

Corporate Cookie Connection Patch Program

Through the Corporate Cookie Connection Patch Program, Girl Scouts will build their skills in communication, organization, and responsibility as they learn about building cookie partnerships and closing a deal! Should they choose to put these skills to the test, they can also grow their sales by partnering with organizations that purchase Girl Scout Cookies.

Organizations who partner with Girl Scouts not only get to keep or donate delicious Girl Scout Cookies, but they receive supporter benefits. Girl Scouts who obtain these connections receive credit for the full number of boxes in ABC Smart Cookies and Digital Cookie, helping them reach higher levels of rewards.

The following pages will walk you through the four “Ps” for building strong corporate cookie connections!

1. Prospect

2. Proposal & Pitch

3. Procure

4. Partner

Make sure to get all the information required on the form (last page) once you have secured your Corporate Cookie Connection. Then, use this info to fill out the online form - that’s how the organization will get the benefits, and you will earn your patch! Form must be submitted by April 12 at 11:59pm. One patch per Girl Scout per year.

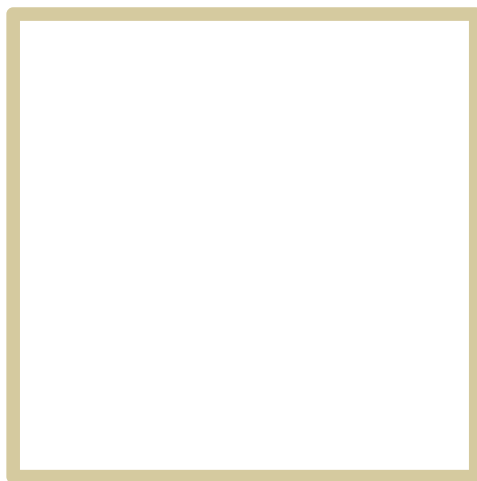
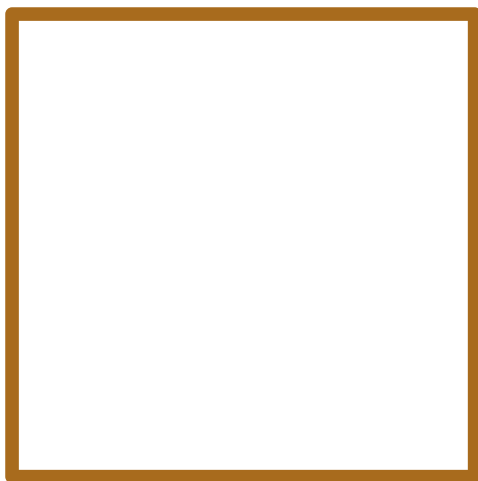
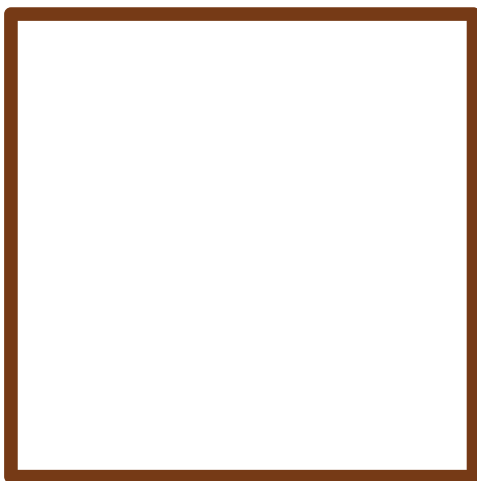


Step One: Prospect

The first step in building strong corporate cookie connections is to identify prospects. A prospect is an organization that is a potential customer for your cookie sale. Below are a few prompting questions and ideas to help you brainstorm customer prospects.

- What businesses do you frequent?
- Have you seen businesses highlighted in the local news?
- Do you have family and/or friends who work for a local business?
- What businesses have made donations to the community before and may do so again?
- Are there businesses that could utilize cookies as client gifts, employee appreciation, etc.?

Brainstorm: Identify at least three prospects.



After identifying your prospects, it is important to create a strategy for each of them. Use the questions below to help you think of the best way to approach each business- no two are alike! You may have to do some research.

- What are the businesses values? How do they align with yours/Girl Scouts?
- What are some of the best ways they could utilize the cookies?
- Who might they want to donate cookies to?
- Have they previously had a connection to Girl Scouts?

Step One: Prospect

Research: Summarize your strategy for each of your three prospects.

The diagram consists of three columns. Each column has a small square box at the top and a larger rectangular box below it. A downward-pointing arrow connects each small box to its corresponding larger box. The first two columns are dark brown, and the third column is light beige.

Now that you have identified your prospects and strategy, it is time to reach out! If you already have a contact at the organization, connect with them to setup a time to meet with the owner, manager, and/or whoever is responsible for purchasing decisions. If you do not already have a contact, try visiting the business, giving them a call, or writing a professional email to setup a meeting.

Then, head to step two to prepare for your meeting!



Step Two: Proposal & Pitch

To prepare for your meeting with the business leader(s), you must create your proposal and pitch. Your proposal includes all the information your prospect may need to know. You should include information on the Corporate Cookie Connections program and the benefits to the business for participating (see page 8 for these details). You may also want to share information about the Girl Scout Cookie Program, your Cookie Sale goals, and your Girl Scout experience. Your proposal may be a printed document, a flyer or pamphlet you design, or you could create a digital proposal document, website, or presentation to share.

Proposal: Plan what to include in your proposal.

While providing a proposal is key, you will also need to prepare for what to say during your meeting- this is your pitch! You should cover information similar to what is described above for your proposal, and provide them with the proposal before, during, or after your pitch as support. During your pitch, you also should make your ask- let them know how they can help you towards your goal and what it would require of them.



Step Two: Proposal & Pitch

Below are tips for perfecting your pitch.

- Practice, practice, practice! If possible, practice with an audience who can help provide you feedback.
- Avoid filler words like “um,” “like,” and “so.” Writing out and practicing your pitch can help you grow confident in your words and avoid fillers, but if you feel the urge to say them, try to take a brief pause instead!
- If you make a mistake, that is okay! Just pause, take a deep breathe, and keep going.
- Dress for success (your Girl Scout uniform would be a great touch!) and stand/sit up straight so that you look and feel confident.
- Make eye contact with your audience. If that seems a little scary, an easy trick is to look at someone’s forehead so that you are still acknowledging them but do not make yourself uncomfortable.

Pitch: Write out what you will say in your pitch.

After giving your pitch, it is time to close the deal! Head to step three to learn more.



Step Three: Procure

To procure means to obtain, and in this case, you are procuring a partnership. After providing a proposal to your prospect and giving your pitch, try to get that yes! Before that point, it is likely the business leader(s) will ask some questions. Answer them as honestly as you can, should you know the answer. If you do not, simply let them know and offer to get back to them at a later time with the answer.

If you haven't yet gotten a yes, try one of the four closing strategies below to finish your sale! Circle the one(s) you feel will work best for you.

Summary Close

This closing technique is great when trying to help your prospect visualize the offer and its benefits. You will want to reiterate the key points from your pitch and/or answers you provided to their questions, stressing the value and benefits of the deal, before asking if they are ready to commit.

Now or Never Close

When using this technique, you are trying to create a sense of urgency to drive the prospect to commit then and there. If you have the cookies with you, you could offer to deliver them the same day. If you do not, you could offer to do it by the end of the week.

Soft Close

If using this technique, you do not want to put a lot of pressure on your prospect. Allow them time to make their decision and offer them your adult's contact information so they can reach out if they have additional questions and/or are ready to commit. (With this technique, be sure you make the prospect aware of the deadline for commitment.)

Question Close

This technique invites you to ask a probing question of your own to the prospect. This question should help them understand the value of what you are offering and drive them to commit. For example, you could end with, "Would you agree that donating to our Cookie Share program aligns with your business's mission to give back?"

Through this process, you must be prepared for a business to say no to partnership. Should this happen, do not be discouraged! Thank them for their time and consideration and provide them with your adult's contact information, so they may reach out if interested at a later time.



Step Four: Partner

While the Corporate Cookie Connections program is based on financial support, it is important to remember that you are forming partnerships with these businesses! In the same way you want to receive credit for the sale to earn cool rewards, you want to be sure the business is getting all the benefits promised to them. Use the attached form to collect the companies information, and then complete the online form.

You can also do something special to show appreciation to the business for their purchase. This will help you maintain a long-lasting partnership and make it more likely that they'll partner with you again next year- maybe at a higher level! We have provided some ideas below.

- Write a thank you note and deliver or mail it to the business
- Create a thank you video that you can email to the business
- Buy the person(s) you met a box of cookies for them to keep, which you can wrap or create a tag for.
- Create some cookie-themed SWAPS for the business employees and deliver or mail them with an explanation of the significance of SWAPS.

You did it! You are now a Corporate Cookie Connections pro! It's time to bring your Cookie Sale to the next level as you practice and perfect these steps!



Supporter Benefits

Organizations that purchase a minimum of 4 cases (48 Boxes) of Girl Scout Cookies will receive supporter benefits (fulfilled by Badgerland Council staff). These include:

- A commemorative certificate to showcase their support.
- A "Proud Partner of Girl Scouts" window cling for their location.
- Recognition on our website as a valued partner.
- A social media shoutout celebrating their contribution.
- An exclusive digital supporter kit with additional materials to highlight their partnership.

100% of the money raised through the Cookie Program stays within Badgerland Council.

The POWER of one Girl Scout Cookie

30%

Cookies, fees, promotions, & distribution

Girl Scout Programming, Scholarships, Member Support & Properties

Cookie proceeds power unforgettable Girl Scout experiences such as STEM, outdoor adventures, and leadership programs. They also provide membership and camp scholarships, volunteer training, and help care for our camps and properties.

SU & Troop Proceeds & Girl Scout Rewards

Troops use cookie earnings for activities that matter to them, including service projects, travel, and team adventures. Girl Scouts also earn individual rewards that celebrate their hard work and goal setting.

Cookies, Fees, Promotions & Distribution

Part of each purchase covers essential program costs, including paying the baker, handling credit card fees, and delivering cookies. These efforts keep the program running smoothly for every Girl Scout and troop.

46%

Girl Scout programming, scholarship, member support, & properties

24%

SU & troop proceeds & Girl Scout Rewards



Corporate Cookie Connection Details Form

Congratulations! You go Girl Scout!

Make sure to get all the information below once you have secured your Corporate Cookie Connection. Then, use this info to fill out the online form - that's how the company will get the benefits, and you will earn your patch!



**Fill out and
submit form
by April 12.**

Company Name: _____

Company Contact Name: _____

Contact Email: _____

Contact Phone: _____

Company Street Address: _____

City: _____ State: _____ Zip: _____

Company Website: _____

Number of Boxes purchased (48 box minimum):

Cookie Fulfillment Options:

- ☐ Company will keep cookies
- ☐ Donate to Troop's Cookie Share Partner: _____.
- ☐ Donate to Council Cookie Share Partner
- ☐ Company will donate to partner of their choice: _____.

Girl Scouts must take payment at time of sale via cash, check, or Digital Cookie.