How to Make A Cookie Sales Plan

Planning successful Girl Scout cookie sales involves making a business plan that includes goal setting, setting strategies and managing your supplies and money.

Before the Sale: Planning & Goals

- Define Goals: Decide with your troop what funds will be used for (camp, trips, service projects).
- Identify Customers: Think of all the people who might not get asked to buy Girl Scout Cookies. How will you reach them to expand your customer base?
- Create a Plan: How will you market your business, and what are your selling methods? Think about the different sales channels, like door-to-door, booths, Digital Cookie, or emails to family and friends.
- Set a Budget: Set daily/weekly sales targets and a budget for cookies/supplies.
- Build a Timeline: Keep track of important deadlines including when orders are due, when to pick up and deliver cookies, and when to turn in your cookie money.
- Know Your Product: Not every cookie is right for every customer! Learn which ones are gluten-free, vegan, and nut-free for those with allergies and dietary restrictions.
- Gather Supplies: What do you need to help you get the word out? Flyers, door hangers, postcards with QR codes are great tools to share with neighbors, family and friends.

Selling Strategies: Digital & In-Person

- Digital: Use the Digital Cookie platform to promote online, send reminders, and get gift orders.
- Social Media: Ages 13+ have your caregiver post that you are selling Girl Scout cookies with a link to your Digital Cookie account.
- In-Person Booths: Join in the fun with your troop and adult volunteers to sell cookies to customers and share your Girl Scout story.
- Door-to-Door: Sell in daylight, in pairs/groups with an adult (never alone), and stay on sidewalks.
- Safety First (Always!) – Be aware of the Girl Scout safety rules to ensure a fun and safe experience.
- Track Everything: Use inventory sheets and update records diligently.

After the Sales:

- Plan for Delivery: Make sure you deliver orders in a timely manner if customers do not have cookies automatically delivered. Make sure your customers will be home when dropping off their orders.
- Share Your Appreciation: Thank customers and remind them to order again next year.

