

# Caregiver Cookie Meeting: Script for Troop Cookie Chairs/Leaders

A supportive, stop-and-start interactive training tool to help you inspire caregivers, set expectations, and uphold council policy while centering the Girl Scout experience.

Use what works for you. Skip what doesn't. This tool is here to help you open doors to the *hard conversations* and set your caregivers up for success.

## 1. Welcome Slide

- a. Welcome everyone and set a warm, positive tone. Caregivers are partners in this awesome girl-led business program—your attitude sets the temperature for the whole season.

## 2. Refuel Your Why

- a. Explain how this training works: you'll be stopping and starting the video to personalize it for **your troop**.
- b. Share *your* “why”—why you volunteer, why this program matters, and why working together makes everything easier and happier for the girls.

## 3. The “Why” of Cookies

- a. This slide is intentionally different from the narration. Some people read. Some people listen to it.
- b. The message is simple: **selling cookies is about building courage, confidence, and character**, not about selling desserts. It is a world-class entrepreneurial program.

## 4. The 5 Skills (and the unofficial sixth—self-esteem!)

- a. Review the skills girls gain:
  - i. Goal Setting
  - ii. Decision Making
  - iii. Money Management
  - iv. People Skills
  - v. Business Ethics
  - vi. **Self-Esteem**
1. This is not about cookies—it is about who they become.

## 5. Our Troop's Why

- a. ***Pause the training here.***
- b. Talk about *your troop's* goals, plans, and mission.
- c. What do your Girl Scouts want to accomplish this year?
- d. This is your first girl-led moment—highlight it proudly.

## 6. Our Year in Motion

- a. ***Pause the training here.***
- b. Show your troop calendar, meeting dates, payment schedule, and any big plans.
- c. This is the time to give out printed schedules if you have them.

## 7. How Can Caregivers Help?

- a. Talk about specific, concrete help you need:
  - i. Who coordinates booth schedules?
  - ii. Who runs meetings during cookie season?
  - iii. Who manages pick-ups, drop-offs, and supplies?
  - iv. Who helps with troop outings while you focus on the product?
- b. And remind them:
  - i. **Troop booths are for everyone.**
  - ii. Just like soccer, choir, or dance—this troop needs full family participation because this is the program that funds the entire year.

## 8. Why Your Involvement Matters

- a. Pause if needed.*
- b. Caregivers being present, reliable, and supportive MATTERS.
- c. Girls watch everything we do.
- d. If adults “tap out,” girls learn that quitting when things are hard is normal.
- e. We’re modeling perseverance, teamwork, and integrity.

## 9. Talk About Troop Budget

- a. Pause the training here.*
- b. This is the money conversation—and it MUST be transparent.  
Share:
  - i. Current troop balance
  - ii. Girl-led plans (Disney? camping? STEM? events?)
  - iii. How many boxes it takes to reach those goals
  - iv. What does the troop cover (membership? badges? snacks?)
- c. This is the time for honesty, clarity, and planning.

## 10. Preparing as a Troop

- a. Pause the training here.*
- b. Cover logistics:
  - i. Who is driving to cookie drop?
  - ii. Who meets the truck?
  - iii. When do your booths start?
  - iv. What safety looks like (no early sales—EVERYONE starts Jan 17)
- c. Safety is **non-negotiable**:
  - i. No selling in unsafe locations (bars, cannabis stores, highways).
  - ii. No posting a child’s home address.
  - iii. No sales before the start date.
  - iv. Girl safety comes before EVERYTHING.

## 11. Review Cookie Rewards

- a. If families already have the guide, review it.
- b. If not, use the online version or skip for now.
- c. Remind everyone:
  - i. **Rewards are earned INDIVIDUALLY based on HER effort—not troop effort.**

## 12. Proceeds Slide

- a. Pause the training here.*
- b. Discuss whether your troop wants to opt out of rewards for higher proceeds (if eligible).

- c. Important reminders:
  - i. Daisy–Junior levels **must** have internal rewards if opting out.
  - ii. Saving money with no present-day girl benefit does NOT honor their work.
  - iii. Proceeds must be spent within 12 months unless you have a plan in place.
    - 1. We are a nonprofit—proceeds are for the girls who earn them.

### 13. To Participate Slide

- a. Ensure EVERY participating girl and caregiver is:
  - i. Registered
  - ii. Background cleared (if helping)
- b. This must be done **LONG** before December 24.
- c. If they wait until early January, they may miss the start of the season.

### 14. Important Reminders

- a. Council is closed **12/25–1/6**.
- b. Digital Cookie opens **1/5**.
- c. If families wait to renew or register, no one at council can help.
- d. They will *not* be in eBudde or Digital Cookie until they register.
- e. **Do it now. Not later.**

### 15. Who Pays for Inventory

- a. ***Pause the training here.***
- b. Review receipts, payments, and responsibilities.
- c. Explain your payment schedule clearly.
- d. Make it unmistakably clear:
- e. **This is show-business, not show-friends.**
- f. Late or slow pay stops inventory.
- g. Product exchanges are **ONLY** for sellable product—not anything damaged by environment, pets, smoke, melting, etc.

### 16. New Cookie: Exploremore

- a. Introduce the new cookie!
- b. This is the moment to let families taste it if you have samples.

### 17. 2026 Cookie Pricing

- a. Explain WHY prices cannot be changed.
- b. No undercharging.
- c. No overcharging.
- d. No “sales.”
- e. **NO EXCEPTIONS.**
- f. Changing the price violates the **baker contract** and the **ethics** of the program.
- g. Council’s policy protects ALL Girl Scouts equally.

### 18. How Does My Girl Scout Sell Cookies?

- a. Explain the multiple pathways:
  - i. In-person sales
  - ii. Booths
  - iii. Door-to-door
  - iv. Digital Cookie (Girl Delivered + Direct Ship)

- v. Workplace networks (adults share girl's link, but the GIRL does the "thanks!")

## 19. Their Goals and Troop Goals

### *a. Pause the training here.*

- i. Troop's big goal
- ii. Each girl's individual goal
- iii. How personal sales, goal-getters, and booth sales all contribute
- b. Celebrate ambition. Celebrate effort. Celebrate HER leadership.

## 20. Digital Cookie

- a. Highlight how powerful this platform is:
  - i. Personalized site
  - ii. Credit card payments
  - iii. Safe online selling
- b. Make sure caregivers know to **turn off flavors they don't have in hand** for Girl **Delivered orders.**

## 21. Digital Cookie Contest

- a. Push participation EARLY.
- b. Most people don't jump in during week one, so encourage them to try!
- c. Setting up the site and sending emails is all it takes.
- d. No sales are needed for the early prizes.

## 22. Cookie Contests

- a. All contests are in the Family Guide.  
Take a moment to explain why we do them: FUN + marketing reach + excitement for the girls.
- b. Pause here if you want before moving into marketing.

## 23. Marketing Magic

### *a. Pause the training here.*

- b. Invite caregivers to BE part of the fun:
  - i. Poster creation
  - ii. Social media management
  - iii. Decorating booth themes
  - iv. Taking photos
  - v. Leading contest weeks
- c. This is where families shine. Let them!

## 24. Plan for Slow Times

- a. The mid-season slump is real.
- b. Prepare for it.
- c. If your troop has already planned strategies, pause and talk them through here.
- d. Your calm, confident planning prevents caregiver panic later.

## 25. Historical Cookies (Final Slide)

- a. A fun close-out slide reminding everyone that cookie varieties have come and gone.
- b. Use this moment to wrap up with:
  - i. Your troop rules
  - ii. Your expectations

- iii. Your timeline
  - iv. Your HEART
- c. End with gratitude and excitement for the season ahead.