

Tips for Coaching Girl Scouts

Girl Scout Cookie Program

To help Girl Scouts effectively talk about the benefits of the cookie program without leading with the price increase, follow this approach to help guide them through:

- [Revisit Their Why](#)
- [Write a Pitch](#)
- [Practice Role-Playing](#)
- [Visual Aids](#)

While the primary goal is to prepare Girl Scouts to share all the benefits of the cookie program with customers, some customers may ask about the price increase directly. [Help Girl Scouts develop and practice a few responses.](#)

Revisiting Their Why

Start by having a conversation about what the cookie program supports. Review what they gain from participating like the 5 benefits:

1. Goal Setting
2. Decisions Making
3. Money management
4. People Skills
5. Business Ethics

Additionally discuss what they can do or accomplish as a result of their cookie supporters such as:

- Service projects
- Outdoor experiences
- Community building
- Travel/Experiences

Have Girl Scouts think about why the cookie program matters, beyond the product itself, and encourage them to identify their "why" or reason for participating.

Write a Pitch

Have them write a pitch following this framework:

What the Cookie Programs Funds: Teach them to explain how the funds help the troop and the community, such as trips, volunteer work, or earning badges.

Girl Scout Example: By buying cookies, you're helping me and my troop to do amazing things! The money we raise helps us go on trips, earn badges, and even do service projects that give back to our community

What the Customers Get: Focus on the experience of enjoying the cookies, supporting local youth, and being part of a tradition.

Girl Scout Example: Not only are you getting delicious cookies, but you're also supporting local Girl Scouts like me. Your purchase helps Girl Scouts learn important skills, and it's a fun tradition that brings joy to families and friends every year.

The Impact of the Program: Help them articulate the broader positive impact, like funding camps, programming, and financial aid. Have them share their why for participating with customers.

Girl Scout Example: Buying cookies has a bigger impact than you might think! The money helps fund camps and programs that give me the chance to learn, grow, and have new experiences. That is why I participate. It also provides financial aid for Girl Scouts who need it, so everyone has a chance to be part of Girl Scouts.

Empower with Stories: Have them share specific experiences or goals that cookie sales have made possible, like a favorite troop adventure or a project they're excited about.

Girl Scout Example: One year my troop and raised enough money to build a community garden that would work to feed local families. Everyone from the community signed up for a different day to tend the garden and it is still running!

Practice Role Playing

Encourage the Girl Scouts to practice their sales pitch with each other or their families. They can rehearse conversations that focus on benefits, such as, "When you buy cookies, you're helping us go to camp or earn our travel badges" or leading with "Would you like to support Girl Scouts?"

Visual Aids

Create booth posters, goal charts, and visual aids that assist the Girl Scouts in speaking with their customers. Feel free print these recruitment table tent if your or your Girl Scouts find it help to spread the word of the movement.

Possible Responses to Customers

To prepare for times when customers directly ask about the cookie price change, help Girl Scouts to develop simple responses like:

"This year, cookies are priced a little higher to help cover increased costs, but the money we raise still supports important goals and experiences. I appreciate all of your support!"

- Girl Scout

"Hi! This year, our cookies are one dollar more per package. The good news is, that means my troop will earn more money to do fun things like go on trips and help in our community. It also

helps us cover the costs of making sure everyone can buy cookies online. Thank you for supporting us!"

- Girl Scouts (Ages 6-11)

"This year, the price of each cookie package is going up by one dollar. By doing this, my troop gets to keep more money to support our activities and service projects. It also helps cover costs for things like credit card fees and making sure we can return any unsold cookies. Your support helps us continue to grow and give back to the community. Thank you for being a part of it!"

-Girl Scouts (Ages 12-18)