

2022 Cookie Program Goal Getter Tip Sheet

Climb Into the Goal Getter Phase!

The Goal Getter Phase is **Mon., Jan. 24-Thurs., Feb 10** – the three weeks between when troops submit their initial orders and when cookies hit the ground and the Booth Phase begins. During this time, girls continue to take orders using a special Goal Getter order card. Girls can use this extra time to reach customers they may have missed during the Initial Order phase and continue their momentum during the Cookie Program! All Digital Cookie and Operation Salute orders entered during this phase will count toward girls' Goal Getter totals.

Important dates

- **Before Jan. 24** TCPC distributes Goal Getter order cards to the girls in their troop when they turn in their Initial Order cards.
- **Jan. 24-Feb. 10** Girls can take additional orders using the Goal Getter order card and continue to take orders online through Digital Cookie
- **Feb. 10** Goal Getter phase ends
- **Feb. 13** TCPC enters girls' sales in eBudde by 11:59 p.m.
 - If additional inventory is needed, a cupboard order must be placed before allocating the Goal Getter orders to the girls.
 - Digital Cookie girl delivered packages must be allocated manually.
- **Beginning Feb. 14** TCPC picks up cupboard orders and arranges for girls to pick up cookies to fulfill their orders.

Ways to participate in the Goal Getter Phase

- Identify customers you may have missed during the initial order phase and share your Digital Cookie site link or contact them to take their order.
- Set a goal to help bump up your sales to the next reward level.
- Send a second round of emails through Digital Cookie.
- Hold troop or individual virtual cookie booths.
- Use tools from the Cookie Promotional Kit found at gsoh.org/cookie-resources and from Little Brownie Bakers, found in the eBudde Help Center.
- Post your goals where you can see them and update them throughout the program.

Skills Learned During the Goal Getter Phase

Girls will develop and practice all five skills but will primarily work on goal setting and people skills.

- **Goal setting** – girls evaluate their progress so far and set new goals for skills to practice and packages to achieve for the remainder of the program.
- **People skills** – girls work on following up with potential customers and talking to new ones.

Goal Getter Rewards

Cookies sold during the Goal Getter Phase count toward the girl's Digital Cookie, Operation Salute and Final girl rewards. Girls also earn special rewards when they reach each level of cookies sold during the Goal Getter Phase.

Girls earn the following rewards for each level they reach:

- 30+ Packages** – Goal Getter patch
- 60+ Packages** – Wooden Stamp Set

Girls receive these rewards from their TCPC with their final rewards after the 2022 cookie program ends.



Goal Getter Phase Webinars

Submitting Goal Getter Orders and Cookie Cupboard Orders

Tues., Feb. 8, 2022, 8:00 p.m.

Learn how to wrap up the Goal Getter Phase and use the cookie cupboards to get cookies to fill orders and stock booths.

Register here: <http://bit.ly/22cookies-Feb8>

Cookie Program Q&A Session

Thurs., Feb. 17, 2022, 8:00 p.m.

Have questions? We've got answers! Submit questions ahead of time here <http://bit.ly/22CookieQuestions> and tune in for the answer. We'll also address questions we hear frequently, and answer questions live.

Register here: <http://bit.ly/22cookies-Feb17>

