



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 and girls

#VirtualCookieBooth

Virtual booths—hosted on social media—give girls a way to stay safe, achieve their goals and help others in the community. In fact, girls stuck at home may find this activity gives them a greater feeling of control and connection in these unsettling times. 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 Healthcare Heroes on the front lines battling the virus? Or honor Wonder-Workers who are keeping the community safe, stocking grocery stores and delivering needed supplies? Or send cookie packages to surprise elderly neighbors or 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 follow GSUSA safety guidelines when marketing online. Available at [GirlScoutCookies.org/DigitalMarketingTips](https://www.girlscoutcookies.org/DigitalMarketingTips).

STEP 3 Make it personal and make it fun

Graphics

Check out all the Virtual Girl Scout Cookie Booth graphics available at [LittleBrownie.com/volunteers](https://www.LittleBrownie.com/volunteers) and the Troop Leader Resources section of [GirlScouts.org](https://www.GirlScouts.org).

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 by providing you with custom artwork, photos and videos.

Digital Cookie®

If girls have Digital Cookie links to share, place them front and center. If any girl doesn't have a Digital Cookie page, now is a great time to encourage her to sign up. If your council allows a "girl delivery" option to customers, be sure it's an adult who is handling the delivery in order to keep girls safe. Girls should only deliver after Covid-19 social-distancing practices are lifted.



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REMEMBER

Many in-person Girl Scout activities have been suspended.

Consider using a free video conferencing service (like Zoom, FaceTime or Google Hangouts) to hold a meeting with the girls to stay connected, do virtual activities and discuss this important mission. A group text or phone call works too.



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STEP 4 Consider the logistics and include the details

How will cookies be delivered?

In this unusual Girl Scout Cookie Season, only adults should handle deliveries. If permissible in your area, adults might leave cookies on doorsteps to avoid any face-to-face interaction. Remind customers to wash their hands after touching the cardboard. In some cases, girls may need to promise customers the cookies will be delivered at a later date. During the pandemic, practices will vary by community, so be certain to check and follow local health guidelines. Encourage shipping whenever possible.

How will you handle payment?

Consider using your preferred apps or websites to handle digital transactions. A few of the most popular are Venmo, CashApp, PayPal, Apple Pay and Zelle.



STEP 5 Invite friends and family

Send event invitations to potential customers through social media, email and text. Don't forget to mention the fact Girl Scouts are helping their community in challenging times.

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 all GSUSA safety guidelines, encourage them to go big with social sharing to drive customers to their Virtual Cookie Booth. They especially love creating videos for YouTube and TikTok.

#VirtualCookieBooth

Be sure to use **#VirtualCookieBooth** in all your posts AND encourage your buyers 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 LittleBrownie.com to find yummy cookie recipes and creative ways to celebrate success.
- Encourage girls to plan a celebration that will take place after life returns to normal.

Everyone will be looking forward to that party!

Remember, safety must be everyone's top priority

Follow the Girl Scouts' online safety rules on [girlscouts.org](https://www.girlscouts.org). And follow all national and local health guidelines. The health and 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 and posts perfect for promoting the girls' Virtual Cookie Booth at [LittleBrownie.com/Social-Resources](https://www.LittleBrownie.com/Social-Resources) and the Troop Leader Resources section of [GirlScouts.org](https://www.GirlScouts.org). Ask parents to help by sharing 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 average Digital Cookie transaction is six packages (compared to three when sold at on-site booths and four when sold door to door). What a wow way to crush goals!

Did you know you can buy Girl Scout Cookies® ONLINE?

Done & done! 📦 😊

