



# digital cookie™

Watch your Girl Scout build her online marketing skills as she sets up her very own Digital Cookie website. She can send out her personal website link to family and friends via email to increase her sales through online orders. Digital Cookie will allow customers to shop from your Girl Scout's website and ship directly to them.

**[NEW!]** Troops can set up Digital Cookie pages to use for Virtual Booth Sales this year! These cookie links will be on our online 'Cookie Finder' so that the general public can purchase cookies and troops can receive the proceeds and credit for the sale. Talk to your TCM for more details.

**Who:** Girl Scout with support from their parent/caregiver

**When:** January 2 - March 28 (Initial order through end of program).

**How:** Digital Cookie is an online platform that girls can use to expand their cookie business! Every registered girl can set up their Digital Cookie account, with parent/caregiver supervision, starting December 14, 2020.

Customers will have three options at the time of purchase:

1. Order cookies and pay to **ship** them directly to their home. These cookies are shipped by Girl Scouts and do not come from the girl's personal inventory.
2. Order cookies for **girl delivery**, to be fulfilled by girls in February 2021, after you pickup cookies from your TCM. These cookies come from the girl's personal inventory.
3. Choose to **donate** cookies online to Gift of Caring. All Gift of Caring donations collected through Digital Cookie will be fulfilled by GSH Council.

All digital cookie orders are paid by credit card from the customer, so there are no funds to collect, making transactions smooth and contactless! Download the **Digital Cookie Mobile App** to use the 'Cookies In Hand' feature to take contactless credit card payments when doing door-to-door and/or booth sales.

To help spread the word, girls can now post their Digital Cookie links on social media, with parent supervision. Approved sites are Facebook, Instagram and Twitter. Posting to marketplace sites like Amazon, eBay and Facebook marketplace is still not allowed. See [page 16](#) of the Cookie Program Family Guide for details on Girl Scouts of Hawaii's Social Media Policy.

**Here are 4 easy steps to jump into the fun and crush those cookie goals!**

## 1 REGISTER

To sign up to use the Digital Cookie® platform, look for your Digital Cookie registration email in mid December. Be sure to check your junk, spam and promotion folders!

## 2 SET UP SITE

Help your Girl Scout set up her sales goal, share her cookie story, and upload a fun picture or video. Then she is ready to save, review, and publish (parents/caregivers must approve before the site can be published)!

## 3 INVITE CUSTOMERS

Girl Scouts and their parent/caregiver can manage her cookie customer list and easily send ready-to-use emails inviting friends & family to support her cookie goal. Parents/caregivers can also promote her personalized link on their personal social media with friends, family, neighbors, and co-workers.

## 4 TRACK GOALS

She can see how close she is to reaching her goal by tracking the number of boxes sold and orders placed, as well as sales by delivery type and cookie variety. You can even include offline sales to see total progress!

## IMPORTANT REMINDERS

- Orders for girl delivery orders should come from your Girl Scout's personal inventory. If you need additional cookies to fulfill orders, contact your TCM. No money needs to be collected since online orders are paid for with a credit card.
- All girl-delivery orders must be approved by the parent/caregiver within 5 days of the order in Digital Cookie. Customers should be contacted regarding delivery arrangements. These orders should be delivered as soon as possible. Once cookies are delivered the parent/caregiver should mark the order complete in Digital Cookie.
- Parents/caregivers must be willing to help their girl deliver the cookies before approving the order. GSH cannot delete or change an order once the parent/caregiver has approved it.
- Parents/caregivers reserve the right to decline girl-delivery orders or opt out of girl delivery entirely.
- Rewards are at risk for members refusing to honor rules and Digital Cookie access may be terminated.
- Links can be shared on social media but may not be posted in buy, sell, trade, exchange, garage sell, etc. type groups.