

# Digital Sales Platforms

Digital sales platforms are an expansion and enhancement of the iconic Girl Scout Cookie Program. These platforms provide Girl Scouts the opportunity to sell cookies online nationally, while at the same time teaching 21<sup>st</sup> century skills through a contemporary experience. The GSUSA approved platforms are Digital Cookie and ABC Smart Cookies (GSUSA encourages M2 legacy councils to consider joining one of these newer platforms). All platforms provide customers the opportunity to order cookies through an online system, and to have their cookies shipped directly to them. These approved digital sales platforms are online sales tools for Girl Scout Cookies, designed to supplement and enhance the traditional cookie program.

## Customer Orders Outside of Girl/Troop Sales Links

Councils may not solicit, sell, or collect payment for cookie orders.

Councils can collect interest forms. A council should connect such requests to a troop or girl. Councils may route an interest/commitment of an order to a local troop, Girl Scout, or to their digital sales platform link, where the Girl Scout engages in managing delivery of product, inventory, and payment.

## Online Marketing

Girl Scouts 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 program led by Girl Scouts; online marketing, and sales efforts should always be led by a Girl Scout while also being supervised by her parents or caregivers.
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap). 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.
- Girls should remove their last name when using social media sites to protect their identity.
- All terms and conditions on Digital Cookie and Smart Cookie platforms must be adhered to. For copies of terms and conditions, please contact GSUSA or ABC Bakers.
- 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 councils and GSUSA in advance on any national news media opportunities tied to girls' online marketing and sales efforts.