

Girl Scouts – North Carolina Coastal Pines  
**2012 E-mail Blueprint and Safety Pledge**

***Guidance for Girl Scouts and Girl Scout Troops that want to use e-mail, text messaging, and the Internet in the Cookie Sale Program***

Girl Scouts USA's policy regarding the use of e-mail and the Internet as they relate to council-sponsored product sales has been evolving over the past few years and several changes were incorporated into the policy in August 2009. While the policy is simple and clear in one respect, i.e., that product sales cannot be **conducted** via the Internet, it is important to understand that (1) the policy *does* allow girls and troops to use e-mail and sites like Facebook and Craigslist to **promote** the cookie sale, and (2) the guidelines are different for girls at each grade level.

We encourage girls and their parents to review and sign the *Internet Safety Pledge* found at the end of this Blueprint and to download the *Safety-Wise Update* and "The 411 on Online Marketing" that can be found on [www.nccoastalpines.org](http://www.nccoastalpines.org) by clicking *Cookies* then *Resources* to see the complete policy.

**Official Girl Scouts USA Policy**

*Excerpts from Standard 30, Safety-Wise Update August 15, 2009*

- Girls can use e-mail and age-appropriate Internet functions as online marketing tools to let family, friends, and former customers know about the sale and collect indications of interest.
- Girls or their parents or a third party may not accept payment for Girl Scout product to be sold by girls online, with the exception of Girl Scout magazine vendors.
- Any use of social networking sites (such as Facebook, Twitter, MySpace, YouTube, Flickr) for Girl Scout program activities, including marketing and/or collecting customer commitments must
  - Meet age limits and terms of use requirements set by the provider and laws governing Internet usage (age 13 and above)
  - Have parental permission for use of the tools and for posting of any photos
- Troops and groups whose girls meet age criteria may set up a troop or group social networking site with parental permission. Girls can market product on this site, but cannot collect money.

**Key Points**

***E-mail Distribution Lists***

**Not Allowed:** Sending an e-mail to all employees through an e-mail distribution list at work or school

**Allowed:** Sending an e-mail to a select group of employees that you know well

**Not Allowed:** Sending an e-mail to your entire neighborhood's e-mail distribution list

**Allowed:** Sending an e-mail to neighbors that you know or who purchased cookies from you in the past

**Explanation:** e-mails can only be sent to people that *you know personally*

***Internet Sales***

**Not Allowed:** Listing Girl Scout cookies for sale on eBay or any similar Web site

**Allowed:** Posting a message on Facebook or Craigslist that you're selling cookies

**Explanation:** Girl Scout cookies cannot be **sold** via the Internet – just posting a message on a Web site letting people know that cookies are **available** is not the same as selling them. Posting a message on eBay is done with the intention of **selling the cookies**.

**Other E-mail Guidelines**

- E-mail messages regarding the 2012 cookie sale should not be sent prior to January 1, 2012.
- Younger girls' e-mails should be sent and monitored by an adult
- E-mail messages can be used to figure out a good time to deliver cookies to a customer and are a great way to reach customers who are not often home
- E-mail can be used to reach out-of-town friends and family as long as you have a way to deliver the cookies to the customer in a reasonable amount of time

## Girl Scouts – NC Coastal Pines 2012 E-mail Blueprint and Safety Pledge

### E-mail Message Template

Please feel free to copy the “Appropriate Message” below and insert your name and information.

#### ***Appropriate Message***

January 1, 2012

I will be selling Girl Scout cookies this year starting January 7. My goal is to sell (insert number of boxes here) boxes and I would really appreciate your help in reaching my goal! My troop’s goal is (insert goal here) and we are planning to (enter plans) with our cookie proceeds.

Cookies are \$3.50 a box. If you are interested in buying Girl Scout Cookies please let me know a good time to stop by your house with an order card. This year if you purchase 5 boxes or more you can enter a drawing to win a year’s worth of free Girl Scout cookies!

I am also collecting Operation Cookie Drop donations to purchase Girl Scout cookies for our deployed military troops. Last year our council collected enough donations to send almost 72,000 boxes of cookies, so let me know if you’re interested in making a donation.

Thank you!

(your name)  
(e-mail address)

PS: You can look at all the cookies and their ingredients by clicking this link:  
<http://www.abcsmartcookies.com/cookies.asp>

#### ***Inappropriate Message***

December 26, 2011

I will be selling Girl Scout cookies this year starting January 7. If you are interested in buying any Girl Scout cookies just send an e-mail letting me know how many boxes you want and drop off a check at my house.

Jane Doe  
124 Main Street  
janed@yahoo.com

#### ***Problems with the Message Above***

- **Date of message:** Messages should not be sent prior to January 1, 2012.
- **Listing the girl’s address/last name:** For safety reasons NEVER list a girl’s home address or last name in the e-mail.
- **Closing the sale:** All sales should be conducted face-to-face; in this e-mail the girl is attempting to “close the sale” via e-mail.
- **Missing Information:** All messages should list the cost of the cookies and provide a link to the bakery’s Web site in case customers have questions about the nutritional values or ingredients in the cookies.
- **Paying at time of order:** Girls should only collect payment when cookies are delivered, not at the time of the order. The only exception is for Operation Cookie Drop donations which girls are welcome to collect at any time.
- **Missing Thank You:** Always thank customers whether they purchase cookies or not.
- **Missing Operation Cookie Drop and Buy 5 Program:** Messages should mention these options to customers
- **Missing Goal:** All communication with customers should include girls’ goals

## Girl Scout Internet Safety Pledge\* for All Girl Scouts (Revised for 2009)

- I will not give out personal information such as my address, telephone number(s), parent's or guardian's work address/telephone number(s), and the name and location of my school without the permission of my parent or guardian.
- I will tell an adult right away if I come across or receive any information that makes me feel uncomfortable.
- I will always follow the rules of Internet sites, including those rules that are based on age of use, parental approval and knowledge, and public laws.
- I will never agree to get together with someone I "meet" online without first checking with my parents or guardians. If my parents or guardian agree to a meeting, I will arrange it in a public place and bring a parent or guardian along.
- I will never send a person my picture or anything else without first checking with my parent or guardian.
- I will talk with my parent or guardian so that we can set up rules for going online. We will decide on the time of day that I can be online, the length of time that I can be online, and appropriate areas for me to visit. I will not access other areas or break these rules without their permission.
- I will not use the Internet to collect money for Girl Scout products, and I will follow all safety guidelines related to Girl Scout product sales.
- I will practice online "netiquette" (good manners) at all times when online.
  - I won't spam others.
  - I will not bully nor will I tolerate bullying (and I will always tell a trusted adult if this is a problem).
  - I won't use bad language.
- I will be guided by the Girl Scout Promise and Law in all that I do online.

Signed,

Girl Name \_\_\_\_\_ Date \_\_\_\_\_

Parent or Guardian \_\_\_\_\_ Date \_\_\_\_\_

\*The GSUSA Online Safety Pledge is based upon the Online Safety Pledge developed by the [National Center for Missing and Exploited Children](#).