

# S'more News

exclusively for leaders and volunteers



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## January 5, 2022 Edition

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### Happy New Cookie Year!

The 2022 Cookie Program has officially begun. Girls are actively taking orders both online and in person.

## 2022 Cookie Program



Cookie Program has officially begun. Girls are now actively taking orders both online and in person. Here are some helpful resources to get the best out of the cookie program.

This [video](#) is an overview for parents and guardians of girls that are selling. Please share this with the adults in your troop, especially those new to the cookie program. Were you unable to attend in person or virtual training? We have recorded versions of both the new and experienced leader trainings. Click [here](#) for the recorded trainings and other important cookie information.

## 2022 Cookie Program & Social Media

Our social media guidelines have evolved over the past few years as new tools are available for girls to use. With the addition of troop and girl links, it can be rather confusing. Consider the guidelines below when wondering what can be posted where.



- **Girl Links:** This is a direct link to a specific girl's orders. This link can be posted on social media, but **ONLY to family and friends**, allowing them to order cookies directly from your daughter.
- **Troop Links:** This is a direct link to the troop order and benefits the entire troop. This link can be posted on social media to **family and friends**. For example, a troop leader without a daughter in the troop may want to share the link with their friends and family. Troop Leaders- remember to allocate these cookies to a girl in the troop after the sale to receive credit for the cookies.
- **Booth Sales & Virtual Booths:** This link can be marketed to **community sites**. For example, if your troop is hosting a booth sale at the local pool that includes a virtual booth link and pickup, it is fine to market that booth sale to a neighborhood group in your area.

The bottom line is we want all girls to have a fair and equal chance to find success in the cookie program. For example, if one girl were to send her direct link to the PTA Facebook site it would not be fair to other Girl Scouts in her school. If a troop were hosting a booth sale at the school, then advertising it on the PTA Facebook site would be fine.

When sharing their links or advertising make sure girls are sharing their goals; the skills they learn from participating make their posts more engaging and fun. ABC Bakers has some cute social media tools and graphics for troops to utilize. These can be found on the home page of Smart Cookies by clicking on the Flickr icon.

*Don't forget: Girls should **NEVER** share their last name, home address or phone number with any potential customers.*

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Click the button below to review and sign the Internet Safety Pledge today! We want all girls to be safe while participating in 2022 Cookie Program.

[Internet Safety Pledge](#)

[Girl Scout Destinations](#)

## Ready for the Adventure of a Lifetime?



### Get Ready to Travel: Girl Scout Destinations for Cadette, Seniors, & Ambassadors.

In this new year and new adventures are right around the corner. Join a Girl Scout Destination to explore the country or the world with Girl Scouts from across the U.S. You're sure to have a life-changing experience!

## Girl Scout Troop/Service Unit Bank Accounts



### Troop Bank Accounts

The fee schedule and change in bank account type for all current Troop Bank accounts at Wells Fargo has been implemented.

If you choose to open an account with another Council partner bank and have not contacted [gshelper@comgirlscouts.org](mailto:gshelper@comgirlscouts.org), or you decide to stay with Wells Fargo, the service fees will be incurred by your troop or service unit.

The GSCV partner banks are Truist (formerly BB&T), Primis, and Benchmark. Contact the GSCV office first to either open a Girl Scout bank account or make any changes. The banks are currently experiencing a high volume of requests but as soon as your banking request is complete you will be notified.

Any questions or if your troop would like to choose a different GSCV partner bank, please contact the GSCV helpdesk at [gshelper@comgirlscouts.org](mailto:gshelper@comgirlscouts.org)

## Girl Scout Retail Store Sale



# Shop Online 24/7 for the Semi-Annual\* Sale

\*Not available in-store

## Missed something on your wish list?

Our semi-annual sale is here!

**SAVE 15%**

on orders of  
\$99 or more  
with code:

**NEWYEAR15**

**SAVE 10%**

on orders of  
\$50 - \$99  
with code:

**NEWYEAR10**

**SAVE 5%**

on orders  
up to \$50  
with code:

**NEWYEAR5**

Stock up to save on select shop favorites and last-chance clearance.

\*Discount does not include uniforms, insignia, or earned awards.

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### Girl Scouts of the Commonwealth of Virginia

804-746-0590 • 800-4SCOUT4 toll-free

[gshelper@comgirlscouts.org](mailto:gshelper@comgirlscouts.org) • [www.comgirlscouts.org](http://www.comgirlscouts.org)

S'more News is an e-publication for troop leaders and other volunteers  
of Girl Scouts of the Commonwealth of Virginia.



Girls and volunteers can text NEXT to 59618 to join!