



WELCOME TO THE 2010 GIRL SCOUT COOKIE SALE!

This year's Girl Scout Cookie theme is *Inspired by U*, and this cookie season, Girl Scouts across the country will be inspiring change. They will discover what matters most, connect with people in their community and use the power of Girl Scout Cookies to take action and make the world a better place.

The Girl Scout Cookie Program is Priceless

Give your Girl Scout all the benefits of this unique leadership program. There's no substitute for giving your Girl Scout the exciting, enriching experience of the Girl Scout Cookie Program! Much more than a way to raise money, the Girl Scout Cookie Program is a hands-on leadership and entrepreneurial program unlike any other in the world. Girls gain a wealth of essential skills, not from a book, but from real-life experiences that build a strong foundation for success. Many successful businesswomen and community leaders say they got their start selling Girl Scout Cookies.

The Girl Scout Cookie Program is a unique and valuable way for girls to:

- Learn the power of goal-setting through firsthand experience
- Develop self-confidence through interactions with customers
- Learn early business skills, such as planning, money management and teamwork

During the sale, girls and troops will be selling eight delicious varieties of cookies. Customers also have the opportunity to purchase cookies for our overseas military troops by making a donation to our *Troops to Troops Program*.

However you choose to support your favorite Girl Scout and her troop, thank you for your support of the Girl Scout Cookie Program!

2010 Cookie Sale Dates

- January 16-31 – Initial Order Taking Happens
- February 26-21 - Cookie Booths happen at local retail locations
- March 22 – The 2010 Cookie Sale Ends





Girl Scout cookies sold in our council are \$4 per box. All revenue generated by the Cookie Sale Program is retained by Girl Scouts of California's Central Coast troops or is designated for program opportunities that directly support Girl Scouts of California's Central Coast girls and adult volunteers in our six-county area.

Volunteers

The annual Cookie Sale Program couldn't happen without the dedication, support and commitment of our Service Unit and Troop Cookie Managers and many other volunteers.

It's All About the Girls!

Girl Scouts have been selling cookies since the early 1900's, but the Cookie Sale Program is about a lot more than selling cookies! Girls learn many important life skills while participating in the sale, and have the opportunity to earn some pretty cool rewards as well.

Life Skills. Girls learn valuable life skills in the Cookie Sale Program -- meeting and exceeding goals, budgeting and money management, teamwork, time management, networking, how to provide excellent customer service, and handling rejection and success to name a few. Many successful businesswomen will tell you they learned key business skills selling Girl Scout cookies in their youth.

Families Working Together. Participating in the sale also brings families together. Successful cookie sellers often involve parents, aunts, uncles, grandparents, and siblings in the sorting and delivery process. They work together as a team to help the girl realize her cookie sale goals.

Setting a Cookie Sale Goal

Did you know that girls and troops that set goals sell an average of 30% more cookies? It's true -- selling cookies without setting a goal is like taking a trip with no destination!

Council Sales Goal

Our council goal is to have over 7000 girls sell 128 boxes each. That's a goal of 896,000 – WOW, that's a lot of cookies! With the continued support from all of our great volunteers and customers, we know we can reach our goal. Thank you for all your help!





Girls

Setting a goal is easy and fun. Maybe your goal is an activity you would like to participate in with your troop, or maybe an incentive item you would love to have, or even a service project you are earning money to complete. Goals don't always have to be set in box increments, though. Many successful cookie sellers set other types of goals -- to sell 10 more boxes than last year, or participate in one more booth sale. So whatever your goal looks like, share it with all your customers. Write it on your order cards, make a button, or make posters!

You'll be surprised how many customers want to help you reach your goal. Just think how proud you and your family ... and your customers ... will be when you meet and exceed your goal. Good luck, and have fun!

Troops

In addition to personal goals, troops should also set a goal and make sure that all the girls know the troop's goal. Make posters for your cookie booths and update your goal poster as cookies are sold. Remember, customers want to be a part of your troop's success!

