



GSEMA Cookie Program FAQ

Q. What are the rules for selling or promoting cookies online?

A. The only Girl Scout-approved online venue for girls to sell Girl Scout Cookies is the Smart Cookies Direct Ship platform. Girls cannot sell cookies on any other online platform. However, GSEMA encourages girls and adults to use age-appropriate online tools (such as: social media, email, or blogs) to help market and promote their cookie sale. Remember girls, not families, sell Girl Scout Cookies.

REMINDER: Girls and families cannot post cookie links on public-facing webpages such as a town Facebook garage sale page, but may post on a family- and friend-facing webpage such as a private Facebook page. Failure to comply could result in the deactivation of the girl's Smart Cookies account.

Q. Can my troop set up a booth sale outside of a liquor store, marijuana dispensary, or brewery?

A. No, GSEMA Volunteer Policies and Procedures states that Girl Scout cookie booths cannot be set up immediately outside adult-oriented or -themed locations such as liquor stores, casinos, smoke shops or breweries. If a girl is unable to legally be a customer at the establishment, she cannot sell in- or outside of it.

Q. Can customers donate cash instead of buying cookies?

A. Customers can donate money in any amount toward the [Cookies for a Cause](#) program. This program donates cookies to military members in the community and overseas. Donations collected during a cookie booth MUST be contributed toward the Cookies for a Cause program; troops cannot accept donations specifically for their troop.

https://issuu.com/gsema/docs/2019-20_gsema_cookie_book_final see page 39 (top of page numbering) or 38 (bottom page numbering)

https://www.girlscoutsgcnwi.org/content/dam/girlscouts-girlscoutsgcnwi/documents/cookie-program-fy20/2020_TCM_cookieguide_final_lq.pdf# see page 16 "All donations received by the troop should be converted to GOC [Gift of Caring which provides cookies to members of Armed Forces]"

Gift of Caring (GOC)

Instead of purchasing a package of cookies to take home, customers may make donations that provide cookies to women and men in the Armed Forces and their families, as well as to community organizations. The council is responsible for distribution of GOC cookies.

This year GOC will be taken three ways: on the order card in the first column, online donations through our website, and online donations through Digital Cookie™.

Online donations can be made at girlscoutsgcnwi.org/gift-of-caring. Any online donations made through the Girl Scouts of Greater Chicago and Northwest Indiana website will be entered into eBudde™ starting Jan. 27, 2020; they will not count toward initial rewards, but will count toward final rewards.

In order for troops and girls to receive proper credit for online GOC donations, the five-digit troop number and girl's name must be included in the space provided on the online donation form. Transactions are posted bi-weekly to eBudde™ and show up in the troop's DEPOSITS tab as EGOC-Electronic GOC. Transactions posted to eBudde™ prior to the end of the program may increase a girl's final rewards.

Girl donations made through the Digital Cookie™ program will count in whichever portion of the program it is placed. TCM's must NOT post any online GOC transactions. Many troop order mistakes happen here, so be careful!

Donations to Local Organizations - Troop Projects

Troops can collect packages of cookies during their booth sales and deliver them directly to a local organization of their choice, such as a food pantry, shelter, military organization, nursing home, etc. Troops participating in their own cookie donation service project are responsible for payment of the packages and delivery to their organization of choice. Packages for GOC should not be delivered to the Gathering Places.

Gift of Caring Business Support

This is a great way for a business/organization to support the military and our Girl Scouts. If a Girl Scout reaches out to a business that is willing to participate, she receives a patch and the business receives recognition from our council, as well as visibility on our website. In addition, this adds to the girl's rewards and to the troop's bottom line. For more information, visit girlscoutsgcnwi.org/cookie-resources.

Final Gift of Caring

All GOC donations, whether they happened during the initial order or during booth sites, need to be reported and allocated at the girl level. These donations count toward the girls' rewards AND overall sales level. All donations received by the troop should be converted into GOC.



Girl Scout Council Cookie Booth Rules, Etiquette & Tips states: “Any and all donations made at a booth sale are exclusively for the cookie share program.” See screenshot below or see page 2 at this link: www.gssne.org/content/dam/girlscouts-gssne/documents/Cookie%20Booth%20Rules%20and%20Etiquette.pdf



periods of times so that every girl has the opportunity to participate. Troop member's friends, acquaintances, family, siblings (including infants) and pets are not permitted or even appropriate at cookie booths.

- ❖ At a Booth Sale, girls should be identifiable as Girl Scouts by wearing membership pins, uniform, sash or vest, or other Girl Scout clothing. Keep in mind that appearances make a lasting impression and when participating in Girl Scout activities, we represent Girl Scouts. Girls and adults should dress as if they are “going to work”. This is your business, represent it well.
- ❖ Be sure all adults understand that store managers expect the behavior and etiquette guidelines to be adhered to at all times. Failure to do so may jeopardize the troop's ability to participate in future booth sales. Location managers have the right to ask anyone participating in a booth sale to leave. Troops are to leave without comment if asked to do so. Adults will immediately report the incident to their Product Sales Coordinator, who will in-turn contact Ginger Lallo at GSSNE.
- ❖ If you are the first to arrive at a booth site, introduce yourself to management and if you are unsure as to where you are to set up, ask the store manager or service desk personnel if there is a specific location you should set up. Do not ask for special set up locations. It is expected that all booth sales are to be set up OUTSIDE unless the store manager tells you that you may set up inside. Make sure the girls and adults in charge dress for the weather.
- ❖ Arrive no more than 10 minutes before your shift. The troop scheduled before you is allowed to sell until the end of their time slot. You are not to start selling before the beginning of your time slot. Manage the transition of troops and/or girls quietly and efficiently. If the troop/girls following your time slot have not arrived on time, you may sell until they arrive, but no longer.
- ❖ Locate and show the girls where the restrooms are. Some locations do not have or do not allow public use of the restroom. Do not ask for exceptions. Girls should always use the buddy system when taking a bathroom break, getting cookies from the car etc.
- ❖ If girls or adults need a food or drink break, they must eat and drink discreetly away from the booth sale. Food, drink and other items are not allowed on the booth sale display. Smoking is not permitted by the girls or adults anywhere near a cookie booth.
- ❖ Canning for tips and donations for your troop treasury is not permitted. You may have a donation jar clearly labeled for the cookie share program. You may not collect money or donations for any other organizations. Any and all donations made at a booth sale are exclusively for the cookie share program.