





Navigating Ways to Participate: Tips for Troop Leadership





Girl Scouts can use many different cookie sales methods to help them learn, grow, and reach their goals. Leaders and families should not feel pressured to use all these methods each year. Instead, consider your time and resources as you lead the Girl Scouts to pick the right experience for your troop. Check off each one that feels right. Focus on these methods during your family meeting at the beginning of the cookie season.



Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience	Tips
 Text or Call Friends and Family	Girl Scouts get hands-on experience building people skills while interacting with customers they know and trust.	Girl Scouts take orders, deliver cookies, and collect money from friends and family. The family submits the orders and money to the troop cookie manager.	The troop cookie manager picks up cookies to distribute to the troop and deposits money into the troop bank account throughout the season.	Encourage families to use Digital Cookie to collect payments. This minimizes the amount of cash families, and the troop, must manage.
 Connect with Community	This option is perfect for older Girl Scouts who have big goals. They practice their people skills as they build relationships in their community to boost their business.	Families can help Girl Scouts make connections in their community. Bigger sales may require more room to store cookies and more support managing inventory and money along the way.	The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in Digital Cookie and Smart Cookies. Not for troops starting late	High-selling troops may make several trips to pick up additional inventory. It is okay to set your own deadlines and procedures for families to follow as they request and pick up inventory.

Digital Cookie

 Shipped	Girl Scouts explore online sales using their own Digital Cookie site. They can use the site to set and share their goals, learn how to create a marketing video, and promote their business.	Families can support their budding entrepreneurs without handling cookies or money.	This method requires the least action for troop leadership. Recommended for troops starting late	Encourage Girl Scouts to use Digital Cookie to email their cookie link, send reminders, and thank their customers.
 Girl Scout Delivered	Girl Scouts explore online sales and get to interact with customers as they deliver cookies, with help from their family.	The family helps the Girl Scout track sales, request inventory from the troop leader, and deliver cookies to customers all without handling money. All sales are paid for via credit card on the Digital Cookie site.	The troop cookie manager picks up cookies to fill online orders without having to collect and deposit money. Recommended for troops starting late	Troop cookie managers can get specific with troop deadlines. Example: Please have orders to me by Tuesday at noon each week. Pick up orders on Saturdays from 11am-1pm.

Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience	Tips
Door-to-Door				
 Order Taking (Initial Order)	Girl Scouts go door-to-door with help from their family to collect orders and, later, deliver cookies. As they do, they practice their people and money management skills.	The family helps the Girl Scout collect orders from neighbors and later deliver the cookies and collect money.	The troop cookie manager picks up cookies at a Cookie Drop based on the troop pre-order and distributes them to the participants. Not for troops starting late	Encourage families to use Digital Cookie to collect payment. This minimizes the amount of cash families, and the troop, must manage.
 Cookies in Hand	Girl Scouts preorder a supply of cookies. They go door-to-door with help from their family to sell their inventory to customers. As they do, they practice their people and money management skills.	Girl Scouts sell inventory door-to-door with family help. Advantages: With cookies in hand, Girl Scouts must only visit a residence once. Disadvantages: The Girl Scout and her family assume financial responsibility for the inventory.	The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in Digital Cookie and Smart Cookies. Recommended for troops starting late	Encourage inexperienced families to take less inventory. This minimizes the risk of taking too many cookies. They can always come back for more and turn in money as they go.
 Lemonade Stands	Girl Scouts report one of their favorite things about running their cookie business is spending time with family. Running a lemonade-style cookie stand near home as a family project is a great way to grow memories along with skills!	The family helps Girl Scouts set up a cookie stand at their residence or a private property in their community. The family assumes inventory responsibility before the cookies are sold.	The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in Digital Cookie and Smart Cookies.	Encourage inexperienced families to take less inventory. This minimizes the risk of taking too many cookies. They can always come back for more and turn in money as they go.
 Cookie Booths	Girl Scouts work as a team to reach new customers in a retail setting as they practice communicating their goals, interacting with customers, and safely handling money with adult support.	This is an easy way for busy families to let their Girl Scouts engage in the Cookie Program. Family members can become approved adult chaperones to support.	The troop cookie manager signs up for booths in Smart Cookies, schedules Girl Scouts and approved adults to work the booths, and provides them with inventory. They collect money earned and deposit it into the troop bank account. They also keep records of hours and packages sold so individual Girl Scouts can receive credit for their booth sales. Not for troops starting late	This is a great way to get families to start volunteering with the troop. It shouldn't be the troop leader or troop cookie manager's job to work all the booths.