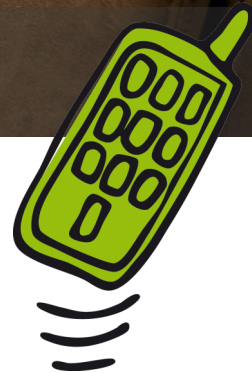




# THE 411 ON MARKETING



In order to give every Girl Scout an equal opportunity to achieve their personal Cookie Program goals, **ALL** Girl Scout Cookie Program media efforts are coordinated by the Council's Marketing/Communications and Product Sales Departments. A single Girl Scout Troop, Service Unit, or individual may not contact the media nor list their contact information without written approval from the GSNETX Director of Marketing/Communications and Director of Sales. To promote events or initiatives related to the Cookie Program with any type of media outlet please contact Council for approval.

**ADDITIONAL NOTE:** At no time may a single girl, parent/guardian, GS volunteer, or representative give their contact information to the media for print or use online regarding Cookie Program initiatives or sales.

## "Must do" for all Girl Scouts


- Read and sign the revised Girl Scout Internet Safety Pledge with your parent or guardian.
- Obtain parent/guardian permission to participate in any Girl Scout product activity. In addition, permission must be given and oversight must be available for any product activity using online resources.
- Know and follow the rules for selling and delivering cookies, whether door to door, at booths, at special events, or as a follow up to an e mail commitment.

## "Can do" for all Girl Scouts

- All girls can use the GSUSA approved vendor e mail tool, Cookie Club, to inform friends, family, and former customers within council ZIP code(s) when they are selling cookies. The Cookie Club is a password-protected area only for Girl Scouts and the adults supervising them. The Web site is closed to all but authorized girls, troop leaders and councils. Troop leaders provide access information only to those girls from whom they have received signed permission forms available in English and Spanish. When she has received a girl's signed permission form, the leader will give the girl an ID and password so she can use the online tools.
- All girls can use group e mail overseen by an adult (such as Brownies547Colorado@gmail.com), a parent/guardian's address in partnership for sending e mails to friends and family, and/or a static group Web page for marketing. You must tell people what your council's ZIP codes are!

## "Cannot do" for Girl Scouts and their parents/guardians

- Cannot exchange money online for product sales.
- Cannot accept commitments for product sales from outside your council's Zip code(s), unless from family members.



**Online Cookie Marketing:** Please remember that although orders may be taken online, payment may not be accepted online by adults or girls! For more information about the "do's & don'ts" of GS Cookie Program online marketing, please visit our Cookie Program website. Thank you for following the national GSUSA & local GSNETX policies! Girl Scout Cadettes, Seniors, and Ambassadors (age 13 and older): Girls 13 and older can use social networking sites, such as Facebook, MySpace, and Twitter to market cookies, as long as they have a parent/guardian's permission, are under adult supervision following *Safety Wise*. Girls 13 & older can use YouTube for marketing, but must have parental permission & follow Council guidelines.