

Sweet Success

2027 Family Guide

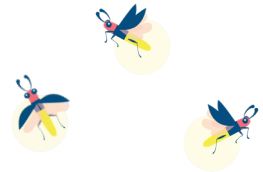


What's Included:

- Welcome to the Cookie Program
- Entrepreneurial Calendar
- Cookie Program Rewards
- Patches & Cookie Capital
- Girl Scout Cookie Lineup
- Where the “Dough” Goes
- Cookie Program Information
- Cookie Contests
- Digital Cookie Guide
- Important Dates & More



Your Service Unit Product Manager Contact and Other Info



Name

Email

Phone Number

Best Times to Reach

Delivery Date & Location Address

Notes

Resources: www.gsvsc.org/cookies

Council emails: info@gsvsc.org and productsale@gsvsc.org

(Please contact your Service Unit Cookie Manager first)

Allergens and nutritional information: www.littlebrowniebakers.com/cookies

Customer Questions: in person purchases: www.littlebrowniebakers.com/

Digital Cookie shipped purchases: www.girlscouts.org/en/footer/contact-us/digital-cookie-support---order-issues.html

WELCOME GIRL SCOUTS

Welcome to the 2026 GSVSC Cookie Program. We are so excited that your troop is going to be a part of the Cookie Program! We designed this publication to share important information with everyone and to highlight the awesome improvements to the rewards that the girls in our council can earn!

Each year, our troop/girls participate in incredible adventures and share experiences with their adult leaders and Girl Scout friends. Girls engage in a variety of activities designed to help them grow as leaders, develop their self-potential, and learn important life skills.

Girl Scouts is, as it always has been, the organization best positioned to offer girls the tools they need to be successful leaders throughout their lives. We are committed to providing exciting opportunities for exploration, growth, and leadership! The Cookie Program is a wonderful opportunity for the troop/girls to continue to develop some of those same important skills that can be used now and in their future college and professional journeys.

We want to see the troop/girls happy, strong, and confident and also want to provide her with every opportunity possible from their Girl Scout experience. The troop/girls journey in Girl Scouts will only be enriched by the Cookie Program and your engagement can further support their journey.

Thank you for supporting the troop/girls to be a part of our Cookie Program. I look forward to working with you as a volunteer member of the Virginia Skyline Council.

Nikki Williams
CEO, Girl Scouts of Virginia Skyline



ENTREPRENEURIAL CALENDAR

KEY EVENTS FOR PARENT/GIRL

Troop Parent/Guardian
Training by troop
product manager

Date: _____

Invitation from Digital
Cookie to setup the
online girls site

Date: 10/27/2026

First order due from
Troops
Date: 11/06/2026

First re-order due
12/30/2026

First order delivery
Date: Week of 11/30/2026

Re-order delivery on
week of 1/5/2027

First day for order card
customer orders

Date: 12/1/2026

Booth sales Begin

Date: 12/4/2026

Last day for order card
orders and online girl
delivered orders in ebudde

Date: 3/7/2027

Last day for online orders for
shipments and
donations

All orders should be delivered
to the customer and final
payments to the troop

Date: 3/31/2027

Girl Scouts of Virginia Skyline 2026-27 Cookie Program Rewards

2026 Top Achiever



Campbell Tims

My Personal Goal: _____ NUMBER OF PACKAGES

Gift of Caring



**GOC Patch AND
Grasshopper Charm**
50+ pkgs

Digital Cookie Rewards



Wristlet Strap AND Bunny Pouch
175+ pkgs sold Digitally

Cookie Booth Rewards



**Booth Sales Patch AND
Cookie Booth Charm**
125+ pkgs



**Ready to Explore
Theme Patch**
45+ pkgs



MY28 Early Bird Girl Scout Membership
(must be used 4/1/27-6/30/27)
65+ pkgs



**Charm Patch AND Mascot Charm
AND Carabiner Clip**
85+ pkgs



Clip-on Micro-Duffel
150+ pkgs



Mini Plush
225+ pkgs



**Bunny Plush AND
Action Patch**
300+ pkgs



Sling Bag
400+ pkgs



Theme T-shirt
450+ pkgs



Sunglasses AND Mini Duffel
525+ pkgs



Duffel Bag
850+ pkgs



**Lemon-Ups®
Towel**
650+ pkgs



**Pearl Necklace & String of
Pearl Membership**
1000+ pkgs



OR



**Choice of one:
Wireless Mini Projector OR Cricut Joy Bundle
OR Ultra Glam Day OR \$150 Cookie Capital**
1275+ pkgs



OR



**Choice of one:
Ninja Creami OR Apple Watch OR Airpods
with accessories OR \$250 Cookie Capital**
1500+ pkgs



OR



**Choice of one:
Ninja Slushi OR Dollywood Tickets OR iPad
with case OR \$500 Cookie Capital**
2027+ pkgs



OR



**Choice of one:
Dyson Hair Tools OR 3-Day Cruise OR Return to Tiffany Pink Double
Heart Tag Pendant, Mini (4 color options) OR \$850 Cookie Capital**
3500+ pkgs



OR



**Choice of one:
5-Day Cruise OR Cacbook Pro Bundle OR
\$2000 Cookie Capital**
5000+ pkgs

Color as you go!
Color sections as you meet
each 20% of your package goal.

20%
Number of Pkgs.

40%
Number of Pkgs.

60%
Number of Pkgs.

80%
Number of Pkgs.

100%
Number of Pkgs.

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.



Cookie Rewards

Select 1 Prize from Level Earned
Prizes over 1,000 packages are NOT cumulative.
Any award substitution will be of equal or greater value.

1,275+ Packages



Wireless Mini Projector



Cricut Joy Bundle



Ulta Glam Day



\$150 Cookie Capital

1,500+ Packages



Ninja Creami



Apple Watch



Airpods with accessories



\$250 Cookie Capital

2,027+ Packages



Ninja Slushi



Dollywood Tickets

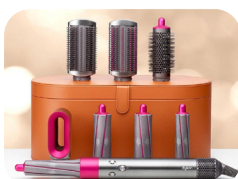


Ipad with Case



\$500 Cookie Capital

3,500+ Packages



Dyson Hair Tools



3-Day Cruise



Return to Tiffany®
Pink Double Heart Tag
Pendant, Mini (4 color options)



\$850 Cookie Capital

5,000+ Packages



5-Day Cruise



Macbook Pro Bundle



\$2,000 Cookie Capital

Images are for illustrative purposes only. Actual products may vary in style, color, or model based on availability.

Candy & Cookie Capital

Candy and Cookie Capital are reward credits from GSVSC that can be used for council programs, events, summer camp, and more.

How do Girls and Troops earn Candy and Cookie Capital?

- Reaching order sales goals outlined on the order card
- Participating in special contests
- Being a Top Achiever winner

How does “Banking” Candy and Cookie Capital work?

You can bank capital for up to three years for the following items:

- Council-approved troop trips
- Council-approved events
Example: National Convention

What can Girls and Troops use Candy and Cookie Capital for?

- Council-sponsored programs, special events, summer camps AND you can DOUBLE your capital by registering for a GSVSC sponsored summer camp.
- Shopping with the GSVSC Skyline Shop in Roanoke or at a GSVSC mobile shop at a camp or an event AND you can DOUBLE your capital when you use it for a uniform, insignia, badges or pins.
- Annual Girl Scout Membership including a Graduating Senior Lifetime Membership.
- Requests for purchases of supplies and equipment that will enforce the Girl Scout Experience.



TOUGH COOKIE



5K CHALLENGE RACE & 1-MILE KIDS FUN RUN

**SATURDAY
MARCH 20,
2027**

GREENFIELD RECREATION PARK
TROUTVILLE, VA
RAIN OR SHINE
WWW.GSVSC.ORG/TOUGHCOOKIE

girl scouts
of virginia skyline

Run About Sports

www.mountainjunkies.net

BO
PARKS & RECREATION

OPERATION H.E.R.

**Strong Minds. Strong Girls.
Mental Health Summit**

*Provided by Girl Scouts of Virginia Skyline Council
with Presenting Sponsor HCA Lewis Gale Regional Health System*

girl scouts
of virginia skyline

LewisGale
Regional Health System
HCA Virginia

Activities Included:

- Yoga
- Therapy Dogs
- Crafts & Activities
- Snacks
- Workshops for Girls & Adults
- Keynote Speakers
- And much more!!!

New Date
Sunday
April 25, 2027

This is an opportunity for girls and adults to come together to learn more about mental health and wellness— from experts in a fun, supportive, and uplifting environment.

gsvsc




Spellbound Spectacular

May 1, 2027 - Day Program
May 1-2, 2027 - Overnight Program

 **Save the Dates**

*Annual Meeting
March 6, 2027
Camp Icimani, Roanoke*

*Recognitions Ceremony
April 18, 2027
Camp Icimani, Roanoke*



Help Me Reach My Goals

DONATE • GIFT • SHARE

Adventurefuls®

Indulgent brownie-Inspired cookies with caramel flavored crème and a hint of sea salt



Lemon-Ups®

Crispy lemon flavored cookies with inspiring messages to lift your spirit



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Do-si-dos®

Oatmeal sandwich cookies with peanut butter filling



Samoas®

Crisp cookies with caramel, coconut, and dark chocolaty stripes



Tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Thin Mints®

MADE WITH VEGAN INGREDIENTS

Crisp, chocolaty cookies made with natural oil of peppermint



Exploremores®

Rocky road ice cream-Inspired cookies filled with flavors of chocolate, marshmallow and nutty toasted crème



Toffee-tastic®

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits



NO High-Fructose Corn Syrup • NO Partially Hydrogenated Oils • Zero Grams Trans Fat per Serving • RSPO Certified Palm Oil • Halal Certification

All Cookies* are
\$6.00 a box

*Patch Pals™ are \$10 a box | Sparkables™ are \$8 a box

Sparkables™ and Patch Pals™ are exclusively sold online through Digital Cookie



Exclusive
NEW Cookies
Offered Online Only



Shipped to your door!

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WHERE THE DOUGH GOES?

18-21%

5-7%

23-24%

48-54%

Package Price
\$6.00

Troop Proceeds
(\$1.05-\$1.25/box)

Troop Awards & Events
(\$0.38-\$0.51/box)

Bakery Cost
(\$1.44-\$1.49/box)
Specialty \$2.69/box

Local Council Programs
and Support

*Virginia Skyline Council: programs, camps,
training, girl/adult financial assistance, special
events, girl awards, volunteer recognitions,
membership marketing, staff, etc.*

(\$2.75-\$3.13/box)

2027 Cookie Program Information

Basic Requirements

Girls must be a registered Girl Scout member in the current FY27.

Parents/Guardians that participate in any Girl Scout activity with their daughter must have a volunteer role (Chaperone or other) and be registered in FY27 membership and have a current, clear Background Check.

- A parent/guardian and the girl must sign a parent permission form prior to getting materials for the program.
- The troop must be in good standing and not have any outstanding finance reports or money due to the council.
- All products sold must be the FY27 product and must be sold at the council's current price.
- Money owed to the troop by a girl/parent must be paid; girls will not receive any rewards or prizes or be able to participate in any upcoming product programs.
- Remember the Girl Scout Promise and Law throughout the program!

Benefits

The cookie program provides each girl an opportunity to develop skills in goal setting, decision making, money management, people skills and business ethics. Additionally, girls gain confidence as they realize their goals and achieve success by participating in the cookie program.

GSVSC Service Project

Customers can buy a virtual package of cookies to donate to the Gift of Caring program. Girls can get a special "Gift of Caring" patch for 50 packages sold.

The GOC column in eBudde cannot be adjusted for booth and in person donations. Any booth or in person customer donations must be taken from the troop's stock like a sale for donating to an acceptable non-profit.

Basic Cookie Booth Guidelines

1. Cookie Booths for the troop must be scheduled through eBudde and approved by the Service Unit Booth Manager.

The minimum attendees must be two girls and two adults. The adults must meet the requirements of a volunteer and one must be a female.

2. Cookie Booths for an individual girl must be scheduled through the Troop Cookie Program Manager in eBudde and approved by the Service Unit Booth Manager.

The minimum attendees must be a girl and two adults. One adult must be a parent, one must be a female and both must meet the volunteer requirement (a Senior or an Ambassador may have one parent on site).

3. Cookie Booths at the girl's home/private property is considered a Lemonade Stand.

A parent must be on the property and the girl must be visible. These booths are not placed in eBudde and do not need approval.

4. If the troop wants to host a booth in a different service unit or council, you must contact your Service Unit Booth Manager for prior permission to be obtained.

(Detailed Booth Guidelines will be published from eBudde email and on the GSVSC website).

Digital Cookie

Your Girl Scout can participate online in Digital Cookie.

- The customer can choose to have their order shipped, delivered by a girl, or donated. These are paid for at the time of the online order. The cookies needed for online girl delivery are included in the Initial Order by the system. The parent will need to communicate to the Troop Cookie Manager the quantities needed for these orders for reorder. The parent/girl has five days to approve these orders for girl delivery.

The Digital Cookie mobile app can be used to process credit card transactions for in-person transactions at no charge to the troop.

Girl Scout Cookie Restrictions

- Cookies cannot be sold by a business.
- Girl Scout girls must be present for the sale of cookies.
- A business cannot purchase Girl Scout cookies to use in a recipe or other way by their business using the Girl Scout cookie names, packaging images or references to the fact that Girl Scout cookies are in their product.
- Refer to the booth guidelines Cookie and Product Programs Safety Activity Checkpoints (see page 15)
 - » Hosting booths at a winery or brewery.
 - » Booth business partners such as Walmart; volunteers and parents cannot go to their local Walmart or Neighborhood Market store to setup booth dates.

Deliveries, Pickups, & Payments

When you go to a delivery site, pickup cookies or exchange cookies, please make sure you count the cookies, inspect them for damage, sign a delivery ticket or a receipt and retain a copy. Make sure that the quantity on the receipt matches what you have.

When you make payments to the troop for your girl, you should always count the money, review the receipt, sign it, and get a copy and retain it.

WAREHOUSE PICKUPS:

All requests for extra cookies for pickup from a warehouse will need to be submitted by email to **productsale@gsvsc.org** for approval/processing before you can go to a warehouse (Lawrence Transportation in Roanoke and Waynesboro). The request must include the quantity and variety of cookies needed and the name and the phone number for the person that will pick them up. When the order is ready to be picked up the contact person will be notified that they are ready.

Damages, Refunds, Returns, & Exchanges

Visible damages should be addressed at the delivery or pickup site if possible. Concealed damages should be reported to **productsale@gsvsc.org** with a picture of the damage. You will receive instructions on how to handle the situation.

No cookies in good condition can be returned or exchanged by the council.

If an in-person customer contacts you about damages or defects, the parent or troop must handle the issue, if possible, and then follow the above visible damages procedure. If they are not satisfied, please refer them to the contact on the cookie box: **1-800-962-1718** or **littlebrowniebakers.com**

If an online customer contacts you about damages, defects or receipt of the incorrect product, they should have their sales order information and reach out to the contact information from their order confirmation. (The contact information is on the cookie package as well).

Communications & Updates

The weekly electronic newsletter from council each Friday, called Girl Scout Connection, is an important resource during the product programs. It contains general information and special product promotions.

- Specific and more time sensitive information will be sent to you via email through eBudde from the council during the program
- Please maintain routine communication with your Troop Cookie Product Program Manager

Parents Need to Know

Please follow the guidelines and contact **productsale@gsvsc.org** with any questions. We don't want the troop, girls or parents to have to pause their cookie experience due to not following the rules.

You need to attend the troop's cookie program training session so that you can review the selling techniques for the girls, vital safety points, the troop's goal for selling and other troop/girl decisions.

Social Media

- A girl must be 13 or older and has her parents' permission to post a private post with friends' or family with no sharing.
- A parent/guardian may place a post in a private group, but the private group must be a localized group, not a county, state or national "private group".
- No one is allowed to post on Craigslist, Marketplace or any Yard Sale Pages.
- The girl or parent must not include a photo of the girl or any reference to names, addresses or meeting arrangements
- Detailed Social Media Guidelines will be published from an eBudde email and on the GSVSC website

Rewards & Opt Outs

Please help your girl set her reward goals for the program — for example, patches, t-shirt, plush animal, pearl necklace, or Cookie Capital.

Refer to the back of the order card to see the entire list of rewards being offered. The rewards are cumulative up to 1000 packages.

CHOICE TO OPT OUT OF REWARDS

A troop can vote to OPT OUT of the rewards program if a majority of the girls, over 50% vote to do so. The girls will still be eligible to receive the patches, free FY28 membership, the pearl, and the Top Achiever reward, if earned. Each girl and parent must sign an opt out form that must be submitted to the council.

productsale@gsvsc.org



**Parent Permission
to OPT OUT of Rewards**



**Troop Permission
to OPT OUT of Rewards**

Resources

www.gsvsc.org/cookies

cookieportal.littlebrownie.com/

www.littlebrowniebakers.com/

productsale@gsvsc.org

info@gsvsc.org

Council Cookie Patches

“Undercover Unicorns” Staff Patch: Our Girl Scouts of Virginia Skyline Council staff members live, work, and travel all over our council region. This cookie season, they will be on the lookout for Girl Scout Cookie booths. If they spot you and you’re wearing your sash, vest, or smock AND know your personal or troop cookie goals AND you tell them your fave thing about Girl Scouts, then you’ll receive a “Undercover Unicorn” fun patch! Keep on the lookout to meet and greet your council staff members.

CEO Nikki Fun “Cookie” Patch: Virginia Skyline CEO, Nikki Williams, will be out and about looking for cookie booths. If she visits your cookie booth, snap a picture with her and tell her your Girl Scout Cookie Goals. She’ll probably ask you a few fun questions about Girl Scouts too! You’ll receive her new fun patch for cookie season. Be on the lookout!

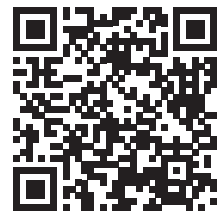


2027 Cookie Contests

All Contest Entries must be submitted through the link provided below (or by scanning the QR Code). All completed submissions will receive a fun patch for each girl. Check the Girl Scout Connection each Friday for additional details. All entries will be due by March 7, 2027.

Submissions form will be open on December 18, 2026

www.gsvsc.org/cookie-resources (under the cookie contests tab)



Submission Requirements:

- Each contest must have its own entry.
- Please make sure that the required signage, poster or theme related items that are required are included in the photo.
(multiple photos/submissions can be submitted to include all girl participants)
- Names of the girls in the photo (first name and last initial is acceptable i.e. Juliette L.)
- Troop number and Service Unit

Cookie Contests

Bling Your Holiday Booth

Deck out your cookie booth in festive cheer! Add your favorite holiday decorations and create a bright, themed sign or poster to stand out.

Complete by: January 2

Valentines Weekend

Host a Valentine's Day cookie booth. Show off your spirit by decorating your booth and crafting a fun theme sign or poster!

Complete by: February 12-14

Big Game Weekend

Gear up for Big Game Weekend! Decorate your booth with a football theme and make a Big Game sign or poster.

Complete by: February 12-14

National Girl Scout Cookie Weekend

Celebrate by showing customers what girl power can do! Decorate your booth and craft a sign or poster that shares how your troop plans to use its cookie profits.

Complete by: February 19-21

World Thinking Day

Spread international friendship this World Thinking Day! Decorate your booth with global flair and design a poster that shows customers how they can celebrate World Thinking Day along with Girl Scouts worldwide.

Complete by: February 26-28

Froze my Cookies Off

Braving the cold for cookie season? Turn those chilly temperatures into a fun booth! Decorate with a winter theme and create a sign or poster that proves your troop can brave any weather for Girl Scout cookies.

Complete by: March 7

Cookie Bingo

Print out the GSVSC Cookie Bingo card and bring the fun of Bingo to your cookie booth! www.gsvsc.org/cookie-resources (under the cookie contests tab)

Complete by: March 7

Walkabout Contest

Take your wagon, cart, or wheelbarrow and add some cookies. Stroll around your neighborhood with a parent/guardian.

Complete by: March 7

Become a Digital Entrepreneur in a Flash!

This cookie season, superpower your sale by adding Digital Cookie to your toolkit.



STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox on or after _____ to register. If you can't find it, contact your council or visit **digitalcookie.girlscouts.org** and click the "Need help" link.



In Season

Use the Digital Cookie app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies. Girl Scout's sites must be published before logging into the mobile app.



Track Orders and Inventory

- View/approve your orders.
- See what your customers are buying.
- Make sure you have enough cookies to fill your orders.
- Prepare to deliver to customers.



Send Cheers

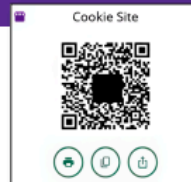
Cheer on your troop mates by sending encouraging messages and gifts to boost their confidence. It all helps your troop reach their goals by working together.



STEP 3

Add Customers

Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link or QR code directly with customers.



Need Help?

Look for the Digital Cookie Support button for step-by-step instructions, tutorials, videos, tip sheets, and more.

Need 1:1 help? Click on the customer support button to talk live to a representative or submit a ticket for more support.

Cookie Selling Script

Use this super simple script when you sell to friends and family.

Hello! My name is _____,
and I am a Girl Scout in Troop # _____.
Would you like to buy some Girl Scout Cookies?

By participating in the Girl Scout Cookie Program, I'm learning how to _____.

My goal is to sell _____ packages so my troop and I can:

- ☐ Complete a service project ☐ _____
☐ Save for a future Girl Scout trip _____

Would you like to buy some Girl Scout Cookies to donate to our local heroes? These cookies are donated to teachers, firefighters, military, nurses, and police officers.

5 Cookie Skills

- Goal setting:** Girl Scouts learn to set goals and create plans to achieve them
- Decision making:** Girl Scouts learn to make decisions on their own and as part of a team.
- Money management:** Girl Scouts learn how to create a budget and handle money.
- People skills:** Girl Scouts learn to interact with customers and build confidence.
- Business ethics:** Girl Scouts learn to act ethically in business and in life.

Digital Cookie®

For Girl Scouts/Troops:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- Girl Scouts can send "cheers" to one another by choosing from an assortment of encouraging and congratulatory images.
- Girl Scouts can make sales on the go at cookie booths.

For Parents:

- The option to turn girl delivery off for customers based on family preferences and cookie availability.
- The ability to turn cookie varieties on or off to match available inventory.

For Consumers:

- Customers can order and pay for cookies online and pick them up at a booth or have them shipped.
- All consumers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand.
- Customers can pay with a debit card, a credit card, or with a Venmo or Paypal account.



Shipping Cost

Digital Cookie's minimum order for shipping is four packages.

The 2026/2027 base shipping price is 4-8 packages at \$11.99 and 9-12 packages at \$13.99.

There is a \$5.00 surcharge on orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam, and US Virgin Islands.

Gift box option: purchase 6 packages and get a gift box for \$5.00

Watch for upcoming shipping promotions on reduced shipping costs for your customers.



COUNCIL GUIDELINES & SAFETY ACTIVITY CHECKPOINT

These general guidelines apply to the Girl Scout Cookie Program and Fall Product Program. More specifics will be shared regarding Cookie Booth Participation in your Cookie Program Sweet Success Guide.

ARRANGE FOR ADULT SUPERVISION

- Adults must accompany Daisies, Brownies, and Juniors when they are marketing, taking orders, and delivering products.
- Adults who oversee Cadettes, Seniors, and Ambassadors must be aware of how, when, and where they are conducting their business, and must be readily accessible. Girl Scouts should never market or deliver products alone. Instead, they should bring either an adult or a buddy along.
- Parents, guardians, or caregivers must approve all member-delivered online orders and supervise all communications and deliveries.
- Follow Girl Scouts of Virginia Skyline Council's instructions for volunteer training and background checks.

TEACH GIRL SCOUTS SAFETY SKILLS

Discuss and role-play so Girl Scouts:

- Don't share personal information like last name, address, phone, email address, or school.
- Don't interact online or through social media platforms with people you don't know.
- Always use the secure sales link from product program vendors, not personal platforms.
- Keep a first aid kit handy at cookie booths and during "walkabouts."
- Have immediate phone access to an adult—and to 911—for Cadettes, Seniors, and Ambassadors.
- Know what to do when someone says or does something that makes Girl Scouts uncomfortable.

ONLINE MARKETING

Girl Scouts may use the internet to share their Girl Scout Cookie or Fall Product Program order links, stories, and learnings with these guidelines:

Follow Girl Scouts of the USA and Girl Scouts of Virginia Skyline Council's policies (**GSVSC Policies #1366: see VF5**).

- Partner with their family to review Digital Marketing Tips for Cookie Entrepreneurs and Families (**found here: www.gsvsc.org/cookie-resources**).
- Review and adhere to the Girl Scout Internet Safety Pledge and the Digital Technology Safety Activity Checkpoint (**found here: www.gsvsc.org/fpp or www.gsvsc.org/cookie-resources**).
- Follow the Digital Cookie Safety Pledge when using that platform (**found here: www.gsvsc.org/cookie-resources**).
- Avoid using personal email or street addresses. Instead, use one of the following:
 - ▶ An anonymous return address hosted on a secure site.
 - ▶ Product program vendors provide such addresses, where personal info is not revealed to customers.
 - ▶ A group email account monitored by an adult.
 - ▶ An adult's email account.

NOTE: Should any online marketing activities be identified as a violation of these online marketing guidelines, the Girl Scouts of Virginia Skyline Council reserves the right to intervene and request removal of the post, and there could be a loss of rewards, loss of troop profit/candy capital, and/or removal from the program.

CONNECTING WITH CUSTOMERS VIRTUALLY

- With caregiver supervision, Girl Scouts may call, text, and send email messages to alert friends and family about product programs. Girl Scouts may accept customer commitments sent via email, text, or phone.
- 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.
- All web pages and postings should be approved by a parent/caregiver.
- Be aware of social media and website legal guidelines:

Youth under 13 years old:

- ▶ Parents/caregivers should post on behalf of children under 13.
- ▶ Parents/caregivers must personally upload any photos or videos to their under-13 child's social media accounts.

Youth 13 years and older:

- ▶ May use social networking sites to market products, including posting images.

DOOR-TO-DOOR SALES

Share reminders for group members going door to door:

- Identify yourself. Wear a membership pin, uniform, or Girl Scout clothing to signify you're a Girl Scout.
- Stick to familiar areas. Avoid alleys.
- Go during daylight, unless accompanied by an adult.
- Walk safely. Use crosswalks and signal lights when available. Be careful of backing cars when crossing driveways.
- Never enter someone's home or vehicle.
- Do not carry large amounts of money.
- Have a plan for safeguarding cash.

COOKIE BOOTH PARTICIPATION

Adult supervision is required for all cookie booths.

- All booths where any Girl Scout is not accompanied by their own parent/caregiver require two unrelated, registered, background-checked Girl Scout volunteers.
- Cookie booths that have all members only under the direct supervision of their own parent/caregiver must be pre-approved by the service unit product program manager or council staff. Parents/caregivers must be registered, background-checked Girl Scout volunteers.
- Best practice is to have two adult volunteers present in case of accidents or necessary breaks to ensure there are always safeguards in place for cash and products.

TYPES OF BOOTHS

Below are examples of the types of cookie booths that a Girl Scout may use in marketing cookies.

For ALL types of booths:

- Adults must always oversee Girl Scouts' interactions with customers.
- Always follow your council's policies for booth approval and sign-up. Locations must be secured through the council's sign-up system (via the baker software) or by the Service Unit Volunteer Booth Managers with business permission.
- Locations that Girl Scouts are not legally allowed to patronize are not appropriate for booths.
- Check with council before scheduling out-of-council or out-of-area booths that require special permission.

COOKIE STAND

- A small, lemonade-stand-style booth run by one or more Girl Scouts from the same household, supervised by their parent/caregiver(s). For safety, two adults are recommended.
- Check council guidelines to determine where stands are allowed (such as your own property, or with council permission, a locally owned business).

DRIVE-THRU

- Set up in a parking lot or open area where customers stay in their vehicles.
- Create a safe lane and keep Girl Scouts away from traffic.
- Always obtain permission from the property owner before setting up.
- Typically run by a larger group of Girl Scouts with appropriate adult supervision.

STANDARD COOKIE BOOTH

- Locations must be secured through the council's sign-up system (via the baker software) or by the Service Unit Volunteer Booth Managers with business permission.
- Set up at the entrance or exit of a business or retailer.
- Operated by two to four girls with appropriate adult supervision as required by your council.
- Before scheduling, check council guidelines to determine where booths are allowed.

SAFETY TIPS FOR ALL BOOTH TYPES

- Make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts.
- Follow all council safety guidelines.
- Watch for traffic while unloading supplies.
- Ensure there's enough space for the booth, products, and Girl Scouts while keeping pedestrian pathways clear.
- Keep a safe distance from cars and bicycles.
- Never block store entrances or exits.
- Let Girl Scouts handle making change, but supervising adults should safeguard the cash.
- Keep cash out of sight; use a front-facing zippered pouch if possible.
- Deposit cash frequently to reduce the risk of theft.



NEW

Turning wonder into wonderful.
This season we have two ONLINE cookie program products.

\$10



Irresistible dog cookies for the BFF who loves you from head to tail (by BarkBox).

\$8



Celebrate your inner spark with these crunchy oatmeal chocolate-chip allergen friendly cookies (by Partake).



Save the Date!

Sunday, June 13, 2027

String of Pearls & Charms Celebration

Massanutten Water Park

This ceremony celebrates and honors Juliette “Daisy” Gordon Low, founder of Girl Scouting. Juliette Low’s selfless act of generosity allowed Girl Scouts to survive and prosper. To support the movement for another year, Low sold her dearly loved natural pearls --a wedding present from her husband. To achieve the pearl necklace, sell over 1000+ boxes of cookies during the cookie program. To achieve the charm bracelet, sell \$1000+ during the fall product program.

Safety Tips for The Girl Scout Cookie Program®

Girl Scouts

- 1 **Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.
- 2 **Buddy up.** Always use the buddy system. It's not just safe, it's more fun.
- 3 **Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- 4 **Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

In Person

- 1 **Girl Scouts should never sell or deliver cookies alone.** Daisies, Brownies, and Juniors must be accompanied by an adult. Cadettes, Seniors, and Ambassadors need adult oversight for sales and must have approval for deliveries, always bringing a buddy along.
- 2 **Sell in the daytime.** Girls should only sell after dark when under direct supervision of an adult.
- 3 **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- 4 **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- 5 **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Digital/Online

- 1 **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- 2 **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- 3 **Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- 4 **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.

Glossary:

Allocate Cookies - A method by which cookies are assigned to a participating girl. It is important to allocate cookies through the program for girls to earn rewards. It also provides invaluable reporting and statistical information for GSVSC.

Annual Meeting - Our yearly council-wide board meeting. During this event, members came together to elect board and nominating committee members, received updates on the council's financial standing, shared feedback from delegate forums, and celebrated the successes of Girl Scouting.

Case - Cookies are packaged and shipped in cardboard boxes. Each Case has around 12 cookie packages.

Cookie Booth - A pre-approved stationary sale of Girl Scout cookies at a public location. Examples are Grocery Stores, Banks, or Places of Worship. Cookie booths are considered Direct Sales.

Cookie Capital - Reward credit from GSVSC that can be used for council programs, events, summer camp, and more. Formerly called Cookie Credit.

Cookie Cupboard - Volunteer managed storage sites within the council. Troops and Volunteers may pick up additional cookies for girls to sell.

Cookie Product Manager - Primary coordinator of the cookie program within a troop.

Cookie Rally - An event to help girls prepare for the Girl Scout Cookie Program. Includes Cookie Program basics, tips and tricks, and fun activities. Rally's can be virtual and in-person.

Cupboard Manager - A person responsible for managing a cookie cupboard.

Digital Cookie - Online cookie sales platform where girls can sell cookies online instead of directly.

Direct Sale - A stage within the Cookie Program that begins after delivery of troop's initial order where troops begin selling with cookies in hand.

Direct Ship - Method of selling cookies online which are shipped directly to the customer.

eBudde - Bakery website used by a troop's cookie manager to order cookies, select booth sites, track girl/troop sales, record troop finances, and calculate, order, and submit rewards.

Five Skills - Girls develop five skills by participating in the Cookie Program. These skills are goal setting, decision making, money management, people skills, and business ethics.

Gift of Caring - A council-wide service project where customers may purchase virtual packages that GSVSC will deliver to our local heroes; Firefighters, Military, Police Officers, Nurses, and Teachers.

Girl Delivery - Method of selling cookies online in which Girl Scouts will deliver the cookies by hand. Customers will pay online or upon delivery.

gsLearn - is Girl Scouts' official online, on-demand learning solution for both volunteer and staff training.

Girl Scout Cookie Finder - A website and app which enables customers to locate a cookie booth near them. Enter your zip code at www.gsvsc.org/cookies

Girl Scout Order Card - A form that Girl Scouts use to track in-person orders and set their goal for rewards.

Girl Scout Cookie Program - An educational and fun way for girls to sell cookies and earn funds for their Troops for activities. It is the largest girl-led entrepreneurship program in the world.

Girl Scout Promise & Law - The promise is a pledge every Girl Scout makes when joining the organization. The law is a Girl Scout code that serves as a guide for the personal behavior of all members.

GSUSA - Girl Scouts of the United States of America acronym

GSVSC - Girl Scouts of Virginia Skyline Council acronym.

Initial Order - The initial stage where girls take preorders of cookies prior to having cookies in hand. These cookie orders are submitted initially to your council and will be delivered to your troop during the designated delivery week.

Juliette - An individually registered Girl Scout who is not a member of a troop. A Juliette may participate in the Cookie Program once the caregiver meets GSVSC's training requirements.

Little Brownie Bakers (LBB) - Our Cookie Bakery Partner for the Cookie Program. Girl Scout councils use two bakeries throughout the nation. The other bakery is called ABC Bakers.

Membership Year (MY) - The Girl Scout membership year runs from October 1 to September 30 of the following year. Girls must be in the current membership year to participate in the cookie program.

National Girl Scout Cookie Weekend - an annual event to honor creative successful Girl Scout Cookie entrepreneurs across the country. It encourages consumers to invest in girl leaders by purchasing Girl Scout Cookies.

Opt Out - a method by which a troop chooses to not receive rewards in exchange for extra troop proceeds.

Package - A single container (box) of Girl Scout Cookies.

Product Programs - Council sponsored programs that enable troops and Juliettes to earn funds for troop/group activities.

Rewards - Items earned through participation in a council sponsored product program.

Safety Activity Checkpoints (SAC) - Instructions for staying safe while participating in activities.

Service Unit - The geographic service area assigned by the Membership/Mission Delivery department based on school districting. Service units are made up of several troops.

String of Charms - Girls who sell over \$1,000 in Fall Product earn a special charm bracelet at our annual String of Pearls/Charms celebration.

String of Pearls - Girls who sell over 1,000 boxes of Girl Scout Cookies earn a special pearl necklaces at our annual String of Pearls/Charms celebration. A tribute to our founder, Juliette Low who sold her precious pearl necklace to help fund Girl Scouts.

Tough Cookie - a 1-mile fun run and 5k fundraiser race we hold every March. Each year the theme changes to a different cookie.

Troop Funds - Each troop has its own bank account. Money belongs to the troop, not the individual girls. Management of funds must be transparent for the girls, parents, volunteers, and for the council.

Volunteer Toolkit (VTK) - a digital resource that supports troop leaders and co-leaders through planning meetings, communicating with parents, renewing membership, tracking badges earning by girls, recording meeting attendance and more.

Gift of Caring for Our Local Heroes

Support our community and help build a girl's courage, confidence, and character! Your **\$6 donation** through our *Gift of Caring* program will be used to donate Girl Scout cookies to local military, nurses, first responders and teachers within our local communities.



If you can't
eat them,
treat them!



For more information about the
Girl Scout Cookie Program:
540-777-5100
info@gsvsc.org
gsvsc.org/cookies





READY TO
explore