



INSTRUCTIONS FOR 2010 COOKIE WALKABOUT

WHAT IS THE 2010 COOKIE WALKABOUT?

2010 Cookie Walkabout is designed to promote physical fitness, healthy living and door-to-door sales. Troops or individual girls are invited to participate in neighborhood Walkabouts with chaperoned teams going door to door for cookie sales. Younger Girl Scouts may wish to participate in more than one walk to meet the 2 hours minimum.

WHO CAN PARTICIPATE?

Any girl and/or Troop may participate!

HOW DO I EARN A PATCH?

Participants qualify for the **FREE** Cookie Walkabout Patch by participating in Cookie Walkabouts (minimum of 2 hours) during Walkabout Week, March 8-14, 2010. Troop Product Sale Managers record the number of Walkabout patches earned on the Patch Form which can be found on the Volunteer Network and submit to their Service Unit Product Sales Manager no later than 9:00 am on March 24, 2010. *Booth sales and cookie stand activities do not qualify for this patch.*

WHEN?

Week of March 8-14, 2010

What better way to celebrate Girl Scout Birthday Week than by promoting Girl Scouts and improving our health and fitness as girls *Leap 2 Lead* towards their Cookie Sale goals!

WHERE?

A neighborhood near you!

WHY?

Increasing the physical fitness and encouraging healthy living of our girls is very important! The 2010 Cookie Walkabout is a great way to promote the importance of physical activity for our girls while working to achieve our cookie sale goals!

9 out of 10 people asked to buy Girl Scout cookies *actually* buy them. The number one reason people said they didn't buy cookies was because they were never asked.

For missed residents, girls can leave cards or [door hangers](#) with the troop leader's name and number or booth sale information. **Remember; never leave a girl's name or phone number.**



Troop Cookie Walkabout Day Event Planning

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

- Hold the event in the afternoon or weekend
- Involve families
- Have a caravan
- Provide maps of your neighborhood to divide between the girls
- Explore
- Potluck
- Skating Party
- Sleepover
- Hot Chocolate, Donuts and Fruit
- Ice Cream Social
- Bowling Party
- Dance

Activity Ideas:

Have your troop do a skit, song, cheer, etc

Make posters

Take a troop picture to include in their scrapbook

Set goals for the day

Review safety hints and selling tips in a fun way (visit www.abcsmartcookies.com for ideas)

See hints for successful booth sales on the Volunteer Network for more ideas

Tally sales for the day – mark total on troop goal poster (included in your Volunteer Toolkit)

Give prizes or patches to the girls for most sales, most creative sales pitch, etc.

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 or more days 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! Walkabout Day is a proven way to bring families together and build enthusiasm for selling cookies.