

Connecting with Cookies

Lead, Pitch, and Partner with Your Community

This cookie season, you'll learn how to pitch your cookie business with confidence, connect with local businesses, and grow as a cookie entrepreneur.

Use this guide to:

- Talk about your cookie business with confidence.
- Meet and work with local businesses.
- Practice leadership and communication.
- Thank people who support you.
- Build real connections in your community.



Partnering with Your Community

Local businesses often want to support Girl Scouts. There are several ways they can help you make a bigger impact while you practice real business skills and grow your cookie goals.

Two Ways a business can help:

1. **Gift of Caring** – Ask a business to donate cookies.
 - Gift of Caring (GOC) program is a Girl Scout community service project.
 - Donated Girl Scout Cookies[®] are provided to active overseas military men and women through **Support the Troops, Inc.**
 - GSWCF also disperses some of the donated cookies to **Feeding Tampa Bay.**
2. **Corporate Cookie Collaboration** – Ask a company to buy cookies in bulk (50+ packages).
 - They can share cookies with staff, clients, or at events.
 - Big orders help you reach your goals faster and build community connections.

Getting Started: Find Your Customer

Begin by planning what companies/ people you want to contact and how you want to contact them. When brainstorming ideas, it is helpful to write your thoughts in a list.

Ask yourself these questions as you plan:

- Are there businesses you visit often that might donate to Gift of Caring or buy cookies in bulk?
- Do you have family or friends that work for or own a local business?
- Are there businesses in your community that have supported Girl Scouts made donations before?
- Who else can you ask for help or ideas – like a parent troop leader, or family member?

My Company Idea List	
Who Can I Contact?	How Can I Contact Them?
My Aunt Connie's Bakery	Send e-mail
Ted's Café – my favorite place to eat	Go In-person, take a personal note
My mom's Home Owner's Association	In-person during the next meeting – ask mom for help
(Use the space below to write your ideas)	

Getting Ready: Prepare Your Sales Pitch

Just like at your cookie booth, asking for business to make a Gift of Caring (GOC) cookie donation or purchase in bulk requires a sales pitch. A pitch is how you tell a business why Girl Scout Cookies are special and why they should support you.

Before you start, pick the best way to reach each person or business – and always check with a trusted adult first!

Ways to contact a business:

- Visit in person
- Call on the phone
- Send an email
- Mail a letter or card
- Make a short video for your Digital Cookie page

Choose the technique that works best for you. Ask a caregiver or troop leader which option is best and safe.

Did You Know?

Sending an email, letter or card is only one way to market your cookie product to a potential customer.

- Create your video for Digital Cookie and include the importance of Gift of Caring.
- Send emails to your customers through Digital cookie to keep track of your customers and stay organized with their orders and donations.
- Check out the [*Digital Marketing Tips for Cookie Entrepreneurs*](#) for more information about email marketing.
- Use the Let's Exploremore Cookie Giveaway for potential GOC or Corporate Sponsors. For every five packages purchased the company, or individual, can receive an entry for five cases of cookies. That means if you secure 100 boxes of donated cookies or bulk purchased (Pearl Level) the company could enter 20 times.



When you talk with a business and present your pitch, it helps to share why supporting Girl Scouts is good for them too! Below are some easy ways to explain the benefits.

Gift of Caring

- Their donation is tax deductible.
- It helps local families and military troops overseas.
- The council delivers all donated cookies – the business does not have to.
 - You could say: “Your donation is tax-deductible, and we’ll share your support with our community!”

Bulk Orders

- Great for employee gifts, client thank-yous, or events.
- Supports Girl Scouts in the community – all proceeds stay local within our council, Girl Scouts of West Central Florida.
- Builds lasting community partnerships.
 - You could say: “Buying cases of cookies makes it easy to treat your staff or clients. You’ll know your purchase is making a meaningful impact to the Girl Scouts in your community.”

Craft your pitch. Use this to get started. Add any extra important information. Consider creating a printed document, such as a flyer you design, or a digital presentation.

Hi. My name is_____.

I’m selling_____.

I’m doing this as part of Girl Scout troop_____.

My personal goal is_____.

And my troop is trying to _____.

This is important to me because _____.

Will you help me reach my goal? Thank you for your support of Girl Scouts and my Girl Scout troop_____.



Closing the Sale and Saying Thank You

Congratulations on closing the sale and earning a Gift of Caring or bulk cookie purchase.

Now it is time to thank the business for their support.

- Write a thank you note and deliver or mail it to the business.
- Show appreciation the Girl Scout way by gifting them with a SWAP!
- Buy the person(s) you met with a box of cookies for them to keep personally. Create a thank you tag or wrap the box.
- Be unique and professional with how you say thank you to the business.

Tip for next cookie season:

- Remember to keep the contact information for any businesses who participate. You will want to reach out to them again next year.
- If you are a graduating high school senior, consider saving the business contact information and share it with a younger member in your troop.



After a “Yes” to a Bulk Order:

- Repeat the order back — number of boxes or cases, flavors, delivery date, and location.
- Tell them payment is due on delivery day, unless paid for through Digital Cookie.
- Send a quick thank-you email with the order details.
- Let your troop leader know right away so they can plan inventory and delivery.

After a “Yes” to Gift of Caring:

- Confirm the number of packages or cases in the Digital Cookie app.
- Take payment via Digital Cookie once the order is confirmed.
- If paying by check, have them fill out the Connecting with Cookies Form on page 7 — mail the check and form to Council.
- Payment must be received by March 15.

Supporter Levels Worksheet

\$300 Daisy Level	50 packages	With this amount of support, my troop, or I, will be able to _____ _____ _____
\$600 Pearl Level	100 packages	With this amount of support, my troop, or I, will be able to _____ _____ _____
\$1,200 Bronze Level	200 packages	With this amount of support, my troop, or I, will be able to _____ _____ _____
\$1,800 Silver Level	300 packages	With this amount of support, my troop, or I, will be able to _____ _____ _____
\$3,000 Gold Level	500 packages	With this amount of support, my troop, or I, will be able to _____ _____ _____

Connecting with Cookies

Corporate Sponsorship Form

Company Name: _____
 Company Contact: _____
 Contact email: _____ Contact phone: _____
 Company Address: _____
 City: _____ State: _____ Zip: _____
 Company website: _____

Supporter Levels

- | | |
|--|--|
| <input type="checkbox"/> \$300 Daisy Level (50 packages) | <input type="checkbox"/> \$1,800 Silver Level (300 packages) |
| <input type="checkbox"/> \$600 Pearl Level (100 packages) | <input type="checkbox"/> \$2,400 Gold Level (500 packages) |
| <input type="checkbox"/> \$1,200 Bronze Level (200 packages) | |

Our company would like to:

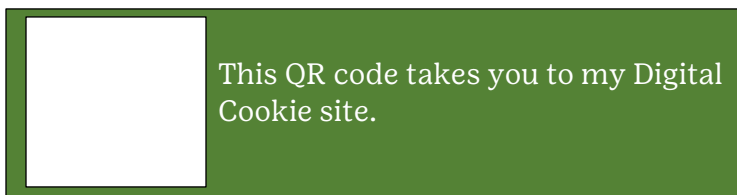
- ☐ Have the cookies delivered to our company address
- ☐ Donate the cookies through the Gift of Caring program

Additional notes:

Our company will be paying by:

- ☐ Debit/Credit Card (to be entered by company or Girl Scout into Digital Cookie)
- ☐ Check
- Bulk purchases - made out to GSWCF Troop # _____
 - Gift of Caring - made out to GSWCF
- ☐ Cash

Girl Scout's Name: _____ Troop #: _____



Thank you for your support of the Girl Scouts and our community. At the conclusion of the season, Gift of Caring supporters receive recognition on the GSWCF Gift of Caring webpage. Donations are tax deductible, please consult your tax advisor.

Checks must be received by 3/15/2026 to ensure credit is received before the cookie program concludes.

Gift of Caring Sample Letter

<Month day, year>

<Business Name>

<Business Contact Name>

<Business Address>

<City, State, Zip>

Dear Ms. <Contact Name>:

The Gift of Caring (GOC) Program is a Girl Scout community service project that provides donated Girl Scout Cookies to non-profit organizations. Girl Scouts of West Central Florida (GSWCF) has selected to send its GOC donated cookies to Support the Troops, Inc. (active oversees military men and women) and Feeding Tampa Bay.

This program is a great way for your company to support local Girl Scouts as well as provide comfort to military personnel and the community served by Feeding Tampa Bay. As a reminder 100% of the proceeds from the cookie sales program stays in the community to fund Girl Scout activities and fund community service projects.

<INSERT INFORMATION ABOUT WHY THIS CAUSE IS IMPORTANT TO YOU. SHARE ABOUT YOUR GIRL SCOUT JOURNEY AND ITS OVERALL IMPACT.>

Thank you for your consideration and support of Girl Scouts. If you need any additional resources, please contact GSWCF at 813.281.4475 or info@gswcf.org.

Yours in Girl Scouting,

<INSERT YOUR SIGNATURE>

<INSERT YOUR FIRST NAME>

<INSERT YOUR TROOP NUMBER>

<INCLUDE ADULT CONTACT NAME AND PHONE NUMBER OR EMAIL>

Bulk Business Sample Letter

<Month Day, Year>

<Business Name>

<Business Contact Name>

<Business Address>

<City, State, Zip>

Dear Ms. <Contact Name>:

Thank you so much for supporting Girl Scouts of West Central Florida through your Business Collaboration Purchase of Girl Scout Cookies! Your purchase helps local Girl Scouts like me reach our goals, build real-world business skills, and make a difference in our community.

Your partnership shows how much you care about empowering girls to grow as leaders and entrepreneurs. Because of your support, my troop can continue to fund exciting activities, community service projects, and outdoor adventures—all while learning teamwork, confidence, and goal-setting.

We are so grateful for your generosity and community spirit. Businesses are welcome to share their cookie support with employees, clients, or community members. Thank you for believing in Girl Scouts and helping us make the world a better place—one box of cookies at a time!

If you'd like to learn more about Girl Scout programs or future partnership opportunities, please visit www.gswcf.org/support or contact us at info@gswcf.org

Yours in Girl Scouting,

<INSERT YOUR SIGNATURE>

<INSERT YOUR FIRST NAME>

<INSERT YOUR TROOP NUMBER>

<INCLUDE ADULT CONTACT NAME AND PHONE NUMBER OR EMAIL>