

# 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 Girl Scouts achieve their goals.

It is vitally important for Girl Scouts 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 *Cookie Family Guide*. **Safety is first and foremost.** Now, let's get started selling those cookies!!

- Girl Scouts should always wear their Girl Scout membership pin with their uniform, sash or vest, or Girl Scout t-shirt when selling cookies. A best practice is to wear a full uniform—it attracts more customer interest and helps to maximize opportunities.
- Collect money as cookies are delivered, not before (except Cookies for the Community [C4C]). Money for C4C packages is to be collected when the customer places the order. Orders placed through Digital Cookie are already paid for.
- Girl Scouts in our council may only sell GSGLA cookies, and only within GSGLA's geographic borders.
- For in-person sales, Girl Scouts must follow GSGLA safety guidelines. These guidelines will be communicated to members by GSGLA and are subject to change before or during the cookie program.

## *Using the Internet for Cookie Orders*

- Girl Scouts 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.
- Girl Scouts may **not** accept payment online, except via Digital Cookie.
- Girl Scouts will reach more customers faster when they use email as a communication tool.
- Girl Scouts of all ages (with parent/caregiver 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 Girl Scouts to send emails.
- Approved online social networking sites are a great place for Girl Scouts (with parent/caregiver permission and supervision) to ask for cookie orders.
- Girl Scouts may post on Girl Scouts-appropriate community sites (like NextDoor) only within their own neighborhood, when permitted by that platform and by following the site's rules.
- 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](http://www.girlscouts.org).
- Rule of thumb: Facebook, Instagram, Snapchat, TikTok and X/Twitter, **YES!** eBay, Facebook Marketplace, Amazon, or other resale sites, **NO!**

## *Door-to-Door Sales / "Residential Walkabouts"*

- Encourage Girl Scouts to canvass their communities with Girl Scout buddies and adult partners. Girls may go door-to-door in any residential neighborhood within GSGLA's

boundaries.

- Sell door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a residential neighborhood walkabout! Leave a doorhanger for customers who aren't home (tip: Print personalized doorhangers from Digital Cookie).
- Walkabouts occur only during daylight hours, in residential, non-commercial areas. Shopping centers, schools/colleges, college campus residences, parking lots, and farmers markets are all considered non-residential areas and therefore are not allowed. Girl Scouts may sell cookies in a community park (i.e., a community 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.
- Girl Scouts should never enter a customer's home or approach customers in cars.
- If a customer stops a Girl Scout while walking around a residential neighborhood, the girl may sell them cookies; however, she is NOT permitted to stay in that spot and continue to sell. **A walkabout means you are constantly walking, not staying in one place to sell cookies.**
- Girl Scouts are encouraged to accept credit card payments via the Digital Cookie Take a Payment feature (free to troops); Square or Cheddar-Up must be linked to the troop bank account. Individual Girl Scouts may not use Venmo, PayPal, Zelle and other payment apps to collect payment from customers.
- Girl Scouts may also ask for a customer's contact information to call back later or add them to their Digital Cookie list for email orders. Girl Scouts should leave their cookie "business card" (printed from Digital Cookie) so the customer can order more. Girls' personal contact information should never be given to customers.

### *Residential "Cookie Stands"*

- Set up a simple "lemonade" type cookie stand to sell on residential property where the Girl Scout or someone she knows resides.
- A cookie stand can be set up any time throughout the sale.
- No other food or beverages may be served or sold.
- An adult from the household must be present at all times with the Girl Scout.
- Cookies and money must never be left unattended.
- Girl Scouts are encouraged to accept credit card payments via the Digital Cookie Take a Payment feature (free to troops); Square or Cheddar-Up must be linked to the troop bank account. Individual Girl Scouts may not use Venmo, PayPal, Zelle and other payment apps to collect payment from customers.
- Girl Scouts who reside in an apartment, gated community or any other property requiring management approval, must obtain management approval prior to setting up their cookie stand.
- Apartment, condominium, and townhome set-up must be in a common area inside the complex, not on the street or sidewalk.
- Cookie stands **cannot** be set up on a street corner, sidewalk, street median, or outside of fences or walls.
- Adhere to local city/government ordinances.

## *Workplace Sales*

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

- Approach businesses such as: parent/caregiver or family workplace, a beauty salon owner, car dealership, or doctor's office.
- Do NOT contact businesses being contacted by your service unit or GSGLA. Consult with your Service Unit Cookie Program Chair (SUCPC) with locations you would like to contact.
- With the business' approval, Girl Scouts can:
  - Make a quick "sales pitch" at a staff meeting or leave an order card in a location visible to employees (**not** customers). The Girl Scout may leave a note outlining their goals and plans for the cookie proceeds. DO NOT list the Girl Scout'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).
  - Girl Scouts **CANNOT** sell directly to the establishment's customers. Cookies can only be sold to the establishment's employees. Girl Scouts cannot sell cookies to businesses for resale.
  - Set a date to pick up the order card where the employees will write their orders and notify the employees when to expect delivery of the cookies.
  - Remember, Girl Scouts are to sell the cookies, not adults.
- A parent/caregiver may have cookies to sell at their place of work, but any displays must include a message from the Girl Scout 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 approval in advance. 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.
- Cookies may not be sold for resale by an individual or business.

## *Telephone Sales*

- One of the fastest ways to sell Girl Scout Cookies is by phone/text with parental permission. Girls should review previous year's order cards and contact these reliable customers.
- Girl Scouts 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. Girl Scouts may want to text their friends and family to let them know "It's Cookie Time" or "I have cookies NOW-no waiting!"

## *Delivering/Transporting Cookies*

- Girl Scouts must be supervised by their parent/caregiver at all times while delivering 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.

- Girl Scouts should contact customers ahead of time to coordinate a cookie porch drop off. When she gets to the customer's home, she should call or text to let the customer know she's there. She should wait on the sidewalk while the customer picks up the cookies and leaves payment, if necessary. Girl Scouts must never leave cookies at a doorstep without previously arranging with the customer to be home to get the cookies.