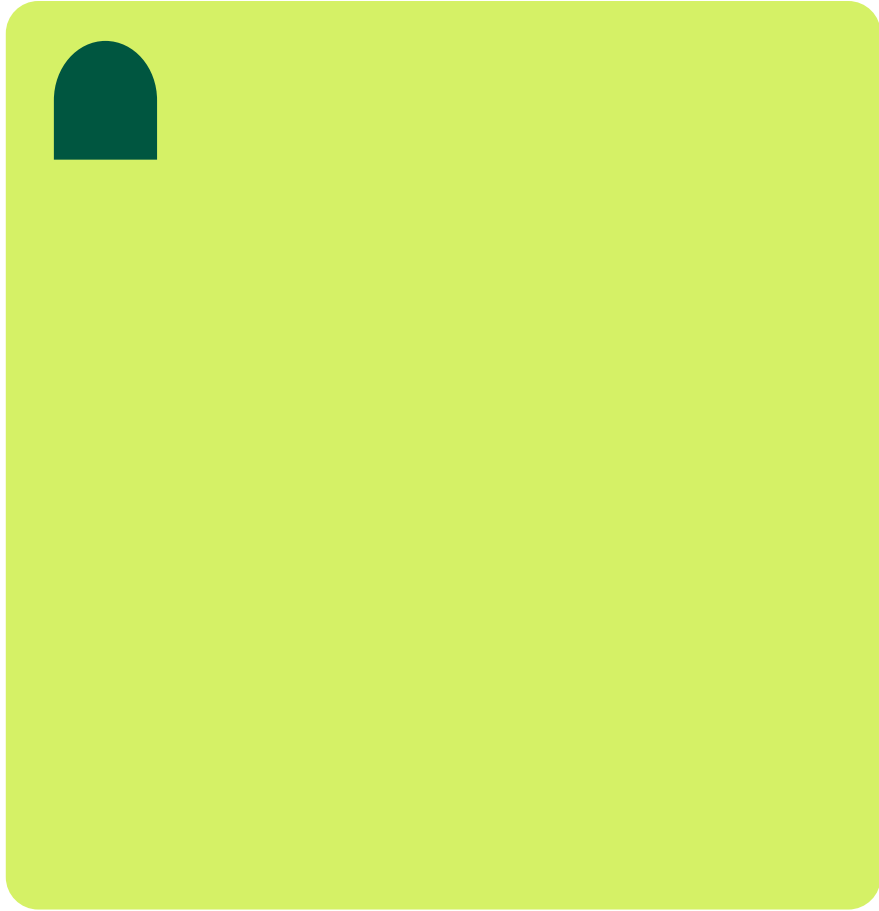








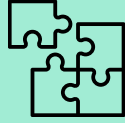














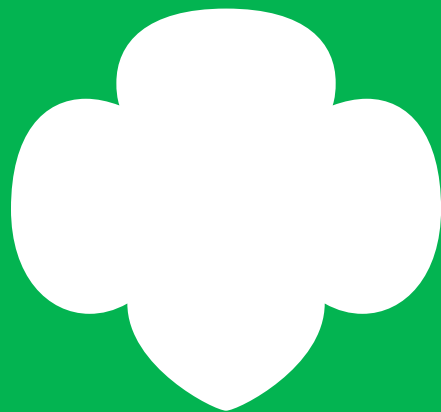
Thank You!



Thank You!









Agenda

During these sessions, Girl Scouts will:

Learn what a corporate pitch is and how to craft one

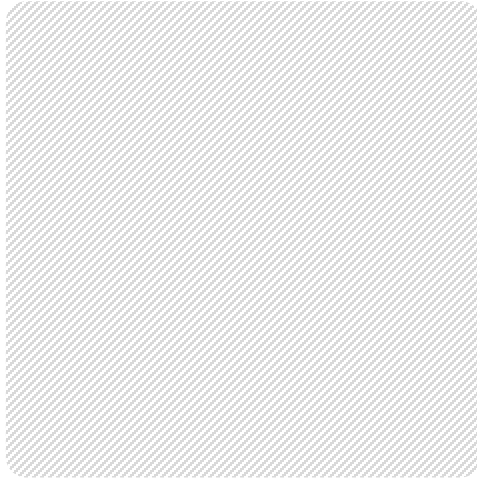
Practice delivering pitches with confidence

Understand the importance of follow-up and gratitude with corporate partners



Pitch Like a Girl Scout Cookie Boss

July 14 , 2025 90-minute virtual learning session for Cadettes, Seniors, and Ambassadors on how to deliver a corporate pitch.



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Agenda



What is a Corporate Pitch?

Pitch Considerations

Preparing for a corporate pitch

Reward Selection Survey

What is a Corporate Pitch?



- Pitch Like a Girl Scout Cookie Boss - July 14

Pitch Considerations

Preparing for a Corporate Pitch



Reward Selection Survey