

Online Selling Guidance

A guide for parents and volunteers!



Girl Scouts are encouraged to use digital selling techniques for their Girl Scout Cookie businesses! The Girl Scout Cookie Program is a girl-led program, and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or guardians. To get started, follow these first two steps:

1. Girls engaging in online sales and marketing must review and apply the [Digital Marketing Tips](#) for cookie entrepreneurs and their families.
2. Girls, volunteers, and parents must review and adhere to the Girl Scout [Internet Safety Pledge](#), the Digital Cookie Pledge, and [Safety Activity Checkpoints](#) for computer and internet use and product sales.

Use the following guidelines to keep girls safe while selling online.

Links to Digital Cookie sites should never be posted to online resale sites like eBay, Facebook Marketplace, Facebook Swap, etc.

Be aware that captions on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring, you must disable the automated function or change the phrasing of your post.

Social media ads should not be purchased or donated to promote Digital Cookie links.

Girls should consider truncating or removing their last name when using social media sites to protect their identity.

Girl Scouts must also adhere to all terms and conditions on Digital Cookie platforms.

GSUSA reserves the right to remove or disable the link for any reason, including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.

Parents, girls, and volunteers should contact and collaborate with their councils and GSUSA in advance on any national news media opportunities tied to girls' online marketing and sales efforts.

Safety Tips for Digital Marketing

To protect her identity and yours, never direct message with people you do not know on social media platforms.

Always use your Girl Scout Digital Cookie online sales link for customer orders.

Parents or guardians must approve all girl-delivery orders placed through Digital Cookie and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.

If your Girl Scout Digital Cookie sales link is posted on a public-facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.

Never share your personal information (e.g., last name, phone number, email, or street address).

Never share your personal location information, including your Cookie Booth locations with people you do not know.

Digital Selling FAQs

Why are we changing online guidance for the Cookie Program?

Today's girls are tomorrow's entrepreneurs. In keeping up with today's digital age, we are excited to offer Girl Scouts more opportunities to utilize their digital marketing skills and ensure safety by offering programming that prepares girls for the future.

When does New Online Guidance go into effect?

For the 2021 Cookie Program.

Some families are not on social media. Are they at a disadvantage?

Not at all! Using social media is just one of the many ways to promote the Girl Scout Cookie Program. Cookie booths, door-to-door, walkabouts, lemonade stands, email invites, and more are all ways for girls to participate.

Can parents refuse an order that is placed online for girls to deliver?

Yes, parents can refuse any online girl delivered order.

What do we do if a girl receives a large order that will cause a variety or varieties of cookies to be out of stock?

If a girl is receiving orders which causes a variety or varieties of cookie(s) to be out of stock:

If the order is shipped:

The cookie will show as unavailable for shipping to all customers.

If the order is a girl delivered order:

Parents will need to secure girl-delivered cookies from their Troop Leaders. If the Troop Leader or council cannot fulfill the order, Troops, girls and parents should work in partnership to notify customers the order cannot be filled.

For Digital Cookie, additional options exist:

- Council can disable girl delivery for that girl

- Council can turn off a variety or varieties at the council level for girl delivery

- A parent can make a flavor or multiple flavors of cookies unavailable to her customers

How does a council manage refunds for prepaid girl delivered cookies if council inventory is not available for fulfillment?

If an out of stock situation occurs (i.e., cupboards run out of cookies) causing customers not to receive their full order of girl delivery cookies, follow these instructions to issue customer refunds. Contact GSUSA Digital Cookie with information on customers that need full or partial refunds

Will GSUSA or GSEIWI post or repost individual girl links?

No. To ensure the Girl Scout Cookie Program remains girl-led and fair, GSUSA and GSEIWI will not post or share posts that contain individual girl links.

Thank You

Thank you for helping your Girl Scout with the Cookie Program! If you have any questions about selling cookies digitally, reach out to info@girlscoutstoday.org.

800-798-0833 | INFO@GIRLSCOUTSTODAY.ORG | GIRLSCOUTSTODAY.ORG