

Discounted Digital Cookie Shipping

March 13 – 22, 2020

What?

Customers who purchase 8+ packages of cookies through Digital Cookie will receive \$5 off shipping costs, and cookies will arrive right to their door!

When?

March 13-22, 2020

How?

- Girls can send marketing emails through Digital Cookie to invite customers to purchase cookies and receive the \$5 shipping cost discount March 13-22.
- There will also be a banner on each girl's storefront alerting customers to the available discount during those dates.
- Information about this special offer will also be shared out on our Girl Scouts of Western Washington regional Facebook pages.
- For girls who have not set up a Digital Cookie storefront, it's not too late! To get started, visit digitalcookie.girlscouts.org and request a new registration email by clicking on *Needs help to log in* and then *Request a registration email*. Once the registration email is received, girls can proceed with setting up their storefront and inviting customers to take advantage of this great discount!

Here are some ideas for language girls can choose to utilize when marketing this discount to customers via social media or email.

Messaging from all Girl Scouts in western Washington

Subject line: A SWEET deal on Girl Scout Cookies, Mar. 13-22 only!

Dear (Name),

With just five more days left in the Girl Scout Cookie Sale, I'm excited to present an exclusive offer to you! From **March 13-22 ONLY**, when you order 8 or more packages of cookies from my Digital Cookie site, you'll get \$5 off of shipping!

This is a great opportunity to stock up on your favorite cookies before the online Cookie Sale ends on March 22. Cookies stay fresh for a long time, so they would make great gifts throughout the year! Girl Scout Cookie Season only comes around once a year, and your purchase will help me reach my goal that supports the adventures and community service work that make my Girl Scout experience so special! Cookies will be shipped to you directly from one of our warehouses, and you can enjoy your favorites

like Thin Mints and Samoas, or the new Lemon-Ups, without even leaving your house to get them!

Remember, this deal is offered March 13-22 ONLY!

To take advantage of this offer, simply add 8 or more packages of cookies to your cart, and the shipping discount will automatically be applied at checkout. You can visit my Digital Cookie storefront here: {insert girl's storefront link}

Thank you for helping me build skills that will set me up for a future of leadership!

Messaging related to COVID-19

Subject line: A SWEET deal on Girl Scout Cookies, Mar. 13-22 only!

Dear (Name),

This year's Cookie Sale took a turn none of us were expecting, as we've watched our community grapple with the COVID-19 virus. Because we are under a state of emergency, public booth sales have been closed. Even though I won't be out selling in the community, my friends and family can help me *virtually* reach my goals. From **March 13-22 ONLY**, when you order 8 or more packages of cookies from my Digital Cookie site, you'll get \$5 off of shipping!

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Questions? Contact CustomerCare@GirlScoutsWW.org