

Planning Your Troop Kickoff

Share the excitement of the Cookie Program with every family in your troop! Understanding the benefits for their Girl Scouts and the troop is important, even if it's just selling one package. Plus, we're giving you the tools you need to prepare them. Simply fill in the custom information for your troop in the *2019 Cookie Program Family Welcome Letter* (found on *The Bridge*) and then use that as a script for your kick-off meeting with your parents/ guardians.

For girls, don't worry so much about dates and deadlines, but focus on what they'll do, why they're doing it, and the rewards for them and the whole troop. We've put together the following resources to help you!



Set Up:

MATERIALS

Items in **PURPLE** are for troops who opted in to the League of Legendary Creatures instant reward program **ONLY**.
Items in *ITALICS* are available on *the Bridge* to print additional copies on-demand.

1 PER TROOP

- **New!** 2019 Cookie Program Kick-Off Video (Access to internet and YouTube needed)
 - [Video version including the League of Legendary Creatures instant rewards](#)
 - [Version without the instant rewards](#)
- **New!** Rewards Poster
- Full and partial sets of the League of Legendary Creatures items

1 PER GIRL

- [Product Program Permission Form](#)
- *2019 Cookie Program Family Welcome Letter* (download from [The Bridge](#) and customize)
- Order Card
- [Reward Panel](#)
- Money Envelope
- Lanyard with name tag holder – the lanyard is the first instant reward item girls can earn, when they fill out their *Product Program Permission Form*!
- *Name tag*

SUGGESTED MATERIALS TO BRING (not provided):

- Rainbow streamers
- Brightly-colored table cloth (for optional photo booth background)
- “Magical Snack” (Examples could be: funfetti cupcakes; a vegetable or fruit tray in a rainbow of colors; a fun drink could be color changing Kool-aid®)

SET-UP

- Hang the Rewards Poster where girls can see it.
- Create packets of each item listed under “1 Per Girl.” Make sure the *Product Program Permission Forms* are on top, so they can fill those out and return them right away.
 - If you have a signed form from the Fall Product Program, you do not need to collect another one.
- **DON'T include the lanyards, or instant rewards backpack clips.** Those are handed out later once girls have returned their *Product Program Permission Forms* and have reached certain sales levels.

MEETING AGENDA

- Girls and their parents/guardians arrive.
- Once girls have settled, introduce the Cookie Program to the girls with the **Kick-Off Video**.
 - Once the video is over, pass out the packets you put together with the *Product Program Permission Forms* on top to each parent/guardian.
 - **If they sign and return the *Permission Form* that night, the girls can receive their lanyard - their first instant reward!**
 - **Refer to the video and share that as they take cookies and sell them, they will earn the legendary creatures to add to their lanyard! (For those who opted-in to the League of Legendary Creatures pilot)**
- Once you are done with your girl message, be sure to have an activity ready for them to do while you're talking to the parents/guardians. You can have fun coming up with your own activity or check out the activities planned for you in the [Yeti Search and Rescue fun patch guide](#) (also posted to The Bridge). Your girls can earn their yeti fun patch, or simply enjoy the activities, which tie in to activities and skills for wintry weather!
- Introduce the Cookie Program to the adults.
 - Be sure they know the **guidelines for girls to participate**:
 - Each girl must be registered for the 2018-2019 Girl Scout membership year.
 - They must turn in the *Product Program Permission Form* (they may have already done this in the Fall Program season).
 - Participation is limited for families with any unpaid funds to Girl Scouts of Greater Iowa (GSGI). In these cases, girls can participate in booths or sell online through Smart Cookies only.
 - Outline your troop ordering deadlines for the program, and other expectations for the troop. Make sure to let them know how you'd like people to communicate with you, and when you'll be available for additional orders!
- Utilize the customizable *2019 Cookie Program Family Welcome Letter* on the Bridge! Download the Word document, insert custom troop information, and print on your own.
 - While girls cannot begin selling cookies until February 1, you may ask parents to estimate how many cookies they'd like to commit to for the Initial Order. This will help you better estimate your Initial Order and set up the troop for success! Additional resources to help you manage your troop's cookie inventory throughout the program can be found on the Bridge.
- Introduce them to Smart Cookies! They can use their smartphones to open the site and see how to set up their Girl Dashboard.

Yeti Search and Rescue Activity Kit

Check out the fun, yeti-inspired activities in the fun patch program [on The Bridge!](#) This custom program is designed to teach girls about winter skills and activities. Fun patches will be available for order!