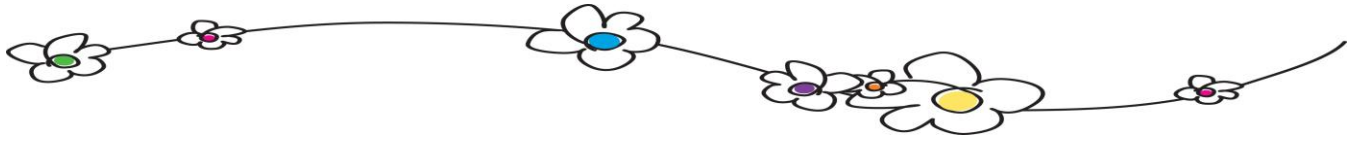


## How to Conduct a Cookie Walkabout Event



**Girl Scouts**®  
Girl Scouts in the Heart of Pennsylvania



## Service Unit Cookie Walkabout Day Event Planning

How do you energize the girls to meet or exceed their goals? One proven way is for the service unit to hold a Cookie Walkabout day or weekend event! After the girls spend the day selling cookies with the help of some direct sales tactics, (caravans and Treasure Houses), it's time to relax, have fun, tally sales and give out prizes or patches. Below are some event ideas that can help in planning a Cookie Walkabout Event.

- ✿ Hold the event on Saturday
- ✿ Potluck
- ✿ Skating Party
- ✿ Sleepover
- ✿ Hot Chocolate, Donuts and Fruit
- ✿ Ice Cream Social
- ✿ Bowling Party
- ✿ Dance
- ✿ Pep Rally
- ✿ Open House
- ✿ Involve families

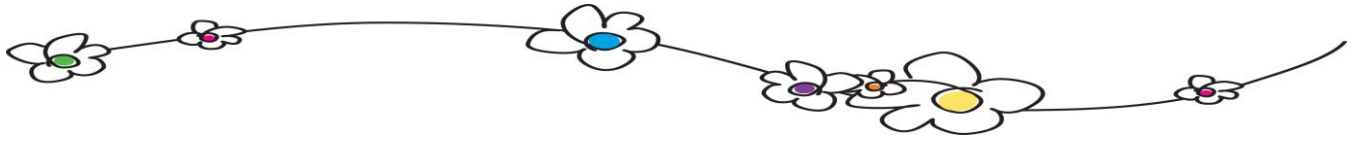


### ✿ Activity Ideas:

- ✿ Have each troop do a skit, song, cheer, etc.
- ✿ Make posters.
- ✿ Map out area to make sure each neighborhood is covered and eliminate duplicating efforts.
- ✿ Take a picture of each troop and give to them for their scrapbook.
- ✿ Have each troop make their own goal poster/thermometer and mark it with their Cookie Walkabout day sales.
- ✿ Review safety hints and selling tips in a fun way.
- ✿ Tally sales for the day – mark total on SU sales thermometer.

These are just a few ideas. Again, you can make it simple or elaborate. The idea is to get the girls and parents together on one day and go into the neighborhoods and ask. The number one reason why people said they didn't buy cookies was because they weren't asked! Walk-About Day is a proven way to bring families together and build enthusiasm for selling cookies.





## Cookie Walkabout Day Event "Idea Timeline"

**Date:** March 13-14, 2010  
**Theme:** Inspired by U  
**Who:** Mother or father/daughter event (no tag-alongs)  
**Cost:** \$1 per person (girl and adult)

**Suggested itinerary:** Meet before the Cookie Walkabout and/or afterward.

### 8:30 a.m.

- ✿ Arrive at 123 School
- ✿ Girls/adults will be served hot cocoa and donuts. (Secure donations from local merchants.)

### 9:00 a.m.

Fun skit about safety

- Fill in pre-cut goal posters (Goal Poster are available online at [www.gshpa.org](http://www.gshpa.org) click on Nuts/Cookies or have the girls make their own.) Girls will color/mark the poster at the number she believes she can sell.

### 9:30 a.m.

- Girls head out to go door-to-door selling cookies.

NOTE: If you cannot come to the morning session, you may arrive at 12:00 p.m. with your total sales. (Cost is still \$1 per girl and adult.)

### 12:00 – 1:00 p.m.

- Everyone arrives back at 123 School and starts filling in their posters as they are served hot dogs, chips, and a drink.

### 1:30 – 2:00 p.m.

- Troops share their goal posters.

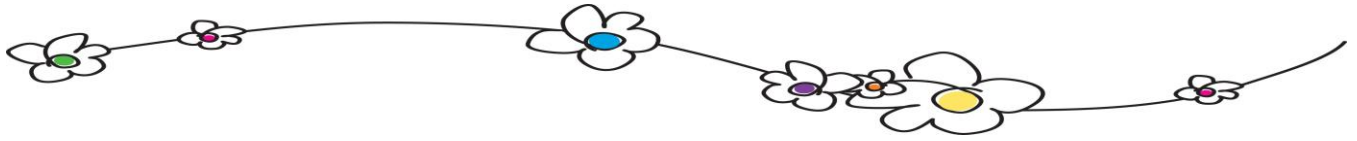
### 2:00 – 2:15 p.m.

- Prizes and certificates\* are awarded for:
  - Most sold
  - Girl Who Exceeded Her Goal the Most
  - Most One Person Sale
  - Most Orders on One Street
  - Treasure House Winners(\*Each Girl will receive a patch.)

### 2:15 – 3:00 p.m.

- Pep Rally (Cheers)





## “Idea Timeline” Event Planning Sheet

Who is in charge? Event Coordinator (Arrange for location, prepare flyer and registration information, budget, Treasure Houses, oversee committees.)

Phone #: 222-1111

List other helpers and responsibilities (i.e. decorations, refreshments, etc). Each helper may have a committee. A planning sheet is available on line at [www.gshpa.org](http://www.gshpa.org) click on Nuts/Cookies

Annie Studio – Decorations (Check out cookie costumes and sample cookie prizes from resource center; make road signs.)

Betty Leader – Refreshments (Canvass local merchants for donation food.)

Cindy Girl – Goal posters. (Available online or have the girls make their own.)

Debbie Leader – Prizes and gifts (Canvass local merchants for donations.)

Ethel Co Leader – Design and order patches.

Troop/Girls – Skits and pep rally.

Date: Saturday, March 14, 2010

Time: 8:30 – 9:30 a.m. and 12:00 – 3:00 p.m.

Location: 123 School

Refreshments: Donuts, hot cocoa  
Hot dogs, chips, lemonade

Decorations: Posters, road signs

Activities: Goal posters Prize awards

Invitation/Flyer (how do we get the word out): Send flyer to each troop leader along with registration form.

Registration/Sign-In: Use sign-in sheets provided online

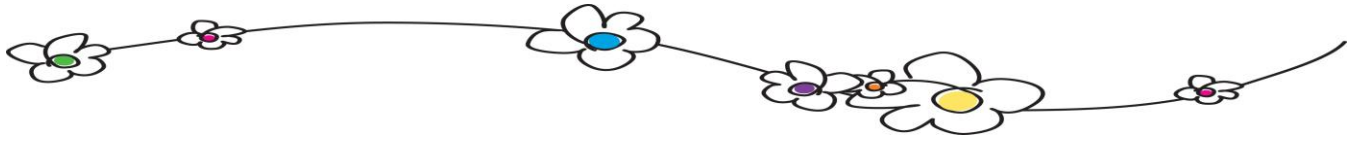
Budget (how much will everything cost?) Make a separate list. (Food, decorations, patches, etc.)

Do we charge families/troops? \$1 Per Person

Consider Safety-Wise guidelines (Permission slips, health history forms, adult ratios)

First Aider: Mr. John Dad





## It's your turn for great ideas!

Your service unit may participate in these events or choose to do something a bit more special.

Maybe you could have everyone to show up at 3 p.m. with their order cards and hand-out prizes for certain categories. Families could bring dishes and have a potluck dinner.

Maybe you can arrange with a local pizza restaurant and have everyone show up at a designated time to post their total sales and then have a pizza party.

There are so many ideas--brainstorm with your service team. Always remember that you can keep it simple or truly make it an **EVENT!!**

A Cookie Walkabout Day Event is a wonderful way to encourage and energize the girls' cookie sale. They will learn valuable skills and actually find out that people *do* want to buy Girl Scout cookies. Many people wait all year long to get their Girl Scout cookies and are disappointed when a Girl Scout doesn't show up at their house to sell them.

A Cookie Walkabout Event is a great way to end the cookie sale and the girls really have fun. The teen girls may want to use some suggestions from the Teen Marketing Ideas to join in also.

