

# Product Program Policies & Standards

(Policies uniformly enforced and applicable to all troops/girls – MUST be followed)

1. All volunteers and girls must be registered to participate in any council product programs.
2. All Daisy, Brownie, Junior, Cadette, Senior, and Ambassador Girl Scouts are encouraged to participate in council sponsored product programs.
3. Training is mandatory for all Service Unit Product Sale Managers, Troop Product Sale Managers, and/or Troop Leaders. Training is mandatory for at least one parent/guardian for each girl participating and the Girl Scout herself.
4. Troop Product Sale Managers are responsible for payment of products ordered and/or received by members of their troop (unsold product included). NO PRODUCT MAY BE RETURNED TO THE COUNCIL.
5. A signed *Troop Product Sale Manager Agreement Form* and *ACH Authorization Form* must be on file with the council for any troop participating in product programs. These forms outline the Troop Product Sale Manager's financial responsibility to the council.
6. A troop financial report must be submitted to the council for any troop participating in the product programs.
7. A signed *Parent/Guardian Permission & Responsibility Form* must be on file with the troop for any girl participating in product programs. This form outlines the parent/guardian's financial responsibility to the council. Troops must collect this form before giving order cards and program materials to girls.
8. Misappropriation of funds by any person in a volunteer role could result in reassignment or dismissal. Examples of misappropriation of funds is defined as, but no limited to: product program debt, mishandling of troop/Service Unit funds and/or products, etc.
9. A *Troop Financial Discrepancy Report* for each parent who still owes money, along with proper documentation (signed permission forms, receipts, etc.) must be submitted to council by deadlines set for each program. If proper documentation is not received, then the Troop Product Sale Manager will be held liable for those funds.
10. Any girl, parent, or volunteer who has an outstanding balance from a prior program will not be allowed to participate in any future product programs until the balance including any processing/collection fees are paid. The Troop Product Sale Manager will be issued a list of ineligible persons prior to the start of a program and it will be strictly enforced. If a person questions their placement on the list they must take the matter up with council personnel.
11. Any Troop Product Sale Manager and/or Troop Leader who has an outstanding balance from a prior program will not be allowed to participate in any future product programs until the balance including any processing/collection fees are paid. These troops must designate a different registered volunteer as the Troop Product Sale Manager. The Service Unit Product Sale Manager will be issued a list of ineligible persons prior to the start of the program and it will be strictly enforced. If a person questions their placement on the list they must take the matter up with council personnel.

12. Any person withholding money for any reason from Girl Scouts of Utah, in connection with the sale of any product, is subject to litigation for recovery of all money due and payable, as well as all costs incurred in the collection process.
13. Girl Scouts of Utah does not accept personal checks for any products sold by girls, parents, and/or volunteers. Troop payments are deducted from troop bank accounts via ACH debit.
14. Extenuating circumstances, which will impact a troop or parent's ability to successfully fulfill their responsibilities, should be communicated to council staff promptly. Circumstances that may require special arrangements for payment will be handled on a case-by-case basis. These may include serious illness or death in the family, fire, theft, and auto accidents. They will be required to provide proof and/or documentation in these instances. In the case of theft documented by a police report, the council would expect the loss to be covered by personal insurance and additional time will be allowed to collect from insurance. If not covered by insurance and not properly documented, payment in full is expected by the due date.
15. Any report of a girl, parent, and/or volunteer selling product for more than the official selling price could result in the girl losing all rewards, their ability to participate in future programs, and/or dismissal of volunteer roles. Each report will be dealt with individually. The person observing an incident should complete and submit a *Product Program Complaint Report* (who, when, where, selling price, etc.) to the council in writing with information and means to verify details.
16. Troops and girls may only sell products provided by licensed vendors currently under contract with GSU during the Fall Product and Cookie Programs.
17. A booth sale is a troop activity and requires a parent/guardian permission slip, attendance by a minimum of three girls and two adults (one of whom is a registered member of GSUSA) as designated by the troop leader, and cannot take place prior to council booth start dates. Girls make all the sales, except in cases where volunteers are helping younger girls with money.
18. A troop not participating in the Cookie Program will not receive permission for other money-earning projects.

## Social Media and Email Policies & Standards

Consistent with national guidelines, girls may use Facebook, Twitter, Instagram, text messages, IMs, and emails as online marketing tools to market the Girl Scout product programs to friends and family (for clarity, "friends and family" are people whom the girl or her family personally know).

Girls and troops may use private social networking sites (e.g. Facebook, Twitter, Instagram, Pinterest, etc.) to message family and friends about the Fall Product Program and/or Cookie Program. Troops and girls who are at least 13 years old and have parental permission may set up a troop or group social networking site in accordance with the United States Child Online Privacy and Protection Act [COPPA] and the Child Online Protection Act [COPA]. We ask that girls, families, and troops not advertise or post messages or requests on web-based public groups and pages, such as Facebook Yard Sale sites, Marketplace pages, eBay, Angie's List, Craigslist, or KSL. This also includes social media groups that are labeled as "closed" but include members of the general public. This ensures the safety of our girls and adherence to the product program guidelines, as well as the numerous posting guidelines on websites and social media.

The purposes behind the annual product programs are to help girls develop important life skills and to provide them with the means to participate in great learning experiences. Although we sincerely appreciate the support of our Girl Scout families, we want to ensure that the girl is the one making contact with customers and filling

their product orders. If a girl is 13 years old or older, she may use her private social networking accounts to reach out to family and friends about the product programs. Girls under age 13 may reach out to family and friends using their guardians' social networking sites.

However, the girl must be the one to send the messages and make contact with potential customers. This helps her to really be a part of the largest girl-led business in the world and it keeps her safe while doing so.

## **CUSTOMERS**

Girls can market to, collect indications of interest, and take orders from customers within their councils' zip codes. EXCEPTION to this zip code rule are family members, friends, former customers, and Digital Cookie sales (see below).

## **ONLINE SALES**

UNIFY and Digital Cookie are the only approved online sales tool available for girls to use when selling (exchanging money online) products. Outside of UNIFY and Digital Cookie, girls cannot setup online sites where products are sold and money is exchanged via the internet. See the guidelines specific to Digital Cookie below. Girls must sign the Girl Scout Internet Safety Pledge before doing any online activities, and all online activities must be under the supervision of adults.

## **EMAIL**

Girls cannot expose their own or any other girl's email address, physical address, or phone number to the public. When writing email messages or online announcements girls should sign with their first name only along with their troop number, or first name and council name. Girls may also use a group account, monitored by an adult; or an adult's email account, which is supervised by that adult.

## **ADVERTISING AND AUCTION-TYPE SITE**

Girls and adults cannot post messages, requests or advertisements on Facebook Yard Sale groups or pages, eBay, Craigslist, KSL, or any type of classified or auction-type site.

## **GUIDELINES SPECIFIC TO DIGITAL COOKIE**

1. Girls must read and accept the Girl Scout Digital Cookie Pledge before they can participate in Digital Cookie
2. Volunteers must read and accept the Digital Cookie Terms and Conditions for Volunteers before they can participate in Digital Cookie
3. Girls may only post about their participation on Digital Cookie on social media that allows them to restrict access to friends and family (e.g. Facebook)
4. Friends and family of a girl participating in the cookie program must not market or share a girl's contact information, sales links, or sales information on public-facing online sites
5. Parents/guardians must approve the content of a girl's Digital Cookie web page before it goes live
6. For girls under 13 years old, a parent/guardian must manage the girl's web site and be responsible for all content. In other words, girls under 13 are not allowed to post anything to their websites; it must be done by their parent/guardian

**Should any online marketing activities be identified as "in violation of guidance," GSUSA or the council reserves the right to intervene and request removal or remove the post.**

## **Product Program Proceeds Standards**

- Troops/groups should be financed by troop/group money-earning activities and by a share of money earned through council sponsored product programs.

- Girl Scouts engage in troop budgeting activities that help them to learn money management. The girls are part of the decision making process in determining troop dues, troop money-earning projects, and uses of collective funds. The funds are for Girl Scout activities and are not to be retained by individuals as their property.
- Girl Scouts may not earn money for other organizations. However, girls may contribute a portion of their troop treasury to organizations or projects they consider worthwhile (for example, local or international service organizations or environmental projects).
- Girls should be encouraged to designate a portion of their troop treasury for the annual membership dues of all troop members. This is a sound and efficient practice that enables girls to meet membership dues and lessens the burden to individual members.
- All proceeds earned by the girls through product programs must support Girl Scout program experiences for girls (such as camp, troop/group travel, and program events; but not scholarships or financial credits toward outside organizations). Individual gift cards or individual tickets to external establishments would not be within guidance.
- Example:
  - Accepted: Tickets for a troop/group trip to the zoo
  - Not Accepted: Tickets given to an individual girl or her family to the zoo
- Do not reimburse girls for experiences – travel and event rewards should be Girl Scout hosted and funded. If a girl is unable to attend an event sponsored by the troop/group, she is not to be reimbursed for the funding that would have been spent for her experience.
- Proceeds received by a troop/group are non-transferrable. Girls who leave the troop or leave Girl Scouting are not entitled to proceeds earned while in the troop/group they leave. Proceeds do not follow the girls.
- Proceeds may only be allocated to Girl Scout troops/groups for Girl Scout program activities. Cash-based accounts may not be kept for or distributed to individual girls. Do not track proceeds for individual girls in any pathway – either by council or troop/group.
- All reward events offered by the council are non-transferrable. If a girl is unable to attend an event sponsored by the council, she is not to be reimbursed for the funding that would have been spent for her experience.