Online Expansion FAQ	
Why are these products being offered online instead of in-person?	The online channel expansion is designed to help the Girl Scout Cookie Program evolve alongside changing customer shopping habits while keeping the traditional booth experience strong. Offering specialty and limited-edition products online allows girls to reach new customers, practice digital marketing and e-commerce skills, and introduce innovation without requiring troops to manage additional inventory, storage, or transportation.
Why expand beyond the traditional in-person model?	Booths and in-person sales remain at the heart of the cookie program. At the same time, customers increasingly expect online shopping options and product variety. Expanding the online channel allows the program to evolve with consumer behavior, create new opportunities for girls, and strengthen the long-term sustainability of the Girl Scout Cookie Program while preserving the traditions that make it special.
Is the online channel expansion taking attention away from core cookies?	No. The traditional Girl Scout Cookie lineup remains the foundation of the cookie program. Online-exclusive products are intended to enhance the program by providing additional options and attracting new customers, while booths and traditional sales channels remain the centerpiece of cookie season.
Why introduce new products at all?	Customers consistently express interest in new and limited-time offerings. Online-exclusive products create opportunities to introduce innovation, attract new customers, and increase engagement while maintaining a manageable in-person assortment for troops and volunteers.
How does this benefit girls directly?	Online-exclusive products create additional opportunities for girls to: • Reach customers beyond their immediate community • Grow their online business • Learn digital marketing and e-commerce skills • Practice customer communication • Work toward sales goals without managing additional inventory These experiences reflect how many businesses operate today and help girls build skills that extend far beyond cookie season.
What tools will be available to help troops be successful?	Girls and volunteers will receive resources to help explain online-exclusive products and confidently promote them, including: • Talking points for girls engaging with customers • Training materials for parents/girls • Digital marketing resources Additional resources will be shared before the start of the season.
When will these products be available?	Online-exclusive products will be available when the cookie program officially begins on December 14.
How many cookies come in each package?	Girl Scout Sparkables have approximately 15 cookies. Patch Pals have approximately 25 cookies.
Can customers order these products and traditional cookie varieties in the same order?	Yes. Online-exclusive products can be purchased alongside traditional cookie varieties in the same shipped order. All shipped products are fulfilled through GSUSA's shipping partners, allowing customers to order multiple cookies at one time.

Can troops purchase these cookies and sell them at booths?	These products are intended to be online-exclusive, and troops are asked not to purchase them for booth sales. There are several reasons for this: • It creates an inconsistent customer experience. Customers may visit multiple booths expecting to find the product and be disappointed when most locations do not carry it. • Quantities are limited and availability may vary throughout the season. • Troops would be responsible for shipping costs, which cannot be passed on to customers since products must be sold at the established council price. This could result in a financial loss for the troop. • Online exclusives are not designed to become part of the in-person inventory lineup.
Will online-exclusive cookies ever move to in-person sales?	At this time, there are no plans to move these cookies to in-person. These products are specifically designed for the online channel. Offering specialty and limited-time products online provides flexibility while avoiding the added complexity of managing additional in-person inventory, distribution, storage, and booth logistics.
Will supply be limited?	Yes, availability will be limited. These products are being introduced as limited-edition offerings through the online channel. Limited availability allows us to offer exciting new products while managing inventory responsibly and minimizing risk. We encourage girls to promote these products early in the season to customers who may be interested. Council staff have worked directly with GSUSA and our baker partners to forecast quantities, but because these are new products, demand can be difficult to predict with certainty.
Will there be purchase limits?	At this time, customers will not have purchase limits. These products are intended to be limited-edition offerings, and inventory is based on council forecasts. As with traditional cookie varieties, our goal is to sell through available inventory while balancing customer demand and responsible inventory management.
How is this different from Raspberry Rally?	Raspberry Rally demonstrated strong customer demand for innovative online-exclusive products, but it also highlighted the importance of forecasting, inventory planning, fulfillment readiness, and clear communications. This launch reflects those learnings through more intentional planning, stronger coordination, enhanced technology, and clearer expectation-setting for councils, volunteers, girls, and customers. See the next question for additional info on what learnings are being applied to these online-exclusive cookies.

What changes were made based on lessons learned from Raspberry Rally?	Key improvements include: • More intentional forecasting and inventory planning • Clearer communication around availability and fulfillment expectations • Stronger coordination between councils, vendors, and GSUSA • Enhanced technology and operational planning • Better tools and messaging for councils, volunteers, and girls • Ongoing inventory monitoring and communication throughout the season The goal is not to avoid innovation, but to introduce new products with stronger planning and support.
How much is shipping?	Current shipping rates are expected to remain the same as last year: • 4-8 packages: $11.99 • 9-12 packages: $13.99 Shipping rates are established through GSUSA and fulfillment partners.
Why is shipping so expensive?	We understand shipping costs can feel significant. However, current rates are generally comparable to market shipping costs. Many retailers that advertise lower shipping rates often offset those costs through higher product pricing.
Will GSSWT offer a shipping promotion?	Shipping promotions are currently being evaluated. Any shipping discount offered through Digital Cookie is paid for by the council, so we want to ensure we are being good stewards of program resources while also creating value for girls and customers. Additional information will be shared if a promotion is approved.
What should I do if a customer is disappointed that these products are online-only?	We recommend acknowledging their feedback and explaining that the products were intentionally designed as online exclusives to: • Expand variety without increasing troop inventory responsibilities • Allow the program to introduce new and specialty products • Help girls build digital business and marketing skills • Keep booth sales focused on the traditional cookie lineup Customers are always welcome to share feedback through GSUSA's customer service channels.