

“4 for More” Program

Get More + Give Back



The 4 for More program help girls/troops increase their cookie sales by encouraging customers to spend a minimum of \$20 when they make a purchase from one of our Cookie CEOs. This program includes a giveback component that supports either Gift of Caring or the troop’s designated Hometown Hero. With “4 For More,” a customer will be given a receipt with unique code for every four boxes purchased. This code lets them enter into a contest where they could win three cases of their favorite Girl Scout Cookie AND give back by sending an additional three cases to either our Gift of Caring Program or, for participating troops, their designated Hometown Hero.

Each girl should receive *twenty* of the official “4 For More” receipts to give to customers for every 4 boxes of cookies they purchase. Be sure to add your 5 digit troop number to each receipt.

Each troop will receive an allotment of “4 For More” receipts and two table displays to promote the program at the cookie booths. These “4 For More” resources will be provided by your Service Unit Cookie Manager.

We are providing these materials for girls and troops to use starting with the Cookies on the Spot period through Cookie Booths (January 30th – March 7, 2021.) The council will be marketing this program heavily to the public so they will be aware of it and be expecting to receive their coupon when purchasing 4 boxes.

Gift of Caring Corporate Sponsors will also receive “4 For More” coupons with letters thanking them for their donations. They in turn can offer their employees and customers the chance to win delicious Girl Scout Cookies.

Six winners will randomly be selected on **March 31, 2021**. Each code can only be entered one time. See the www.gswcf.org/4formore for full contest details.

When a girl talks with a customer or when a customer approaches the cookie booth and asks for their favorite cookies.....

1. Ask the customer if they would like a chance to win additional 3 cases of cookies AND support Our Gift of Caring/Hometown Heroes! Tell the customer “It’s easy, just purchase 4 boxes of cookies”.
2. All customers that purchase 4 boxes of cookies should be given a “4 For More” receipt (pictured).
3. Let the customer know they must go to www.gswcf.org/4formore and register their code for a chance to win. There is a **unique code** on the coupon they will enter when registering. The customer will receive a confirmation email that they are registered for the contest (these instructions are also on the coupon). **Customers MUST enter their code by 11:59 pm on March 21, 2021 to be eligible.**
4. Don’t forget that purchasing cookies for the military through the Gift of Caring or supporting your troop’s Hometown Heroes counts towards the 4 boxes required to receive the “4 For More” receipt!

