

Girl Scouts of Connecticut's 411 on Online Marketing for the Girl Scout Cookie Program

Girl Scouting reaches out to meet girls where they are – at home, in the outdoors, in schools. Today, Girl Scouts of Connecticut recognizes that girls are online and using social media to connect with each other. The safety of our girls is paramount, so we need to provide them with the tools they need to be online safely.

This overview of online marketing for Girl Scout Cookies enables Girl Scouts to use online resources in a safe and fair manner. Remember to also check *Safety-Wise* and *Safety-Wise* updates, available on the GSOFACT website, www.gsofact.org.



“Must do” for all Girl Scouts

- Read and sign the revised Girl Scout Internet Safety Pledge with your parent or guardian and submit it to your leader/advisor.
- Obtain parent/guardian permission to participate in any Girl Scout product activity. In addition, permission must be given and oversight must be available for any product activity using online resources.
- Know and follow the rules for selling and delivering cookies, whether door to door, at booths, at special events, or as a follow-up to an email commitment with an adult.



“Can do” for all Girl Scouts

- All girls can use GSUSA-approved vendor email tools, such as Little Brownie Bakers' Cookie Club, to inform friends, family, and former customers within council ZIP code(s) when they are selling cookies.
- All girls can use group email overseen by an adult (such as Brownies547Colorado@gmail.com), a parent/guardian's address in partnership for sending emails to friends and family, and/or a static group Web page for marketing. You must tell people what your council's ZIP codes are, however.
- All girls can manage an online customer database using Cookie Club on www.littlebrownie.com. You can also create your own database, as long as the privacy of your customers is respected.

Virtual Vocab

- **Online Marketing:** Telling people about your product via the Internet: asking people to let you know if they are interested in purchasing product.
- **Online Selling:** Collecting money for Girl Scout product online. Note: This is not allowed by GSUSA or GSOFACT.
- **Girl Scout—approved vendor:** A cookie company licensed to use the Girl Scout name and provide product for sale at Girl Scout councils.
- **Static Web Page:** A web page with information posted, not capable of completing transactions or having Internet conversations/postings.



“Cannot do” for Girl Scouts and their parents/guardians

- Cannot exchange money online for product.
- Cannot accept commitments for product sales from outside your council's ZIP code(s), unless from family members.



What Girl Scouts can tell customers

- ✔ Who you are (a Girl Scout, but also a friend, a relative, a daughter of a friend, and so on)
- ✔ What you are selling
- ✔ Why you are selling (share your personal and group's goals, as well as how product sales benefit the Girl Scout council in your community)
- ✔ How much the product costs
- ✔ What options they have for purchasing cookies as a gift for others
- ✔ How to purchase product: ask for a commitment—what would they like to order or have you set aside for them? Any of the following may apply:
 - Tell them when your order is due and when cookies will be available for delivery.
 - Tell them where you are selling (booth sale at a certain time, at your place of worship, at your council shop).
 - Ask when it would be convenient for you to deliver with an adult's supervision.
 - Ask them to give a callback number and a delivery address in your community or council ZIP code area, and then follow the rules for selling and cookies for your grade level (remember, not to give out your personal email or address).



All that and more for Girl Scout Juniors and Cadettes

- ✔ You may sign up to receive orders from your council based on customer ZIP codes, overseen by an adult volunteer. Be sure to follow up on all leads following the product sale safety rules—but never by yourself or without adult supervision. If interested in participating, email productsales@gsofct.org and let the council know.
- ✔ Sign off on the Girl Scouts Online Safety Pledge and complete the sections on *Online Devices* on the girls LMK pages (Let Me Know) <http://lmk.girlscouts.org/Online-Safety-Topics.aspx>.
- ✔ If there are any issues with delivery, immediately contact the adult in charge of cookie deliveries for your group (his or her number will be on the delivery slip from the council).



All that and more for Girl Scout Cadettes, Seniors, and Ambassadors (age 13 and older)

- ✔ Sign off on the Girl Scout Internet Safety Pledge, as well as complete the section on **Social Networking** the girls LMK pages (Let Me Know) <http://lmk.girlscouts.org/Online-SafetyTopics.aspx>.
- ✔ Girls 13 and older can use social networking sites, such as Facebook, MySpace, and Twitter to market product, as long as they have a parent/guardian's permission, are under adult supervision, and follow *Safety-Wise*. Girls 13 and older can use YouTube for marketing, but must have parental permission and follow *Safety-Wise* guidelines.