



Rallying Troop Families for Cookie Season

Hold a cookie-specific meeting for parents and caregivers.

Even if you discussed the cookie program at your first parent meeting or held a pre-cookie season meeting with the families in your troop, make time to reconnect with troop adults.

Have the girls come up with a list of jobs such as marketing, sales, inventory control, and cashier - then have them discuss how the cookie program helps build these skills. Parents are more than happy to help their girls build these important life skills.

Let parents know that you are looking for extra support.

Be sure to outline your expectations and the support you are able to give. Make it clear that parents need to communicate with you right away if something isn't going right, this will allow you to correct anything before it becomes a bigger issue.

Your troop parents will likely have more questions about what is expected of them and the girls, so be sure to review the council resources and frequently asked questions before the meeting.

Share your troop's goals and how they'll get there.

Share your troop's vision. Let the adults know what the goal means for their girl. Open the conversation by outlining the goal or experience the girls are working toward, and then talk about the girls' decision-making process and that you're proud of their ability to work as a team. Families are much more supportive if they know where the cookie proceeds go; the same goes for customers and other members of the community.

Outline the immediate and long-term benefits of the cookie program.

Remind the adults that the cookie program is not about the cookies or the money. Parents love to hear how the sale works – the girls set their own goals! Once parents hear how hands-on the sale is for their daughters and how they'll learn how to make change and speak to customers and work as a team, they're much more willing to participate.

Have a “but wait, there's more!” moment.

Let the adults know they'll see the cookie program's impact long before their budding entrepreneur opens her first business or goes for her MBA. She'll learn to manage money and allocate her after-school job savings wisely, for instance, and hone the relationship-building skills she needs to lead her classmates in a group project.

The **five skills** girls learn from the cookie program set them up for success in school, extracurricular activities, and beyond; helping parents and caregivers understand the big picture goes a long way in building the support you need.