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

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.

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 and the Troop Leader Resources section of 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. Girl Delivery option is a great way to sell booth cookies and deliver after Council has reinstated Cookie Deliveries. Girls should only deliver after Covid-19 social-distancing practices are lifted.

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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, deliveries should only be handled after GSMW reinstates the Cookie Program. Girls need to inform customers the cookies will be delivered at a later date. If customers want cookies now, encourage the shipping option.

How will you handle payment?
If not using the Digital Cookie link, use your preferred apps or websites to handle digital transactions or Clover Go App if your troop is using the new App. 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 Instagram.

#VirtualCookieBooth
Be sure to use #VirtualCookieBooth in all your posts AND encourage your buyers to share a they purchased cookies using the same hashtag.

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. 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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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.