



Corporate Cookie Connection

Through the Corporate Cookie Connection, Girl Scouts will build their skills in communication, organization, and responsibility as they learn about building cookie partnerships and closing a deal! Should they choose to put these skills to the test, they can also grow their sales by partnering with companies to sponsor large-scale cookie donations. Council is supporting this year's effort by securing donors who will then select a troop at random from their region to support.

While it is not required that Girl Scouts receive a sponsorship to earn the patch, we encourage them to practice what they learn through this program! Companies who partner with girls, not only get to keep or donate delicious Girl Scout Cookies, but they receive sponsorship benefits. Girl Scouts who obtain these sponsorships receive credit for the full number of boxes in Smart Cookie helping them reach higher levels of rewards.

The following pages will walk you through the four "P's" for building strong corporate cookie connections!

1. Prospect

2. Proposal & Pitch

3. Procure

4. Partner

Once a troop or Juliette has completed this packet, please complete the Corporate Cookie Connections Survey here: <https://www.cognitoforms.com/GirlScoutsofCaliforniasCentralCoast2/CorporateCookieConnectionSurvey> This must be completed by March 1, 2022 to qualify your Girl Scout or Troop for the Corporate Cookie Connections patch. Patches will be sent to the Girl Scout or the Troop for total number of registered girls in the Cookie Product Program.

Step One: Prospect

The first step in building strong corporate cookie connections is to identify prospects. A prospect is a company that is a potential sponsor for your Cookie Sale. Below are a few prompting questions and ideas to help you brainstorm cookie sponsorship prospects.

- What businesses do you frequent?
- Have you seen businesses highlighted in the local news?
- Do you have family and/or friends who work for a local business?
- What businesses have made donations to the community before and, therefore, may do so again?
- Are there businesses that could utilize cookies as client gifts, employee appreciation, etc.?



Brainstorm

Identify three prospects.

1. _____

2. _____

3. _____

After identifying your prospects, it is important to create a strategy for each of them. You must submit your three prospects for approval to Council here: <https://www.cognitofrms.com/GirlScoutsOfCaliforniaCentralCoast2/CorporateCookieConnectionProspectSubmissions>

Use the questions below to help you think of the best way to approach each business- no two are alike! You may have to do some research. **Remember, please don't move to the next step until your prospects are approved.**

- What are the business's values? How do they align with yours/Girl Scouts?
- What level of sponsorship do you think best suits them?
- What are some of the best ways they could utilize the cookies?
- Who might they want to donate cookies to?
- Have they previously had a connection to Girl Scouts?



Step One: Prospect (cont.)



Research

Summarize your strategy for each of your three prospects.

1. _____

2. _____

3. _____

Now that you have identified your prospects and strategy and council has approved them, it is time to reach out! If you already have a contact at the business, connect with them to setup a time to meet with the owner, manager, and/or whoever who is responsible for sponsorship decisions. If you do not already have a contact, try visiting the business, giving them a call, or writing a professional email to setup a meeting.

***Then, head on to step two to prepare
for your meeting!***

Remember, it's important to get your prospects approved first. These donors will request a tax-id donation form that can't be issued by Council unless they were pre-approved. On your honor, we hope that you will respect the donation process!



Step Two: Proposal & Pitch

To prepare for your meeting with the business leader(s), you must create your proposal and pitch. Your proposal includes all the information your prospect may need to know! You should include information on the Corporate Cookie Connections program, what levels of sponsorship are available, and the benefits to the business for participating (see page 8 for these details). You may also want to share about the Girl Scout Cookie Program, your Cookie Sale goals, and your Girl Scout experience. Your proposal may be a printed document, perhaps a flyer or pamphlet you design. You could also create a digital proposal document, website, or presentation to share.



Proposal

Plan what to include in your proposal.

While providing a proposal is key, you will also need to prepare for what to say during your meeting - this is your pitch! You should cover information similar to what is described above for your proposal, and provide them with the proposal before, during, or after your pitch as support. During your pitch, you also should make your ask- let them know how they can help you towards your goal and what it would require of them!

Step Two: Proposal & Pitch (cont.)

Below are tips for perfecting your pitch.,

- Practice, practice, practice! If possible, practice with an audience who can help provide you feedback.
- Avoid filler words like “um,” “like,” and “so.” Writing out and practicing your pitch can help you grow confident in your words and avoid fillers, but if you feel the urge to say them, try to take a brief pause instead!
- If you make a mistake, that is okay! Just pause, take a deep breathe, and keep going.
- Dress for success (your Girl Scout uniform would be a great touch!) and stand/sit up straight so that you look and feel confident.
- Make eye contact with your audience. If that seems a little scary, an easy trick is to look at someone’s forehead so that you are still acknowledging them but do not make yourself uncomfortable.



Pitch

Write out what you will say in your pitch.

After giving your pitch, it is time to close the deal! Head on to step three to learn more.

Step Three: Procure

To procure means to obtain, and in this case, you are procuring a sponsorship! After providing a proposal to your prospect and giving your pitch, try to get that yes! Before that point, it is likely the business leader(s) will ask some questions. Answer them as honestly as you can, should you know the answer. If you do not, simply let them know and offer to get back to them at a later time with the answer.



If you haven't yet gotten a yes, try one of the four closing strategies below to finish your sale! Circle the one(s) you feel will work best for you.

- **Summary Close** – This closing technique is great when trying to help your prospect visualize the offer and its benefits. You will want to reiterate the key points from your pitch and/or answers you provided to their questions, stressing the value and benefits of the deal, before asking if they are ready to commit.
- **Soft Close** – If using this technique, you do not want to put a lot of pressure on your prospect. Allow them time to make their decision and offer them your adult's contact information so they can reach out if they have additional questions and/or are ready to commit. (With this technique, be sure you make the prospect aware of the deadline for commitment.)
- **Question Close** – This technique invites you to ask a probing question of your own to the prospect. This question should help them understand the value of what you are offering and drive them to commit. For example, you could end with, "Would you agree that donating to our Care to Share program aligns with your business's mission to give back?"
- **Now or Never Close** – When using this technique, you are trying to create a sense of urgency to drive the prospect to commit then and there. If you have the cookies with you could offer to deliver them the same day. If you do not, you could offer to do it by the end of the week.

Through this process, you must also be prepared for a business to say no to sponsorship. Should this happen, do not be discouraged! Thank them for their time and consideration and provide them with your adult's contact information so they may reach out if they are interested at a later time.

Step Four: Partner

While the Corporate Cookie Connections program is based on financial sponsorships, it is important to remember that you are forming partnerships with these businesses! In the same way you want to receive credit for the sponsorship to earn cool rewards you want to be sure the business is getting all the benefits promised to them.

- ☐ Ensure the Corporate Cookie Connections Sponsor Details Form (see page 9) is completed by the business and enter the information (see QR code below) so your sponsorship is recorded, and the promised benefits will be fulfilled based on the business's chosen sponsorship level.



Use this QR code to access the online form for sponsorship entry.

To set up your virtual booth link or Troop secured booth request for the donor to select their cookies and make their payment, please use these resource for instruction:

[Click Here - Virtual Troop Booth Link](#) or [Troop Secured Booth Request](#)

- ☐ Juliette or Troop will need to set up a Booth in Smart Cookie as “Corporate Cookie Connection--SPONSORS NAME”. Here is where the payment for the sponsorship and cookie allocation will be made.
- ☐ Complete, print, and deliver the Commemorative Corporate Cookie Connections Certificate found here: (You could also get a low-cost frame to present it to them in.)
- ☐ Deliver the appropriate amount of Girl Scout Cookie boxes to the business or their donation site of choice. Note: If they chose to donate GSCCC Cookies for the annual Care to Share program, which support both Military and local heroes, you will not need to deliver any boxes yourself as the sponsorship is added to your overall CFM total.

You can also do something special to show appreciation to the business for their sponsorship. This will help you maintain a long-lasting partnership and make it more likely that they'll sponsor you again next year- maybe at a higher level! We have provided some ideas below.

- Write a thank you note and deliver or mail it to the business
- Create a thank you video that you can email to the business
- Buy the person(s) you met with a box of cookies for them to keep personally, which you can wrap or create a tag for
- Create some cookie-themed SWAPS for the business employees and deliver or mail them with an explanation of the significance of SWAPS

You did it! You are now a Corporate Cookie Connections pro! It's time to bring your Cookie Sale to the next level as you practice and perfect these steps!

Sponsorship Levels and Business Benefits



\$250 Bronze Corporate Sponsor – 50 boxes sponsored

- Commemorative Certificate
- Listing in GSCCC Annual Report
- Social Media Posting

\$500 Silver Corporate Sponsor – 100 boxes sponsored

- Commemorative Certificate
- Listing in GSCCC Annual Report
- Listing on Partner's Page on www.girlscoutsccl.org
- Social Media Posting

\$1,000 Gold Corporate Sponsor – 200 boxes sponsored

- Commemorative Certificate
 - Listing in Girl Scout CCC Annual Report
 - Listing on Partner's Page on www.girlscoutsccl.org
 - Listing on Girl Scout CCC Cookie Sale Program website
- * Social Media Posting

\$1,500 Platinum Corporate Sponsor – 300 boxes sponsored

- Commemorative Certificate
- Listing in Girl Scout CCC Annual Report
- Listing on Partner's Page on www.girlscoutsccl.org
- Company logo placed on Girl Scouts Cookie Central Program website
- Company logo included in Girl Scout CCC Cookie Sale Program Newsletter eblast to more than 10,000+ recipients.

Corporate Cookie Connections Sponsor Details Form

Company Name: _____

Company Contact Name: _____

Contact Email: _____ Contact Phone: _____

Company Street Address: _____

City: _____ State: _____ Zip: _____

Company Website: _____

Sponsorship Level (choose one):

☐ \$250 Bronze Level (50 boxes)

☐ \$1,000 Gold Level (200 boxes)

☐ \$500 Silver Level (100 boxes)

☐ \$1,500 Platinum Level (300 boxes)

Our company would like to:

- ☐ Have the cookies delivered to our company address
- ☐ GirlScoutsCCC to Donate Cookies to our annual Care to Share program, which support both Local Heroes and those overseas.
- ☐ Donate the cookies to:

Our company will be paying by:

- ☐ Debit/Credit Card (to be taken by Girl Scout via the Smart Cookies app)
- ☐ Check (to be delivered or mailed to GirlScoutsCCC see below)

Girl Scout's Name: _____ Troop #: _____

The preferred method of payment is credit card. If you are using a check please be sure to include: "Corporate Cookie Connection" on the subject line.

Mail checks to:

Girl Scouts of California's Central Coast
1500 Palma Dr. Suite #110
Ventura, Ca 93003



Reminder: Girl Scouts will need to submit this information onto the Donor Form via the QR code.



Credit to Girl Scouts of Southeast Florida for originating the Corporate Cookie Connection program.