



Using Facebook to Market Girl Scout Cookies

With the 2009/10 season, ABC Bakers is pleased to introduce a Facebook application that can be used by girls 13 and over to market cookies. The intent of the application is to allow girls to notify their Facebook Friends that they are conducting a cookie sale, and to allow Friends to submit an order to the girl. Orders accepted through the Facebook application are fulfilled in person; no funds change hands online.

Process Overview:

1. Girl loads application on her Facebook page
2. Girl sets goals and outlines her advocacy for sale
3. Girl selects “Gift” to be sent to her Facebook Friends
4. Friend accepts “Gift,” is directed to online order card
5. If Friend orders, a confirmation email is sent to Girl
6. Girl Accepts or Cancels order
7. If order accepted, girl updates progress in Catch Goals or Facebook; progress reflected on her Facebook page
8. When order cards due, girl prints out online orders from Catch Goals and turns in to Adult Volunteer for entry into Snap.

Step-by-Step:

Girl loads application – Girl follows a link from www.abcsmartcookies “Catch Goals” section to Facebook, logs into her Facebook account, searches for Girl Scout Cookie Sale Connector application. Girl accepts application and it loads onto her page.

Girl sets goals and advocacy – Once application is loaded, Girl’s “Boxes to Sell” and Troop “Boxes to Sell” goals are imported from Catch Goals. The Girl has the option of adding her progress meter to her profile. From the “My Goals” tab, Girl is prompted to create a Sales Activity plan, set Personal Learning Goals, and describe her Advocacy. Girl’s Advocacy is visible to Friends to whom she sends gifts.

Girl selects “Gift” to send to Friends – From the “My Friends” tab, Girl selects a gift and checks off the Friends to whom it will be sent. For security purposes, gifts can only be sent to a Girl’s Friends or to people for whom she has a valid email address. Girl clicks “send,” and a dialogue box opens which allows her to add a personalized message. Girl clicks “send,” and the Gift is sent.



Friend accepts “Gift,” is directed to order card – The Friend sees a notification that they have a gift from the Girl. Once accepted, Girl’s personal message, advocacy, and information about her sale appear. Friend can click the “Buy Cookies From [Girl’s name]” button, and they will be taken to an electronic order card. The Friend can add the Gift to their Wall, further increasing visibility of the sale.

If Friend orders, confirmation email sent to girl – If the Friend orders, they will be prompted to confirm the order before it is sent to the Girl’s Catch Goals account. Confirmed orders will show up in the Friend’s feed, allowing all of their friends to know that the cookie sale is underway. From her Catch Goals account, Girl will see all orders received from internet marketing efforts.

Girl accepts or cancels order – From her Catch Goals account, Girl must accept each order for it to be valid and included on her final tally. She will see all contact information from the customer, and she can decline the order if, for example, it is from an unknown person.

If order accepted, Girl updates progress on her Catch Goals or Facebook page – Catch Goals and Facebook synchronize their progress meters, so Girl can update sale information in either place. As Girl passes various milestones, new badges are unlocked in Facebook. From the My Accomplishments tab, girl can add badges to her sash (visible on the “My Sash” tab).

When Order Cards due, Girl prints out orders – From Catch Goals, Girl prints out her orders received via online marketing efforts and turns them in to Adult Volunteer. These cookie orders are then treated the same way as orders on the traditional Order Card in terms of delivery and payment.

Notes:

Girl Safety – only Friends of the Girl have the ability to load the application. This prevents people unknown to the girl from submitting orders. We have provided a link to GSUSA’s Cookie Program Activity Guide, wherein Girl can link to “411 on Internet Safety” and the “Internet Safety Pledge.” These documents facilitate girls learning how to use online tools responsibly.

Viral – Friends of the Girl can display their gift on their Wall, and notice of purchases will appear in the Friend’s feed. This communicates to the wider Facebook community that “It’s Cookie Time.” While orders cannot be accepted from those who are not Friends of the Girl, people will see evidence of cookie sales and thus awareness will be raised.