

# Practical Tips for Parents



## What can a cookie buy? The experience of a lifetime.

Girl Scouts of the USA is the premier leadership organization for girls. The \$700 million Girl Scout Cookie Program is the largest girl-led business in the country and generates immeasurable benefits for girls, their councils and communities nationwide.

### Through the Girl Scout Cookie Program girls develop five essential skills:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

All of the proceeds generated from cookie activities stay in your local Girl Scout council to support Girl Scouting in your area, including the portion that goes directly to the group selling the cookies. Many local Girl Scout councils make provisions for individual members to participate in the Girl Scout Cookie Program. However, proceeds earned are not the property of individual girls—they are distributed according to a council plan to benefit all girls involved in Girl Scouting through program activities, use of council resources and financial assistance for girl program participation, community projects, and travel.

### You Can Make This Year's Cookie Program a Success!

#### Support Your Girl Scout

- Go to the family cookie information meeting.
- Sign and return all permission slips.
- Provide transportation for order taking and delivery.
- Help your Girl Scout network with family and friends, but let her do the “ask” so she can learn important business skills.
- Help her arrange for a time to order at your place of work, place of worship or other places where people might purchase Girl Scout Cookies.
- Attend your council training to become the group cookie coordinator (or help out the group cookie coordinator when another adult is needed).

- Offer to be a supervising adult – there are lots of opportunities to lend a hand.
- Share your business expertise and help link the Girl Scout Cookie Program with the wider business world.
- Follow your Girl Scout Council and group guidelines on how to handle cookie proceeds.

Never do things for your Girl Scout she can do for herself!

## Coach Your Girl Scout

- Listen to her practice her sales pitch.
- Review cookie materials together and visit Girl Scout Cookie and cookie company Web sites with her to help her learn more about her product.
- Ask her questions – maybe even pretend to be a potential customer and do a little role-play!
- Guide her to set practical and useful goals about what she wants to learn and earn.
- Listen to her describe what her goals are for the money earned through the sale.
- Be a role model for business ethics and safety rules!
- Have fun with her!

Remember that the Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience, which is girl driven. Let your Girl Scout take the lead in selling cookies and reaching goals. Your encouragement, coaching and guidance will be key ingredients to a successful Cookie Program experience for her.

For more information on the Girl Scout Leadership Experience, check out <http://www.girlscouts.org/gsle>