girl scouts of southwest texas

New Online-exclusive Cookies

Girl Scout Sparkables™

$5 per pkg

Allergy friendly and dotted with colorful sprinkles, these delicious oatmeal chocolate chip cookies—created in partnership with our baker besties at Partake—help more of us join in the yum. *Please note, Girl Scout Sparkables™ are not replacing Toffee-tastics.*



Patch Pals™

$7 per pkg

Girl Scouts' first cookie for dogs, offers a new way to share the love. Baked with blueberries and honey and created with BARK—the creators of BarkBox—Patch Pals™ are the perfect treat for your four-legged friend.



Important Details for Girl Scout Entrepreneurs

- **Online-exclusive**—customers will be able to purchase ONLY through the Digital Cookie site
- **Shipped orders only**—not available in-person
- **Limited edition**—once inventory is depleted, they will no longer be available in our council
- **Available for purchase through your Digital Cookie link on December 14**
- Customers can also find **troop Digital Cookie links on the GSUSA Cookie Finder beginning January 12**

Steps to help your online-exclusive cookie business thrive

Set-up Your Digital Cookie Site

The first step to starting your exclusive online storefront is setting up your Digital Cookie site. This includes:

- Coming up with a package goal
- Sharing your cookie story
- Uploading a picture/video

This is an opportunity to catch your customers' attention!

Utilize Marketing Resources

To help make your online cookie expansion a success we have lots of resources you can print, customize and share:

- Door hangers
- Business cards
- Booth flyers
- Sticker templates
- Thank you cards

Market to Your Customers

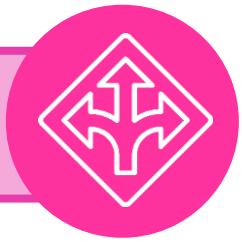
- Identify customers who own a dog or might need allergy-friendly options
- Text or call family and friends
- Go door-to-door
  - Share business cards, door hangers or flyers with your QR code
- Attend cookie booths
  - Display signs or use flyers with a QR code directing them online
- Share on social media
  - Include a picture of your dog, make a video about your favorite cookie or anything you can imagine

5 Essential Skills for Online Entrepreneurs



Goal Setting
Having additional products that may attract **new customers** can help you and your troop meet and exceed your cookie program goals—all without having to manage more inventory!

Decision Making
By deciding **how** to market online-exclusive products and **who** to target, you can gain experience making real business decisions that help grow your cookie business.





People Skills
Help strengthen your **communication** and **relationship-building skills** as you connect with customers, answer questions, and promote products through digital channels.

Money Management
Grow your money management skills further by introducing an **additional revenue opportunity** and evaluating what products resonate with customers.





Business Ethics
Teaches you to communicate transparently, set realistic customer expectations by not selling online-exclusive products in-person and conduct business with **honesty and integrity.**

Quick FAQ for Girl Entrepreneurs

How does this benefit girls directly?
Girls can reach more customers, grow their online business, learn digital marketing, and work toward goals without needing to manage extra inventory.

Why are these products being offered online instead of in-person?
The products are online only so girls can offer something new, reach more customers, and avoid extra inventory, storage, and transportation responsibilities for troops.

Can customers order these products and traditional cookie varieties in the same order?
Yes, customers can purchase online-exclusive cookies and other cookie varieties together in one shipped order.

Will supply be limited?
Yes! These are limited-edition products, so girls should encourage interested customers to order early.

What should I do if a customer is disappointed that these products are online-only?
Thank them for their feedback and explain that online exclusives allow Girl Scouts to offer new products, build digital business skills, and keep booths focused on the traditional cookie lineup. If the customer would like to express their frustration further, they can reach out to GSUSA via their online "Contact Us" form.

Use this QR code to see our full FAQ under the *Online Expansion* section on the GSSWT Cookie web page