For 2020, girls may use the Internet to share their Cookie Program sales links, stories and learnings with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or guardians.

- Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.

- Girls, volunteers and parents must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, the Supplemental Safety Tips for Online Marketing, and Girl Scouts’ Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).

- Girl sales links should never be posted to online resale sites (Craig’s List, eBay, Facebook Marketplace etc.).

- Girls must adhere to all terms and conditions on Digital Cookie platform.

- GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.

- Parents, girls, and volunteers should contact and collaborate with their council in advance on any national news media opportunities tied to girls online marketing and sales efforts.
FAQs
FAQs:

Q: Why are we looking at changing online guidance for the Cookie Program?
A: Today’s girls are tomorrow’s entrepreneurs. In keeping up with today’s digital age, we are excited to offer Girl Scouts more opportunities to utilize their digital marketing skills and ensure safety by offering programming that prepares girls for the future.

Q: When does the Trial Guidance go into effect?
A: 1/1/2020 This is a trial for the 2020 membership season. We are monitoring to ensure the change will make sense for girls while keeping them safe and helping them reach their goals. We will evaluate the success and implications of this trial program at the end of the season.

Q: Is there a new badge for the Digital Marketing Tips for Cookie Entrepreneurs and Families?
A: Not this year, but it is essential for Girl Scouts to review and apply the tips that are included in the Digital Marketing Tips for Cookie Entrepreneurs and Families to make the most of their experience.

Q: Some girls in my troop are not on social media. Are they at a disadvantage?
A: Not at all! Using social media is just one of the many ways to promote their sale. Cookie booths, door to door, email invites and more are all a way for girls to participate in the cookie program.

Q: Will Safety Activity Checkpoints and Volunteer Essentials be updated with Trial Guidance?
A: Because this is a trial year, GSUSA has not updated these documents to reflect the lift on Friends and Family.
FAQs:

Q: Can parents refuse an order that is placed online for girls to deliver?
A: Yes, parents can still refuse any online girl delivered order.

Q: What do we do if a girl receives a large order that will cause a variety or varieties of cookies to be out of stock?
A: If a girl is receiving orders which causes a variety or varieties of cookie(s) to be out of stock:

If the order is a shipped order:
The cookie will show as unavailable for shipping to all customers

If the order is a girl delivered order:
Parents will need to secure girl delivered cookies from their troop leaders. If the leader or council cannot fulfill the order, troops, girls and parents should work in partnership to notify customers the order cannot be filled.

For Digital Cookie, additional options exist:
• Council can disable girl delivery for that girl
• Council can turn off a variety or varieties at the council level for girl delivery
• Parent can turn off girl deliver for the girl (if council has enabled that option)
• Parent can make a flavor or multiple flavors of cookies unavailable to her customers
FAQs:

Q: Will GSUSA post or repost individual girl links?
A: No. In order to ensure the Girl Scout Cookie Program remains girl-led and fair, GSUSA will not post or share posts that contain individual girl links.

Q: Can councils post or repost individual girl links?
A: No. In order to ensure the Girl Scout Cookie Program remains girl-led and fair, girls should do their own posting with the supervision of their parent or guardian.

Q: Can I submit individual girl links to be shared by GSUSA/Girl Scout Councils?
A: No. In order to ensure the Girl Scout Cookie Program remains girl-led and fair, neither GSUSA nor Girl Scout Councils will share one individual girls link.
For 2020, girls may NOT use the Internet to share their Fall Program sales links beyond friends and family:

- The change in online guidance applies to the Girl Scout Cookie Program only.
- Online marketing and sales efforts for the Fall Program should be limited to friends and family only and not promoted on public facing web sites.

FAQ’s for Fall Program:

Q: Why is the Fall Program limited to Friends and Family only?
A: There are three fundamental reasons to keep the Fall Program with Friends and Family:

The Foundational Girl Scout Experience: While the fall program is important to councils and troops to meet their goals, if girls are engaging large amounts of time in the cookie program AND the fall program it leaves little room for outdoor, STEM, life skills and other entrepreneurial experiences.

Press and Public Perception: The Girl Scout Cookie program is the foundation of our Entrepreneurship pillar and we don’t want the public or press to get distracted by fall program media. Additionally, many councils are adhering to United Way Black out periods agreements which limit their Fall Programs to Friends networks only.

Volunteer and Parent Retention: The Fall Program at a larger scale has potential to put additional responsibilities on families and leaders. Reducing volunteer workload and potential burnout in all aspects of product sales should be considered.