

Virtual

GIRL SCOUT COOKIE™ BOOTHS

Step-by-Step Guide

girl scouts
cookie program

Little Brownie
BAKERS®



#VirtualCookieBooth



Get set to SHINE ONLINE! VIRTUAL GIRL SCOUT COOKIE™ BOOTHS

A step-by-step guide for volunteers and girls

Virtual booths—hosted on social media—give girls a way to achieve their sales goals and help others in their community from home. In fact, girls may find this allows them to discover new ways to take the lead in their cookie business and stay connected through virtual means. Here's how it works:

STEP 1 Invite girls to brainstorm how they can help others with Girl Scout Cookies®

Girls will undoubtedly want to do their part, and there's never been a better time for a donation program that enables customers to donate cookies. Would girls like to encourage customers to support first responders on the front lines? Or send cookie packages to surprise elderly neighbors or to someone in need? There are certainly many people who would be cheered by Girl Scout Cookies.

Need graphic support? We've Got This! Visit LittleBrownie.com and go to the Volunteer section for a full toolkit of cookie images and social resources.

STEP 2 Create a social media event or schedule a livestream

Invite girls (with proper supervision) to go live on Facebook or Instagram to reach large numbers of potential customers. You can also set up a Facebook Event (see directions below).

Remember: Girls should review and apply the **Digital Marketing Tips for Cookie Entrepreneurs and Families** at GirlScoutCookies.org/DigitalMarketingTips.

STEP 3 Make it personal and make it fun

Graphics

Check out all the Virtual Girl Scout Cookie Booth graphics available in the We've Got This! Toolkit at LittleBrownie.com/Volunteers.

Girl bling

Customers love to see personal touches from girls at booths, and the same is true online. Encourage girls to bling their virtual booth by providing you with custom artwork, photos and videos.

Digital Cookie®

If girls have Digital Cookie links to share, place them front and center. If any girl doesn't have a Digital Cookie page, now is a great time to encourage her to sign up so she can take her sales and marketing efforts to the next level by going online.

#VirtualCookieBooth



SEND a
SWEET
THANK YOU TO
HEALTHCARE
HEROES



Thank
you
teachers!



NEW! VIRTUAL RESOURCES

Check out the We've Got This! Toolkit on LittleBrownie.com for these new virtual resources:

- Virtual backgrounds
- Virtual Cookie Booth social posts
- Digital Cookie® worksheet



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STEP 4 Consider the logistics and include the details

How will cookies be delivered?

If your council allows a “girl delivery” option to customers, adult supervision is required to keep girls safe. Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are delivering cookies. If permissible in your area, adults might decide to leave cookies on customers’ doorsteps to avoid face-to-face interaction. In some cases, girls may need to promise customers the cookies will be delivered at a later date. Review Girl Scouts® safety guidelines available at GirlScouts.org. Be certain to also check and follow national and local health guidelines.

How will you handle payment?

Consider using your Digital Cookie app for pre-payment. You can also use other preferred apps to handle digital transactions. A few popular ones are Venmo, CashApp, PayPal, Apple Pay and Zelle.

STEP 5 Invite friends and family

Encourage girls to mention their goals, what they are going to do with their troop funds and how they are helping their community.

STEP 6 Promote on social media and in your community

As you know, go-getter Girl Scouts can and will bring out the good in any situation! Now more than ever, girls are spending time in virtual settings and engaging in social media, so an online experience comes naturally to them. Using all GSUSA safety guidelines, encourage them to go big with social sharing to drive customers to their Virtual Cookie Booth (their Digital Cookie site). They will love making a virtual pitch or creating videos to direct customers to their site.

#VirtualCookieBooth

Be sure to use #VirtualCookieBooth in all your posts AND encourage your customers to share a photo with their Girl Scout Cookie packages using the same hashtag. You can even leave a note with their delivery!

STEP 7 Celebrate and share your success!

Let everyone in your social channels see how the girls are helping their community with their #VirtualCookieBooth. Together, we can build momentum nationwide!

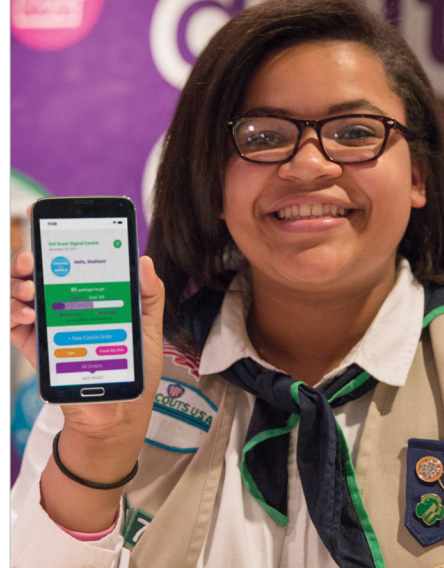
Be sure to plan for celebrating and rewarding all those amazing girls.

- Check your council's website for patches the girls can earn.
- Explore GirlScouts.org and LittleBrownie.com to find yummy cookie recipes and creative ways to celebrate success.
- Encourage girls to plan a celebration in-person or virtually.

Everyone will be looking forward to that party!

Remember, safety must be everyone's top priority

Be sure to review and follow Girl Scouts' safety guidelines available at GirlScouts.org. The safety of girls and their families must always come first.



START A TEXT-A-THON!

A simple text to a group of friends, neighbors and family members goes a long way. Include direct links to the Virtual Cookie Booth.



TAKE A LOOK

Look for images and posts perfect for promoting the girls' Virtual Cookie Booth at LittleBrownie.com/Social-Resources and the Troop Leader Resources section of GirlScouts.org. Ask parents and guardians to help by sharing widely.



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Social Media Tips

How to set up a Facebook event

Setting up a Facebook event is easy and gives girls a chance to practice some tech-savvy business skills.

- On the left menu of your Facebook feed, click + Create Event and choose Private or Public. If you create a Private event, only invited guests will see your event.
- Fill in the event name, location, date, time and description. You can choose a specific date and time to host a “live” virtual booth, or a date range when you’ll be responding to requests.
- Customize!
- Click Create. You’ll be taken to your event where you can invite guests, share posts and edit event details.

You can follow similar steps to create a stand-alone Facebook page, where you can include information about the girls’ goals and invite friends and family to request cookies through the comments. Be sure to check privacy settings so only the people you want to see your page can see it.

Ready to livestream?

Going live on Instagram or Facebook is an easy way to reach people quickly. On either platform, look for the help section to find step-by-step guidance.



DID YOU KNOW?

The average Digital Cookie® transaction is six packages (compared to three when sold at on-site booths and four when sold door to door). What a wow way to crush goals!

