

#GirlGuidesGoPlaces

Who doesn't love to purchase a biscuit, especially when it's for a good cause?

As we know, when someone buys a biscuit, they're doing so much more than enjoying a tasty treat. Every biscuit we sell is actually investing in a positive future for today's girls and young women (that's you!).

When selling Girl Guide biscuits remember...it's all about ATTITUDE!

Talk to your customers and tell them about your Unit and the value of Guiding in your world!

Decorate your stand in a fun and innovative way that tells the community all the amazing things your Unit does!

Flip the page to see some 'Top Tips' for when you're selling your biscuits!



FUN FACT:

Girl Guide biscuit selling is a great way for girls to learn some business skills! Plan an event, make some decorations and advertise your event using some of the Girl Guide Australia biscuit posters. Practice your 'sales pitch'. Think of all the fun adventures and activities you do with your Unit, to share with the community when they stop by your stall!

DO

TOP TIPS WHEN SELLING YOUR BISCUITS!

- ▶ Let people know they are not just buying a biscuit, they are investing in girls and young women.
- ▶ Let them know what the money is being used for. For example share information on the event, activities or camp your unit is working towards supporting.
- ▶ Set the goal you would like to achieve and then use the Girl Guides biscuit sale barometer to track your biscuit sales against your goals. Remember to write in what you are fundraising for!
- ▶ Keep your stall well stocked and create some mix packs of 4 so that people could buy a pack for \$10.
- ▶ Tell your customers how great the biscuits are! Remember they are free from; artificial colours and flavours, additives, preservatives, sulphites and they are palm oil free too!
- ▶ Invite girls to visit your Unit to try Guides or see if their parents would be interested in volunteering. Share why you love Guides and the value it brings to your world.
- ▶ Think of fun places to sell the biscuits and engage with your community.

Here are some ideas :

Have a stand at your local train station so commuters can buy a biscuit on their way to work.

Host a coffee and bikkie stand at your local footy match.

Speak to your local cafe and see if they will sell the biscuits for a couple of weeks.

Ask local businesses to have a honesty donation display box at their reception desk.

Host a book club event with biscuits on sale.

Host a movie night and sell popcorn and biscuits.

Host a Girl Guide baking 'show' using the new biscuits as key ingredients (remember to share the recipes on social media!)