Safety Activity Checkpoint
Product Program

Council Approval: Not required
Activity Permitted For: D B J C S A

About Cookie Program
The Girl Scout Cookie Program is the largest entrepreneurial program for girls in the United States. Through the Girl Scout Cookie Program, girls develop an entrepreneurial mindset which prepares them for a successful education, a career of their choosing, and the skills needed to tackle challenges they’re most passionate about. Girl Scout council–sponsored product program—which includes products from official Girl Scout Cookie, magazine, and nut vendors—give girls proven opportunities to earn money and/or credits for their Girl Scout program activities, while contributing significantly to their local councils and communities through Take Action projects.

Learn More about Girl Scout Cookies: Girl Scouts of the USA
- Select companies are licensed by Girl Scouts of the USA to produce official Girl Scout products for girls to sell. These companies are selected by councils and contracted for one to three years. They include: Little Brownie Bakers and ABC Bakers, and Ashdon Farms and Trophy Nut for Fall Product.
- M2 Media Group is our magazine subscription partner approved by GSUSA. They provide online tools and activities for download; magazine selection and marketing may take place online.
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**Sell in a designated area.** Girl Scouts should observe council jurisdiction (by zip code) when marketing products and promoting businesses in person. With the Digital Cookie platform, girls may market their businesses beyond GSNorCal’s jurisdiction. Prospects that come from outside council jurisdiction should be referred to GSUSA’s council finder. Girl Scouts should observe council jurisdictions when marketing their businesses at a parent or guardian’s workplace, unless other arrangements are made to accommodate all Girl Scout families connected to that workplace. For cookie booths, all booth locations are designated and approved by the council. In addition, all council guidelines with regard to setting up, staffing, and taking down a booth must be followed. See below for additional information.

If a booth venue asks you to sign a contract or provide proof of insurance in order for girls to sell Girl Scouts products at their business, please contact insurance@gsnorcal.org or use the Certificate of Insurance Request Form to have your contract reviewed and signed by GSNorCal. Troop leaders and/or volunteers **cannot sign** legal contracts on behalf of Girl Scouts.

**Emergency Action Plan (EAP).** Review and document your Emergency Action Plan (EAP) ahead of time before taking girls out for in-person product program activities. Think through scenarios of what can go wrong such as an accident, physical injury to a girl or adult, missing girl, or sudden illness.

**Arrange for adult supervision.** Adults should provide supervision and guidance for all program levels, and must accompany Daisies, Brownies, and Juniors when they are selling, taking orders, and delivering products. Adults oversee Cadettes, Seniors, and Ambassadors, and must be aware of how, when, and where the girls are selling products. In addition, an adult must be readily accessible to girls when they are participating in product program. This can be accomplished by an adult being present with the girls or by having the adult and girls exchange telephone numbers. Adults need to be present at booth activities with girls at any program level.

**Girls learn and practice personal protection skills such as:**
- Advising an adult of each step and involving an adult in the process by exchanging telephone numbers and/or copying the adult on emails for product orders, returns, disputes, or complaints
- Never giving out their phone numbers or personal email addresses
- Ensuring a first-aid kit is available at booth locations.
- Ensuring immediate telephone access to an adult and/or 911 as part of the emergency plan for Cadettes, Seniors, and Ambassadors

**Prepare for product program with Daisies.** Daisies participate in product program but always under the direct supervision of an adult. Materials provided by GSUSA for Daisies focus on engaging girls in selling to their circle of friends—only people they know, including neighbors, social groups, and family. Daisy troops should not sell on behalf of older troops.

**Respect Girl Scout trademarks.** As noted previously, “Girl Scout Cookies” and “Girl Scouts” are trademarked by Girl Scouts of the USA and cannot be used to endorse others’ products or services. Any questions regarding the use of these terms must be addressed to the Girl Scout of Northern California info@gsnorcal.org or trademarks@girlscouts.org.

Remember, the Girl Scout name and other terms trademarked by GSUSA, as well as pictures of Girl Scout Cookie boxes or cookies themselves, can be used only by Girl Scout councils and by girls in conjunction with a Girl Scout program (e.g., product program). These rights are not transferable to other organizations, customers or businesses purchasing cookies for use with gifting or promotional activities.

**Know what is in the cookie.** Read nutritional and health information on product description sheets provided by the vendors annually or check their websites. Girls should be able to discuss serving size, nutritional makeup, and allergen information. Read additional nutrition information at www.GirlScoutCookies.org. Additionally, recycling information is provided on product containers.
When Marketing their Business:

- Girls must wear a membership pin, uniform, or Girl Scout clothing (e.g., Girl Scout T-shirt) to identify themselves clearly as Girl Scouts.
- Girls and accompanying adults should be familiar with the areas and neighborhoods where product program take place.
- Girls should participate in door-to-door marketing during daylight hours only.
- When Girl Scouts operate a public booth in a public place, adults must be present at all times, regardless of the age of the Girl Scout. When planning to attend booths, follow GSNorCal guidelines for additional information required by our community partner who granted us permission to set up along with all safety and security recommendations.
- Use safe pedestrian practices, especially when crossing at busy intersections.
- Do not enter the home or vehicle of a stranger, and avoid marketing to people in vehicles (except at designated drive-through cookie booths) or going into alleys.
- Do not carry large amounts of money and ensure provisions have been made for safeguarding the money in advance.

With regard to booths, ensure:

- Adequate space at the booth for tables, products, and girls allows for safe passage by pedestrians, bikes, and cars.
- Girls are a safe distance from cars. If possible, set up a safety barrier between cars and the booth—perhaps a few volunteers could park their cars in spaces near the booth location.
- The booth is not blocking a store entrance or exit.
- If girls receive cash from buyers and go to make change, they hand the money to the adult for safekeeping. It is important that cash is kept safe and out of sight. This can be accomplished by:
  - Keeping the cash box against a wall or behind a barrier of cookie boxes
  - Having an adult volunteer keep the money, for example, securing it in a front-facing pouch tied around her waist
  - Depositing cash in your banking institution as soon as possible to prevent potential thefts or break-ins of vehicles

Safe Online Marketing. Girls participating in product program may call, text or email friends and family to market their business and take order commitments. Adults may support and supervise digital and social marketing campaigns in partnership with their girls, while following GSNorCal and GSUSA guidelines. Girls sending out product emails or announcements online should sign with their first names only, their troop number or name, and their council name. Personal emails or street addresses of girls should never be used for contacting or responding to customers. Instead, use one of the following:

- A blind return address account hosted on a secure site, such as that provided by our product program partners, where girls’ names and personal email addresses are not revealed to customers
- A group account monitored by an adult
- An adult email account supervised by an adult

Digital Cookie® Platform. Read, understand, and comply with Computer and Internet Use Safety Activity Checkpoint.