

Cookies for a Cause Sponsorship Program



Girl Scouts can take their cookie business to new heights by asking companies and individuals to partner with them through our Cookies for a Cause Sponsorship Program.

Girls participating in this program by selling 50 packages or more will earn a custom Cookies for a Cause Sponsorship Program Patch and year rocker.

Use this toolkit of tips to sharpen your cookie entrepreneur skills as you prepare to contact customers and larger companies.

What is Cookies for a Cause?

The CFC program is a Girl Scout community service project that provides donated Girl Scout Cookies to active military at home and abroad, food banks, hometown heroes, and other cause champions.

Everyone deserves Girl Scout Cookies; unfortunately, not everyone has the chance to get them. For various reasons, some customers may not want to buy cookies for themselves. Through the CFC program, customers can give to others while supporting Girl Scouting at the same time.

When you use this toolkit and ask businesses/individuals to support the Cookies for a Cause program, you have the opportunity to build skills such as:

- Communication
- Organization
- Presentation/Speaking
- Community Service

Getting Started

Begin by planning which companies/people you want to contact and how you want to contact them. Writing your thoughts down in a list is helpful when brainstorming ideas.

Ask yourself these questions as you plan:

- ✓ Are there businesses you go to often that you think would be interested in supporting the CFC program?
- ✓ Who do you know? Do your family or friends work for or own a local business? Could you contact them?
- ✓ Are there businesses in your community that have made donations before?
- ✓ Who else can you talk to for ideas or help? What about a trusted adult such as a parent, troop leader, or family member?

My Company Idea List	
Who Can I Contact?	How Can I Contact Them?
My Aunt Connie's Bakery	Send e-mail
Ted's Café – my favorite place to eat	Go In-person, take a personal note
My mom's Home Owner's Association	In-person during the next meeting – ask mom for help
(Use the space below to write your ideas)	

Put Together Your Sales Pitch

Like at your cookie booth, asking for a Cookies for a Cause Corporate Sponsorship requires a sales pitch. Decide how you want to contact your potential customer.

There are many ways you can contact a customer, including:

- Meeting in person
- Calling by phone
- Sending an email
- Mailing a letter or card
- Creating a video or social media post

Choose the technique that works best for you. Talk with trusted adults about the best method for contacting businesses you want to contact. Your troop leader(s), parents, caregivers, and family members can give you an excellent idea of how to reach out to potential customers for Cookies for a Cause Corporate Sponsorships.

Many people communicate by email. For this example, we use an email you might send to a potential business. When crafting your email, include your style while keeping Girl Scout professional.

SAMPLE EMAIL



...ts Cookies this year! One of your goals is to donate cookie...
 ...n for themselves at this time. Through our Cookies for a Cause...
 ...service men and women at home and overseas can enjoy...
 ...ate to Second Harvest Foodbank.

...re many ways your company can help. I have included a flyer with more informat...
 ...Would you be able to donate 100 packages of cookies? This would assist our troop reach out goal of supporting our community.

Please click on the link below which will take you to the Cookies for a Cause Sponsorship form. Complete the form to select your sponsorship level, request an invoice, and pay for the donation. Or feel free
 contact me directly at 704-704-7044.

Thank you for your support of Girl Scouts and the Girl Scout Cookie Program,

Your Name
 Troop 1234

Insert Cookies for a Cause Sponsorship Form here.

Sample Email Details:

1. Find the email address of the person or company you want to ask.
2. Add a subject for your email. Business owners and companies are very busy, so you want your email to stand out in their inbox. Make sure your subject grabs their interest.
3. Start your email with a pleasant greeting.
4. Explain the Cookies for a Cause program. Let them know how important it is to the community and who it helps. Tell them a little about your goals for Cookies for a Cause. Consider if you want to mention their gift could be tax deductible. Remember to include the different options for the companies to choose from.
5. Include the link to our Cookies for a Cause Sponsorship Form. This is a way they can order cookies.
6. Always remember to say thank you!
7. Add your name or troop number so they know who they are supporting.

For more ideas, look at the [Digital Marketing Tips for Cookie Entrepreneurs.](#)

If email isn't the best idea for you, send a friendly card.

Sending an email may only sometimes be the best approach. Also, consider mailing or hand-delivering a card to your potential customers. Use your best handwriting to ask for their help.

Handmade cards add a special personal touch, but store-bought cards are also nice. If you are sending a card, don't forget to add a stamp.

- Follow [Little Brownie Bakers on Pinterest](#) [@lbbakers](#) or [littlebrownebakers.com](#) for creative ideas to make you stand out!



After the Sale

Congratulations! You received Cookies for a Cause Donations. Now it's time to thank your customers for all they do to help the community. Sending or hand-delivering a thank you note to their business is a great gesture of gratitude. You can also show appreciation the Girl Scout way by gifting them a SWAP! Download the Cookies for a Cause [receipts](#) from our website. Be unique and professional with how you want to say thank you to the business.

- Remember to keep the contact information for businesses participating in the Cookies for a Cause Sponsorship Program. You will want to reach out to them again next year.

Thank You
for supporting our community and beyond

Thank you for helping support Girl Scouts, Hornets' Nest Council's Cookies for a Cause donation program! You are helping me support our heroes at home and abroad, and I look forward to delivering the cookies in your honor!

Customer Name _____

of Boxes: _____ Amount \$ _____

For tax purposes we acknowledge that no tangible goods or services were provided in exchange for this donation.

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Sample Letter

Some corporations may require a more formal request.

Below is a sample letter you can customize.

February 1, 2024

<Business Name>

<Business Contact Name>

<Business Address>

<City, State, Zip>

Dear <Contact Name>:

The Cookies for a Cause (CFC) Program is a Girl Scout community service project that provides donated Girl Scout Cookies to non-profit organizations. Girl Scouts, Hornets' Nest Council (GSHNC) has selected to send its CFC-donated cookies to NC Support Your Troops (active military overseas and at home), Second Harvest Foodbank, and other cause champions in our area.

This program is a great way for your company to support local Girl Scouts and provide comfort to military personnel and our local community. As a reminder, 100% of the proceeds from the cookie sales program stay in the community to fund Girl Scout activities and community service projects.

<INSERT INFORMATION ABOUT WHY THIS CAUSE IS IMPORTANT TO YOU. SHARE ABOUT YOUR GIRL SCOUT JOURNEY AND ITS OVERALL IMPACT>

Thank you for your consideration and support of Girl Scouts. If you need any additional resources, don't hesitate to get in touch with GSHNC at 704-731-6500.

Yours in Girl Scouting,

<INSERT YOUR SIGNATURE>

<INSERT YOUR NAME>

<INSERT YOUR TROOP NUMBER>



Cookies for a Cause Sponsorship Form

Cookies for a Cause is our Council's cookie donation program, where Girl Scout Cookie customers can donate towards the purchase of cookies that we will donate to our local food banks, hometown heroes, and military.

Sponsorship Agreement

Company Name: _____

Contact Name: _____

Contact's Title/Role: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Sponsorship Level: _____

Please accept my gift of \$ _____ in lieu of, or in addition to, my participation in the above sponsorships.

Level	Donation
\$600 Pearl	100 packages of cookies
\$1200 Bronze	200 packages of cookies
\$1800 Silver	300 packages of cookies
\$3000 Gold	500 packages of cookies

Girl Scout Name: _____ Troop Number: _____

Scan this QR code to complete this form online, request an invoice, or pay online:

