

## Cookie

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They begin by identifying their sales goals for the year, then work on their cookie pitch. Most of the girls follow up the initial video with updates and reminders on deadlines to place orders.

"We have a lot of really great girls that have worked very hard to come up with some fun, creative ways to advertise what they have going on," she said.

The hard work is paying off as sales for the troop increased this year.

Crystal Cheaney with Henderson County Girl Scouts said she's also been helping her troop make videos advertising cookies.

Cheaney said the scouts had fun with the project by doing things like making jokes in the commercials about how Thin Mints can make people thinner.

"It shows their creativity, and when they present it in front of the other girls it helps with public speaking. And they're using social media; that's helping with their computer skills," Cheaney said.

The different avenues for sales the scouts are pursuing this year have made it necessary for more parental involvement, which Cheaney said is great and ultimately leads to the troop being stronger.

Other new methods troops are trying out this year include contactless drive-thru booths and virtual booths.

Customers can place orders online and either get the cookies delivered to their door or pick them up from a troop in a contact-free manner.

The drive-thru cookie booths will allow people to drive by, place and pick up an order without having to interact closely with others.

"We try to problem solve all this out; they've done a great job of just being creative in the ways they reach their customers and continue to serve their community," Stachura said.

She said they didn't know what to expect from this season of cookie sales, but she is pleased with the community's continued support and the hard work from the scouts.

"We hoped for the best, and Girls Scout Cookies are such a wonderful tradition and especially right now, finding joy in anything and being able to help the community is a big piece that we all want to do," Stachura said.

Cheaney said it's been a challenging year, and she's grateful to the parents who have worked hard to help the scouts get through it.

"They've done virtual meetings, small group meetings, and they've made it work by using what we have," she said.

Local troops in Indiana and Kentucky are also each offering a new cookie this season.

The Girl Scouts of Southwest Indiana are offering the Toast-Yay! — a French toast-inspired cookie dipped in icing. Across the river, the Girl Scouts of Kentuckiana are selling Lemon-ups, a crispy lemon cookie.

Lindsey Alvey, marketing and communications specialist for Girl Scouts of Southwest Indiana, said she's heard nothing but positive feedback on the new cookies.

She's also encouraging fans of the S'mores cookies to stock up as this is the last year the Indiana troop will be selling that flavor.

Despite the changes to sales efforts this year, some troops will still be doing in-person booths at the usual locations. Customers can find booths by visiting: [girlscouts.org/en/cookies/all-about-cookies/How-to-Buy.html](https://girlscouts.org/en/cookies/all-about-cookies/How-to-Buy.html).

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