

# Best Practices Guide for Cookies

## Background

Cookie deliveries are staggered over 2 weeks throughout the Province, so units receive their cookies at different times.

Alberta Council believes there is still value in selling cookies door-to-door. It is a long-standing tradition and gives girls opportunities to develop skills such as teamwork, planning, safety awareness, courtesy, money management and customer service. Selling cookies in our communities gives us a visible presence.

## Cookie Campaigns

Before every cookie campaign Areas may make a motion, setting aside time for door-to-door cookie selling prior to selling at public venues, based on recommendations from the District Commissioners. An example motion is below:

*MOTION: That in XXXX Area, the first available public venue sales date will be Monday, XXXX X, 201X, with door to door sales encouraged prior to that date.*

After the specified date, units can begin selling at scheduled group events in public venues in their districts, as well as taking part in Cookie Days in Canada.

XXXX Area is firm in the belief that units and individuals sell within their district boundaries unless they have permission from the District Commissioner to sell in another district. This keeps units and individuals from overlapping cookie sales. We see this as smart marketing of our cookies; we are covering the largest area possible in the cities and towns by selling within districts.

Some districts have a centralized "venue booking" process. Unit Guiders let the person know where and when they would like to sell cookies and one person will look after making the booking with the store/venue. This works well in large districts where there is competition for venues and ensures that every unit has an equal opportunity to sell their cookies in public venues.

XXXX Area actively enforces GGC's online cookie sales guidelines by monitoring Kijiji, Craigslist, buy and sell pages and other such sites. We politely ask people (usually parents) to remove their ads, explaining National's guidelines. The majority of people comply.

## Best Practices

All Guiders and parents receive an email from the Area Commissioner before they receive the cookies, outlining some guidelines and best practices for cookie selling in XXXXX Area.

- Our cookies are \$5 per box or \$60 per case. They are not to be discounted.
- You must use the cookie sign-out sheet available on the Alberta Council website:  
<http://www.girlguides.ca/web/AB/Volunteers/Forms/AB/Forms.aspx>
- GGC has adopted the following online cookie sales guidelines:  
*Girl Guide cookies are currently not sold online as we do not want to lose the interaction between girls and the supporting public. The process of selling cookies is a valuable learning tool in developing future life skills for girls.*
- Therefore, do not post cookies for sale on Kijiji, Craigslist, buy and sell sites or other such sites. If you wish to advertise, feel free to go to the National website and advertise where you will be with cookies Cookie Sales Events. You can post about cookies for sale on personal Facebook pages



because those are not public. You can also tweet out your public venue location to direct customers to you.

- Please be sure you are storing the cookies properly. They need to be kept at a regulated temperature. It's not advisable to leave cookies in your vehicle for extended periods of time.
- Now that all cookies have an 8-month shelf life official guidelines have been created regarding selling cookies outside of the current campaign.

*“Girl Guides of Canada want to promote the uniqueness of each cookie campaign so we do not openly promote the selling of cookies from the previous campaign. However, it is acknowledged that there may be some cookies left over from the previous campaign that are still within the acceptable 8 month selling window. As long as these have been correctly stored in a cool dry location, they are permitted to be sold. The open promotion of these cookies or stockpiling for the purpose of selling in the next campaign is not encouraged or recommended. Marketing and PR should be concentrated on the current campaign cookies only.”*

- To read the date code on our cookies, the first one or two number(s) refers to the year in which the product was made (e.g. 9 represents 2009, 13 represents 2013). The following three numbers refer to the specific day within the entire year (day 001 to day 366), and the letter refers to the shift on which the product was produced. For example, the code 13035D would indicate that the product was made in 2013 on the 35th day (February 4), shift D
- When donating cookies that are past the 8-month code date, please be sure to label each box with a sign indicating that they are donated cookies and not for resale!
- Girls/leaders should be in uniform when selling cookies or at the very least Guiding wear. If the weather is a problem, please make sure the girls wear their ties or badge scarves over their jackets.
- Parents/Adults must accompany girls on door-to-door sales. They need to be in view of the girls and the customer.
- Remember that you are giving the person you are asking an impression of Girl Guides. Please be respectful and courteous.
- If your unit is at a public venue they should not block exits or entrances. The businesses in our Area are generous with their space to us so we don't want to abuse it.
- Remind your girls to be polite and not pushy. They should thank everyone, even those who say no.
- If a girl is selling in her neighbourhood and getting assistance from her family who are not members of Guiding (e.g. brothers), she must be with them.
- You can print cookie recipes off the National website at GGC Cookie Recipes. It might increase your sales!
- Please be respectful of each District's cookie selling boundaries when going door to door. Your daughter may not be able to sell cookies to your neighbours because the door to door territory may belong to another Unit or District. Please ask your daughter's leader about where you can sell cookies. As you can imagine, it is very disappointing for girls to knock on doors only to find out that someone has been there before them. There are lots of areas in which to sell cookies door-to-door; you just need to check first.
- Some districts have a person whose job is to coordinate booking of public venues. Please check with your DC to see what your district policy is.
- Parents should not book public venues on behalf of their daughter without checking with their daughter's Guider first.



- Please refrain from selling cookies to your co-workers until [public sales date].
- There are restrictions surrounding the sale of our cookies by a business. Please see below:
  - A business may purchase cookies and act as a selling agent as long as the following guidelines are followed:
    - The cookies must retain their physical integrity (i.e. they are not to be used as an ingredient as part of another food item) as directed by the Board in February 2008 and advised to the Provincial Commissioners in March 2008.
    - The business can purchase as many cookies as needed at the current selling price of \$5.00/box. However, the cookies must be re-sold at \$5.00/box. 3. The Unit must ensure that the cookies are sold within the appropriate cookie selling time frame.
    - The business must be a single restaurant/business and not part of a major chain. If the business is part of a major chain then a separate process must be followed and a formal application must be sent to National Office. Contact your PC for the details/approval required to sell cookies this way.

**Q** Can I sell Girl Guide cookies to a business if they are planning to use the cookies are in ingredient?

- No. Based on an extensive evaluation, the decision has been made not to pursue this type of opportunity at either the national or local level at the present time. Selling cookies for this purpose would contravene the Board's directive that cookies must retain their physical integrity.

**Q** Can I go into a partnership with another company/organization with Girl Guide cookies?

- You must receive formal permission to participate in any partnerships with other companies/ organizations. We ask that you submit a formal request for permission to the Coordinator, Fund Development & Stewardship through your Unit/District/Division/Area. A copy of your request will then be forwarded to the Manager, Girl Guide Cookies. Please note: even if the national partnerships and sponsorships include participation in limited number of locations only, the decision to grant approval remains the responsibility of the National Office.

**Q** Can I sell Girl Guide cookies to Dairy Queen (Partnerships)?

- In the past, we have been in contact with Dairy Queen regarding potential partnership opportunities. However, based on the Board determination to maintain the physical integrity of the cookie and an extensive evaluation, the decision was made that GGC would not be pursuing this type of partnership either at a national or local level at the present time.

Example emails are included with this document.



## **Cookies as Fundraising**

As Girl Guide cookies are the official fundraiser of Girl Guides of Canada-Guides du Canada, they are the only fundraiser that does not require approval. All money raised through cookies sales support girls and women in Guiding by:

- Helping us provide diverse and exciting programs and activities
- Allowing girls the chance to discover new interests, learn valuable leadership skills and making lasting friendships
- Assisting girls and leaders to attend camps and events
- Providing training and support for Guiding leaders

Cookie selling not only raises funds for Guiding programs, but also provides opportunities for girls to develop skills such as:

- Teamwork
- Self-confidence
- Planning and goal setting
- Responsibility
- Community involvement
- Safety awareness
- Courtesy
- Problem solving and decision making
- Money and time management
- Customer service

Following the XXXXX Area guidelines and best practices for selling cookies results in successful and stress-free cookie campaigns for Guiders and parents in XXXXX Area!



## Example Cookie Email to Parents

Hello XXXXX Area parents,

It's cookie time again! Over the next week or so, your daughter's unit will be getting the cookies they ordered for the fall Mint Cookie Campaign. Whether your daughter is a first-year Spark or in her last year of Rangers, she is expected to sell cookies.

GGC cookies are the official fundraiser for the organization and this is the only approved fundraising vehicle that benefits all levels of Guiding. Participation, at all levels, is expected in both cookie campaigns. GGC cookies are part of an immediately recognizable "Guiding" brand which is accepted by the public as a quality product and promotes positive visibility in communities across Canada.

The semi-annual door-to-door cookie sales are a long standing tradition in Canada. This year, XXXX Area Council has decided that we will have door-to-door sales until XXXX X. On Monday, XX.XX X, your daughter can sell cookies in public venues.

I would like to remind you of some basic cookie guidelines:

- Our cookies are \$5 per box or \$60 per case. They are not to be discounted.
- GGC has adopted the following online cookie sales guidelines:  
*Girl Guide cookies are currently not sold online as we do not want to lose the interaction between girls and the supporting public. The process of selling cookies is a valuable learning tool in developing future life skills for girls.*
- Therefore, do not post cookies for sale on Kijiji, Craigslist, buy and sell, or other such sites. You can advertise cookies for sale to family and friends on personal Facebook pages because those are not public venues.
- Please refrain from selling cookies to your co-workers until XXXXX.
- There are restrictions around selling your cookies to a business for resale. Please discuss with your Unit Guider or District Commissioner.
- Please be sure you are storing the cookies properly as they are to be kept at a regulated temperature. It is not advisable to store cookies in your vehicle for extended periods of time.
- Girls should be in uniform when selling cookies or at the very least Guiding-wear. If the weather is a problem, please make sure they wear their ties or badge scarves over their jackets.
- Parents/Adults must accompany girls on door-to-door sales. They need to be in view of the girls and the customer.
- Remind your daughter to be polite and not pushy. They should thank everyone, even those who say no.
- If a girl is selling in her neighborhood and getting assistance from her family who are not members of Guiding (e.g. brothers) she must be with them.
- Some districts have a person whose job is to coordinate booking of public venues. Please check with your DC to see what your district policy is.
- Parents should not book public venues on behalf of their daughter without checking with their daughter's Guider first.
- Please be respectful of each District's cookie selling boundaries when going door to door. Your daughter may not be able to sell cookies to your neighbours because the door to door territory may



belong to another Unit or District. Please ask your daughter's leader about where you can sell cookies. As you can imagine, it is very disappointing for girls to knock on doors only to find out that someone has been there before them. There are lots of areas in which to sell cookies door-to-door; you just need to check first.

Have a great cookie season! More information about cookies sales can be found on our national website at [GGC Cookie FAQs](#).

Please feel free to contact me with any questions or concerns.

XXXXXXX  
Area Commissioner

### **Example Cookie Email to Guiders**

It's Cookie Time Again! Hello XXXXXX Area Guiders!

The semi-annual door-to-door cookie sales are a long standing tradition in Canada. This year, XXXXX Area Council has decided that we will have door-to-door sales until XX.XX X. On Monday, XX.XX X, your units can sell cookies in public venues.

I would like to remind you of some basic cookie guidelines:

- Our cookies are \$5 per box or \$60 per case. They are not to be discounted.
- You must use the cookie sign-out sheet available on <http://www.girlguides.ca/web/AB/Volunteers/Forms/AB/Forms.aspx>
- Please be sure you are storing the cookies properly.
- Girls/leaders should be in uniform when selling cookies or at the very least Guiding-wear. If the weather is a problem, please make sure the girls wear their ties or badge scarves over their jackets.
- Parents/Adults must accompany girls on door-to-door sales. They need to be in view of the girls and the customer.
- Remember that you are giving the person you are asking an impression of Girl Guides. Please be respectful and courteous. We have all seen situations where our girls get a little "carried away" with their laughter and fun.



- If your unit is at a public venue they should not block exits or entrances. The businesses in our Area are generous with their space to us so we don't want to abuse it.
- Remind your girls to be polite and not pushy. They should thank everyone, even those who say no.
- If a girl is selling in her neighborhood and getting assistance from her family who are not members of Guiding (e.g. brothers}, she must be with them.
- You can print cookie recipes off the National website at [GGC Cookie Recipes](#). It might increase your sales!
- Please be respectful of each District's cookie selling boundaries when going door to door. Even if Susie Spark lives in a certain place, she is not free to sell to neighbours as that door to door territory may belong to another Unit or District, so each Guider should find out from their DC what the process is in their District for sharing available selling space.
- Finally, we are not to post cookies for sale on Kijiji, Craigslist, buy and sell sites or other such sites. If you wish to advertise, feel free to go to the National website and advertise where you will be with cookies GGC Cookie Sales Events. You can post about cookies for sale on personal Facebook pages because those are not public. You can also tweet out your public venue location to direct customers to you.

Have a great cookie season! If you are out of cookies and need more, contact your District Commissioner. If you have too many, again, your District Commissioner is also there to help. Any concerns with your delivery, the quality of the cookies, etc. should be directed to your District Cookie Orderer for follow-up.

AC NAME  
Area Commissioner

