

Girl Scouts of Louisiana – Pines to the Gulf 2022 Troop Cookie Program

Week One (January 3 - 9)

It's HERE! The time is here! Our COOKIE Program starts this week, and it is time to start taking orders! Both the **Digital Cookie** phase and the **Initial Order** phase begin this week.

- **January 5 – Digital Cookie Sales begin.** The Digital Cookie® platform helps girls' superpower their cookie sales as they go beyond the booth with mobile and online channels. The platform is a fun, educational tool that helps girls run and manage their Girl Scout Cookie business online.
 - Send reminders and links to parents about setting up their daughter's account. [Girl Site Setup - Under 13](#) [Girl Site Setup - Over 13](#)
 - **Online SAFETY FIRST!** Girls and their supervising parent/guardian must read, agree to, and abide by the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge and the GSUSA Supplemental Safety Tips for Online Marketing before engaging in online marketing and sales efforts through the cookie program. [Safety Tips for Digital Sales](#)
 - Share with girls/parents. [Digital Marketing Tips for Cookie Entrepreneurs and Families](#)
 - Girls and troops can take their Girl Scout Cookie Business to new heights by using [Ready to Share Social Media Post](#). These resources help you find the right words and pictures to raise awareness about the GS Cookie Program. It's social planning made simple. Of course, you can edit it to say what meets your needs.
 - Customers can choose to have their orders shipped, donated, or choose Girl Delivery. Parents must approve all Girl Delivery orders within 5 days or they will default to cancel. [Digital Cookie Tip Sheet for approving Girl Delivery](#) The Troop Dashboard will help you monitor this for your troop. [Troop Dashboard](#)
- **January 7 – Initial Orders begin.** Today is the day that girls can begin taking face-to-face orders from their family and friends using the paper order card.
 - Encourage the girls to get creative by setting up DIY order stations at parent/family workplaces. [Workplace and Network Tip Sheet](#)
 - Girls can leave business cards or door hangers at places they visited where no one was there. Just remember to use troop #, 1st name only and URL link. [Door Hangers](#)
- **January 8 – Cookie Rally** – join our GSLPG Program team for a virtual LIVE Cookie Rally. It will be recorded for girls to view in case they miss it. Check with your SU Cookie Manager to see if any local rallies are taking place.

