

Selling Girl Scout Cookies

Ninety percent of the general public would gladly buy Girl Scout Cookies, but did you know that nearly 35% are never asked? Below, you'll find some tips and techniques to help your girls achieve their goals.

It is vitally important for girls to remain safe as they market and sell Girl Scout cookies. Please follow all guidelines as outlined in Safety Activity Checkpoints, this Troop Guide, and the Greater Cookie Family Guide.

Safety is first and foremost. Now, let's get started selling those cookies!!

- Collect money as cookies are sold, not before (except GOC).
- Money for GOC packages is to be collected when the customer places the order.
- Girls in our council may only sell GSGLA cookies, within GSGLA's geographic borders.

Using the Internet for Cookie Orders

- Girls can use email and age-appropriate Internet tools to take orders from people they know, including the Digital Cookie platform.
- Cookie delivery and payment transactions **must** be done in person.
- Girls may **not** accept payment online, except via Digital Cookie.
- Girls will reach more customers faster when they use email as a communication tool.
- Girls of all ages (especially those 12 and under, with parent assistance) can utilize Digital Cookie to email customers to ask for orders. It boasts the highest average package sale of any method! Digital Cookie is the safe way for ALL girls to send emails.
- Online, private social networking sites are a great place for girls (with parent permission and supervision) to ask for cookie orders from people they know personally. Viral posts are not permitted.
- Be sure to follow Computer/Online Use guidelines in Safety Activity Checkpoints. For additional resources, visit GSUSA's Basic Online Guidance for Product Program at www.girlscouts.org. Facebook, Instagram, Snapchat and Twitter, **YES** (only to people they know personally)! eBay, NextDoor or Amazon, **NO**!
- Any time prior to the sale beginning, girls may tell friends and family that they will have Girl Scout Cookies beginning on Go Day, but they are **not** taking any orders until the Cookie Program begins.

Door-to-Door Sales / "Residential Walkabouts"

- Encourage girls to canvass their communities with Girl Scout buddies and adult partners, leaving no doorbell unring! Girls may go door-to-door in any GSGLA neighborhood.
- Sell door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout! Girls must be familiar with the neighborhoods where they sell.
- Walkabouts occur only during daylight hours, in residential, non-commercial areas. Shopping centers, schools/colleges, college campus residences, and farmers markets are all considered non-residential areas. Girls may sell cookies in a community park (i.e a softball game), if city ordinances permit.
- Daisy, Brownie and Junior Girl Scouts must be **accompanied** by an adult when selling and delivering cookies.
- Cadettes, Seniors and Ambassadors must be **supervised** by an adult when selling cookies door-to-door.
- Girls should always wear their Girl Scout membership pin with their uniform, sash or vest, or Girl Scout t-shirt when selling cookies.
- Girls should never enter a customer's home or approach customers in cars.
- If a customer stops a girl while walking around a neighborhood, the girl may sell them cookies; however, the girl is **NOT** permitted to stay in that spot and continue to sell. **A walkabout means you are constantly walking, not setting up a stationary booth or staying in one place to sell cookies.**
- Girls may also ask for a customer's contact information to call back later or add them to their Digital Cookie list for email orders. Girls should leave their cookie "business card" so the customer can contact them to

order more. The contact information given to customers should be that of an adult, not the girl's own personal information.

- Leave a door hanger (available at www.girlscoutsla.org) if a customer is not at home.

Residential “Lemonade Stands”

- Set up a simple “lemonade” type stand to sell on residential property where the girl or a close family member (parent, grandparent, aunt/uncle) resides.
- A lemonade stand can be set up any time throughout the sale.
- An adult must be present at all times with the girl.
- Cookies and money must never be left unattended.
- Girls who reside in an apartment, gated community or any other property requiring management approval, must obtain management approval prior to setting up.
- Apartment, condominium, and townhome set-up must be in a common area inside the complex, not on the street or sidewalk.
- Lemonade stands **cannot** be set up on the street corner, sidewalk, street medians, or outside of fencing or walls.
- Adhere to local city/government ordinances.

Telephone Sales

- One of the fastest ways to sell Girl Scout Cookies is by phone. Girls should review last year's order cards and contact these reliable customers.
- Girls can call customers, thank them for their past orders, and ask when they can deliver a fresh supply.
- Try a Text-a-thon at a troop meeting –girls may want to text their friends and family to let them know “It's Cookie Time” or “I have cookies NOW—no waiting!”

Workplace Sales

Girls can contact business owners or managers to request permission to take orders for cookies at a workplace (including a parent's workplace). Girls may only sell to the employees, **not** to the business' customers (that would be considered a special booth).

- Approach places such as: parent or family workplace, a beauty salon owner, car dealership, doctor's office.
- Do NOT contact businesses being contacted by your service unit or GSGLA. Consult with your SUCPC with locations you would like to contact.
- With the business' approval, **girls** can:
 - Make a quick “sales pitch” at a staff meeting or leave an order card in a location visible to employees (**not** walk-in customers). Leave a note from the girl outlining the troop/girl goals and plans for the cookie proceeds. DO NOT list the girl's last name or phone number on the order card or note.
 - Sell cookies to the employees of these locations (office-to-office or cubicle-to-cubicle).
 - Girls can**NOT** sell directly to the establishment's customers. Cookies can only be sold to the establishment's employees. **Girls cannot sell cookies to businesses for resale.**
 - Set a date to pick up the order card where the employees will leave their orders and notify the employees when to expect delivery of the cookies.
 - Remember, girls are to sell the cookies, not adults.
- A parent may have cookies to sell at their place of work, but any displays must include a message from the girl and must **not** be visible to the business' customers.
- Setting up a table display in front of a business is considered a special booth and needs advanced approval. Consult with your SUCPC to obtain the necessary approval.
- Cookies can **never** be displayed on the counter for patrons/customers even if the family owns the business.
- High-rise buildings must be secured through GSGLA's Corporate Booth program. Older girl troops can

apply for these sites separately.

Delivering/Transporting Cookies

- Cookies must be covered if they are being transported for delivery or to a booth location, so that they are not visible to the public in non-residential areas.