



Cookie and Product Programs

Council Approval: Not Required

Activity Permitted for: D B J C S A

About the Cookie Program

The Girl Scout Cookie Program is the largest girl-led business in the United States. Through the Girl Scout Cookie Program, members 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 members 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](#).
- Selected companies are licensed by Girl Scouts of the USA to produce official Girl Scout products 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 approved by GSUSA to offer magazine subscription programs is [M2 Media Group](#). M2 Media Group provides online tools and activities, and magazine selection and sales take place online—check with your council for more details.

Equity. Product programs often involve more family participation because Girl Scouts cannot market products on their own. Be mindful that caregivers in your troop may have different bandwidth to participate. How can you support all Girl Scouts in having a fulfilling, successful experience? Can Girl Scouts sell in teams? Or can adults rotate being chaperones for booths? Consider the history, culture, and past experiences of the Girl Scout members in your troop that could affect their ability to equally participate in an activity. Work with members and families to understand how an activity is perceived. Ensure that all Girl Scout members and their families feel comfortable and have access to whatever is needed to fully participate, such as proper equipment, prior experiences, and the skills needed to enjoy the activity. See the Equity section of the [Introduction to Safety Activity Checkpoints](#) for general advice about expense,

Emergency Action Plan (EAP). Review and document your Emergency Action Plan (EAP) before starting any activity and review it so all are prepared. Think through scenarios of what can go wrong such as an accident, physical injury, missing person, sudden illness, or sudden weather or water emergencies.

Cookie and Product Program Checkpoints

Sell in designated area(s). Girl Scouts should observe their council’s jurisdiction (by zip code) when marketing and selling products in person or at a cookie booth. With the Digital Cookie® platform, Girl Scouts may market and sell to family and friends beyond their council’s jurisdiction. Prospects that are beyond their delivery area should be referred to [GSUSA’s Cookie Finder](#). Girl Scouts should observe council jurisdictions when selling cookies at a parent’s or caregiver’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 or their designee. In addition, all council guidelines regarding booth set-up and takedown and staffing booth must be followed.

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 they marketing products. In addition, an adult must be readily accessible to them when they are participating in product programs. This can be accomplished by an adult being present with them or by having the adult and Girl Scouts exchange telephone numbers. Girl Scouts should never sell or deliver cookies alone. Parents, guardians, or caregivers must approve all member-delivered online orders and supervise all communications and product delivery.

Adults must be present at booth activities with members of any program level.

- For each troop cookie booth, a minimum of two adults (at least one of whom is a registered Girl Scout volunteer with the required background check) and one Girl Scout should be present at all times.
- Certain locations may be inappropriate for younger Girl Scouts based on the standards of your local community, may negatively impact the cookie program experience for Girl Scouts and/or may negatively impact our brand in the community. For additional clarity, Girl Scout should not sell in or in front of establishments that they themselves cannot legally patronize.
- Additionally, with respect to marijuana dispensaries, we have been steadfastly combating the unauthorized uses of the Girl Scout trademark by the cannabis community, which has been marketing—without authorization—certain cannabis products under our youth-appealing brand. We are continuing to aggressively fight these unauthorized uses of the Girl Scout brand and hope that our councils and volunteers will join GSUSA’s efforts by discouraging cookie booths at such locations.
- Retail sales without Girl Scouts present are not approved by GSUSA. Councils, troops, and Girl Scouts may not sell cookies in a retail space where Girl Scouts cannot be present to market, manage inventory, collect, and process payments for cookies. Store employees and/or adults cannot sell cookies on behalf of a Girl Scout or troop.

Girl Scouts learn and practice personal protection skills such as:

- Working with adults. The Girl Scout Cookie Program is a youth/adult partnership. Adults should oversee customer communications.
- Not sharing personal information like address, school, or last name.
- Protecting personal identity by never using direct messaging with people they don’t know online or through social media platforms.
- Never sharing 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 or a troop “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 programs with Daisies. Daisies participate in product programs but always under the direct supervision of an adult. Materials provided by GSUSA for Daisies focus on engaging them in selling to their circle of friends—only people they know—including neighbors, social groups, and family.

Respect Girl Scout trademarks. “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 council or trademarks@girlscouts.org.

Remember, the Girl Scout name and other terms trademarked by GSUSA, as well as pictures of Girl Scout Cookie packages or cookies themselves, can be used only by councils and members 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. Councils, troops, and members may not use GSUSA’s intellectual property as part of a vanity URL.

Know what’s in the cookie. Read nutritional and health information on product description sheets provided by the vendors annually or check GSUSA’s website. Girl Scouts 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

- Wear a membership pin, uniform, or Girl Scout clothing (e.g., Girl Scout T-shirt) to clearly identify themselves as Girl Scouts.
- Girl Scouts and accompanying adults should be familiar with the areas and neighborhoods where selling takes place. Avoid alleys.
- Participate in door-to-door sales during daylight hours only, unless accompanied by an adult.
- When Girl Scouts operate a cookie booth in a public place, adults must be present regardless of the age of the Girl Scout. When planning 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. Be aware of traffic when unloading products and passengers from vehicles.
- Never enter someone’s home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- Do not carry large amounts of money and ensure provisions have been made for safeguarding the money in advance.

With booth sales, ensure:

- **You have adequate space at the booth for tables, products, and troop members that allows for safe passage by pedestrians, bikes, and cars.**
- **You maintain a safe distance from cars.** If possible, set up a safety barrier between cars and the booth.
- **The booth does not block a store entrance or exit.**
- **When Girl Scouts receive cash from buyers and 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.
 - Having an adult keep the money by securing it in a front-facing pouch.
 - Depositing cash as soon as possible to prevent potential thefts or break-ins of vehicles.

Safe Online Marketing. Girl Scouts may use the internet to share their Cookie Program sales links, stories, and learnings with the following guidelines.

- Girl Scouts should partner with their troop and their families to learn how to safely run their online business. They should have a hands-on role in marketing their product program businesses.

- Together, they should review the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Girl Scouts, volunteers, and caregivers must review and adhere to the Girl Scout Internet Safety Pledge and Safety Activity Checkpoints for Computer and Internet Use.
- Girl Scouts participating in the product programs may call, text, and send email messages to alert friends and family to product programs and accept customer commitments via email, text, or telephone.
- Posting sales links to online resale sites is prohibited (eBay, Facebook Marketplace, craigslist). Be aware posts on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this, the posting party must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girl Scouts may not use the internet to share their fall product links beyond friends and family.
- Parents/caregivers should do the posting for youth under the age of 13. Youth who are 13 or older may use social networking sites to market products but must follow council and GSUSA guidelines.
- Parents/caregivers must review and approve a Girl Scout's website before it goes live.
- Parents/caregivers must review and approve any pictures or videos before they are posted to their website. If the youth is under 13 years old, a parent or caregiver must personally post the pictures and videos to their website themselves—youth under 13 are not permitted to do this.
- When they are marketing online, they should only use their first names, their troop/group number or name, and their council's name.
- Personal emails or street addresses of members 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 the product program vendors, where their 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.
- Parents, Girl Scouts, and volunteers should contact and collaborate with their councils and GSUSA in advance of any national news media opportunities tied to Girl Scouts' online marketing and sales efforts.

Digital Cookie® Platform. Keep the following also in mind when selling cookies online.

- GSUSA reserves the right to remove or disable product program links for any reason, including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral or otherwise creates unanticipated disruption.
- Girl Scouts must have their caregiver's permission to participate in all online activities.
- Read and abide by the Girl Scout Digital Cookie Pledge, GSUSA Internet Safety Pledge, and the Girl Scout Digital Cookie Pledge.
- Read, understand, and comply with [Computer and Internet Use Safety Activity Checkpoints](#).