

During the Girl Scout Cookie Program, you may encounter customers who don't want to take cookies home with them, but still want to support the cookie program!

## LEVEL UP YOUR DONATIONS!

Here are some ideas for maximizing donations and partnerships this year:

- ↪ Ask local businesses if they'd like to purchase cookies either to give away to employees, or to donate in the community.
  - You can even use your Troop Virtual Booth Link to make this a seamless transaction! Send the business partner a virtual booth link where they can order and pay for their cookies, and then coordinate for a pickup or delivery from the troop!
- ↪ You can also seek out businesses who might be interested in purchasing cookies to use for client thank you gifts. Think about services you personally interact with—many relationship-driven businesses have a budget for thank you gifts, and Girl Scout Cookies may be a great fit! Some ideas to get started—salespersons, financial advisors, real estate agents, or other service professionals.
- ↪ Arrange a booth buy out! If you have an individual or business connection looking to make a donation and create a feel-good community moment, see if they're willing to stage a booth buy out! Ask them to come to your booth at a specific time, and surprise the troop by buying out your inventory! If you coordinate a buy out, we'd love to hear about it at [info@gsiowa.org](mailto:info@gsiowa.org)! Pro tip: if you're making this ask to someone you know, keep in mind that a booth inventory of 12 cases would come to \$864—which you could adjust depending on your buyer's preferences. Make sure to communicate up front about what they should expect!
- ↪ Have a donation jar at your Cookie Booths! Every \$6 in donations should be counted as one package of cookies. There's a printable [Cookie Share sign](#) available on The Bridge that you can display. If your troop has chosen an organization to receive cookie donations, they can share that with customers!
- ↪ Create your own donation challenge. Troops and families can build their own social media campaign, such as "Troop 4578 is collecting donations to donate cookies to first responders! We're hoping to collect \$720 to donate 10 cases of cookies! Will you help us by making a donation?" Customize based on the troop's selected recipient and details from your community! Other ideas include teachers, youth shelters, essential workers, and more! Use your Troop Virtual Links to allow people to donate easily.

**Thank You - Remind Girl Scouts in your troop to always thank every customer! Consider making a special card or sign for buyers that go above and beyond to support the cookie program! And, if a potential buyer says no, be sure to thank them for their time!**



## VIRTUAL COOKIE SHARE

Virtual Cookie Share is a donation program where Girl Scouts collect donations, and Troop Product Managers (TPMs) collect monies and track sales as Virtual Cookie Shares.

At the end of the program, Girl Scouts of Greater Iowa (GSGI) is able to donate cookies from the council's remaining cookie inventory. Donations are made to local organizations all across the council area, including first-responders, food pantries, shelters, and military groups.



Girl Scouts earn the Cookie Share patch with 6+ Virtual Cookie Shares.

**Pro tip: Does your troop want to allocate your donations to a specific organization, but you managed your inventory down to zero? No problem! You don't need to order more cookies for your donations – you can track your donations as Virtual Cookie Shares. Then, contact us at [info@gsiowa.org](mailto:info@gsiowa.org), and we'll make sure to include your troop's selection on the Cookie Share list. We can even coordinate with your troop to make the delivery!**

## TROOP COOKIE DONATIONS

Instead of tracking Virtual Cookie Shares, troops may choose to apply monetary donations received to cover the cost of cookies remaining in the troop inventory at the end of the season. Then, the troop will choose local charities or organizations to receive the donated cookies, and can make the deliveries.

For Troop Cookie Donations, TPMs will need to transfer donated cookies to troop members, as Troop to Girl Transfers in Smart Cookies.

For troops donating from your own cookie inventory, there is a Cookie Donation patch available for purchase in the GSGI Retail Shops at the end of the cookie program!

**For a step-by-step view of how to track donations as Virtual Cookie Share or Troop Cookie Donations, check out pages 20-21 in the [2024 Cookie Program Kit](#). You can choose the solution that works best for your troop, which might be a combination of Virtual Cookie Shares and Troop Cookie Donations!**



## IS BUYING GIRL SCOUT COOKIES TAX-DEDUCTIBLE?

**When someone purchases cookies to take home, they've purchased a product at fair market value, and the purchase is not tax-deductible. For customers purchasing cookies for donation, either through Cookie Share or troop cookie donations, the customer can deduct the purchase price as a charitable donation. Troops can write receipts for donations using your receipt books. GSGI can provide a written acknowledgment for donations of \$250 or more. If you need a receipt for a donation at that level, please contact us at [info@gsiowa.org](mailto:info@gsiowa.org).**