

ELECTION WEEK COOKIE SALES

Overview

How To Participate

How To Advertise and Market

Safety Guidelines

Cookie Inventory Management

Cookies for Heroes

EWCS Finances

Best practices

2024 EWCS Patch

Overview

Election Week Cookie Sales (EWCS) teach Girl Scouts the business and people skills that are unique to Girl Scouts and are a chance to raise money for your troop.

Your troop members can raise money for trips and projects while having fun and learning Girl Scout skills as they offer cookies in person or online. They also may qualify to earn a limited edition 2024 Election Week Cookie Sale patch.

It's a rewarding time for volunteers, too, as you help troop members offer customers a chance to stock up on their favorite Girl Scout Cookies.

Troops can build their treasuries as they earn \$1.00 per package in proceeds for all packages sold, including those sold for Cookies for Heroes. Troops earn another \$20 bonus for every 240 packages (20 cases) sold.

Important deadlines

October 1, 2024: Reserve cookies online and complete the [EWCS Sign-up](#).

October 18, 2024: All participating troops must submit an ACH authorization.

November 22, 2024: Payment to the council via ACH payment from the troop's bank account will be initiated.

Learn important skills

Goal setting Decision making Money management People skills Business ethics

Cookie Line-Up

These cookie favorites will be available for sale: Adventurefuls™, Lemon-Ups®, Tefoils®, Do-si-dos®, Samoas®, Tagalongs®, Thin Mints®, and Girl Scout S'mores.

Girl Scouts can also showcase Cookies for Heroes, the program that allows customers to support a troop as they donate cookies to women and men serving in the military, along with veterans and local heroes.

New Troops and Volunteers

Must email customercare@gsofct.org to connect with our Product Sales team and receive additional guidance.

Please ensure that all girls and leaders are familiar with the Safety Activity Checkpoints before selling cookies or engaging in any Girl Scout activities.

How To Participate

Guidelines for In Person Booth Sales

1. In-person booth sales are pop-up-style cookie shops where a troop or family sells cookies directly to the public. EWCS in-person booth sales can be held in front of polling places, local businesses, or at community events. Look for venues with high foot traffic. Booth sales can also be held in a Girl Scout's neighborhood (think lemonade stand at the end of the driveway/in front of the home) or at the workplace of a parent/caregiver or other adult.
2. Coordinate booth set-up at local businesses, polling places, or community events with the service unit manager, service unit cookie manager, or service unit booth coordinator.
3. The troop/Girl Scout/family **MUST** follow the service unit's guidelines for holding a booth sale, including following procedures for identifying and confirming the booth site location and adhering to any time frame/limit for the booth sale. Contact the service unit manager or service unit cookie manager for information. Note: The council does NOT secure or approve booth sale sites.

4. DO NOT partner with businesses, organizations, or events that a Girl Scout cannot legally patronize, including bars, breweries, tobacco stores, liquor stores, marijuana dispensaries, etc.
5. Booth sales can only be held within the service unit's boundaries. If a troop/Girl Scout/family wishes to have a booth sale in a different service unit, they must contact the service unit volunteer managing booth sales in their home service unit for assistance. Your service unit cookie manager will need to obtain approval for a booth sale in a different service unit.
6. Store cookies off the ground. Take empty cookie cases with you at the end of the booth sale.
7. If accepting credit cards/electronic payments, bring a credit card reader or mobile device. Note: The Digital Cookie mobile app is not available for EWCS.

Girl Scouts: Promote the Cookies for Heroes Program using the flyer and box wrap. Also, be ready to tell customers how the troop will use the proceeds from all its cookie sales.

Types of Sales

In-Person Troop Booth Sales

Provide: All materials that might be needed for the booth sale, including a table, table covering, signage (including those with cookie pictures and prices, and with payment options), hand sanitizer/wipes, and cash box with starter funds. You may want to include items to decorate the cookie booth, and/or consider having Girl Scouts wear DIY cookie costumes to attract customers. Check out Pinterest for creative ideas.

Forms: If the troop booth sale is held on private, non-commercial property, the homeowner/renter must complete the [Private Residence Authorization Form](#).

Volunteers: Two adults must be present at the booth sale at all times. At least one adult must be registered with GSOFCT and be an approved volunteer.

In-Person Family Booth Sales

Who: Organized by a family with one or more Girl Scouts taking part; only Girl Scouts in the same family may participate.

Your site: Families who hold a booth sale at a public location should work with the service unit to secure a site for the booth. All locations must be approved by the service unit.

Forms: If the family booth sale is held at the family's home, the homeowner/renter must complete the [Private Residence \(Family Booth Sale\) Consent Form](#).

In-Person Drive-Thru Booth Sales

Who: This type of booth sale can be organized by a service unit, troop, or family. Girl Scout participation depends on whether it is a troop or family booth sale.

Site Choice: Possible locations could include a parking lot at a mall, church/synagogue, or a business. Identify the landlord/owner of the parking lot to ask permission and inquire if a certificate of insurance from GSOFCT is required.

Suggested

materials: a pop-up tent; tables and table coverings, signage with cookie pictures and prices, a Cookies for Heroes flyer and box wrap, signage with payment options, and a cash box with starter funds.

Safety

First: Girl Scouts should not enter customer vehicles. Use traffic cones or other barriers to keep vehicles at a safe distance from Girl Scouts. Check with your town/city's highway department to see if they can lend cones to the troop/family.

Girl Scouts: Drive-Thru sales will happen faster than at walk-up booths. Memorize your sales pitch so you can recite it quickly.

Virtual Booth Sales

Spread

the Word: Girl Scouts, with adult supervision, can create a social media event or schedule a live stream on Facebook or Instagram and invite potential customers through social media, email, and text.

Digital

Rules: Girl Scouts and families MUST review Digital Marketing Tips for Cookie Entrepreneurs and Families AND Supplemental Safety Tips for Online Marketing documents before hosting a virtual booth.

Prepare

a Pitch: Just as with an in-person booth, create a sales pitch and make sure customers know what cookie varieties and prices are available.

Note: An extra step with a virtual booth is considering how cookies will be delivered to customers and what forms of payment will be accepted. The Digital Cookie mobile app is **not** available for EWCS.

Girl Scouts: Decorate your virtual booth to make it personal and fun!

Friends & Family Sales

Cookie

Order Card: Girls can record their in-person sales on the cookie order card. This is just like order-taking during the Initial Order Taking Period in the spring.

Zoom: Connect with family and friends in person or set up a Zoom call and invite everyone to listen to the Girl Scout's sales pitch!

Girl Scouts: If you're nervous, craft your sales pitch and practice it on loyal customers (your family and friends). They'll like it!

Walkabouts

What it is: The Walkabout is a great way to reach customers who might not be aware of EWCS and are eager to stock up on their favorite Girl Scout Cookies ahead of the holiday season. Girl Scouts can walk their neighborhood selling cookies door-to-door, offering customers the option to purchase and receive cookies right away.

Skills: Use your planning skills and map streets in familiar neighborhoods for your walkabout, then check them off as Girl Scouts walk through them.

Prepare: Design and distribute door hangers ahead of the walkabout, announcing when Girl Scouts will walk through the neighborhood with a cookie order card or cookies in hand. Girl Scouts should consider bringing door hangers with them on the day of the walkabout so they can leave them at houses where no one is home. Door hangers should include cookie prices, which forms of payment are accepted, and contact information for a troop adult/parent/caregiver in case customers have questions or want to purchase cookies.

Important: An adult must accompany Daisy, Brownie, and Junior Girl Scouts on a walkabout. Cadettes, Seniors, and Ambassadors can use the buddy system, but an adult must know where they are at all times.

Girl Scouts: Decorate a cart or wagon to create excitement in the neighborhood as you do your walkabout.

How To Advertise and Market

Social

media: Use social media accounts to advertise when/where the booth sale is scheduled. Volunteers and Girl Scouts 13 years old and older can use their social media accounts. Girls 12 and younger can use their parent, caregiver, or trusted adult's social media accounts. Girl Scouts and families MUST review and follow the guidance within [Digital Marketing Tips for Cookie Entrepreneurs](#) and [Supplemental Safety Tips for Online Marketing](#) before marketing their booth sale online.

Door

Hangers: Consider distributing door hangers within the neighborhood, if permitted, to advertise the upcoming sale.

Communicate: Don't forget phone calls, email, and text! Think about the best way to reach out to individuals. Some customers will respond more quickly to email, while others would prefer a text. You can include the link to the cookie order card so customers can see the cookie varieties.

Girl Scouts: Wear your uniform, a membership pin, or informal Girl Scout clothing, and think about what you will say to customers about how the troop will use the cookie proceeds.

Safety Guidelines

Volunteers: Troop volunteers must review and follow the [Safety Activity Checkpoints for Cookie and Product Sales](#).

Register: All Girl Scouts participating in EWCS must be registered for the 2024-2025 membership year and have an [Annual Consent](#) form on file with the troop.

Be aware: Adults provide supervision and guidance for all program levels, and must accompany Daisies, Brownies, and Juniors when they are selling, taking orders, and delivering cookies.

Adults oversee Cadettes, Seniors, and Ambassadors, and must be aware of how, when, and where Girl Scouts are selling cookies. In

addition, an adult must be readily accessible to girls when they are participating in product sales.

This can be accomplished by an adult being present with the Girl Scouts or by having the adult and Girl Scouts exchange telephone numbers. Girl Scouts should never deliver cookies alone. Adults need to be present at booth activities with Girl Scouts at any program level.

Also remember:

- Wash hands frequently or have hand sanitizer and wipes available to clean hands and tables.
- A first aid kit should always be available.
- Girl Scouts should never provide their last name, address, phone number, or personal email address. Instead, provide contact information for a troop adult.
- For troop in-person booth sales and those in-person booth sales with Girl Scouts from more than one family participating, at least two adults must be present at all times. At least one adult must be registered and have a current background check on file with GSOFACT.
- Youth Girl Scouts must be present at all times. Adults may assist but cannot sell Girl Scout Cookies.
- If accepting credit cards/electronic payments, troops must bring the troop's credit card reader or mobile device. **Note:** The Digital Cookie mobile app is not available for EWCS.
- Ensure the table does not block pedestrians, bikes, or cars around your booth.
- Ensure your booth setup does not block a business entrance.
- Girl Scouts and families must review the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#) and [Supplemental Safety Tips for Online Marketing](#) documents before using social media to market their EWCS.
- Adults may use their social media accounts to promote the EWCS for Girl Scouts 12 and younger. Girl Scouts 13 and older may use their social media accounts.
- Only conduct a walkabout during daylight hours and in familiar neighborhoods.
- Do not enter the home or vehicle of a stranger.
- Do not accept food or drinks when selling.
- Stay alert while on the road, especially in busy intersections and along the roadway.

Cookie Inventory Management

Reserving cookies

Who: A troop co-leader OR troop cookie manager

How: Complete the EWCS Sign-up

Deadline: Tuesday, October 1, 2024

Post-

deadline: If you miss the deadline, contact the Product Sales Team at customercare@gsofct.org, and we will do our best to accommodate.

Note: Only cookies picked up on or after October 28, 2024, may be sold. Cookies from previous programs, including the 2023-2024 cookie program, may not be sold.

Picking up cookies

Where: Cookies will be delivered to cookie cupboards throughout the council the week of October 28, 2024.

Who: An email to the troop volunteer who submitted the cookie order will include details about the pickup process.

Note: Most cookie cupboards are managed by volunteers with jobs, families, and obligations outside Girl Scouts. Please respect their schedule and time when making arrangements to pick up the troop's EWCS cookie order. The cookie cupboard from which you pick up the cookie order may not be in your service unit/town. Please keep travel time in mind when arranging to pick up the cookie order.

Returning unsold cookies

Who: A troop volunteer must reach out to the cookie cupboard manager to find out when the cupboard will be open to accept returns.

Where: All cookies not sold by the last day of EWCS (November 10, 2024) should be returned to the cookie cupboard where the cookies were picked up.

Deadline: Returns must be made no later than Friday, November 15. For EWCS only, individual packages (opened cases) are eligible to be returned.

Note: When returning cookies, remember to tell the cupboard manager if any cookies were sold for Cookies for Heroes so those packages can be included in the total amount sold.

Reporting a sell-out

If a troop has sold out of all its cookies, be sure to let the cupboard manager know that the troop has no cookies to return, along with the number of packages sold by the troop for Cookies for Heroes. The cupboard manager will add the Cookies for Heroes packages to the total number of physical packages sold. These packages will be included in calculating the amount due to the council.

Cookies for Heroes

Who: Girl Scouts should offer their customers the opportunity to support her/their troop and, at the same time, donate cookies to women and men serving in the military, veterans, and local heroes.

How: Girl Scouts should ask ALL customers if they would be interested in making a purchase for the Cookies for Heroes Program. Cookies sold for Cookies for Heroes are \$6 per package.

Display: The Cookies for Heroes flyer and the box wrap should be prominently displayed at in-person booth sales and included as part of a virtual booth presentation.

- [Cookies for Heroes Box Wrap](#)
- [Cookies for Heroes Flyer](#)

Note: Purchases for the Cookies for Heroes Program are virtual for the troop/Girl Scout; packages sold for the Cookies for Heroes Program do not come from a troop/Girl Scout's cookie inventory. The troop/Girl Scout and family collect money due for these packages from the customer, and GSOFCT works with partner organizations to deliver Cookies for Heroes packages to recipients.

EWCS Finances

Troops

Earn:

- \$1.00 per package in troop proceeds for all packages sold, including packages sold for Cookies for Heroes.
- \$20.00 bonus for every 240 packages (20 cases) sold.

Payment to council from troops

When: Payment will be initiated on or after Friday, November 22, 2024 via ACH.

Note: Troops must submit an ACH authorization for the 2024-2025 membership year no later than October 18, 2024.

- 2024-2025 ACH Authorization Form – Coming Soon
- 2024-2025 ACH Terms of Agreement – Coming Soon

Customer payment

What: Credit cards, cash and checks payable to GSOFCT are accepted payments. Digital Cookie is not available for EWCS.

How: Carry a cash box and credit card reader

Note: Troops/Girl Scouts/families should carefully consider taking checks from customers not known to Girl Scouts and families.

Girl Scout/family payment to the troop

Troop Deadline: Cash and check payments must be turned over to the troop no later than November 15

Deadline for ACH payment to council: November 22.

Troop payment to the council

How: Troop payment to the council is via an ACH payment from the troop's bank account.

Troop

Deadline: A volunteer who is also a signer on the troop's bank account **MUST** complete the 2024-2025 ACH authorization form no later than Fri, October 18.

Council

Deadline: The council will initiate this payment on or after Fri, November 22.

Note: ACH authorization form must be completed for each membership year. Authorizations submitted before August 14, 2024, are **NOT** valid for the current membership year.

Best practices

1. Keep a tally sheet or record of how many packages are sold for the program.
2. Payment due for Cookies for Heroes packages are collected from the customer and included in the amount deposited into the troop bank account.
3. When returning unsold cookies to the cupboard OR when communicating with the cupboard manager that the troop has no cookies to return, let the cupboard manager know how many packages were sold for Cookies for Heroes. The cupboard manager will add the Cookies for Heroes packages to the total number of physical packages sold. These packages will be included in calculating the amount due to the council.

2024 EWCS Patch

The EWCS patch order form will be available beginning November 4, 2024.

Girl Scouts are eligible to earn the limited edition 2024 EWCS patch when the following requirements are met:

1. Troop submits the ACH authorization by October 18, 2024.
2. Troop picks up and returns cookies, if needed, by mutual arrangement with the cookie cupboard manager. All cookies must be returned no later than November 15, 2024.
3. Girl Scout(s) promote the Cookies for Heroes Program to all customers.
4. Troop submits the EWCS patch order form by Friday, November 15, 2024.