



COOKIE POWER HOUR



GUIDE FOR TROOPS

Get a jump start on the 2021 Girl Scout Cookie Program with a Cookie POWER HOUR. The Power Hour is a fun and exciting way for girls to support and encourage each other through one hour of dedicated product marketing while making a personal connection with customers via telephone.

Girls have a unique opportunity to develop creative marketing strategies and practice different types of commerce this season. With the new digital marketing window from **Monday-Sunday, Jan. 11-24**, girls can focus their efforts on practicing e-commerce, using technology to manage their program before public marketing begins on Sunday, Jan. 24. Just think of the confidence and resilience she will gain before taking her entrepreneurial skillset to the next level during in-person marketing!

Prior to a Power Hour session, girls fill out a template with phone numbers and email addresses in advance, then spend one hour reaching out to friends and loved ones to ask them to support her goals. Whether in-person or virtually, girls feed off of each other's energy, celebrating every time an order is placed. Plus, girls have the chance to reach several reward levels, including the 2021 cookie program participation patch and the new Digital Cookie rewards.



What can one power hour do? Join in the fun to find out!

WHY IT WORKS

- It's quick! In just one hour, girls gain confidence as they achieve goals!
- The excitement is contagious.
- Everyone participates and supports each other.
- Friends and family get to connect with their favorite Girl Scout!
- Girls can participate in a Power Hour during the new digital marketing window, collecting orders before public marketing begins!
- Customers have multiple options to support her, either by placing a shipped order, an order for girl delivery, or a donated order.

HOW IT WORKS

Troop leaders will set a date and time for a troop meeting. Depending on current recommendations, the gathering may be virtual or in a safe, socially distant location such as a neighborhood park. Suggestions for hosting the meeting in either format shown on the back page.

**Watch girls crush goals as they discover
how successful they can be!**

VIRTUAL

Before the meeting:

- Distribute fillable contact sheets to girls with the invitations. Instruct girls to complete the list and have it handy during the meeting.
- Work with parents to ensure girls can borrow or use a phone for an hour.
- Ask parents to connect with their family and friends, reminding them to answer the phone.
- Enter the girl's Digital Order Card URL from Digital Cookie in a text for easy forwarding.
- Decide on a "code word" or cookie name to share in the chat whenever a girl markets a package or receives an OTM donation.
- Depending on which platform you use, you can select an emoji.



During the meeting:

- Be sure everyone is muted when they are speed-connecting with friends and family.
- Offer encouragement! Have an assortment of fun, motivational signs to hold up to the screen at random intervals to keep up the excitement.
- Remind girls of their goals.
- At the end of the meeting, copy and paste the chat log into a document—then email it to the girls to showcase the success of their hour. As a bonus activity, girls can also work to add up how many packages were ordered to estimate the troop's proceeds.

IN-PERSON

Before the meeting:

- Distribute fillable contact sheets to girls with the invitations. Instruct girls to complete the list and bring it to the meeting.
- Work with parents to ensure girls can borrow or use a phone for an hour. Remind girls a few hours in advance of the meeting to fully charge cell phones.
- Ask parents to connect with their family and friends, asking them to answer the phone.
- Enter the girl's site information from Digital Cookie in a text for easy forwarding.
- Bring a bell or buzzer for girls to use to celebrate an order (tip: many board games have buzzers you can use for this event).

During the meeting:

- Have girls sit in a circle a safe distance apart from one another.
- Place buzzer in the center of the circle. Each time an order is placed, girls can run to the buzzer to share their excitement with troopmates!
- Celebrate with ice cream or other small treat at the end!

