



2021 COOKIE PROGRAM
PARTICIPATION OPTIONS

ONLINE COOKIES: Troop Link

HYBRID COOKIES: No-Contact

IN-PERSON COOKIES

**DIGITAL COOKIE -
ONLINE STOREFRONT**

Troop sets up Digital Cookie Troop link (Shipped or Donated options only.) This link can be shared by Girl Scouts and can be found by customers on the Cookie Finder link by zip code randomizer.

Girl Scouts set up their individual Digital Cookie storefront giving customers the option of Girl Delivery along with Shipped/Donated. Physical packages can be picked up (no-contact/porch pick-up) from Troop. Orders are prepaid online and should be delivered via no-contact drop-offs.

Due to Covid-19 health restrictions, no in-person contact should occur during the 2021 Cookie Program.
All pick-ups and deliveries should be made without contact and using masks, hand sanitizer and social distancing.

**FRIENDS AND FAMILY
AND SOCIAL MEDIA**

Shipped/Donated only Digital Cookie Troop link can be shared on social media platforms (not eBay, Marketplace, Craigslist or Nextdoor) or shared by email, phone or Zoom calls.

Girl Scouts may share their individual Digital Cookie storefront link on social media platforms (not eBay, Marketplace, Craigslist or Nextdoor) or by email, phone or Zoom calls. Additional social media ideas, templates and guidance can be found at <https://tinyurl.com/y6ortcvn>

No in-person sales activities should be conducted by Girl Scouts or their families.

**DOOR-TO-DOOR
SALES**

Girl Scouts can add either their Ship/Donate-only Troop link or QR code to the door hangers provided by Troop.

Girl Scouts can add their individual Digital Cookie link or QR code to door hangers, giving customers the option of Girl Delivery. When delivering cookies later, porch drop-off should be used and cookies can be left with personalized "thank you" card.

Door-to-door sales should be no-contact with sellers leaving a door hanger (provided by GSWW or handmade) without knocking or interacting with neighbor.

WORKPLACE SALES

Girl Scouts may create a poster or host a virtual Zoom Booth sales pitch and provide the Ship/Donate only Troop link or QR code.

Girl Scouts may create a poster or host a virtual Zoom Booth sales pitch and provide their personal Digital Cookie link offering customers no-contact Girl Delivery

Girl Scouts should not enter workplaces or have in-person contact.

BOOTH SALES

Online Zoom Booths are a great way to reach multiple customers at the same time and practice a convincing sales pitch. Script template provided at <https://tinyurl.com/y6ortcvn>

Due to Covid-19 health restrictions, no in-person contact should occur during the 2021 Cookie Program.
Community booths, wagon sales, My Sales and lemonade-style pop-up booths are not approved activities.