



# The 411 on Online Marketing for Girl Scout Product Activities

This overview enables Girl Scouts to use online resources in a safe and fair manner. Check “Activity Checkpoints” and the online Volunteer Packet for details.

## “Must do” for all Girl Scouts

- ✓ Read and sign the revised Girl Scout Internet Safety Pledge with your parent or guardian.
- ✓ Obtain parent/guardian permission to participate in any Girl Scout product activity. In addition, permission must be given and oversight must be available for any product activity using online resources.
- ✓ Know and follow the rules for selling and delivering cookies, whether door to door, at booths, at special events, or as a follow-up to an e-mail commitment.

## “Can do” for all Girl Scouts

- ✓ All girls can use GSUSA-approved vendor e-mail tools to inform friends, family, and former customers within council ZIP code(s) when they are selling cookies.
- ✓ All girls can use group e-mail overseen by an adult (such as [Brownies547Colorado@gmail.com](mailto:Brownies547Colorado@gmail.com)), a parent/guardian’s address in partnership for sending e-mails to friends and family, and/or a static group Web page for marketing. You must tell people what your council’s ZIP codes are, however.
- ✓ All girls can market magazines online using a GSUSA-approved magazine company portal and a blind e-mail service provided by the vendor, which allows customers to order magazines and pay online. (Only magazine orders can be marketed to friends and family outside of council ZIP codes.)
- ✓ All girls can manage an online database of customers on the vendor’s site. You can also create your own database, as long as the privacy of customers is respected.

### Virtual Vocab

- **Online marketing:** Telling people about your product via the Internet: asking people to let you know if they are interested in purchasing product.
- **Online Selling:** Collecting money for product online by girls or their parents. Note that this is not allowed by GSUSA.
- **Girl Scout–approved vendor:** A cookie, nut, candy, or magazine company licensed to use the Girl Scout name and provide product for sale at Girl Scout councils.

## “Cannot do” for Girl Scouts and their parents/guardians

- ⊘ Cannot make financial transactions or exchange money online for product sales.
- ⊘ Cannot accept commitments for product sales from outside your council’s Zip code(s), unless from family members.

Note: for the 2010-2011 product season, there are a small number of councils in a special pilot project with Ashdon Farms and Trophy Nut. Girls involved in these pilots must follow special guidelines as outlined by their council in order to participate.

## What Girl Scouts can tell customers

- ✓ Who you are (a Girl Scout, but also a friend, a relative, a daughter of a friend, and so on...)
- ✓ What you are selling
- ✓ Why you are selling (share your personal and group's goals, as well as how product sales benefit the Girl Scout council in your community)
- ✓ How much the product costs
- ✓ What options a customer has for purchasing product as a gift for others
- ✓ How to purchase product: ask for a commitment—what would they like to order or have you set aside for them? Any of the following may apply:
  - Tell them when your order is due and when cookies will be available for delivery.
  - Tell them where you are selling (booth sale at a certain time, at your place of worship, at your council shop).
  - Ask when it would be convenient for you to deliver with an adult's supervision.
  - Ask them to give a callback number and a delivery address in your community or council ZIP code area, and then follow the rules for selling and cookies for your grade level (remember, not to give out your personal e-mail or address).

## All that and more for Girl Scout Juniors & Cadettes

- ✓ You may sign up to receive orders from your council based on customer Zip codes, overseen by an adult volunteer. Be sure to follow up on all leads following all product sale safety rules—but never by yourself or without adult supervision.
- ✓ Sign off on the Girl Scouts Online Safety Pledge and complete the sections on *Online Devices* and *Netiquette* on the girls LMK pages (Let Me Know) <http://lmk.girlscouts.org/Online-Safety-Topics.aspx>.
- ✓ If there are any issues with delivery, immediately contact the adult in charge of cookie deliveries for your group (his or her number will be on the delivery slip from the council)

## All that and more for Girl Scout Cadettes, Seniors, & Ambassadors (age 13 and older)

- ✓ Sign off on the Girl Scout Internet Safety Pledge, as well as complete the section on **Social Networking** the girls' LMK pages (Let Me Know) <http://lmk.girlscouts.org/Online-Safety-Topics.aspx> approval of what is to be posted.
- ✓ Girls 13 and older can use social networking sites, such as Facebook, MySpace, and Twitter to market product, as long as they have a parent/guardian's permission, are under adult supervision, and follow Safety Checkpoints and Volunteer Packet guidelines. Girls 13 and older can use YouTube for marketing, but must have parental permission and meet any council guidelines provided.

Note: for the 2010-2011 product season, there are a small number of councils in a special pilot project with Ashdon Farms and Trophy Nut. Girls involved in these pilots must follow special guidelines as outlined by their council in order to participate.