

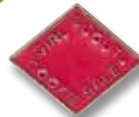
Get Ready, Get Set, Get Connected!

What's the latest subject of e-mail marketing campaigns? 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 Brownies or Girl Scout Juniors, 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 marketing — 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, they'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 hardwired into the activities!

For example, girls discover a sense of themselves and their values when they set personal goals or goals as a team. They connect with others as they work together toward their common goal. They identify community needs in order to take action with their cookie money.

When girls choose activities that build on their existing computer skills, that's keeping the experiences girlled. The hands-on nature of computer activities naturally enables girls to learn by doing. And whether they are discussing the differences between online and face-to-face communication or creating their own "netiquette" guide, they are working together and engaging in a cooperative experience.

Along the way, you can point out parts of the Girl Scout Law they are living when they practice the activities. For example, when they employ good "netiquette," they are considerate and caring.

Safe Surfing

Safety is a big concern when girls are online. Girls this age may have their own accounts, but as Girl Scouts, we want to be sure everyone is on the same safety page. Before girls get started on “Get Ready, Get Set, Get Connected!” activities, be sure they read, understand, and sign the Online Safety Pledge at http://www.girlscouts.org/internet_safety_pledge.asp.

Please note that only girls ages 13 and above can use social networking sites (such as Facebook and MySpace) to help promote their Girl Scout Cookie campaigns and they 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.

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. (Consider getting a free group e-mail account under an adult’s name, with a descriptive address, such as Troop24Kansas City or destinationsogMO.)

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. 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 even computer stores. For this age, girls should be paired with an adult partner, with the girls at the keyboard.

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 and adult supervision. (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.

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)

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 Brownies and Juniors and Adult Guide** (current document)
- ☀ **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 Brownie and Junior Program Resources Available for Girls and Adults in Print

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

☀ For Brownies: *Brownie Quest*. (GSUSA 2008)

☀ For Juniors: *Agent of Change*. (GSUSA 2008)

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

☀ For Brownies: *Wonders of Water: WOW!* (GSUSA 2009)

☀ For Juniors: *Get Moving!* (GSUSA 2009)