

7/10/2009 UPDATE:

PRODUCT SALE ONLINE MARKETING FOR GIRLS

GSUSA is progressing as quickly as possible with clarifying online issues and guidelines around product sales, given the complexities of business, safety, girl program and the need for best practices. As first outlined at the Product Sale Conference in Reno in June, a two phase process is being pursued that will involve board approval this August for the first phase. As you will note below, this initial phase does not involve money transactions online, except for magazine sales. As it is in the best interest of all to progress as one united organization, councils are asked to follow this information and subsequent updates in planning with your staff and volunteer orientation.

WHAT GIRLS *CAN ALREADY DO* ONLINE FOR PRODUCT SALE ACTIVITIES:

- Send email to friends and families telling them about the product sales and telling them how or where to go to purchase cookies (e.g. cookie booths locations or time of sale)
- Girls 13 and over can use social messaging, such as Facebook or Twitter to let friends and family know that they are selling Girl Scout product
- Troops and groups can state that they are selling cookies on their Web site for friends and family under adult supervision, linking to council or GSUSA cookie finders via zip code
- Follow up on zip code referrals sent to them by councils through girlscoutcookies.org or council "cookie finders" with parental permission and adult supervision
- If girls are in a pilot council for online magazine sales, they are allowed to market, and sell magazines via protected email generated by the magazine company (QSP)
- Girl Scouts abide by the terms of use of the sites that they use (including parental permission and age requirements) and *Safety-Wise* guidelines

ANTICIPATED CHANGES FOR FALL 2009 PENDING NOTICE FROM GSUSA:

Official notice of possible national policy changes that will enable the following activities will be sent out to councils in mid-August based upon GSUSA Board approval along with potential Girl Scout Blue Book Policy changes and *Safety-Wise* updates:

- GSUSA licensed bakers would be able to begin providing girls with online marketing postcards that allow customers to indicate what they would like to commit to purchasing. These cards will go back to individual girls or groups under protected email identity to safeguard their privacy. Girls will be able to track customer responses and delivery needs through cookie company software.
- Girl Scouts 13 and over will be permitted to use social networking sites to promote their own sales and ask for commitments under GSUSA guidance provided

- One and only one exception to taking of online payments for product marketed by girls may be allowed: Order taking and payment may occur online for magazine companies with the capabilities for a secure and protected environment for both the girl and the customer. A girl educational component is part of this process. In this case, product is never handled or delivered by girls and the sale model is different than cookies or nuts.
- Further guidance will be given around staying within council zip codes for sales of Girl Scout product beyond family members. This continues to be important because of multiple sale times and pricing, two cookie companies' offerings, and the fact that cookies are made available by contract to sell within council jurisdictions.

WHAT IS NOT PERMITTED CURRENTLY, OR FOR 2009-10 SEASON:

- **Under no circumstances can girls or their parents take money over the internet for a Girl Scout product sale or entrepreneurial project.** Girls may promote their sale, and gather customer preferences, but then they must interact in person with the customer to make the final transaction, following *Safety-Wise* guidelines for any product sales activity. (With the exception of magazine sales as outlined above.)
- Online transactions for Girl Scout product sales using services such as PayPal or Girl Scout Council Online Shops is prohibited for girls and adults.
- The use of online auction sites, such as e-Bay are prohibited for girls and their parents. Girl Scout Cookies are not meant as a resale item. (Although Craigs List is similar to a newspaper listing, it is not recommended as a venue because of the importance of staying within zip code areas and issues related to fulfillment.)
- Girls or their parents can not set up online ordering or payment on private web pages.

CURRENT AND COMING RESOURCES:

Online at http://www.girlscouts.org/program/gsc_cookies/cookie_activity.asp:

- Revised Safety-Wise Guidelines (possible revision)
- FAQ's for Online Activity (possible revision)

In anticipation of a changing focus on online marketing for girls, the Girl Scout Cookie Activity Pin will be focusing on using online marketing, internet safety and netiquette for the product sale. The Cookie Activity Pin for 2009-10 will be posted in August, to include:

- Girl Scout Daisy Activities (new and last year's "Welcome to the Daisy Flower Garden" for first year Daisies) and Adult Guide for Daisies
- Girl Scout Brownie/Junior Activities and Adult Guide for Brownie/Juniors
- Girl Scout Cadette/Senior/Ambassador Activities and Adult Guide for Cadette/Senior/Ambassador Activities

For further information, contact:
 Chris Bergerson, cbergerson@girlscouts.org, GSUSA Program Development
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