



2012 Site Sales Marketing Kit

“Buy 5, Get a FREE Child’s Zoo Admission*”

* Per paid adult admission through 12/31/12

girl scouts
of greater chicago
and northwest
indiana

THANK YOU for Investing
in Girls with Your Cookie Purchase!

*Girl Scouts and its bakers support
the movement toward sustainably produced
palm oil. Learn about sustainability
and preserving habitats at Brookfield Zoo!*

BUY 5

Bring the empty 5 boxes
to Brookfield Zoo to get a
FREE
Child’s Zoo Admission*

*per paid adult admission, through 12/31/12

BROOKFIELD ZOO
Chicago Zoological Society

Brookfield Zoo is partnering with Girl Scouts of Greater Chicago and Northwest Indiana to help Girl Scouts reach their cookie goals and promote greater understanding of the idea of sustainability and Girl Scouts of the USA’s commitment to ensuring its bakers use sustainable palm oil in their cookie recipes.

Use the 9-up template of the Thank You Card (see sample above) to thank your troop’s site sale customers and promote the “Buy 5, Get a Free Child’s Zoo Admission Per Paid Adult Admission through 12/31/12” opportunity thanks to Brookfield Zoo.

How Girls Can Use the Thank-You Card and Site Sale Poster

- Access the templates for both the thank-you card and a site sale poster via www.girlscoutsgcnwi.org by clicking on *Cookies* and then *Resources*.
- Print either in black and white or color.
- Bring stacks of the thank-you cards to your troop’s site sales.
- Attach the poster to a piece of cardboard or hang from your site sale table.
- Ensure girls know how to answer questions about palm oil use in Girl Scout Cookies by reviewing the talking points with them.

Details about the Offer

- Customers who purchase a minimum of five boxes of Girl Scout Cookies may bring 5 EMPTY boxes directly to Brookfield Zoo and exchange them for a FREE child’s admission to the zoo.
- A paid adult’s admission ticket must be purchased at the same time.
- The offer will be honored through 12/31/12 in honor of Girl Scouting’s 100th anniversary.



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Talking Points for Girls: Sustainable Palm Oil Use

Use the following talking points to ensure girls are able to answer questions about sustainable palm oil, as it pertains to its use in Girl Scout Cookies. Remember: girls do not have to be experts on the issue.

- Palm oil is an ingredient that is prevalent in many foods and the majority of baked snacks sold in the United States.
- Our Girl Scout-licensed bakers tell us palm oil ensures shelf life, quality, and serves as an alternative to trans-fats.
- One of the primary goals of our Girl Scout Cookie bakers is to create the best tasting cookies possible using the healthiest ingredients available. While we continue to explore other alternatives, at this time there are no viable or readily available alternatives on the market today.
- The world's food supply is intricately tied to the use of palm oil, so we believe promoting sustainable manufacturing principles is the most responsible approach for Girl Scouts and Girl Scout Cookies.
- Girl Scouts has an opportunity to use our strong voice to bring about positive change on this very important issue.
- GSUSA and our bakers have made the following commitments:
 - Our licensed bakers are members of the Roundtable on Sustainable Palm Oil (RSPO) and exclusively source palm oil from members of RSPO, an organization of growers, buyers, manufacturers, conservationists and interested parties who are striving to develop and follow best practices to ensure sustainability.
 - In 2012, GSUSA will become an affiliate member of the RSPO.
- Our licensed bakers will purchase GreenPalm certificates covering 100% of the palm oil used in Girl Scout Cookies. Additionally, GSUSA will purchase GreenPalm certificates to support programmatic objectives. The certificates offer a premium price to palm oil producers who are operating within the guidelines for social, environmental and economic responsibility set by the Roundtable for Sustainable Palm Oil.
- GSUSA and our licensed bakers are committed to using as little palm oil as possible in Girl Scout Cookies and have committed to continued research into viable alternatives.
- Please visit www.littlebrownie.com to read more.

Note: American palm oil use represents less than 3% of total global consumption, and palm oil used in Girl Scout Cookies represents a tiny fraction of that. Thanks to the encouragement and partnership from Girl Scout members, GSUSA and our bakers have realized the power of the Girl Scout brand to make a positive difference in the movement toward sustainably produced palm oil.