

LEAP INTO SPRING

Digital Cookie Challenge

Challenge Rules:

The Leap into Spring, Digital Cookie Challenge empowers girls to connect the five essential skills gained from selling Girl Scout Cookies with their online marketing strategies. By completing 4 out of the 5 challenge items in each skill category, girls earn an exciting reward!

Championship Rules:

The top three Digital Cookie sellers from February 26 to March 19 have exciting reasons to celebrate their achievements, as they will be awarded Amazon gift cards in recognition of their dedication and online sales expertise.



1st Place: \$500
2nd Place: \$300
3rd Place: \$200

Those who master all 5 will gain exclusive access to an engaging virtual experience with Zoo Montana, featuring their new friend, Poblano, the Black Footed Ferret!



Networking



Decision Making



Money Management



People Skills



Goal Setting



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February 26th through March 19th boost your Digital Cookie Sales by flexing the 5 essential skills that you learn through selling Girl Scout Cookies!

GOAL SETTING

- Set an exciting cookie sale goal and showcase it on the Digital Cookie site!
- Capture your daily progress with a fun goal-tracking reel or story.
- Share weekly updates: *“Week 1 target: 25 packages; we’re at 18—let’s reach 25 together!”*
- Encourage support with a clear online deadline: *“Help me meet my challenge goal by March 19th!”*
- Design a “goal chart” image to share in stories and posts, celebrating every step of the journey.

NETWORKING

- Reach further by encouraging family, friends, and neighbors to share your posts.
- Connect with local community groups or pages for a cookie promotion.
- Partner with a local business for a supportive shoutout.
- Comment and engage by responding warmly to every comment.
- Team up with another Girl Scout or family member for a creative and fun post.

DECISION MAKING

- Compare 2 or 3 cookie varieties and post a poll asking followers which is their favorite!
- Decide on a posting schedule: *two posts per week and stories on peak days*
- Pick 3 platform channels and explain why you chose them
- Choose your messaging style and share your story: *funny videos of cookies, stories about what you or your troop does with proceeds*
- Complete the [Be Internet Awesome](#) Family Challenge

MONEY MANAGEMENT

- Share your digital cookie link and highlight the simplicity of purchasing cookies.
- Announce progress towards your financial goal: *“We’ve reached \$120 of our \$180 target!”*
- Celebrate the experiences you or your troop will enjoy thanks to the funds raised from cookie sales.
- Ensure clarity on payment options—Digital Cookie, Venmo, and more.
- Provide a visual showing what each dollar contributes: *(ie. \$25 covers supplies for a troop meeting)*

PEOPLE SKILLS

- Create an exciting “thank you” video highlighting and tagging your amazing customers!
- Showcase a customer spotlight: feature a photo (with permission) of a customer and share why they are appreciated.
- Organize a Q&A session in your stories.
- Produce a lively and engaging video to enhance your online presence and help customers connect with you.
- Share a “challenge wrap-up” post, celebrating your achievements and informing customers where to find you, like booths or community events, for more cookies!

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Digital Cookie Championship

The leading three Digital Cookie sellers will earn Amazon gift cards worth \$500, \$300, and \$200, celebrating their achievements and potential.