

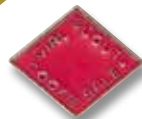
Get Ready, Get Set, Get Connected!

What's the subject of Twitter tweets, Facebook messages and YouTube videos? If you guessed Girl Scout Cookies, you're right.

This year, girls use up-to-the-minute communication tools to spread the word about the annual cookie sale and earn the Girl Scout Cookie Activity Pin. As you guide your crew of Girl Scout Cadettes, Girl Scout Seniors, or Girl Scout Ambassadors, they will gather information online, use computer programs to track sales information, and try out digital methods for promoting their cookie sale.

Since Girl Scouts began selling cookies more than 90 years ago, Girl Scout Cookie Program activities have given girls a chance to practice useful business and leadership skills. Girls set goals, team with others, manage money, and offer excellent customer service. In doing so, girls get an opportunity to learn practical skills — such as problem solving, working with others and dealing with customers — that they will someday apply to their careers.

The theme of this year's Girl Scout Cookie Activity Pin is putting technology to work. In a wired world, it's essential for tweens and teens to understand the uses, abuses, and complexities of technology. Today's adolescent may be tech-savvy, but she still needs guidance to fully understand the risks and responsibilities of living digitally.



The 2009-10 Cookie Activity Pin,
GSUSA Order #09031

To Earn the Girl Scout Cookie Activity Pin

With adult supervision, girls will earn the Cookie Activity Pin by completing at least two activities from each of three categories:

- **Gather**
- **Store and Sort**
- **Share**

As you guide girls through the activities, you'll be using the Girl Scout leadership keys — Discover, Connect, and Take Action — as well as the three processes that promote fun and friendship in Girl Scouting — girl led, cooperative learning, and learning by doing. It's hard-wired into the activities!

For example, girls discover and gain confidence in their individual strengths when they take responsibility for and carry out tasks and duties. They connect with others as they work together toward their common goal or help younger girls realize their goals. They take action when they utilize their funds to make the community a better place through their service and take action projects.

Along the way, point out parts of the Girl Scout Law they are living when they practice the activities. For example, when they practice good business ethics, they are being honest and fair.

Finally, girls in upper grade levels may be deciding on colleges and careers. Let them know the skills they practice as they sell cookies are prized in fields as diverse as accounting, sales, marketing, manufacturing, human resources, and information technology. Major corporations seek out and value employees who demonstrate good judgment, teamwork and leadership skills, flexibility, honesty, integrity, and openness — all of which are fostered by the Girl Scout Cookie Experience.

Safe Surfing

Safety is a big concern when girls are online. Girls this age may have their own accounts, social networking page or blogs, but as Girl Scouts, be sure everyone is on the same safety page. Before girls get started, be sure they read, understand, and sign the Online Safety Pledge at http://www.girlscouts.org/internet_safety_pledge.asp.

In addition, encourage girls to explore the LMK pages at <http://lmk.girlscouts.org/Online-Safety-Topics.aspx> LMK. LMK (Let Me Know) is a new interactive web site created by Girl Scouts of the USA in partnership with Microsoft Corp. to help educate teens and their families about safe use of technology. Girls can complete the sections on mobile devices, social networking, and privacy before they begin marketing online.

Please note, as well, that only girls ages 13 and above can use social networking sites (such as Facebook and MySpace) to market Girl Scout Cookies; they also must have parental permission. This is because of national laws made to protect young people.

Girls can work in partnership with adults to let potential customers know they are selling cookies (e.g. “My daughter is selling Girl Scout Cookies; you can contact her through me...”). However, please ask parents to avoid spamming e-mail lists from work and other organizations they belong to.

Girls and their parents cannot collect money online for Girl Scout Cookies, nor can they use auction sites to sell Girl Scout Cookies. This is a girl sale, not an adult sale, and girls need to stick with those sites that are legal and appropriate for them.

The use of the Girl Scout brand, logo and box art is copyrighted, and can only be used in approved ways. For more information about the use of graphics, go to http://www.girlscouts.org/program/gs_central/graphics/

Lastly, remind girls never to use or give out their own e-mail addresses or other personal information. Instead, girls need to use the e-mail address for their group, parent, or adult volunteer. (We suggest getting a free group e-mail account under an adult’s name, with a descriptive address, such as Troop24NewYorkCity or destinationsogNY.)

Where to Get Access

Although many of the activities can be done without a computer, learning to use digital tools is part of the fun of these activities. If girls don't have computer access at home, there may be places in the community with computers they can use. Check out school computer labs, local businesses, libraries, recreation centers, community colleges, or computer stores.

Guidelines for Linking Technology to the Girl Scout Cookie Experience

When Participating in the Girl Scout Cookie Experience, Girls Can:

- ☀ Use cookie company tools (e.g., e-cards) to contact prospective customers in a protected environment.
- ☀ Use e-mail, texting, and a static group web page for marketing to friends and family in their community and zip code with parental permission. (It's important to observe council boundaries in selling, whether online or off.)
- ☀ Manage a database of customer names, phone numbers, and e-mail addresses.

Girls ages 13 and older can (with parental permission):

- ☀ Use social networking sites to let friends and family know they are selling cookies as long as they follow GSUSA trademark guidelines. Note: girls or adults can't create Girl Scout Cookie applications, such as online quizzes, that use copyrighted names, artwork, etc. Do link to official applications at www.girlscoutcookies.org!

When Communicating with Customers, Girls Can:

- ☀ Say who they are (a Girl Scout, a friend, a relative, a daughter of a friend)
- ☀ Say what they are selling
- ☀ Say why they are selling (They can share their group and/or personal goals as well as an explanation of how the sale benefits their Girl Scout councils and their communities.)
- ☀ Say when they are selling
- ☀ Say how much the product costs
- ☀ Ask for a commitment. (Girls can ask what the customer would like to purchase or have held for her or him.)

When Delivering Goods (For Cookies or Products Other Than Magazines), Girls Can:

- ☀ Tell customers where they are selling (for example, the booth will be open at a certain time and location) and when customers can pick up their cookies, or
- ☀ Ask customers for a call-back number and a delivery address in their zip codes. Then they can follow the rules for selling and delivering cookies for their age group. (See Safety-Wise at http://www.girlscouts.org/program/gs_cookies/cookie_activity.asp/), or
- ☀ Ask customers who are related to them for an address and commitment to pay an additional fee if they want products shipped. (This option is for relatives only.)

One-Stop Shopping for Online Resources

Go to www.girlscouts.org, the Girl Scouts of the USA website, then click on “Girl Scout Central.” Choose “Cookies,” which will take you to the index page of all Girl Scout Cookie Activities for 2009-10. Resources are downloadable in PDF format. Although you may want to print one copy of girl activities in color to share at meetings, we recommend that you choose to print quantities out in black and white, back to back, to save materials. Resources online include:

- ☀️ **Get Ready, Get Set, Get Connected!** for Girl Scout Cadettes, Seniors and Ambassadors and **Adult Guide**
- ☀️ **The 411 on Online Marketing for Girl Scout Product Activities**
- ☀️ **2009-10 Revised Safety Guidelines for Product Activities**
- ☀️ **Revised Activity Checkpoints for Product Sales and Online Activities**
- ☀️ **Revised Girl Scout Safety Pledge Online**

Girl Scout Cadette, Senior and Ambassador Program Resources Available for Girls and Adults in Print

“It’s Your World—Change It!” journey books and adult guides

- ☀️ For Cadettes: ***aMaze***. (GSUSA 2008)
- ☀️ For Seniors: ***GIRLtopia***. (GSUSA 2008)
- ☀️ For Ambassadors: ***Your Voice/Your World***. (GSUSA 2008)

“It’s Your Planet—Love It!” journey books and adult guides

- ☀️ For Cadettes: ***Breathe***. (GSUSA 2009)
- ☀️ For Seniors: ***Sow What?*** (GSUSA 2009)
- ☀️ For Ambassadors: ***Justice***. (GSUSA 2009)