

## **2017 “Trending Topics” Talking Points for Cookie Sellers**

Cookie sellers may use the following talking points to guide conversations and questions from their customers that are related to some headlines this cookie season.

### **Sold-out cookie variety:**

“As with any Girl Scout variety, especially our new or specialty cookies, Girl Scout cookies are only available for a limited time, while inventory lasts. Some of our cookies, like the S’mores this year, are super popular and sell quickly. I know this may be disappointing, we have other great varieties—perhaps a new favorite—for you to enjoy.”

### **Threat of cookie boycott for any reason:**

“When you support Girl Scouts, you are supporting an over 100-year tradition of inspiring girls to use their voice and participate in social discourse. The cookie program teaches girls important skills and cookie proceeds fuel the activities and revenue to support our troops; a decline in their sales will only impact them negatively. Girl Scouts use proceeds to fund community service and girl-led activities. Choosing to stop donating/buying cookies does not ‘send a message’ to GSUSA or GSGLA; it only hurts the girls. If you would like to talk to our council staff about this, please contact our Director of Marketing & Advocacy, Kenya Yarbrough, 626-677-2266.”

### **Participation in Women’s March or Inauguration Parade:**

“Girl Scouts lets girls choose how they can make their voices heard and what civic events to participate in, independently as Girl Scouts or individuals. Girl members of the local Washington, DC council volunteered to participate in the inauguration parade; similarly, Girl Scouts throughout the country marched in the Women’s March on Washington and affiliated marches throughout the U.S. Girl Scouts (and its councils) is a nonpartisan nonprofit organization and is not affiliated with a party, administration, or organizers of either of these events, and participation is based on the interest of girl and adult members independently.”

For more info:

Read Girl Scouts of Greater Los Angeles CEO blog here:

<https://girlscoutsla.wordpress.com/2017/01/19/why-we-march-a-message-from-our-ceo/>

Read Girl Scouts of the USA interim national CEO op-ed here:

<http://time.com/4640033/girl-scoutsinauguration-march/>

Read our FAQs on the matter here:

<http://www.girlscoutsla.org/documents/MarchFAQs.pdf>