

Learning to share your ideas with others is a skill you'll use throughout your life. Consider your audience and what is important to them and include information that will address what they want and need. Here are a few tips for a successful pitch.

**Tell your story & build trust.**

Storytelling is a powerful tool. By sharing something memorable, you can capture your audience's attention, gain their trust, and inspire them to take action. What has your troop done in the past with your Cookie funds? Letting people know what you have done in the past builds trust.

**Explain why they should buy Cookies from you.**

What will you and your troop do with your Cookie funds? Will you use it for a special trip? A service project? People like to know where their money is going.

**Make a clear call to action—state the results you want from this pitch.**

People need clear direction. State the one thing you want them to do - buy Girl Scout Cookies.