COOKIE BUSINESS MEETING TIP SHEET

Cookie Business Meetings are critical to the success of the program! They help provide a foundation of understanding and agreement for both volunteers and families–it's a great time to talk about the upcoming Cookie Program, set goals, and agree on roles and responsibilities.

HOW TO PREPARE FOR THE MEETING

1. Decide with your troop leader whether you will host a virtual or in-person Cookie Business Meeting and invite all parents/guardians. If you will be hosting a virtual meeting, discuss the logistics of creating a troop Zoom account or using another video conferencing platform with your troop leader.

2. Set a family return date and write it in the designated space on each **Cookie Program Family Guide** before distributing. The family return date is the last day that families can return cookies to the troop that they do not think they will be able to sell by the end of the sale. **We recommend March 10th or earlier.** This gives the troop time to redistribute the cookies to other troop members, use them at cookie booths, or transfer to another troop who needs them.

3. Distribute family materials prior to the meeting, or direct parents/guardians to these resources online at [Cookie Central](#). Each family should have one of the following:
   - Cookie Program Family Guide
   - Cookie Order Card
   - Rewards Flier
   - Door hanger sheet
   - Business card sheet
   - Money envelope

4. Be sure you have reviewed the following materials before your meeting:
   - Troop Cookie Manager Guidebook
   - **Online Family Cookie Responsibility Form**: This form will need to be submitted online, so you will want to review the form yourself before walking families through it during the meeting.
   - **Cookie Business Meeting Presentation:** Our pre-made presentation includes all of the information that families should know about participating in the Cookie Program. Feel free to use this as the basis of your virtual cookie business meeting.

WHAT TO COVER IN THE MEETING

See our **Cookie Business Meeting Presentation** for more details on each of the items below!

1. **Cookie Program Overview:** Provide a brief overview of the Girl Scout Cookie Program.

2. **Parent/Guardian Participation:** Explain that family involvement is key to troop success in the Cookie Program, encourage parents/guardians to help set goals, and inform them about the Family Entrepreneur Pin.

3. **Cookie Seller Resources:** Make sure to review all of the available cookie resources, including Cookie Central, our online, one-stop hub for all things cookie related! You'll find helpful training videos, printable resources, tips and ideas, plus much more!

4. **Ways to Sell:** Review the Cookie Participation Options Chart with your families and discuss the ways to sell that will work best for your troop. New this year - Digital Cookie is the new online platform that Girl Scouts and caregivers use for digital cookie sales. Girl Scouts can use their Digital Cookie account to set up their online account sales link which they can share by email, text, social media, or even their parent/guardian workspaces.

5. **Troop/Individual Goals:** What do the Girl Scouts want to do with the cookie proceeds as a troop? What are their individual goals? Refer to the Troop Cookie Manager Guidebook for tips on goal setting. Discuss the goals with families.

6. Communication + Cookie Schedule: Let families know your preferred contact method and provide your contact info. Share your weekly calendar and key cookie milestones, including the Family Return Date.

7. Finances: Review finances and inventory responsibilities, including how and when cookie money should be turned in to the troop.

8. Online Family Cookie Responsibility Form: Review the form with your families. Reiterate that theform must be submitted by a family before they are allocated cookies. Provide your email address to the families to ensure your receive a completed copy in your inbox for tracking purposes.

9.Wrap-up: Thank families for attending and ask if they have any questions.