

Tips to plan your next cookie sale

Develop a group sale plan

- What is your fundraising goal for the year?
- How many cases do you want to sell?
- Where is the best location for your sale?
- What day(s) work best to sell?
- Will you hold your sale on a weekend or during your weekly unit meeting time?

Gather your girls for a cookie sale

- Send a letter to parents asking if their daughters will be available to sell at the location, date and time you've chosen.
- Make sure you have enough girls confirmed to participate for a successful event.

Book a selling location

- Contact the venue for approval.
- Each selling location may ask for different types of documentation. See links below:
 - Venue contracts – please complete and submit your contract for signature using the [Contract Documentation Submission Form](#). Processing can take up to two weeks, so please submit your request well in advance.
 - [Proof of Insurance](#) - To be completed by the individual coordinating the cookie sale.
 - Complete the [Cookie Selling Letter form](#) for presentation when requesting space.

Promote your selling event

- Spread the word to family and friends.
- Share the event on a community board.
- Complete the online [Cookie Sales Event form](#) to add your sale to the [Cookie Finder Map](#).
- [Order](#) or [print](#) promotional and display materials for your selling event, including display banners, brochures, posters and more. Make sure to order your materials 2-3 weeks in advance.



GIRL GUIDE COOKIES

It's amazing what a cookie can do!

Need more cookies for your event?

- Please use the [online surplus cookie request form](#) to request additional cases.
- Once the form is completed, an email highlighting the details entered into the form will be sent to the Receiver who will contact you to confirm availability and arrange a pick-up. Required information includes:
 - Unit Name
 - Unit iMIS #
 - Contact Name
 - Contact Email Address
- If cookies are not available through surplus, please contact your ACL to see if units in your area may have extra cookies for a [unit-to-unit transfer](#).

Requests will be met on a first come first served basis. Please review the [Surplus Distribution Form Tip Sheet](#) for instructions on how to properly sign out cookies.

Set up for success on cookie selling day!

- Confirm logistics of the sale with the location contact (tables, parking, set up etc.).
- Set up your cookie selling station and cookie float.
- Keep a count of the number of cases and boxes at the beginning and end of the sale.
- Dress up your station with bright colours and visual images of Guiding.
- Ask girls to wear uniform to identify themselves as Girl Guides.
- Have promotional materials available for new families who may be interested in Guiding.