

2021 Girl Scout Cookie Program
Online Girl Sales Links
Promising Practices for Curbside/Neighborhood Pick Up

Girl Scout Cookie Curbside/Neighborhood Pickup:

- Secure your curbside public booth location, such as your local library parking lot or even at the entrance of your neighborhood. Be creative considering locations and opt for customer convenience. Be sure to get permission and follow your council booth guidelines.
- Never share your home address online as a pickup location.
- Share your **Girl Link** via text, email, or online meeting.
- Review and approve orders and pick up from your troop as needed.
- The day before the booth, have girls work together to prepare the orders. Enclose a personal thank you note with each order.
- Consider sending email reminders to customers about booth location and hours.
- On the day of the event, stage the cookies for pick up, assign roles and responsibilities.
- When customers arrive, verify orders and place cookies in cars – contact free!
- Congratulate the girls on a job well done!

Promote Curbside/Neighborhood Pickup with an Email/Text Blast Announcement

1. Email or text the booth announcement containing the **Girl Link** to friends and family.
2. Consider posting Girl Links on personal social media sites.

SAMPLE GIRL LINK EMAIL BLAST:

My Girl Scout is hosting a curbside/neighborhood pick up where you can place your order in advance, pay by credit card and enjoy curbside pickup! It is a safe and fun way to get the Girl Scout Cookies you love this year.

Your purchase will help our troop reach their goal of selling [INSERT NUMBER] packages. We will use the money to support [INSERT TROOP ACTIVITIES]. We hope you will help us to do amazing things in 2021!

You can find us at [INSERT LOCATION] between [INSERT HOURS]. Just drive up, provide your name and we will place your cookies in the trunk (or back) of your car.

Use this link [INSERT **GIRL LINK**] to place your order today. Orders must be received by [INSERT DEADLINE].

If you do not eat cookies but still want to support our troop, please consider ordering a package to be donated. We will donate these to [COUNCIL DONATION PARTNER]. It is a great way to support Girl Scouts and others in our community.

Thank you!
[INSERT GIRL FIRST NAME AND TROOP #]

SAMPLE GIRL LINK TEXT BLAST:

Want Girl Scout Cookies? My Girl Scout will have a curbside booth at [INSERT LOCATION, DATE] between [INSERT TIME]. Use this link [INSERT **GIRL LINK**] to order and pre-pay for cookies. You can pick up your order without leaving your car! We will send you a reminder via text the day before our booth. Thank you for your support!

2021 Girl Scout Cookie Program Promising Practices Contactless and Touchless Payment Transactions

You can use the [Online Girl Sales Links](#) to promote touchless transactions at your regular booths too!

Share the link on-site by:

1. Texting or emailing it to customers
2. Posting it on a large sign at your booth
3. Creating a free QR code (qrcode-monkey.com) and post the code for customers to scan.

Once the customer opens the link, they can order and pay with credit card. The troop volunteer approves the order, and the girls can set the cookies on the table for the customer to pick up.

- ✓ A troop/girl also has the option of using abcsmartcookies.com and Clover Go OCR scanners to accept contactless credit card payment from customers in person.

2021 Girl Scout Cookie Program Safety Points

Girls, volunteers and parents must review and adhere to the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#), the [Supplemental Safety Tips for Online Marketing](#), and Girl Scouts' [Safety Activity Checkpoints](#) for Computer and Internet Use and Cookie and Product Sales.