


# Brownie Badge Tips

## ONLINE SELLING TIPS FOR EARNING YOUR COOKIE BUSINESS BADGES

What you learn while earning your Brownie **Give Back** or **Meet My Customers** badges will also help your online cookie business.

**Safety First** Before you get started with your online cookie sales, make sure your parent or guardian helps you take the [Girl Scout Internet Safety Pledge](#) and the [Digital Cookie Pledge](#). Also ask them to read the [Supplemental Safety Tips for Online Marketing](#).

 With an adult, explore your Digital Cookie® or Smart Cookie® platform. Find out how to set your goals, track your progress, manage orders, and reach your customers.



### Give Back

Get ideas online and find ways to share about giving back.

**As you complete Step 1, check out online businesses that give back.**

With an adult's help, go online to see how other businesses use their websites, online events, or social media to give back and help others. What cause do they support? How do they tell their customers about how they help others?

**As you complete Step 2, share your giving goal online.**

Use what you learned in Step 1 to create your giving goal with customers online and inspire them to buy more cookies! Try creating an ad and ask adults to share it online.

**As you complete Step 3, involve your customers online.**

Create a video about your goals and plans for your cookie program. Work in some of the things you learned while completing Step 1. In the video, ask your audience how they

think you can reach your goals. With an adult's help, post your video online and ask viewers to share ideas in the comments.

**As you complete Step 5, go online to tell customers how they helped.**

With an adult's help, take pictures of your cookie business. Create a slideshow to show how your customers made the world a better place by buying Girl Scout Cookies. This way they'll be ready to support you next year! Ask an adult to help share your slideshow online.

**Cookies to Spread Cheer.** Customers buying on Digital Cookie® or Smart Cookie® can purchase cookies to donate to your council's donation program. Check out the [Virtual Girl Scout Cookie Booth Guide](#) for other ways to donate cookies.

**For more fun!** Earn your [Brownie Cookie Entrepreneur Family pin!](#)



YEAR 1



YEAR 2



## Meet My Customers

Use these tips to reach your customers online and find new ones.

- As you complete Step 1, reach your customers online.** With help from your parent or guardian, find out how to share your Digital Cookie® or Smart Cookie® link online. Then with your troop and family, brainstorm a list of potential customers who live far away. Use Digital Cookie® or Smart Cookie® to send these customers an email.
- As you complete Step 2, pitch your cookie business online.**  
Create 2–3 videos to pitch your cookies to different customers, such as your family, friends, or people at your school. With an adult’s help, come up with a way to share your videos.
- As you complete Step 3, practice with your online shopping cart.**  
Visit the customer side of Digital Cookie® or Smart Cookie® with help from an adult. Practice putting different cookies in your shopping cart and see how the cost adds up. Try doing the math and see if you’re right! Use real or play money to practice, too!
- As you complete Step 5, thank your customers virtually!** Put together a slide show or video about your accomplishments, and to thank your customers. Ask your family to help you share it.

**Pitch Pointers** When you see someone explaining or trying to sell a product or idea, that’s called a pitch. Here are some ideas for your pitch:

1. Tell people who you are by sharing your first name and troop number, for example.
2. Let customers know about the different cookies and how much they cost.
3. Share how your troop plans to use its cookie money.
4. Let customers know that they can donate cookies.
5. End by asking customers to buy your cookies and telling them how to do that online.

*Safety tip:* Make sure you don’t share your personal contact information (like your address, school, or last name), and have an adult supervise any communications you have with your customers.

### 5 Tips for Volunteers

1. Make sure girls have their parents’ or guardians’ permission to participate in all online activities and read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities. Have girls take the [Girl Scout Digital Cookie Pledge](#). Parents should read and follow the [Digital Cookie Terms and Conditions for Parents/Guardians](#).
2. Make sure girls NEVER direct message people online or on social media platforms.
3. Only use the Girl Scout online sales link for customer orders. If the Girl Scout sales link is posted on a public-facing site, be aware the link is searchable by anyone and could potentially appear anywhere on the internet.
4. Have parents or guardians approve all girl-delivered online orders and supervise all communications and product delivery logistics with any customers girls don’t personally know. As a reminder, girls should never deliver cookies alone.
5. Check out the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#) to help girls with ideas.

Learn more at [girlscouts.org/cookiebadges](https://girlscouts.org/cookiebadges)