

2012 GIRL SCOUT COOKIE PROGRAM EXTERNAL TALKING POINTS

Please proactively promote our 2012 Cookie Program using these external talking points to the public as much as possible! **Share this information with vendors, volunteers, acquaintances, family, friends, and others!** If you receive questions from the media, please contact Dana Allen in Marketing & Communication, dallen@girlscoutsnorcal.org, (510) 562-8470 ext. 1601.

KEY MESSAGES FOR THE PUBLIC

1. Girl Scouts of Northern California's 2012 Cookie Program is **Feb. 13-March 18**.
 - a. **Cookie booths** are up and running in your area beginning **Feb. No preordering** – cookies today, no delay!
 - b. You can find cookies near you beginning Feb. 13:
 - **online at iLoveCookies.org**
 - **on your mobile phone by downloading our FREE Cookie Locator Mobile App by calling **GSCOOKIES**
 - c. New for 2012: a **new 100th Anniversary Cookie, Savannah Smiles, and secure debit and credit card sales** at some cookie booths!
2. **Every cookie has a mission: To help girls do great things.**
 - a. The Girl Scout Cookie program is the **largest girl-led business in the country** where girls **earn while they learn five key skills**:
 - **Goal setting**
 - **Decision making**
 - **Money management**
 - **People skills**
 - **Business ethics**
 - b. **Girl Scout cookies not only taste good; they do good**, helping girls become confident and learn about financial literacy as well as providing funds for service projects, learning programs, and fees for camps and memberships.
 - c. **Proceeds provide direct support to activities for girls.** All funds from the sale of Girl Scout cookies remain here in our local council, minus our baker's fees. And when you buy Girl Scout cookies, girls decide where the money goes.
 - d. Our **Gift of Caring project** is a community service initiative where customers can purchase Girl Scout cookies that are donated to local food banks or for our military troops.

3. **This year, it's easier than ever to get your Girl Scout cookies with our convenient Online Cookie Locator at iLoveCookies.org, our FREE Cookie Mobile App, and – new this year – secure credit and debit card sales at some locations!**
 - a. We've teamed up with [Intuit's GoPayment](#) mobile platform to launch a council-wide pilot program for **accepting secure debit/credit cards on cookie purchases** – yet another way that Girl Scouts is **embracing technology and real-world skills as teachable moments for our girls.**
 - b. Our **Online Cookie Locator at iLoveCookies.org** allows you to search by date and location to find cookies being sold near you.
 - c. **Our FREE Cookie Mobile App for smartphones and iPhones.** Girl Scout cookies are now just an App away! Simply call ****GSCOOKIES** and you can use your phone to:
 - Search for sales in your neighborhood
 - Share locations with friends
 - Add sale dates to your calendar
 - Get details on your favorite cookies and find your Cookie Personality
 - Sign up for email alerts
 - d. Stay connected with our Girl Scout Cookie community by **following our "Sweet Tweets" at twitter.com/gsnorcal or becoming our fan on Facebook at facebook.com/gsnorcal**
4. **Girl Scouts of Northern California has eight delicious 2012 cookies varieties available for \$4 a box, including our new 100th Anniversary Cookie, Savannah Smiles!**
 - a. **Savannah Smiles, a cool, crisp lemon wedge with lemon chips and powdered sugar**, plus Thin Mints, Samoas, Tagalongs, Trefoils, Do-Si-Dos, Dulce de Leche, and Thank U Berry Munch.
 - b. **All of our Girl Scout cookies have 0 grams trans fats per serving.**
 - c. **None of our Girl Scout cookies have high fructose corn syrup.**
 - d. **Five of our eight varieties are trans-fat free with no hydrogenated oils:** Trefoils, Savannah Smiles, Dulce de Leche, Do-Si-Dos, and Thank U Berry Munch.
 - e. **Seven of our eight varieties have no artificial colors:** Thin Mints, Samoas, Tagalongs, Do-Si-Dos, Trefoils, Savannah Smiles, and Thank U Berry Munch.