



## Cookie and Product Sales

**Council Approval:** Not required

**Activity Permitted For:** D B J C S A

### About Cookie Sales

The Girl Scout Cookie Program is the largest girl-led business in the United States. Through the Girl Scout Cookie Program, girls develop five essential skills: goal setting, decision making, money management, people skills, and business ethics. Girl Scout council–sponsored product sales—which include products from official Girl Scout Cookie, magazine, and nut vendors—give girls proven opportunities to earn money and/or credits for their Girl Scout program activities, while contributing significantly to their local councils and communities through Take Action projects.

#### Learn More:

- About Girl Scout Cookies: [Girl Scouts of the USA](#)
  - Select companies are licensed by Girl Scouts of the USA to produce official Girl Scout products for girls to sell. These companies are selected by councils and contracted for one to three years. They include: [Little Brownie Bakers](#) and [ABC Bakers](#)
  - [Ashdon Farms](#) and [Trophy Nut](#)
  - Companies that offer magazine subscription programs approved by GSUSA: [QSP/GAO](#), [M2 Media Group](#) (each provides online tools and activities for download; magazine selection and sales may take place online—check with your council for more details)

### Safety Activity Checkpoints

**Sell in a designated area.** Girl Scouts should observe council jurisdiction (by zip code) when marketing and selling products in person or at a cookie booth. With the Digital Cookie® platform, girls may market and sell to family and friends beyond their council’s jurisdiction. Prospects that come from outside council jurisdiction should be referred to [GSUSA’s council finder](#). Girl Scouts should observe council jurisdictions when selling cookies at a parent’s or guardian’s workplace, unless other arrangements are made to accommodate all Girl Scout families connected to that workplace. For cookie booth sales, all booth locations are designated and approved by the council. In addition, all council guidelines with regard to setting up, manning, and taking down a booth must be followed. See below for additional information.

**Arrange for adult supervision.** Adults should provide supervision and guidance for all program levels, and must accompany Daisies, Brownies, and Juniors when they are selling, taking orders, and delivering products. Adults oversee Cadettes, Seniors, and Ambassadors, and must be aware of how, when, and where the girls are selling products. In addition, an adult must be readily accessible to girls when they are participating in product sales. This can be accomplished by an adult being present with the girls or by having the adult and girls exchange telephone numbers. Adults need to be present at booth activities with girls at any program level.

**Girls learn and practice personal protection skills such as:**

- Advising an adult of each step and involving an adult in the process by exchanging telephone numbers and/or copying the adult on emails for product orders, returns, disputes, or complaints
- Never giving out their phone numbers or personal email addresses
- Ensuring a first-aid kit is available at a booth sale or product sale “walk-about”
- Ensuring immediate telephone access to an adult and/or 911 as part of the emergency plan for Cadettes, Seniors, and Ambassadors

**Prepare for cookie and product sales with Daisies.** Daisies participate in product sales but always under the direct supervision of an adult. Materials provided by GSUSA for Daisies focus on engaging girls in selling to their circle of friends—only people they know, including neighbors, social groups, and family.

**Respect Girl Scout trademarks.** As noted previously, “Girl Scout Cookies” and “Girl Scouts” are trademarked by Girl Scouts of the USA and cannot be used to endorse others’ products or services. Any questions regarding the use of these terms must be addressed to the Girl Scout council or [trademarks@girlscouts.org](mailto:trademarks@girlscouts.org).

Remember, the Girl Scout name and other terms trademarked by GSUSA, as well as pictures of Girl Scout Cookie boxes or cookies themselves, can be used only by Girl Scout councils and by girls in conjunction with a Girl Scout program (e.g., product program). These rights are not transferable to customers or businesses purchasing cookies for use with gifting or promotional activities.

**Know what’s in the cookie.** Read nutritional and health information on product description sheets provided by the vendors annually or check their websites. Girls should be able to discuss serving size, nutritional makeup, and allergen information. Read additional nutrition information at [www.GirlScoutCookies.org](http://www.GirlScoutCookies.org). Additionally, recycling information is provided on product containers.

**On the Day of a Sale:**

- Girls must wear a membership pin, uniform, or Girl Scout clothing (e.g., Girl Scout T-shirt) to clearly identify themselves as Girl Scouts.
- Girls and accompanying adults should be familiar with the areas and neighborhoods where product sales take place.
- Girls should participate in door-to-door sales during daylight hours only.
- When Girl Scouts operate a booth in a store, mall, or other public place, adults must be present at all times, regardless of the age of the

Girl Scouts. When planning sales booths, follow council guidelines for additional information about setting up a booth and safety and security suggestions and assistance.

- Use safe pedestrian practices, especially when crossing at busy intersections.
- Do not enter the home or vehicle of a stranger, and avoid selling to people in vehicles (except at designated drive-through cookie booths) or going into alleys.
- Do not carry large amounts of money and ensure provisions have been made for safeguarding the money in advance of the sale.

**With regard to booth sales, ensure:**

- You have adequate space at the booth for tables, products, and girls that allows for safe passage by pedestrians, bikes, and cars.
- Girls are a safe distance from cars. If possible, set up a safety barrier between cars and the booth—perhaps a few volunteers could park their cars in spaces near the booth location.
- The booth is not blocking a store entrance or exit.
- When girls receive cash from buyers and go to make change, they hand the money to the adult for safekeeping. It's important that cash is kept safe and out of sight. This can be accomplished by:
  - Keeping the cash box against a wall or behind a barrier of cookie boxes
  - Having an adult volunteer keep the money by, for example, securing it in a front-facing pouch tied around her waist
  - Depositing cash as soon as possible to prevent potential thefts or break-ins of vehicles

Safe Online Marketing. Girls participating in traditional cookie sales may call and send email messages to alert friends and family to product sales and accept customer commitments via email or telephone. Girls who are 13 or older may use social networking sites to market products, but must follow council and GSUSA guidelines. Girls sending out product emails or announcements online should sign with their first names only, their troop/group number or name, and their council name. Personal emails or street addresses of girls should never be used for contacting or responding to customers. Instead, use one of the following:

- A blind return address account hosted on a secure site, such as that provided by our product sales partners, where girls' names and personal email addresses are not revealed to customers
- A group account monitored by an adult
- An adult email account supervised by an adult

**Digital Cookie® Platform.** Read, understand, and comply with the “Computer and Internet Use” safety activity checkpoints.

These checkpoints can be reviewed with the sales site, facility, or with your council when appropriate.