

GIRL SCOUT COOKIE PROGRAM

Digital Cookie Video Tipsheet

HOW TO MAKE A GREAT DIGITAL COOKIE VIDEO

Your Digital Cookie video is your chance to shine—and to tell your story in your own voice! People love seeing who they're supporting. A short, friendly video can help boost your sales, show your personality, and help you reach your cookie goals.

STEP 1: BE SAFE & SMART

Before you start recording:

- Ask a parent or guardian to help and approve your video before posting.
- Never share personal information like your last name, address, school, or phone number.
- Only include your first name and/or troop number.

STEP 2: PLAN YOUR VIDEO

Your video only needs to be 30-60 seconds long! Here's an easy outline to follow:

1. Introduce yourself

"Hi! I'm [First Name] from Troop [Number]."

2. Share your goal

"This year, my goal is to sell [#] packages of cookies to earn [your goal—a camping trip, new badge, or community project]."

3. Talk about your favorite part of Girl Scouts

"I love learning new things with my troop—like teamwork and business skills!"

4. Highlight your favorite cookie

"My favorite cookie is [Flavor] because [fun reason—"I love caramel!" or "They taste great frozen!"]."

5. Call to action

"You can support me by ordering through my Digital Cookie link. Thank you for helping me reach my goal!"

STEP 3: RECORD LIKE A PRO

Use these easy recording tips to make your video shine:

- Speak clearly and smile—enthusiasm sells cookies!
- Hold your phone vertically which works best for social media sites.
- Record in good light—near a window or outdoors.
- Show personality: hold a box of cookies, wear your sash or vest, or display your cookie goal chart.
- Keep it quiet: avoid background noise like TV or music.
- Keep it short: under a minute is best—people are more likely to watch the whole thing.



STEP 4: ADD FUN TOUCHES

Make your video memorable! Try adding:

- A fun fact about Girl Scout Cookies
- Eye-catching cookie themed background or décor
- Begin or end with a Girl Scout Cookie cheer
- Fun graphics

STEP 5: PRACTICE MAKES PERFECT

- Do a practice run before recording the final version.
- Ask your family for feedback—do they understand your goal and how to order?
- If you stumble, don't worry—just smile and keep going!

STEP 6: SHARE YOUR VIDEO

Once your video is ready:

- Upload it to your Digital Cookie Page.
- Share it with family and friends via text, email, or social media (with adult assistance).
- Ask supporters to share your link to reach even more cookie fans!

EXAMPLE SCRIPTS

Short & Sweet Version (30 seconds)

Hi! I'm Ava from Troop 5678. This year, my goal is to sell 250 boxes of Girl Scout Cookies so my troop can go camping this spring! My favorite cookie is Samoas because I love coconut. You can support me by ordering through my Digital Cookie storefront. Thank you for helping me reach my goal!

Fun Personality Version

Hey cookie fans! I'm Harper from Troop 1234, and I'm on a mission to sell 500 boxes this year! I'm saving up for a national park trip with my troop—and I can't do it without your help. My favorite cookie? Definitely Do-si-Dos—perfect for game day snacks! Thanks for supporting Girl Scouts like me!

REMEMBER

Your Digital Cookie video isn't just about selling cookies—it's about showing your confidence, creativity, and leadership. Have fun, be yourself, and let your personality shine!

