



## Cookie and Product Sales

**Council Approval:** Not Required

**Activity Permitted For:** D B J C S A

### About Cookie Sales

The Girl Scout Cookie Program is the largest girl-led business in the United States. Through the Girl Scout Cookie Program, girls develop five essential skills: goal setting, decision making, money management, people skills, and business ethics. Girl Scout council–sponsored product sales—which include products from official Girl Scout Cookie, magazine, and nut vendors—give girls proven opportunities to earn money and/or credits for their Girl Scout program activities, while contributing significantly to their local councils and communities through Take Action projects.

#### Learn More:

- About Girl Scout Cookies: [Girl Scouts of the USA](#)
  - Select companies are licensed by Girl Scouts of the USA to produce official Girl Scout products for girls to sell. These companies are selected by councils and contracted for one or more years. They include: [Little Brownie Bakers](#) and [ABC Bakers](#), for cookies and [Ashdon Farms](#) and [Trophy Nut](#) for Fall Product
  - The company that offers magazine subscription programs approved by GSUSA is: [M2 Media Group](#) (M2 Media Group provides online tools and activities for download; magazine selection and sales take place online—check with your council for more details)

### Safety Activity Checkpoints

**[Standard Safety Guidelines](#)**. Refer to the “Standard Safety Guidelines” section (p. 4 – 22) at the top of Safety Activity Checkpoints. These standard safety guidelines apply to all Girl Scout gatherings and activities. When the adult-to-girl ratio, or other safety parameters, are stricter for a specific activity than in the Standard Safety Guidelines always follow the stricter parameters in the activity chapter.

**[COVID-19 Guidelines](#)**. Review the “Coronavirus Safety in Girl Scouts” section under the “Standard Safety Guidelines” (p. 4 – 22) section and be certain to consult your council’s specific COVID-19 guidance which can be accessed under the same section. When applicable, always call ahead to the vendor, property or facility involved to check for their COVID-19 safety requirements as you prepare to take girls for this activity.

**Sell in a designated area.** Girl Scouts should observe council jurisdictions (by zip code) when marketing and selling products in person or at a cookie booth. When using the Digital Cookie® platform, girls may engage in online marketing and sales beyond family and friends. Girls must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families. Girls must continue to adhere to the Girl Scout Internet Safety Pledge and the Digital Cookie Pledge. Girls should review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use. In addition, if girls cannot deliver to a customer, she should refer the prospective customer to the cookie finder. Girl Scouts should observe council jurisdictions when selling cookies at a parent's or guardian's workplace, unless other arrangements are made to accommodate all Girl Scout families connected to that workplace. For cookie booth sales, all booth locations are designated and approved by the council. In addition, all council guidelines regarding setting up, staffing, and taking down a booth must be followed. See below for additional information. Girls may not use the internet to share their fall product links beyond friends and family.

**Emergency Action Plan (EAP).** Review and document your Emergency Action Plan (EAP) ahead of time before taking girls out for this activity. Think through scenarios of what can go wrong such as an accident, physical injury to a girl or adult, missing girl, or sudden illness.

**Arrange for adult supervision.** Adults should provide supervision and guidance for all program levels, and must accompany Daisies, Brownies, and Juniors when they are selling, taking orders, and delivering products. Adults oversee Cadettes, Seniors, and Ambassadors, and must be aware of how, when, and where the girls are selling products. In addition, an adult must be readily accessible to girls when they are participating in product sales. This can be accomplished by an adult being present with the girls or by having the adult and girls exchange telephone numbers. Girls should never deliver cookies alone. Adults need to be present at booth activities with girls at any program level. Parents, guardians, or caregivers must approve all girl-delivered online orders and supervise all communications and product delivery.

**Girls learn and practice personal protection skills such as:**

- The GS Cookie Program is a girl/adult partnership. Adults should oversee customer communications.
- Never sharing personal information like her address, school, or last name.
- Protecting her personal identity by never using direct messaging with people she does not know online or through social media platforms
- Never sharing her personal location information, including booth locations
- Never giving out their phone numbers or personal email addresses
- Always using the secure sales link from product program vendors for orders
- Ensuring a first aid kit is available at a booth sale or product sale "walk-about."
- Ensuring immediate telephone access to an adult and/or 911 as part of the emergency plan for Cadettes, Seniors, and Ambassadors

**Prepare for cookie and product sales with Daisies.** Daisies participate in product sales but always under the direct supervision of an adult. Materials provided by GSUSA for Daisies focus on engaging girls in selling to their circle of friends—only people they know, including neighbors, social groups, and family.

**Respect Girl Scout trademarks.** As noted previously, "Girl Scout Cookies" and "Girl Scouts" are trademarked by Girl Scouts of the USA and cannot be used to endorse others' products or

services. Any questions regarding the use of these terms must be addressed to the Girl Scout council or [trademarks@girlscouts.org](mailto:trademarks@girlscouts.org).

Remember, the Girl Scout name and other terms trademarked by GSUSA, as well as pictures of Girl Scout Cookie boxes or cookies themselves, can be used only by Girl Scout councils and by girls in conjunction with a Girl Scout program (e.g., product program). These rights are not transferable to customers or businesses purchasing cookies for use with gifting or promotional activities.

**Know what is in the cookie.** Read nutritional and health information on product description sheets provided by the vendors annually or check their websites. Girls should be able to discuss serving size, nutritional makeup, and allergen information. Read additional nutrition information at [Girl Scout Cookies](#). Additionally, recycling information is provided on product containers.

#### **On the Day of a Sale:**

- Girls must wear a membership pin, uniform, or Girl Scout clothing (e.g., Girl Scout T-shirt) to clearly identify themselves as Girl Scouts.
- Girls and accompanying adults should be familiar with the areas and neighborhoods where product sales take place.
- Girls should participate in door-to-door sales during daylight hours only.
- When Girl Scouts operate a booth in a store, mall, or other public place, adults must be present regardless of the age of the Girl Scouts. When planning sales booths, follow council guidelines for additional information about setting up a booth and safety and security suggestions and assistance.
- Use safe pedestrian practices, especially when crossing at busy intersections.
- Do not enter the home or vehicle of a stranger and avoid selling to people in vehicles (except at designated drive-through cookie booths) or going into alleys.
- Do not carry large amounts of money and ensure provisions have been made for safeguarding the money in advance of the sale.

#### **With booth sales, ensure:**

- You have adequate space at the booth for tables, products, and girls that allows for safe passage by pedestrians, bikes, and cars.
- Girls are a safe distance from cars. If possible, set up a safety barrier between cars and the booth—perhaps a volunteer could park their cars in spaces near the booth location.
- The booth is not blocking a store entrance or exit.
- When girls receive cash from buyers and go to make change, they hand the money to the adult for safekeeping. It is important that cash is kept safe and out of sight. This can be accomplished by:
  - Keeping the cash box against a wall or behind a barrier of cookie boxes
  - Having an adult volunteer keep the money by, for example, securing it in a front-facing pouch tied around her waist.
  - Depositing cash as soon as possible to prevent potential thefts or break-ins of vehicles.

**Safe Online Marketing.** Girls participating in traditional cookie sales may call, text, and send email messages to alert friends and family to product sales and accept customer commitments via email, text, or telephone. All girls should have a direct role in marketing their cookie

business. Girls of all ages should partner with their parents, guardians, or caregivers to develop a plan to safely market their business online. Parents/guardians should do the posting for girls under the age of thirteen. Girls who are thirteen or older may use social networking sites to market products but must follow council and GSUSA guidelines. When girls are marketing online, girls should only use their first names, their troop/group number or name, and their council's name. Personal emails or street addresses of girls should never be used for contacting or responding to customers. Instead, use one of the following:

- A blind return address account hosted on a secure site, such as that provided by our product sales partners, where girls' names and personal email addresses are not revealed to customers.
- A group account monitored by an adult.
- An adult email account supervised by an adult.

**Digital Cookie® Platform.** Read, understand, and comply with the “Computer and Internet Use” safety activity checkpoints.