

Cause Related Marketing

Can troops booth at locations that serve alcohol?

Girl Scouts are welcome to booth at family-friendly restaurants with bars or breweries that house a kitchen. They may not booth in front of stand-alone bars or establishments that aren't family-friendly. This is primarily to ensure the Girl Scouts' safety.

During cookie season, you will see customers talk about the fun of pairing their cookies with alcohol, so it can be a bit confusing, but Girl Scout members should never in any way promote the purchase of alcohol alongside purchasing cookies. This includes offering a cookie/beer pairing or a giving a coupon that offers an alcoholic beverage with purchase of cookies. Any booths near bars must be set up from the bar, and present adults may not consume alcohol at the booth or during their volunteer shift.

Can any business use Girl Scout Cookies and cookie-inspired flavors in their products?

Lots of restaurants enjoy creating once-a-year treats with Girl Scout Cookies during our season. A restaurant or small business may use Girl Scout Cookies in its desserts, provided it buys the Girl Scout Cookies from a Girl Scout, but it cannot use the Girl Scout name or trademarks to brand and market the products.

For example, names like "Thin Mint Shake", "Girl Scout Cupcake," "Thin Mint Cake," and the like are not permitted, but "Chocolate Minty Shake" or "Once-A-Year Cupcake" are OK.

Can a business have cookie pairings without permission from the council? Can they charge a ticket price for the pairing event?

We love it when Girl Scouts involve their local businesses! A business does not need council permission to host a generic cookie pairing event or an unbranded cookie pairing event. However, a business does need permission from GSUSA (or a council, if using the council's name) to market their event with the Girl Scout brand/marks, product images or create any branding that projects an association with Girl Scouts.

Under unbranded circumstances, the local business may charge ticket prices for their event/product. Girl Scouts can attend cookie pairing events, if the location has a kitchen on site, and serves food to patrons. It is up to each location if minors are allowed to be on site.

Can a local business use cookie images, packaging images and/or logos to promote the cookie-inspired product to their customers?

No. Local businesses may not use the Girl Scout brand or cookie related images without written permission from GSUSA. This is to protect our iconic brand.