



*Little Brownie*  
Bakers®

presents the



This season, cookie sales are in the house! During a **Cookie House Party**, girls come together under one roof—to sell cookies by the case. With 12 boxes per case, cookie sales add up fast. Girls will invite friends, families and all their favorite cookie customers to tell their stories, declare their goals and share their dreams.



★ Hosting a **Cookie House Party** is a cinch with this step-by-step guide, filled with plug-and-play activities, crafts, itinerary ideas and more. Talk to the girls about which ideas they like and encourage them to add their own!

## Cookie Party Basics

- ♥ Share with girls the Cookie House Party video to gauge their interest and inspire ideas.
- ♥ Allow girls to lead in the planning as much as possible.
- ♥ Schedule the party at a time when most adults are available. Check sports and local activity calendars.
- ♥ Unless girls are serving a meal, avoid mealtimes.
- ♥ Suggest that girls set a budget for party supplies.
- ♥ Ask for help from other adults.



# Let's Plan a Party!

## 1. Find a home on loan

Ask volunteers if they would be willing to loan their home for a Cookie House Party. A location close to the meeting space may be most convenient for families.

## 2. Send out the invites

Use the **invitation template** to invite friends, families and the girls' best cookie customers. Girls can add their flair to the invitations or even make their own from scratch. Ask each girl to invite a specific number of people based on the amount of space in the home. Be sure to provide an adult's name and contact information (not a girl's) for the RSVP contact.

### Safety tips

Discuss with girls whom they'd like to invite to the party.

- ♥ Ask girls to talk to parents or guardians about their plans before they hand out the invitations.
- ♥ Remind girls that the Cookie House Party is only for trustworthy people they know, not strangers.

## 3. Host a party-planning extravaganza

Before the Cookie House Party, invite the girls to decorate using streamers, posters, balloons and their own creations. Girls can choose which games and activities they'd like to incorporate.



## Party Theme ideas

Invite the girls to pick their favorite theme (or invent their own!) for decorations, invites and more.

- ♥ Tea party
- ♥ Ice cream bar
- ♥ Bubbles
- ♥ Hawaiian
- ♥ Rainbow
- ♥ Fiesta
- ♥ Under the sea
- ♥ Outdoor bash
- ♥ Mad scientist



## Diy Decorations galore!

Check out the ideas below and on our website ([LittleBrownie.com](http://LittleBrownie.com)) for easy ways to transform a house into a cookie wonderland.

- ★ Girls can spell it out for guests with custom **C is for Cookie pennant banners**. Invite girls to design their own messages to drape across walls or door frames at the Cookie House Party. Just print the letters, cut them out and string them together using string or ribbon. (*GS Brownies or older*)
- ★ Let cookies lead the way when you welcome your customers with this classic **cookie themed sign**. Fill an empty cookie case with floral foam, insert a wooden yard stake with empty cookie boxes secured to it, and top it off with a hand-made sign!
- ★ A great party means bringing down the roof—or at least the ceiling! **Twist and shout ceiling swirls** are a fun and easy way to add color and movement to the Cookie House Party. Cut a colorful poster board into a continuous spiral, beginning on the outer edge and hang from the ceiling. (*all ages*)
- ★ Visit the website ([LittleBrownie.com](http://LittleBrownie.com)) for more decoration ideas and directions.



© C IS FOR COOKIE ★



## Bring your own baked goods

*(GS Juniors or older, supervision needed)*

Invite each girl to bring a cookie-themed creation to the Cookie House Party. Guests will feel like celebrity chefs as they describe the flavors and vote on their favorite recipes. Girls can borrow from the list below or bring their own creations to the table. Volunteer or parent supervision is needed around hot surfaces.

- Tagalong cupcakes
- Thin Mint cupcakes
- Thin Mint muddy buddies
- Samoas popcorn
- Cookie flapjacks
- Toffee-tastic cookie cake pops



## 4. Plan the Pitch

A Cookie House Party is a great opportunity to share the troop's goals. Girls can take turns presenting. Encourage girls to use a computer or TV to show customers their big goals.

- ♥ Girls customize their pitch, follow a script and present as a team with the **Cookie House Party Pitch Planner**. *(GS Brownies and older)*
- ♥ Girls can sharpen their selling skills with fun games and activities. *(GS Daisies, Brownies and Juniors)*



### What is a pitch?

A pitch is how girls inspire customers to help them reach big goals.

Let entrepreneurs be heard! A Cookie House Party Pitch is a team effort to encourage customers to buy one or more whole cases of Thin Mint Cookies! Girls just help complete the sample pitch below, girls to practice as a group to say that comfortably and know their pitch.

#### Parts of the Pitch:

1. Introduce yourself.
2. Share your goals.
3. Tell the customers what they can do to support you.
4. Explain why customers should buy a whole case of Girl Scout Cookies.
5. Ask customers to buy.
6. Say thank you!

## 5. make the case for a case

Girls inspire customers to buy big by encouraging them to buy one or more whole cases of Girl Scout Cookies®. Girls can entice customers to buy a case with fun giveaways and perks.

### sweeten the deal

Incentivize customers to buy one or more whole cases of Girl Scout Cookies.

- ★ Girls can offer Girl Scout Cookie-themed **recipe cards**. With 12 recipes in all, girls can provide recipes all at once, or stay in touch with customers by sending them a recipe every month. *(all ages, supervision recommended when girls use email)*
- ★ What to do with a case of cookies? Include a stack of these fun **gift cards** to inspire your customers share the deliciousness with friends and family. Girl Scout Cookies make a yummy gift for teachers, college students, friends, co-workers and relatives. With so many people to appreciate and celebrate, they may need an extra case!
- ★ Girls can create crafts to say “thank you” to customers.
  - ▢ Guests can mark their place as top cookie customers with **cute cookie bookmarks!** Cut out “The Girl Scout Cookie Program” side of the cookie box and the Trefoil shape on the front of the box. Glue the Trefoil to the top of the side panel and decorate to perfection.
  - ▢ Customers love decorations that pop! Reward their cookie case purchase with these adorable and easy to make **bottle cap magnets**. Secure your art to the inside of a bottle cap, place a clear sticker on top of the art, and attach a magnet to the other side for a gift customers will love! *(all ages)*

◆ Find more **giveaway ideas** on the website ([LittleBrownie.com](http://LittleBrownie.com)).

- ★ Customers who buy a case of cookies can be named official troop “sponsors” and receive a **sponsor certificate**. *(all ages)*
- ★ Ask girls to contribute their own ideas!



### All about cases

There are 12 boxes of one cookie variety in each case. Troops typically must place orders for full cases of cookies. Before the party, decide if girls will sell only single-variety cases (as they are shipped) or if they will allow customers to mix varieties.



**TIP:** If cookies are on hand, you could invite customers to trade cookie boxes among themselves and even make a game of trading varieties.



## 6. Cleanup Time

Invite girls to take down decorations and leave the house better than they found it. It's the perfect way to say "thank you" to the volunteer who put his or her home on loan.



## 7. FOLLOW UP

Invite the girls to personalize **thank you cards** and send to each Cookie House Party attendee.



## make your party a hit with FUN games and activities

Invite girls to pick and choose their favorite activities and games to wow guests and teach about cookies.



### Cookie Personalities (all ages)

Each girl can shine with the **Cookie Personality Game**. A girl or a group of girls can act the part of a particular Girl Scout Cookie. For instance, how would Samoas® act? Would she have a catchphrase? What would be her favorite pastimes?

### Cookie Charades (GS Juniors and older)

Girls act out each Girl Scout Cookie, without using any part of the cookie's name. Guests try to guess which cookie they are.

### Sensational Sing-Alongs (all ages)

Create a sensation by performing one of these songs for guests, or a song of the girls' own creation. Invite guests to join in on the second or third round!

- ♥ Cookie Time Cheer
- ♥ Cookie Selling Song



## COOKIE ILLUSTRATIONS

The first guest draws the name of a Girl Scout Cookie from a hat. The guest sketches a picture of the cookie. The first guest or girl to guess correctly goes next. The person who guesses the last cookie in the hat correctly gets a prize.



### Photo booth FUN (all ages)

Commemorate the party by snapping pictures of guests and girls. Create a colorful photo backdrop. Girls can make goofy cookie-themed props, pose with boxes of cookies and don scarves, hats and glasses. Everybody is a star!

★ Stars will shine even brighter with a colorful **paper chain backdrop**. All you need is construction paper, scissors and tape. String about 15 8-foot paper chains through a pole or tape the top to a wall for a show-stopping backdrop. (all ages)



★ Guests will be grinning with silly **photo-op props**. Pose with 2D party hats, cookie-shaped glasses and milk-shaped props. Print out the pictures on cardstock, cut them out and tape or glue them onto wooden dowels. Then strike a pose!

★ Find more fun photo booth ideas on the website ([LittleBrownie.com](http://LittleBrownie.com)), including cookie costumes, bottle cap necklaces, fascinators and party hats.



## sample Party agenda: ★

Approximately 1½ hours

**10 minutes:** Greet guests

**15 minutes:** Play game to learn about cookies

**20 minutes:** Serve snacks and socialize

**15 minutes:** Make cookie pitch and share the big goal

**10 minutes:** Take cookie orders or sell cases, depending on if you have cookies on hand

**15 minutes:** Activity

Say goodbye to guests

 **Cookie house parties are a fun and inspiring way to make big dreams come true!**





**Little Brownie**  
www.littlebrownie.com Bakers®

**girl scouts**  
cookie program

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