Virtual Girl Scout Cookie™ Booths

Step-by-step Guide

#VirtualCookieBooth

Help girls help others with Virtual Girl Scout Cookie™ Booths

A step-by-step guide for volunteers, girls and families

Virtual booths—hosted on social media—give girls a way to achieve their sales goals and help others in their community from home. In fact, girls may find this allows them to discover new ways to take the lead in their cookie business and stay connected through virtual means. Here's how it works:

STEP 1 Invite girls to brainstorm how they can help others with Girl Scout Cookies®

Girls will undoubtedly want to do their part, and there's never been a better time for a donation program that enables customers to donate cookies.

Would girls like to encourage customers to support first responders on the front lines? Or send cookie packages to surprise elderly neighbors or to someone in need? There are certainly many people who would be cheered by Girl Scout Cookies. We've created some special graphics girls can use to get the word out, or they could create their own.

STEP 2 Create a social media event or schedule a live stream

Invite girls (with proper supervision) to go live on Facebook or Instagram to reach large numbers of potential customers. You can also set up a Facebook Event (see directions below).

Remember: Girls should review and apply the *Digital Marketing Tips for Cookie Entrepreneurs and Families* at girlscoutcookies.org/digitalmarketingtips.

STEP 3 Make it personal and make it fun

Graphics

Check out the Virtual Girl Scout Cookie Booth graphics available on your baker website and Girl Scouts' website at girlscoutcookies.org/troopleaders.

Girl bling

Customers love to see personal touches from girls at booths, and the same is true online. Encourage girls to bling their virtual booth with custom artwork, photos and videos.

Digital Cookie® Platform

If girls have Digital Cookie or Smart Cookie links to share, place them front and center. If any girl doesn't have a Digital Cookie or Smart Cookie site, now is a great time to encourage her to sign up so she can take her sales and marketing efforts to the next level by going online.

HOLD A VIRTUAL MEETING

Use a video conferencing service to stay connected, do virtual activities and discuss virtual booths with your girls. A group text or phone call works too. **You can download the fun virtual backgrounds available on your baker website and Girl Scouts' website at girlscoutcookies.org/troopleaders.**

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STEP 4 Consider the logistics and include the details

How will cookies be delivered?

If your council allows a "girl delivery" option to customers, adult supervision is required to keep girls safe. Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are delivering cookies. If permissible in your area, adults might decide to leave cookies on customers' doorsteps to avoid face-to-face interaction. In some cases, girls may need to promise customers the cookies will be delivered at a later date. Review Girl Scouts® safety guidelines available at girlscouts.org. Be certain to also check and follow national and local health guidelines.

How will you handle payment?

Consider using your Digital Cookie or Smart Cookie apps for pre-payment. You can also use other preferred apps to handle digital transactions. A few popular ones are Venmo, CashApp, PayPal, Apple Pay and Zelle.

STEP 5 Invite friends and family

Encourage girls to mention their goals, what they are going to do with their troop funds and how they are helping their community.

STEP 6 Promote on social media and in your community

As you know, go-getter Girl Scouts can and will bring out the good in any situation! Now more than ever, girls are spending time in virtual settings and engaging in social media, so an online experience comes naturally to them. Using Girl Scouts' online safety guidelines, encourage them to go big with social sharing to drive customers near and far to their Virtual Cookie Booth (their Digital Cookie or Smart Cookie site). They will love making a virtual pitch or creating videos to direct customers to their site.

#VirtualCookieBooth

Be sure to use ***#VirtualCookieBooth*** in all your posts AND encourage customers to share a photo with their Girl Scout Cookie packages using the same hashtag. You can even leave a note with their delivery!

STEP 7 Celebrate and share your success!

Let everyone in your social channels see how the girls are helping their community with their ***#VirtualCookieBooth***. Together, we can build momentum nationwide!

Be sure to plan for celebrating and rewarding all those amazing girls.

- Check your council's website for patches the girls can earn.
- Explore girlscouts.org and your baker website to find yummy cookie recipes and creative ways to celebrate success.
- Encourage girls to plan a celebration in-person or virtually.

Everyone will be looking forward to that party!

Remember, safety must be everyone's top priority

Be sure to review and follow Girl Scouts' safety guidelines available at girlscouts.org. The safety of girls and their families must always come first.

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START A TEXT-A-THON!

A simple text to a group of friends, neighbors and family members goes a long way. Include direct links to the Virtual Cookie Booth.

TAKE A LOOK

Look for images perfect for promoting girls' virtual booths on your baker website and girlscoutcookies.org/troopleaders. Ask your parent or guardian to help by sharing your virtual booth widely.

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Social Media Tips

How to set up a Facebook event

Setting up a Facebook event is easy and gives girls a chance to practice some tech-savvy business skills.

- On the left menu of your Facebook feed, click + Create Event and choose Private or Public. If you create a Private event, only invited guests will see your event.
- Fill in the event name, location, date, time and description. You can choose a specific date and time to host a "live" virtual booth, or a date range when you'll be responding to requests.
- Customize!
- Click Create. You'll be taken to your event where you can invite guests, share posts and edit event details.

You can follow similar steps to create a standalone Facebook page, where you can include information about the girls' goals and invite friends and family to request cookies through the Comments. Be sure to check privacy settings so only the people you want to see your page can see it.

Ready to live stream?

Going live on Instagram or Facebook is an easy way to reach people quickly. On either platform, look for the help section to find step-by-step guidance.

DID YOU KNOW?

The Girl Scout Cookie Program® is the largest girl-led entrepreneurial program in the world! Through it, girls develop essential skills and learn how to think like entrepreneurs. Girls as young as five are building their confidence and learning about the cookies!

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