

# Daisy Badge Tips

## ONLINE SELLING TIPS FOR EARNING YOUR COOKIE BUSINESS BADGES

What you learn while earning your **Daisy Count It Up** or **Talk It Up** 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](#).



### Count It Up

Try these ideas to support your cookie business online.

- As you complete Step 1, find out what cookies cost online.** Visit the customer facing 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 are right. Use real or play money to practice, too.
- As you complete Step 2, share online what you know about cookies.** Create a video of you and your Daisy friends showing the different cookies and answering questions customers might have. With an adult's help, find a way to share your video online.
- As you complete Step 3, show your goals poster online.** When you create your video in Step 2, include your Cookie Goal Meter. Share video updates each time you move closer to your goal! Thank customers who have already helped your business. Let new customers know it's not too late to support your goals.

 With an adult, explore your Digital Cookie® or Smart Cookie® platform.

### Cookies to Spread Cheer.

Customers buying on Digital Cookie® or Smart Cookie® can buy 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 [Daisy Cookie Entrepreneur Family pin!](#)



YEAR 1



YEAR 2



## Talk It Up

Use these tips to share online how you'll help others with your cookie earnings.

- As you complete Step 1, go online to get ideas for how to use your cookie money.** With an adult's help, go online to find out what former Daisy girls and troops did with their cookie money. **Note to adults:** *You can help girls by checking to see what online forums your council and leaders use to share ideas. Ask if you can post questions for the girls and share the responses.*
- As you complete Step 2, share online how you will help others with your cookie money.** As your troop thinks of ways to use your Girl Scout Cookie money, make a poster that shows how you will help others. Take a picture of you or your group holding the poster. With an adult's help, share the picture online.
- As you complete Step 3, inspire your customers online.** Create a video to help inspire your customers online. Use the "Sample Script" for ideas of what to say. Don't forget to include your Digital Cookie® or Smart Cookie® link, too! Ask adults in your family to share your video online.

### Sample Script

Every cookie helps girls do great things.

The money we earn will help us \_\_\_\_\_ and \_\_\_\_\_.

Our troop goal is to sell \_\_\_\_\_ packages.

My personal goal is to sell \_\_\_\_\_ packages to support my troop.

You make the world a better place by buying Girl Scout Cookies!

## 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)