

Let's get ready for In-Person Cookie Sales! Here you will find tips and tricks and a four-meeting plan to help you and your Girl Scouts get ready for a great Cookie Selling Season. The Girl Scouts will make a plan, practice skills and GET OUT into the Community to sell cookies!



Tips for In-Person Selling

Order Card

The paper order card is the classic method of taking orders that we all know and love. From December 9 through the first week of January, youth members can collect orders on their paper order card. After the initial order, they can use the Goal Getter card to take additional orders.

Following these tips will help Girl Scouts reach their goals:

- Keep holiday season plans in mind when thinking about who to ask and when.
- Keep an extra order card handy in case you run out of space! (If you need more order cards, reach out to Product Program Staff)
- Use door hangers when you're out in the neighborhood to let your community know you're selling.
- Schedule a time where youth members can sell to caregivers' coworkers, at a house of worship, or at an extracurricular gathering.
- Start early!
- Practice your sales pitch and include things like where your cookie funds are going and what your goals are.
- Check your order card from last year and check with prior customers to see if they'd like to order again!
- Make Thank You notes for your customers! This builds a sense of loyalty and appreciation. We have downloadable templates available upon request.
- Do a walkabout later in the season with your cookie inventory - you can sell right then and there! Keep door hangers on you for when people aren't home.

Booth Sales

Set Goals

If you haven't already done so, talk with your troop to set a cookie sales goal for this year. Once you have a goal, share it with the world! Displaying it at booths gives potential customers an idea of what you're aiming for.

Impact of Cookies

These little boxes of cookies can make a big impact in your community. Share with your customers what you plan to do with the money. Don't forget to tell customers about the Gift of Caring program too. Make a Gift of Caring drop box and each time you get a donation add another box of cookies to the bin. Fill the box!

Stock Up!

Stock up on cookies! Remember Thin Mints and Samoas are the two best sellers – make sure you bring extra boxes of those. You don't want to run out of cookies!

Have Fun

Above all else, have fun and enjoy your time selling cookies! Yes, you're running a business but you're doing it with your friends. Draw in curious customers by singing Girl Scout songs or decorating your booth to show off your personality.

Girl Delivered

Throughout the program, customers can purchase cookies online and have them delivered to their door by a local Girl Scout. You still get the person-to-person interaction without having to exchange money with customers. Setting up your Digital Cookie storefront is easy and you can **include your QR code on your door hangers** so when you're going door-to-door, your neighbors can still support your goals even if they aren't home.

Check out the Product Program Linktree for more resources!



Meeting 1 Overview



My First Cookie Business

Through the My First Cookie Business badge, Daisies find out how to sell cookies and get their customers excited for the new cookie season.

The badge steps are:

1. Find out about Girl Scout Cookies
2. Decide how to use your cookie money and set a goal
3. Practice your sales pitch

Purpose: When Daisies earn this badge, they will know how to sell Girl Scout Cookies and use the troop's cookie money.

Activity Overview

Activity 1: Arrival and Opening Ceremony

Activity 2: Count it Up!

Activity 3: Talk to Your Daisy Friends

Activity 4: Closing Ceremony

Activity 5: Follow up with Families

Materials Needed

- Daisy Promise and Law Handout
- Crayons/ Markers
- Cell Phone (to play music)
- Order Cards
- Play Money
- Cookie Money Goals Handout
- Plain Paper/ enough for each girl

Troop Leader Tip: As you work with the Daisies on this badge, ask questions like these to encourage reflection on the theme of exploring support systems.

Activity 1: Arrival and Opening Ceremony

Materials

- Crayons/ Markers
- Daisy Promise and Law Handout
- Paper
- Order Card
- Cell Phone (to play music)

Steps

Welcome Daisies and ask Daisies who arrive early to unpack and set up any activity materials for later. Then, ask that they set out the order cards with the paper and crayons in a designated activity area. Explain that they can practice writing out the cookie names and drawing the cookie shapes while waiting for others or for the meeting to start. Before getting down to badge business, try a warmup and wellness activity. Play a round of "freeze dance" using cookie-themed songs (can use cell phone) to get Daisies excited about their first cookie badge!

SAY:

"Are you warmed up and ready to go?" If you notice any Daisies acting differently than usual, give them the option to share their feelings with the troop or a trusted troop leader if they wish.

Welcome Daisies to the first My First Cookie Business meeting and have them gather in a Daisy Circle. Together, say the Girl Scout Promise and the Girl Scout Law.

Activity 2: Count it Up!

Materials

- Order Cards
- Play Money

Steps

Talk about the different cookie flavors and then you are going to talk about the different prices of each cookie. You will use the play money to practice buying the cookies.

Say

What are some of your favorite cookie flavors? Daisies may not name Girl Scout Cookies as their favorite flavors since they are new to Girl Scouts, and that's okay! They will probably still have much to say about their favorite flavors!

First, figure out the best way to display Girl Scout Cookies for everyone in the troop. You can lay out cookie packages, look at pictures online, or look at order cards. Introduce the different types of cookies, saying the name of each cookie in a fun way or with a silly motion! Have Daisies repeat after you to practice saying the names. Talk about each cookie flavor and how much they cost. What makes each one different? How are they the same?

In this step, you are going to find out all about Girl Scout Cookies because as a Girl Scout, you get to run your very own Girl Scout Cookie business! In this activity, you are going to find out about the different kinds of Girl Scout Cookies and what they cost. Let's look at your order cards and get started!

Ask, "Which Girl Scout Cookie would you buy? How much does it cost?" Using play money, practice buying one package. Next, have the Daisies count how much money would be needed to buy two packages, then three.

Activity 3: Talk to Your Daisy Friends

Materials

- Crayons/ Markers
- Cookie Money Goals Handout
- Plain Paper

Steps

Girls will talk about how they would like to spend their earned cookie money. Write down the troop's ideas for how they would like to use their cookie money (see Cookie Money Goals). Next, have the troop vote on the ones they like best. Instruct them to do a "show of hands" by clapping for their favorite ideas while you point and read them aloud. As a group, they will decide how many packages the troop will sell to achieve their goals. Have Daisies draw pictures of their goals to share with customers at their cookie booth or online.

SAY:

In this step, you are going to decide how to use your cookie money. When you sell Girl Scout Cookies, you earn money for the troop! That money can be used for different things the troop might want or need. It can also be used to help others-think of the possibilities! After you choose the ideas you like best, you will decide how many packages of cookies you will try to sell. Your package goal will help you meet the troop's goals! In this activity, you are going to talk to your Daisy friends and decide on your goals.

*How would you like to use your earned cookie money? **Daisies may offer a wide range of ideas and get excited at the possibilities. It is important that they share their ideas and feel empowered through this process!***

Activity 4: Closing Ceremony

Materials

- None

Steps

Recap the meeting with the Daisies and talk about the next meeting. Have Daisies form a Friendship Circle and end the meeting with a Friendship Squeeze. Have them sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Daisies to choose a song and challenge them to tidy everything up before the song ends!

SAY:

What was your favorite part about today's meeting? Which Girl Scout Cookie might be your favorite? Give all Daisies the opportunity to share their thoughts about the activities, their goals, the upcoming cookie season, etc. with the troop (or just with you if they wish to share something more personal). Today you found out all about Girl Scout Cookies, including the different types of cookies and some fun cookie facts! You also learned what's important to the troop and worked together to decide on troop goals. In the next My First Cookie Business meeting, you are going to practice what to say to customers who might be interested in buying Girl Scout Cookies.

Meeting Follow-Up

After the meeting, remember to share with families all the great things their Daisy did! Use the Follow-Up email template in the Manage Communications section to:

- Share highlights or photos of Daisies learning about Girl Scout Cookies and deciding on troop goals.
- Send information about the next meeting along with important cookie updates and deadline reminders.
- Encourage parents to help their Girl Scout set up their Digital Cookie/Smart Cookies site, practice their pitch at home and help them create a video to promote their business online.
- Send the **Daisy Cookie Entrepreneur Family Pin Requirements** so families know how to help their Girl Scout continue the fun and learning at home.
- Be sure to include the **Safety Tips for Online Marketing** and **Digital Marketing Tips for Cookie Entrepreneurs and Families**.

Meeting 2 Overview



My First Cookie Business

Through the My First Cookie Business badge, Daisies find out how to sell cookies and get their customers excited for the new cookie season.

The badge steps are:

4. Find out about Girl Scout Cookies
5. Decide how to use your cookie money and set a goal
6. Practice your sales pitch

Purpose: When Daisies earn this badge, they will know how to sell Girl Scout Cookies and use the troop's cookie money.

Activity Overview

- Activity 1: Arrival and Opening Ceremony
- Activity 2: Make a Finger Puppet Pitch
- Activity 3: Closing Ceremony
- Activity 4: Follow up with Families

Materials Needed

- Daisy Promise and Law Handout
- Crayons/ Markers
- Cell Phone (to play music)
- Order Cards
- Finger Puppet Cutouts
- Mini cookie booth supplies (construction paper, wooden craft sticks, scrap fabric, yarn, pipe cleaners, ect.)
- Scissors
- Glue

Activity 1: Arrival and Opening Ceremony

Materials

- Crayons/ Markers
- Daisy Promise and Law Handout
- Paper
- Order Card
- Cell Phone (to play music)

Steps

Welcome Daisies and ask Daisies who arrive early to unpack and set up any activity materials for later. Then, ask that they set out the order cards with the paper and crayons in a designated activity area. Explain that they can practice writing out the cookie names and drawing the cookie shapes while waiting for others or for the meeting to start. Before getting down to badge business, try a warmup and wellness activity. Play a round of "freeze dance" using cookie-themed songs (can use cell phone) to get Daisies excited about their first cookie badge!

SAY:

"Are you warmed up and ready to go?" If you notice any Daisies acting differently than usual, give them the option to share their feelings with the troop or a trusted troop leader if they wish.

Welcome Daisies to the second My First Cookie Business meeting and have them gather in a Daisy Circle. Together, say the Girl Scout Promise and the Girl Scout Law.

Activity 2: Make a Finger Puppet Pitch!

Materials

- Finger Puppet Cutouts
- Mini cookie booth supplies (construction paper, wooden craft sticks, scrap fabric, yarn, pipe cleaners, ect.)
- Scissors
- Glue

Steps

Make a finger puppet pitch. Create sample mini finger puppets and a mini cookie booth as an example for your troop. Help Daisies cut out and prepare their own using Finger Puppet Cutouts. Have the Daisies create a mini cookie booth. (They can follow your example or create something new.) Then have them pair up to practice their pitch! The seller puppets begin by making a pitch, and the customer can then ask follow-up questions like "How much do these cost?;" "What are the different flavors?;" and "What's your favorite cookie?" They should take turns playing the customer and seller. For virtual meetings, Daisy pairs can take turns displaying their seller's pitch and customer responses one pair at a time for the troop to enjoy!

Say

What do you say to someone who might want to buy Girl Scout Cookies? Daisies may have some ideas about what to say, but some may be unsure and that's okay. This step will help build up their confidence and excitement about their cookie business.

In this step, you are going to practice your sales pitch. When someone is trying to sell you a product or idea, that's called a pitch. Come up with your own pitch to tell your customers why they should buy cookies. What will you say to get their attention? Once you've started a conversation or gotten their attention, let your customers know how you'll use your troop's cookie money! For this activity, you are going to craft some finger puppets and a mini cookie booth to help you practice your sales pitch.

Activity 3: Closing Ceremony

Materials

- My First Cookie Business Badge Certificate or Badge

Steps

Recap the meeting, and talk about the next meeting (field trip). Form a Friendship Circle. Congratulate Daisies on earning the My First Cookie Business badge and hand out one badge to each Daisy. Then, have Daisies sing the Make New Friends song to end your time together. If there are meeting items to gather or areas to straighten up, ask Daisies to choose a song and challenge them to tidy everything up before the song ends!

SAY:

*How are you feeling about your first cookie business? Are you excited to talk to customers about Girl Scouts Cookies? **Give all Daisies the opportunity to share their thoughts about the activities, their goals, the upcoming cookie season, etc. with the troop or just to you if they wish to share something more personal.***

Cookie season is an exciting time in Girl Scouts, especially when you have your own cookie business. It's easy to talk to customers about Girl Scout Cookies when you are excited about all the great things you are doing! Being able to talk to people is an important skill and you may very well own your own business someday when you grow up. By earning the My First Cookie Business badge, you developed your communication skills when you decided together as a troop on your goals. You listened to each other's ideas and expressed your own thoughts. You developed your self-confidence as you practiced talking to customers about Girl Scout Cookies.

At our next meeting, we are going to take a field trip, and walk door to door to ask people if they want to buy cookies. We are going to practice everything we have learned in the last 2 meetings.

Say:

At our next meeting, we are going to be outside. What should we wear? (Let the girls answer, and explain what the weather is going to be like). How can we be safe while on our field trip? (*have buddy, stay with your adult, don't go inside anyone's home, look both ways for cars, etc.*)

Remember if we are wearing our jackets to wear your uniform over your jacket so everyone can see that you are a Girl Scout.

Troop Leader Tip: Make sure to bring permission slip forms, pens, order forms, first aid kit to the next meeting.

Meeting Follow-Up

After the meeting, remember to share with families all the great things their Daisy did! Use the Meeting Follow-Up email template in the Manage Communication section to:

- Share highlights with families including how Daisies developed their confidence while practicing their cookie pitch and how they now earned the My First Cookie Business badge!
- Send information about the next meeting along with important cookie updates and deadline reminders.
- Encourage parents to help their Girl Scout set up their Digital Cookie/Smart Cookies site, practice their pitch at home and help them create a video to promote their business online.

Meeting 3 Overview: Cookie Knock-A-Thon!



Activity Overview

- Activity 1: Door Knockers
- Activity 2: Opening Ceremony – Promise and Law
- Activity 3: Door-to-Door Sales
- Activity 4: Meeting Wrap-Up with Hot Chocolate
- Activity 5: Closing Ceremony

Troop Leader Tip: While not necessary, consider holding this meeting on the weekend of February 17-19, 2022 as Girl Scouts Nation's Capital celebrates National Girl Scout Cookie Weekend with door-to-door sales Council-wide!

Materials Needed

- Girl Scout Promise and Law
- Door Hanger Handout (2 per girl)
- Scissors
- Pens
- Markers
- Clipboards (1 per group or 1 per girl)
- Order forms
- Hot Chocolate
- Cups (if you are serving the hot chocolate)
- First Aid Kit
- Girls' Completed Health Forms
- FORMS
- Parental Permission Single Activity Form - https://www.gscnc.org/content/dam/girlscouts-gscnc/documents/Frequently%20Accessed%20Forms/1_Parental_Permission_Single_Activity_Form.pdf
- Safety Guidelines <https://www.girlscouts.org/content/dam/girlscouts-gsusa/forms-and-documents/cookie/Resources/Safety%20Tips%20Updated%20Aug%202014%20Final.pdf>

Troop Leader Tip: Have your Driver/Chaperones organize this field trip and manage the collection of permission forms and driving/chaperoning. Meet at a predetermined location near a neighborhood to go door to door, close to a coffee shop or your meeting space. Remind the girls to dress warmly and to wear their vest or sash over their coat. Be sure to have enough registered volunteers to have 2 for each group of girls.

Activity 1: As Girls Arrive: Door Knockers

Materials:

- Door Hanger Handout (2 sheets per girl comes in cookie materials)
- Markers
- Scissors
- Pre-print and cut out information for door hanger
- Glue Sticks

Troop Leader Tip: You may want to print more door hangers for your troop.

Steps

Glue necessary information on the hangers. What do you want the girls to put on the card? (Troop email, parent email, parent cell phone, QR code, etc.) Cut out each card.

SAY:

We have lots of tools in our cookie toolbox, and this is just one. What do you think we do with this? (Give the girls time to respond) If our customers are not home when you stop by, you can leave this on their door for them to contact you to order cookies. You are going to glue information in the blank space, so they know how to contact us.

Activity 2: Opening Ceremony: Promise and Law

Materials

- Daisy Promise and Law

Steps

Gather the girls in a circle and recite the Promise and Law. Discuss important safety reminders and plan before heading out for door-to-door sales. (See Safety Guidelines)

Activity 3: Door-to-Door Sales

Materials (per group/per girl)

- Clipboard
- Pen
- Order form
- Completed door hangers

Steps

Divide the girls into groups of 2 - 3 with 2 adults. Have the girls decide which group will go to which houses. Will they take sides of street? Will they skip houses, so one group does one, one does the other?

Girls head out into their community to find and connect with customers through door-to-door sales.

SAY:

Daisies, let's break up into smaller groups to visit each house. We have a lot of doors to knock on. Let's divide them up. How do you think we should divide them? Which group should go to which houses?

Activity 4: Meeting Wrap up with Hot Chocolate

Troop Leader Tip: This part of the meeting can take place at a local coffee shop or back at your meeting space.

Materials

- Hot Chocolate (any extras you would like with it, e.g., whipped cream, candy canes, etc.)
- Cups, if you are supplying the hot chocolate

Steps

Give girls time to share their experience.

SAY:

Great job today, Daisies! Did you have fun? Did you use the tools that we practiced at our last meeting (remember the finger puppet sales pitch, sharing your favorite cookies, etc.)? Did you think people bought more cookies, because you used them? What was your favorite thing to tell people?

Activity 5: Closing Ceremony

Materials

- None

Steps

Have girls form a Friendship Circle.

SAY:

What did you enjoy most about going door-to-door to sell cookies today?

Give all Daisies the opportunity to share their thoughts about the activities, their team, their goals, the upcoming cookie season, etc. with the troop or just with you if they wish to share something more personal.

Steps

Finish with the “Make New Friends” song.

***“Make new friends, but keep the old.
One is silver, the other is gold.***

***A circle is round, it has no end.
That’s how long, I will be your friend.”***

Meeting Follow-Up

After the meeting, remember to share with families all the great things their Daisy did! Use your troop’s preferred communication platform is to:

- Share highlights from the field trip like sales successes, lessons learned, and tips for girls who would like to sell door-to-door as an individual!
- Send information about the next meeting along with important cookie updates and deadline reminders
- Ask parents to help their Girl Scout set up their Digital Cookie site, practice their pitch at home, and create a video to promote their business online.

Meeting 4 Overview



Cookie Goal Setter

Through the Cookie Goal Setter badge, Daisies decide how they will use their money, set goals and share them with real customers.

The badge steps are:

1. Decide how you will use your money
2. Set a package goal
3. Share your goals with your customers

Purpose: When Daisies earn this badge, they will know how to set and share their goals.

Activity Overview

- Activity 1: Arrival and Opening Ceremony
- Activity 2: Draw Your Mascot
- Activity 3: Make A Team Goal Tracker
- Activity 4: Closing Ceremony
- Activity 5: Follow up with Families

Materials Needed

- Daisy Promise and Law Handout
- Crayons/ Markers
- Modeling Clay
- Pencils
- Order Cards
- Paper
- Goal Tracker Handout
- Poster Paper

Activity 1: Arrival and Opening Ceremony

Materials

- Pencils
- Daisy Promise and Law Handout
- Order Card
- Modeling Clay

Steps

Welcome Daisies to the first Cookie Goal Setter meeting and have them gather in a Daisy Circle. Have them say the Girl Scout Promise and the Girl Scout Law together. Ask Daisies who arrive early to unpack and set up any activity materials for later. Then ask that they set out the modeling clay and order cards in a designated activity area. Tell them that they can mold the clay into different cookie shapes until the meeting starts. Daisies do not have to wait for the whole troop to arrive to start this activity. They can start working on this and include others as they arrive.

SAY:

Ask Daisies to mold clay into a cookie shape and use a pencil to imprint a design that tells something about themselves. It could be something that they like about themselves, a sport they play, a favorite animal, or a holiday they celebrate. Ask, "Would anyone like to share your clay cookie and what your design is about?" Some Daisies may not want to share out to the troop, and that's okay. If you notice any Daisies acting differently than usual, give them the option to share their feelings with the troop or a trusted troop leader if they wish.

Activity 2: Draw Your Mascot!**Materials**

- Order Cards
- Paper
- Drawing materials

Steps

Draw your mascot. Have Daisies draw a picture of the mascot Coral the Dolphin (or a different character if they would like). While they are drawing, ask questions to encourage and steer conversations, like "What do you want to do with the troop's cookie money? Do you want to take a field trip? How can we use some of the money to help others?" Instruct them to add their favorite ideas to their drawing. They can add a background or landscape, speech or thought bubbles, or a design on their mascot's shirt to show their ideas! Have each Daisy share their favorite ideas, then vote on their top choices.

Say

What are some of the things you would like to do with the troop? Daisies may offer a wide range of ideas and get excited at the possibilities. It is important that they share their ideas and feel empowered through this process!

In this step, you will decide how you will use your cookie money. By selling Girl Scout Cookies, the troop can earn money to do fun things together. First you're going to set a goal for how many packages of cookies you want to sell. Then you'll decide what you want to do with our earned cookie money. Take a look at your order card. Find the different kinds of cookies and what they cost. Are there clues that tell you what the mascot is this year? Next, look at the rewards you can earn. Which ones do you like? For this activity, you are going to draw your mascot and your favorite ideas for how to use your troop money, and then vote on what to do with the troop's cookie money.

Activity 3: Make a Team Goal Tracker

Materials

- Goal Tracker Handout
- Poster Board
- Drawing and Coloring Supplies

Steps

Make a team goal tracker. Show the Goal Tracker to Daisies and explain how and why it will be used. As a troop, help Daisies design and create their own goal tracker. With troop goals in mind, decide how many packages the troop will sell to reach those goals. Explain that at each meeting the tracker will be updated and colored in to show the total packages sold by the troop. Each week, they will see how close they are to reaching their goals and celebrating everyone's hard work! Goal trackers can be made and shared digitally as well. Try this: Encourage Daisies to think ahead and make predictions about how much closer they think the troop will be at their next meeting.

SAY:

How many packages of cookies do you need to sell to reach your goal? Daisies may offer a range of answers from as little as ten packages to as much as million! That's okay-let them dream big! In time, they will learn how many packages they will need to sell to reach their goals.

In this step, you are going to set a package goal. When you sell Girl Scout Cookies, our troop earns money to help reach your goals. A goal tracker will keep track of the number of cookie packages you and the troop have sold. It will also tell us when you have reached your goals! In this activity, you are going to create a goal tracker that will show how many packages the troop sells.

Activity 4: Closing Ceremony

Materials

- None

Steps

Recap the meeting. Have Daisies form a Friendship Circle and hold hands. End the meeting with a Friendship Squeeze. Have them sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Daisies to choose a song and challenge them to tidy everything up before the song ends!

SAY:

Today you worked together and decided how you want to use the troop's cookie money! You also learned about what is important to the troop and set package goals. In the next Cookie Goal Setter meeting, you are going to play the role of cookie seller. Think about what you might say to customers when you're selling cookies.

What was your favorite part about today's meeting? What part of your goal are you most excited about? Give all Daisies the opportunity to share their thoughts about the activities, their goals, the upcoming cookie season, etc. with the troop or just with you if they wish to share something more personal.

The last thing you need to do to earn the badge is to share your goals with your customers. So you can do that by going onto your digital cookie with your family and setting everything up and then adding in your goal or you can make a video with your family's help to talk about what your goal is.

Meeting Follow-Up

After the meeting, remember to share with families all the great things their Daisy did! Use the Meeting Follow-Up email template in the Manage Communications section to:

- Share highlights with families like how the troop worked together to decide on their goals
- Send information about the next meeting along with important cookie updates and deadline reminders.
- Encourage parents to help their Girl Scout set up their Digital Cookie/Smart Cookie site, practice their pitch at home and help them create a video to promote their business online.



DAISY | My First Cookie Business

Cookie Money Goals

My troop will use our cookie money:

<input type="checkbox"/>	To buy snacks or supplies for our Daisy meetings
<input type="checkbox"/>	For Girl Scout books or badges
<input type="checkbox"/>	For a field trip
<input type="checkbox"/>	To help others
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

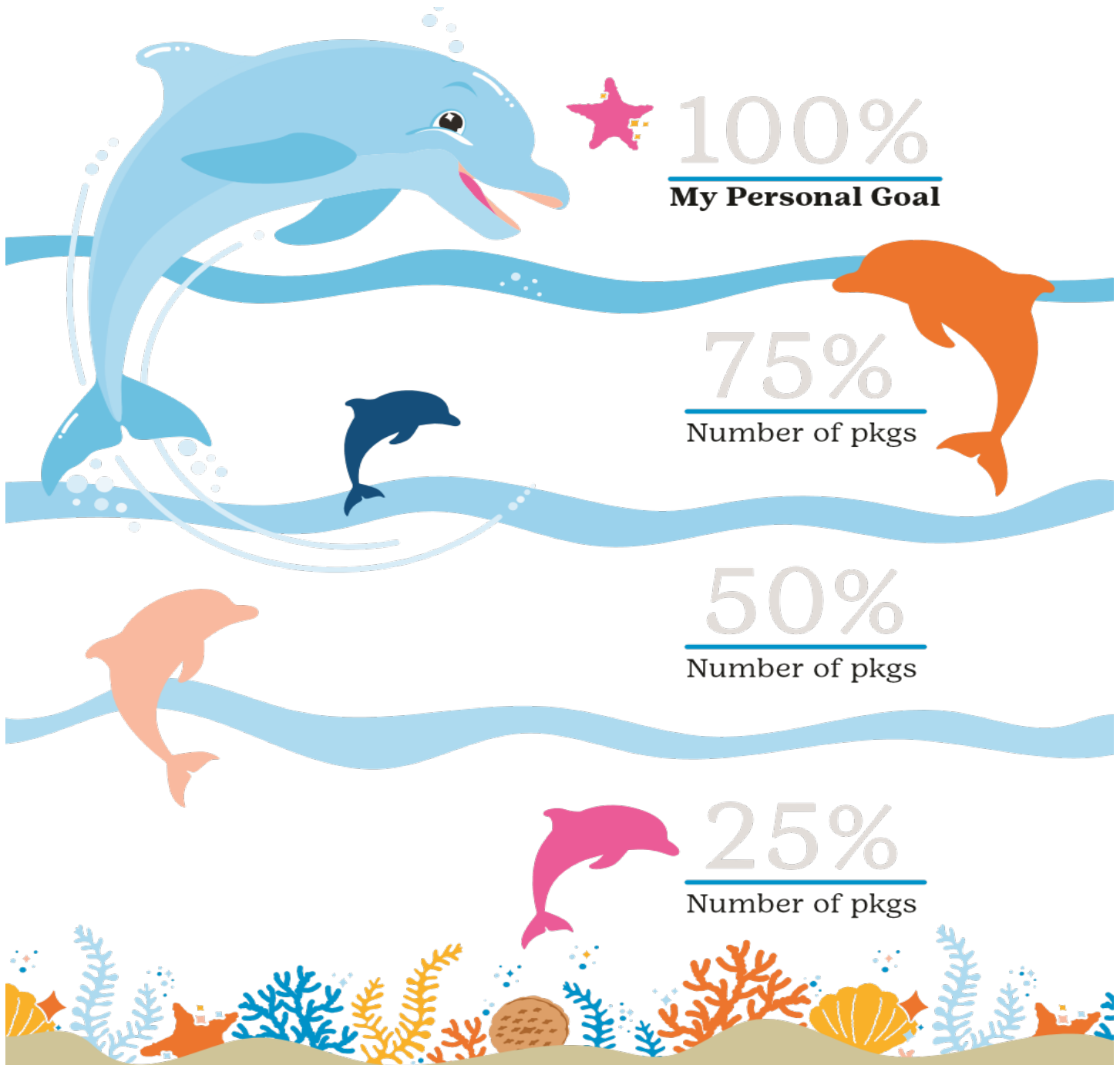


DAISY | My First Cookie Business



Finger Puppets





100%
My Personal Goal

75%
Number of pkgs

50%
Number of pkgs

25%
Number of pkgs

Set Your Goal and Make a Splash!

Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie™ package goal above the space that says 100%, and be sure to include your smaller goals along the way. (Ask a grown-up to help if you need it.) Celebrate by coloring the water as you move bright ahead.



Supplemental Safety Tips for Online Marketing



When engaging in online marketing and sales efforts beyond friends and family through the Girl Scout Cookie Program®:

- Review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families.
- Continue to adhere to the Girl Scout Internet Safety Pledge and the Digital Cookie Pledge.
- Review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales on your council's website.

In addition, review and apply the below Supplemental Safety Tips for Online Marketing:

- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms. Always use your Girl Scout online sales link for customer orders.
- Parents or guardians must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).
- Never share your personal location information, including your booth location.