Uniform to Uniform

2020 NATIONAL GIRL SCOUT COOKIE WEEKEND BUSINESS BRANDING TOOLKIT

Friday, Feb. 28—Sunday, March 1
What is Uniform to Uniform?

To celebrate National Girl Scout Cookie Weekend, eastern Missouri Girl Scout troops are encouraged to invite uniformed law enforcement personnel and firefighters to visit their cookie booths. This is a chance for your girls to connect and learn more about the important work of first responders while also thanking them for their service. By taking photos and sharing on social media, your Girl Scouts can show their support for the women and men in uniform and their community. *Girl Scouts must be 13 years old to post online.

In this toolkit are resources designed to help your Girl Scout connect with their local fire/police departments whether it’s in person, via email or through social media!

National Girl Scout Cookie Weekend
Friday, Feb. 28-Sunday, March 1

Patch available to purchase in the Girl Scouts of Eastern Missouri Shop!

P.S. Don’t forget to post pics of your Girl Scouts in entrepreneurial-action and tag us!

@GIRLSCOUTSEM   @GIRLSCOUTSEASTERNMO   @GIRLSCOUTSEM
Suggested Event Agenda

Welcome by Troop Leader
• Once everyone arrives at the event, one of the troop leaders should stand to get everyone’s attention
• Thank the first responders for taking time out of their busy schedules to celebrate National Girl Scout Cookie Weekend with your troop

Importance of National Girl Scout Cookie Weekend
• Tell them about National Girl Scout Cookie Weekend and the importance of this weekend to the Girl Scout community in eastern Missouri

Explanation of the Five Skills
• Have a few of the girls in your troop tell the first responders about the five skills they learn from selling Girl Scout Cookies
  Goal Setting
  Decision Making
  Money Management
  People Skills
  Business Ethics

Girl Scout Songs
• Sing some of your troop’s favorite Girl Scout songs

Thank You Cards And SWAPs
• Write or draw Thank You cards your troop can distribute to the first responders
• Create special first responder or National Girl Scout Cookie Weekend SWAPs

Question and Answer Time with First Responders
• Have some of the girls ask the first responders questions about their profession, suggested questions are included in this packet

Thank You and Conclusion
• Before they leave, make sure you tell the first responders how much you appreciate their service to our community. Also, thank them for celebrating National Girl Scout Cookie Weekend with you
Possible Questions for First Responders

What is your favorite part of the job?

Tell us about a typical day as a first responder.

How many years have you been a first responder?

What type of education do you need to become a first responder?

Why did you become a first responder?

When did you realize this was the job you wanted to do?

What advice would you have for kids learning about different careers?
Dear {Department Contact},

This Girl Scout Cookie Program® season, Girl Scout Troop {number} is honored to invite you and your fellow {firefighters/law enforcement personnel} to our Girl Scout cookie booth for a special Uniform to Uniform community connection event!

Uniform to Uniform is an opportunity for us to come together and thank you for your dedicated service, learn about the amazing work you do everyday and celebrate the experience by posting on social media with the #GSCookieSquad.

Our cookie booth will be at {location} between {time}. You can contact our troop leader, {leader’s name} at {contact info} with any questions!

Sincerely,

{Girl Scout Troop}
Social Posts

Use these posts to ask our local first responders to join you at your troops’ cookie booth! Don’t forget to tag their department page in your post and use the #GSCookieSquad!

You’re Invited!

Your local Girl Scouts would be honored to have you—their dedicated first responders—to visit their cookie booth for a special Uniform to Uniform event!

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Your local Girl Scouts would be honored to have you—their dedicated firefighters—to visit their cookie booth for a special Uniform to Uniform event!

You’re Invited!

Your local Girl Scouts would be honored to have you—their dedicated law enforcement personnel—to visit their cookie booth for a special Uniform to Uniform event!
Social Messaging

Here are some example posts you can use. Remember to tag the local department, @girlscoutsem and use the #GSCookieSquad!

Thank you {Station Name} for visiting these #cookiebosses today!
#GSCookieSquad

Thank you {Station Name} for your service in our community and for visiting our #GirlScouts at their cookie booth today! #GSCookieSquad

From badge to badge, these young entrepreneurs want to thank {Station Name} for joining them at our cookie booth today! #GSCookieSquad

{Station Name} came to visit our #GirlScouts at their cookie booth today! Thank you for your dedicated service to our community and for supporting these young entrepreneurs! #GSCookieSquad

These #cookiebosses learned new ways to get involved in their community thanks to {Station Name} who visited our cookie booth today! #GSCookieSquad

Flyer

Print out the flyer on the next page to hand out to your local fire and police departments inviting them to your Cookie Booth! Don’t forget to add in the time and location to the flyer!
You’re Invited!

Your local Girl Scouts would be honored to have you—their uniformed firefighters and law enforcement personnel—to join them at our cookie booth for a special **UNIFORM TO UNIFORM** event!

**Girl Scout Troop Number:**

**Booth Location:**

**Date:**

**Time:**

Uniform to Uniform is an opportunity for Girl Scouts to:

- **Come together** to thank our regional first responders
- **Learn about the work** these amazing men and women do every day
- **Celebrate the experience** by posting to social media with the #GSCookieSquad!