



# Ambassador Cookie Program Family Meeting Guide

For Troop Cookie Managers and Troop Leaders

*Your go-to guide for engaging Girl Scouts and families  
in their Girl Scout Cookie Program<sup>®</sup> experience*





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# Introduction and Preparation

With support and encouragement from their family, there's no stopping a Girl Scout! Ensure that Girl Scouts have the support they need by using this guide to explain the benefits of the Girl Scout Cookie Program® to families.

## When should we meet?

Family meetings should take place one to two weeks before your cookie program's start date.

## Should my meeting be in person or virtual?

Whichever you chose! Check out the "[Tips for Leading a Virtual Family Meeting](#)" section in this guide to make going virtual as seamless as possible.

## Prepare Ahead

- Set a date, time, and location for your meeting, and invite families.
- Attend your council's cookie program training prior to holding your meeting.
- Review cookie season materials so you're ready to answer questions.
- Review the safety resources in the "[Safety first](#)" section of the family meeting outline.
- If a Girl Scout has two households, send a copy of all materials to each parent/caregiver.
- Set key deadlines for your troop based on your council deadlines.
- Meet with the adult volunteers to plan the meeting. One volunteer will do a hands-on activity with the Girl Scouts while another volunteer talks with the adults.
- Look up council and community partner events that your troop might like to do at the end of the year and next year.
- Involve the Girl Scouts in planning. Use this guide to get input from younger Girl Scouts and let them present their ideas to their families during the meeting. Cadettes and older Girl Scouts can help lead the meeting. Have a planning session with older Girl Scouts ahead of the family meeting to decide roles, set goals as a troop, and make decisions about cookie proceeds.
- Plan for Girl Scouts to earn one Financial Literacy badge and one Cookie Business badge as a part of the cookie program this year.
- Gather supplies:
  - Council cookie materials. Materials vary by council but could include things like order cards, envelopes, and other materials to support your program locally.
  - Three large sheets of paper
  - Markers or crayons
  - Pens and a sign-in sheet
  - Name tags
  - Snacks (optional)
  - Stickers (optional; for younger Girl Scouts)
  - A device with internet access (optional; for older Girl Scouts)
  - Copies of the Cookie Family Connection Guide and Cookie Entrepreneur Family Pin activity sheet (included in this guide; one of each per Girl Scout)

# Meeting Agenda

## Setup

- Hang up three large pieces of paper around the room. Label them “Helping others” or “Take action,” “field trips,” and “troop meeting activities.”
  - Younger Girl Scouts will brainstorm and share ideas during the meeting.
  - Older Girl Scouts will have their completed ideas to share from the pre-planning meeting.
- Have a sign-in sheet ready and follow-up with those who miss the meeting.

## Welcome

- As younger Girl Scouts and their families arrive, encourage them to start brainstorming before the meeting begins. Have them talk with their families about how they’d like to use their cookie proceeds this season. Encourage them to write their ideas down on the three large pieces of paper, categorizing the ideas as they go. Older Girl Scouts can welcome everyone and ask them to join in, review ideas, and ask questions as they arrive.
- Welcome Girl Scouts and families.
- Have Girl Scouts and parents wear name tags so they can get to know one another by name.
- If you’re a new troop or have new members, ask all Girl Scouts to introduce themselves and their families to the group.
- Have an approved and background-checked adult volunteer take the Girl Scouts to one side of the room to facilitate the Girl Scout planning session.

## Girl Scout Planning Session

If you have older Girl Scouts (Cadettes and above), let them take the lead during this session. If they haven’t set goals and decided what they plan to do with their cookie proceeds prior to this meeting, you can let them have a breakout session and do research online with adult help. If they have done advanced planning, let them take the lead in the adult session.

### Finish Brainstorming

Let the Girl Scouts finish adding ideas based on the three categories: helping others or taking action, field trips, and troop meeting activities. For younger Girl Scouts, you may want to make a few recommendations a few recommendations for their lists.

### Girl-Led Decision Making

After the Girl Scouts finish brainstorming ideas, it’s time for them to work together to pick their favorites. Give them two to three stickers and have them take turns voting (or give each one a different colored marker and let them make two to three check marks). Help younger Girl Scouts read the options. At the end of the session, you’ll highlight the collective top-three options under each category so everyone can do more research before making a final decision at a future date.

### Order Card Review

Next have the Girl Scouts look at the order card. Have them write their names on their cards and review the different sections, highlighting the different types of cookies, the rewards, where to find nutrition facts, how to help customers complete the order card, and how to use the card to take orders over the phone.

### Safety

Review the “Safety Tips for the Girl Scout Cookie Program” section found in the Cookie Family Connection Guide with the girls. As you review each tip, have girls share other ideas for what they can do to stay safe.

# Adult Session

## Review the benefits of the Girl Scout Cookie Program.

- Girl Scouts gain five skills as they learn to think like entrepreneurs through the and learning about the Girl Scout Cookie Program, and Girl Scouts as young as five are building their confidence.
- ☑ **Goal-setting:** Girl Scouts set a troop goal based on what they want to do with their cookie proceeds. Then they set an individual goal in partnership with their families to support their troop goal.
- ☑ **Decision-making:** Girl Scouts decide where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.
- ☑ **Money-management:** Girl Scouts gain confidence managing money as they develop a budget, take cookie orders, and handle customers' money.
- ☑ **People skills:** By talking to customers and working with their troop, Girl Scouts learn valuable people skills.
- ☑ **Business ethics:** Using the Girl Scout Law as a guide, Girl Scouts learn to run their businesses in an honest and responsible way.
- Girl Scout Cookie proceeds stay local to:
  - Cover the cost of running the cookie program, including cookies, materials, and logistics.
  - Support troop activities, like meeting supplies, girl-led adventures, and Take Action projects. This is known as “troop proceeds,” which stay with troops to support the activities planned for and by Girl Scouts.
  - Help Girl Scout councils provide programs to Girl Scouts locally. Funds are used to recruit and train volunteers, maintain property that troops use, put on local Girl Scout events, offer financial aid, provide customer service, and more.



## Review resources and paperwork.

Review these materials you'll be referencing during the meeting:

- The Cookie Family Connection Guide: use the attached or one provided by your council
- The Cookie Entrepreneur Family pin activity sheet (attached to this guide and available at [girlscouts.org/entrepreneurfamily](https://girlscouts.org/entrepreneurfamily))
- The parent permission form (provided by your council either electronically or in paper form)
- Order cards
- [Girlscouts.org/cookies](https://girlscouts.org/cookies)
- Other materials provided by your council
- [Girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)



**Ways to sell.** There are many ways to sell Girl Scout Cookies, and each one helps Girl Scouts gain different skills. It's important for parents to let the Girl Scouts take the lead in deciding how they want to run their businesses, while helping them come up with ideas along the way. Review the ways to sell found in the Cookie Family Connection Guide with families.

**Safety first.** Review the “[Safety Tips for Girl Scout Cookie Program](#)” section in the Cookie Family Connection Guide. Each way to sell has its own safety guidelines, and it's super important for Girl Scouts and adults to review the following materials:

- Digital Marketing Tips for Cookie Entrepreneurs and Families (PDF)—English (also attached to this guide)
- Practical Tips for Parents (PDF)—English | Español
- Safety Tips for Product Sales (PDF)—English
- Visit your local council website for a copy of *Safety Activity Checkpoints and Volunteer Essentials*

### **Review deadlines, ask for help, and tell families how to get support.**

- Share important deadlines so families can plan ahead.
- Ask adults to sign up to support cookie booths and other troop activities between the start of the Cookie Program and the end of the school year.
- Review the section found in the Cookie Family Connection Guide called “Ways to Support Your Cookie Entrepreneur.”
- Show families how to get support. This is a good time to make sure you have updated contact information for parents and caregivers.

### **Sharing Their Plan**

Bring the Girl Scouts and adults back together. Have the girls share the choices they picked from each category.

### **Girl-Led Family Engagement**

Now that you have some ideas about how the troop will use its proceeds, have the Girl Scouts and families start the first step of the Cookie Entrepreneur Family pin. Younger Girl Scouts can start on the second step too.

### **Close with Tradition**

Close with the friendship circle and friendship squeeze with everyone and sing the “Make New Friends” song. Remind families about the next important deadline and how to reach out if they have questions.

# Virtual Meeting Tips

Having a virtual cookie family meeting is a great way to connect with families. Here are some tips to support your virtual experience.

## Preparing for the meeting:

- Select a meeting platform that will allow you to use video and share your screen, so you can show everyone the resources you're discussing and have an interactive meeting.
- Ensure participants have physical or digital copies of important documents before the meeting.
- Download fun virtual meeting backgrounds available on [girlscoutcookies.org/troopleaders](https://www.girlscoutcookies.org/troopleaders) and your baker website.



## Running the meeting:

- Have Girl Scouts and adults introduce themselves at the start of the meeting. Mute participants and call on them one by one.
- For planning sessions for younger Girl Scouts, pause the meeting and let the Girl Scouts and the adults talk to one another about things the troop would like to do this year. Have the Girl Scouts draw pictures of their ideas while parents tune back in to the adult portion.
- Have the older Girl Scouts plan their session ahead of time so they're prepared to present their plans to all families as they listen to important deadlines and guidelines for running their cookie businesses.
- Near the end of the meeting, let the Girl Scouts present their ideas with support from their families. Ask them to present and make a list of all the ideas so all the Girl Scouts can vote.
- Pause the meeting to allow Girl Scouts and parents to start the Cookie Entrepreneur Family pin activity sheet.



# Cookie Family Connection Guide

## Cookie Program Guide for Parents, Caregivers, and Families

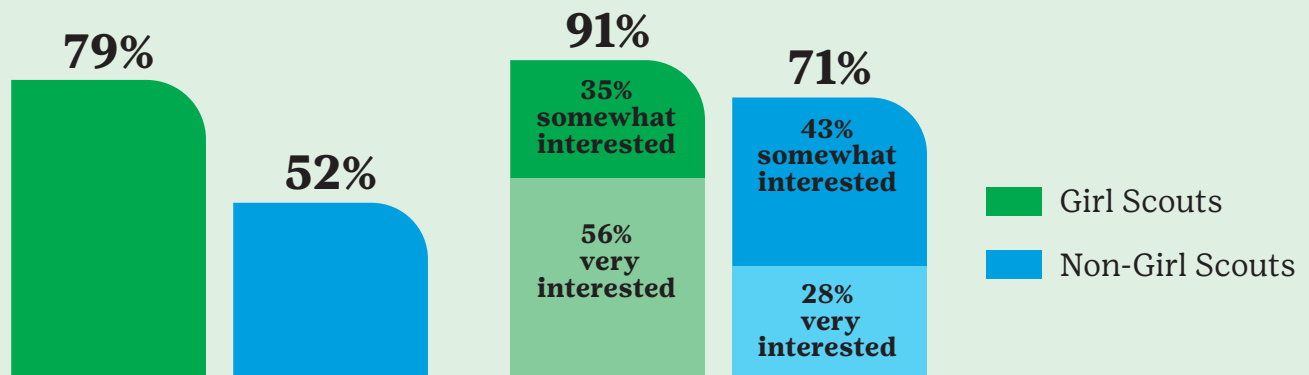


### Welcome, families!

The cookie program powers unique opportunities for your Girl Scout and fuels adventures for the troop, all while allowing them to think like an entrepreneur. You're key to her success! With the support, assistance, and encouragement of family, there's no stopping a Girl Scout!

### Why should my Girl Scout participate in the Girl Scout Cookie Program?

#### Girl Scouts have an entrepreneurial edge when it comes to mindset and interest!



Have an entrepreneurial mindset

Interested in being an entrepreneur

Source: [Today's Girls, Tomorrow's Entrepreneurs](#)



Participating in the program gives Girl Scouts an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare them for academic and career success. As your Girl Scout runs their own cookie business, they’ll gain five skills along the way that they use the rest of their lives. The Cookie Entrepreneur Family pin activity sheet is designed to help you support your Girl Scout, giving you tips for your cookie entrepreneur. Here’s what Girl Scouts learn and why it matters.

Through the Girl Scout Cookie Program, Girl Scouts learn . . .	This matters because . . .
<b>Goal setting</b> as they set a troop goal based on what they want to do with their troop proceeds. Then the Girl Scouts set an individual goal with help from their families.	Learning how to set and reach goals helps Girl Scouts succeed in school, their careers, and in life.
<b>Decision making</b> by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girls will make big and small decisions in their life; practice helps them make good ones.  Practicing decision-making skills will help Girl Scouts make big and small decisions throughout their lives.
<b>Money management</b> as they develop a budget, take cookie orders, and handling and managing money.	Girl Scouts will gain confidence and skills by learning how to confidently handle, manage, and leverage money to achieve their goals in life.
<b>People skills</b> by communicating with customers in-person and virtually and by working as a team with their troop.	Knowing how to effectively communicate with others will help in school, work, and relationships throughout life.
<b>Business ethics</b> as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	Employers want to hire ethical employees, and the world needs ethical leaders in every field.

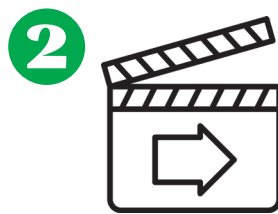
## Did you know? All proceeds from Girl Scout Cookies® stay local!

Every Girl Scout Cookie purchase helps supports the success of young, budding entrepreneurs now and in the future.

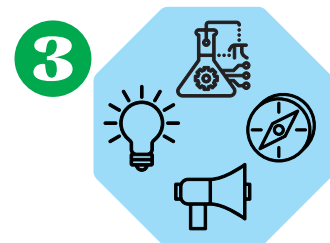
Girl Scout Cookies’ proceeds stay local to:



1 Cover the costs of running the Girl Scout Cookie Program, including the cookies, materials, and logistics.



2 Fund Take Action projects for the community and amazing girl-led adventures for troops.



3 Help councils provide programs in STEM, outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more.

# Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



## Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

## Digital Cookie

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. And your Girl Scout can reach their sales goals no matter what their schedule is like.

## Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

## Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

## Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.



## Safety Tips for The Girl Scout Cookie Program

- 1 Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.
- 2 Buddy up.** Always use the buddy system. It's not just safe, it's more fun.
- 3 Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling cookies.
- 4 Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.
- 5 Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- 6 Do not enter any homes or vehicles.** Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.
- 7 Sell in the daytime.** Sell only during daylight hours, unless accompanied by an adult.
- 8 Product privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.
- 9 Be safe on the road.** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.
- 10 Be safe online.** Girls must have their parents'/guardians' permission to participate in all online activities and must read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities. Additionally, to participate in Digital Cookie, girls must read and abide by the [Girl Scout Digital Cookie Pledge](#), and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.

Each way of selling has different safety guidelines. For more details, review the following materials:

- Digital Marketing Tips for Cookie Entrepreneurs and Families (PDF)—[English](#) (also attached to this guide)
- Practical Tips for Parents (PDF)—English | Español
- Safety Tips for Product Sales (PDF)—English
- Visit [your local council](#) website for a copy of *Safety Activity Checkpoints and Volunteer Essentials*




























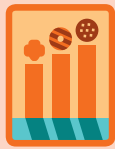










### Ways to Support Your Cookie Entrepreneur

- Help your Girl Scout earn the Cookie Entrepreneur Family pin to practice building skills at home.
- Help set up their Digital Cookie® or Smart Cookie™ site.
- Help your Girl Scout keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support your Girl Scout.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help your Girl Scout connect with people in their network.
- Never do things for your Girl Scout that they can do themselves, even if it's quicker and easier for you to do them.
- Have fun together and engage your whole family as you support your Girl Scout!



# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins		 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power		 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Startup	
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence		 Year 1 and 2 Cookie Entrepreneur Family Pins		 Entrepreneur Accelerator	

# Ambassador Pins

Check off the boxes as you complete each activity with your family—you can earn a different pin each year!



YEAR 1



YEAR 2

- 1. Get information.** First set your sales goals using your past goals and achievements for reference. Then set a learning goal—a new skill you want to gain or something you want to learn as you run your cookie business. Share your goals with your family and identify how they can best support you.

My sales goal is \_\_\_\_\_ packages

My learning goal is \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 2. Find a mentor.** All along your cookie business journey, you've asked your family and friends for help, but now is the time to go beyond and find the right mentor to take you to the next level and achieve your learning goal. Ask your family to think of ways to find the right mentor. Use the *Maximizing Mentorship: A Girl Scouts Guide* found at [girlscouts.org/mentor](https://www.girlscouts.org/mentor) to learn how to take charge of your experience while being safe.

- 3. Make your personal financial plan.** By running your own cookie business you've learned how to set and reach your financial goals. Now it's time to put that learning into action. Earn the Financial Planner and My Financial Independence badge to enhance your money-management skills. Share your plan and knowledge with your family and ask them for feedback. Do they think your plan is realistic? What's good and what might be improved?



#### □ 4. Be a sister to every Girl Scout.

Ask your family how they've seen you grow by participating in the Girl Scout Cookie Program, then make a list of their responses. Use this list to create a presentation, activity, or video to share with younger Girl Scouts to inspire them as they run their own cookie businesses. Part of developing people skills is sharing your learning with others and becoming a mentor yourself!

#### □ 5. Translate your experience.

Business ethics are a set of moral principles that guide the way a business behaves. Talk with your family about a large company or organization that you support or use frequently. What does it seem to already know or think about its business ethics, if anything? After your conversation, do an online search to learn more about the company's business ethics and principles. How do you feel about its ethics, and how do they relate to or differ from the Girl Scout Promise and Law? Which business ethics will you carry from your Girl Scout Cookie business into your future?

#### Tips for Family

Your Girl Scout's experiences as a cookie entrepreneur are about to help them in the next exciting steps of their life. You'll see their skills grow as they set a learning goal for themselves, finds a mentor, and thinks about the future while passing knowledge on to other Girl Scouts. Look for ways to encourage your Girl Scout to:

- **Embrace challenges** as they set their sights on the future and earns either the On Financial Planner and My Financial Independence badge. Share your own budget and credit experiences, and encourage your Girl Scout to ask others about their experiences.
- **Adapt to change** as they focuses on a learning goal. First ask your Girl Scout to think about their strengths before they focus on areas that they want to grow in and develop.
- **Take healthy risks** as they seek a mentor. Asking for help can be intimidating, and even frustrating—some potential mentors will say no or not respond. Encourage them to keep trying. Mentors will play a key role in their future. And learning to advocate for themselves now will serve them for the rest of their life.

Check with your troop leader about how your girl can get each pin, or head to [girlscoutshop.com](https://girlscoutshop.com) to purchase it.

# Digital Marketing Tips for Cookie Entrepreneurs and Families



The Girl Scout Cookie Program® offers unique opportunities to engage in online marketing and sales as they learn about ecommerce and how to think like entrepreneurs.

Follow these four steps as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie® or Smart Cookie™ website and social media platforms.

**Safety tip:** Girl Scouts of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.



**1. As you set goals for your cookie business, think about how digital marketing can help you meet them.** Imagine customers in your community who may not know a Girl Scout. Expand your reach by sharing your secure Digital Cookie® or Smart Cookie™ link to reach them. Be sure to:

- **Be honest.** Yes, the Girl Scout Law also applies to your sales technique! From your Digital Cookie® or Smart Cookie™ site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
- **Create a sense of urgency.** After all, Girl Scout Cookie season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- **Make an impression.** Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- **Highlight special features or products.** Share the top-selling cookies in your lineup or any special varieties. Do you have a new flavor available for purchase? How about a gluten-free option? Do your customers know that Thin Mints are made with vegan ingredients?
- **Use a clear and prominent call to action.** Share your goal and exactly what your customer can do to help you achieve it.

**Safety tip:** Make sure your marketing materials don't reveal your personal contact information (like your address, school, or last name) or your cookie booth location.





**2. Earn one of the Cookie Business badges to help you discover new skills. Each badge has digital marketing skills built right in.**



My First Cookie Business



Cookie Goal Setter



My Cookie Customers



Cookie Decision Maker



My Cookie Team



Cookie Collaborator



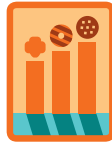
My Cookie Venture



Cookie Market Researcher



Cookie Innovator



My Cookie Network



Cookie Boss



My Cookie Business Resume



Cookie Influencer



**3. Use digital marketing to expand your network and grow your people skills. Try some of the following strategies:**

- **Think of your favorite brands, and then check out their websites and social media accounts.** What do they do to create a relationship with their customers on social media? What can you do to safely build a relationship with your online customers?
- **Use platforms that potential customers could be on.** Think about your target customers and where they're most active online.
- **Engage your customers through email marketing.** Send an email through Digital Cookie® or Smart Cookie™ to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.
- **Turn loyal customers into brand advocates.** Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
- **Avoid spam emails.** Spam is an email that has been sent to someone without their permission. Always get permission to add someone to your email list.
- **Use marketing to inspire, educate, entertain, and entice your prospective customers.** Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications—consider writing a poem or recording a video to educate and convince potential customers to buy from you.
- **Show off customer testimonials.** Collect and share testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
- **Say thank you!** Impress customers with a custom thank-you message via email or social media. As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use.

**Safety tip:** To protect your personal identity, never directly message people you don't know online or through social platforms. And remember to always use your secure sales link for orders.

**Safety tip:** When creating marketing content for materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!



**4. Practice business ethics by safely marketing online. Before you get started, review the below safety standards. When in doubt, revisit these resources.**

- You and your supervising parent/guardian must read, agree to, and abide by the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#) before engaging in online marketing and sales efforts through the cookie program.
- Review Girl Scouts' [Safety Activity Checkpoints](#) for Computer and Internet Use and Cookie and Product Sales on your council's website.