

Girl Scouts Spirit of Nebraska debuts “Direct Sale” cookie program

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This year, for the first time, Girl Scouts in the Spirit of Nebraska Council will be using a “direct sale” format for their Cookie Program. When Girl Scout Cookies go on sale Jan. 13, girls will have boxes of cookies in hand throughout the program which concludes Feb. 26.

“With the new direct sale, selling, delivering and money collection happen with one transaction,” said Fran Marshall, CEO, Girl Scouts Spirit of Nebraska. “It is a win for girls and for their customers, who will immediately receive their favorite Girl Scout Cookies.”

The Girl Scout Cookie Program is the largest girl-led business in the country. While participating in the program, girls develop five essential skills: goal setting, decision making, money management, people skills and business ethics.

The Cookie Program is also the primary source of funding for Girl Scout troop activities throughout the year, such as community service projects, environmental programs, camping adventures, field trips or travel to a domestic or international destination. All proceeds from the Spirit of Nebraska Girl Scout Cookie Product Program remain in Nebraska.

The 2012 Girl Scout Cookie Program runs Jan. 13 - Feb. 26.

For information and cookie booth locations, visit www.girlscoutsnebraska.org.