

Gift of Caring Corporate Sponsorship Program

This Girl Scout Cookie season **Own Your Magic** and ask businesses and/or individuals to partner with you through the Gift of Caring (GOC) Corporate Sponsorship program.



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

What is Gift of Caring?

The GOC program is a Girl Scout community service project that provides donated Girl Scout Cookies® to active overseas military men and women through **Support the Troops, Inc.** GSWCF also disperses some of the donated cookies to **Feeding Tampa Bay.**

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 GOC program, customers have a chance to give to others while supporting Girl Scouting at the same time.

When you use this tool and ask businesses/individuals to support the Gift of Caring program, you have the opportunity to build skills such as:

- Communication
- Organization
- Presentation/Speaking
- Community Service



Getting Started

Begin by planning what companies/ people you want to contact and how you want to contact them. When brainstorming ideas, it is helpful to write your thoughts in a list.

Ask yourself these questions as you plan:

- ✓ Are there businesses you go to often that you think would be interested in supporting the GOC program?
- ✓ Who do you know? Do you have family or friends that 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

Just like at your cookie booth, asking for a Gift of Caring 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
- Developing a video for your Digital Cookie page

Choose the technique that works best for you. Talk with trusted adults about the best method for reaching out to businesses you want to contact. Your troop leader(s), parents, caregivers and family members can give you great ideas for how to reach out to potential customers for Gift of Caring Corporate Sponsorships.

Many people communicate by email. For this example, we are using an email you might send to potential businesses. When crafting your email, make sure to include your personal style while keeping it Girl Scout professional.

1. To... AuntConniesBakery@gmail.com

2. Subject Girl Scouts Gift of Caring

3. Our Girl Scout Troop is selling Girl Scout Cookies this year! One of our goals is to donate cookies to people who are unable to purchase for themselves at this time. Through our Gift of Caring Program and with your help we are sure that service men and women overseas can enjoy delicious cookies. We also donate to Feeding Tampa Bay.

4. There are many ways your company can help. I have included a flyer with more information. Would you be able to donate 100 boxes of cookies? This would assist our troop with reaching our goal of supporting our community.

5. Please click on the link below which will take you to my Digital Cookie webpage. Select "Gift of Caring" when making your purchase. This ensures the cookies are donated to Support Our Troops and Feeding Tampa Bay.

6. Thank you for your support of Girl Scouts,

7. Your Name
Troop 12345

Visit my Digital Cookie Link – <https://digitalcookie.girlscouts.org/scout/abbee972XXX>

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 email inbox. Make sure your email subject is something that grabs their interest.
3. Start your email with a nice greeting.
4. Explain the Gift of Caring program. Let them know how important it is to the community and who it helps. Tell them a little about your goals for Gift of Caring. Consider if you want to mention their gift could be tax deductible. Remember to include the different options for the companies to choose from (see page 6).
5. Include your link or QR code to your Digital Cookie site. This is how the company will order the cookies.
6. Always remember to say thank you!
7. Add your name or troop number so that they know who they are supporting.

For more ideas take a 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 not always be the best approach. You can also think about 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 your card, don't forget to add a stamp.

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



Did You Know?

Sending an email, letter or card is only one way to market your cookie product to a potential customer.

- Create your video for Digital Cookie and include the importance of Gift of Caring.
- Send emails to your customers through Digital cookie to keep track of your customers and stay organized with their orders and donations.
- Check out the *Digital Marketing Tips for Cookie Entrepreneurs* on girlsouts.org for more information about email marketing.
- Use the Gimme Samoa Program for potential GOC Corporate Sponsors. For every 5 boxes purchased the company or individual can enter to win a year's worth (365 boxes) of cookies. That means if you secure 100 boxes of donated cookies (Pearl Level) the company could enter 20 times.

After Your Sale

Congratulations! You received Gift of Caring 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 with a SWAP! Be unique and professional with how you want to say thank you to the business.

Remember to keep the contact information for any businesses who participate in the Gift of Caring Sponsorship Program. You will want to reach out to them again next year.



Sample Letter

Some corporations may require a more formal request. Below is a sample letter you can customize.

January 3, 2024

<Business Name>
<Business Contact Name>
<Business Address>
<City, State, Zip>

Dear Ms. <Contact Name>:

The Gift of Caring (GOC) Program is a Girl Scout community service project that provides donated Girl Scout Cookies to non-profit organizations. Girl Scouts of West Central Florida (GSWCF) has selected to send its GOC donated cookies to Support the Troops, Inc. (active oversees military men and women) and Feeding Tampa Bay.

This program is a great way for your company to support local Girl Scouts as well as provide comfort to military personnel and the community served by Feeding Tampa Bay. As a reminder 100% of the proceeds from the cookie sales program stays in the community to fund Girl Scout activities and fund 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, please contact GSWCF at 813.281.4475.


Yours in Girl Scouting,
<INSERT YOUR SIGNATURE>

<INSERT YOUR NAME>
<INSERT YOUR TROOP NUMBER>

GOC Sponsorship Flyer


Additional information about the Gift of Caring Corporate Sponsorship Program is available at gswcf.org/cookies. For questions about the Gift of Caring Corporate Sponsorship program please contact the Product Program team at info@gswcf.org.

Gift of Caring Sponsorship Form




Visit my Digital Cookie page to become a Gift of Caring sponsor. Use your phone's camera to scan the QR code or go to this URL:

Select "Donation" when making your purchase.



Please call 800-881-4475 with any questions.



Place QR code here

Level	Donation
\$600 Pearl	100 boxes of cookies
\$1,200 Bronze	200 boxes of cookies
\$1,800 Silver	300 boxes of cookies
\$3,000 Gold	500 boxes of cookies

Girl Scout Name: _____

If your organization prefers to mail a check, please make it payable to Girl Scouts of West Central Florida, complete this form and mail to:

Girl Scouts of West Central Florida
Attn: Product Programs, GOC
4610 Eisenhower Blvd
Tampa FL 33634

Corporation: _____ Represented by: _____

Sponsorship Level: _____ Amount: _____

Phone number: _____ Email: _____

Address: _____

City: _____ State: _____

Thank you for your support of the Girl Scouts and our community. At the conclusion of the program, our supporters receive recognition on the GSWCF Gift of Caring webpage.

Donations are tax deductible, please consult your tax advisor.

Checks must be received by 3/4/2024 to ensure credit is received before the cookie program concludes.

Gift of Caring sponsors can quickly and easily contribute through your Digital Cookie page.

For those companies that prefer mailing a check, use the Gift of Caring Sponsorship form at gswcf.org/cookies. Mailed sponsorship forms must be received by March 4.