



## How can I support her in selling cookies?

1. Start by discussing the ways she would like to reach out to friends and family members. Maybe this is through email or social media. Together, review the [email](#) templates available for her to use our Cookie Sales Toolkit.
2. Talk about any additional information she would like to include in her message to potential customers. Maybe she wants to share what her unit has planned for the Guiding year or share a special memory she has about Guiding. Personalizing your message to friends and family will help friends and family understand why Guiding is so important to her and how the sale of cookies helps support their unit's programming.
3. Together, discuss the importance of [online safety](#).
4. Be sure to also review the [cookie selling protocols](#).
5. Talk to her Guiders to determine if any group selling events will be held. Confirm with them if your daughter is able to participate in these types of events or if she is unable to attend ask if there is another way, she can help support her unit's group sales.
6. Send out her message and let her customers do the rest.
7. You can even use one of our [templated communications](#) to email your colleagues at work.
8. Most importantly, have fun!

