

3 September 2024

Installation Commands, Embassies/Consulates, and the Private Organization Offices:

Today, USA Girl Scouts Overseas (USAGSO) respectfully requests that Installation Commands, Embassies/Consulates, and the Private Organization Offices grant authorization for their local Girl Scout Troops to sell Girl Scout Cookies for the 2024- 2025 Cookie Program season.

USAGSO is proud to, once again, to be working with US Installation Commands and Embassies/Consulates in organizing Girl Scout Troops in military, embassy and consulate communities around the world to kick off the much-anticipated annual Girl Scout Cookie Program. It is the largest girl-led entrepreneurial program in the world and provides the primary source of funding for all your local Girl Scout troop and community activities.

Due to transit time, cookie orders are due no later than **25 October 2024**. Permission from your Installation is needed **prior** to your Girl Scout community's order being placed.

Girl Scouts and USAGSO know that the Cookie Program facilitates a unique and hands-on learning opportunity for girls to explore and foster these and other necessary skills they need to grow into tomorrow's leaders, officers, and entrepreneurs:

- Goal Setting
- Decision Making
- Money Management
- People Skills
- Business Ethics

We are including the attached Recommended Sales Methods in which communities can participate in the Girl Scouts Cookie Program. Whether girls sell cookies virtually, in-person, or combination of the two, it builds a foundation for girls' entrepreneurial spirit and future success.

From all of us at USAGSO, let me take this moment to say thank you. Your partnership, as well as your continued advocacy for girls and Girl Scouting, is integral to building girls of courage, confidence, and character, who make the world a better place.

Best regards,



Kelly Bullard
Sr. Director, GS-15
USA Girl Scouts Overseas

USA Girl Scouts Overseas' Request for Cookie Sale Authorization

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. Much more than a fundraiser, it's a unique, hands-on way for girls to develop five essential skills, core to the Girl Scout Leadership Program: Goal setting, Decision-making, Money management, People skills, and Business ethics.

Request: USA Girl Scouts Overseas respectfully requests Installation Commands, Embassies/Consulates, and the Private Organization Offices grant authorization for their local Girl Scout Troops to sell Girl Scout cookies for the 2024-2025 cookie season using some or all the recommended methods detailed below.

Dates and times: USAGSO Cookie Sales take place from **7 February through 23 March 2025**. In the case of shipment delays or other stop-movement, an extension to cookie sales resumption will be permitted (based on circumstances and at the discretion of USAGSO).

Recommended Cookie Sale Methods

Cookie Booths - Troops sell cookies directly to customers at booths in areas such as grocery stores (Commissary), PX, BX, malls, community sporting events, and Embassy/Consulate lobby, grounds or events.

Drive Thru - An 'event' promoted on social media. Troop and volunteers set up table/tent in a visible parking lot/designated area. Cars pull up to the tent/table, complete cookie/money transaction, exit without customer leaving the vehicle.

Virtual Cookie Booths - A 'booth' hosted and promoted on social media- gives girls a way to achieve sales goals and help others in their community from home. Customers purchase cookies online without added cost of shipping. Cookies pick-ups are scheduled for a specific date and time at an established central location.

Digital Cookie - Direct Ship - Girls create a customized webpage and send emails with a personalized message to family and friends asking them to buy Girl Scout Cookies. Customers purchase cookies through the webpage, that are then shipped directly to their home (US, APO, FPO and DPO address only).

Gift of Caring - Girls promote the purchase of cookies for donation. Cookies can be purchased and donated using Digital Cookie, Virtual Cookie Booths, Drive Thru and Cookie Booths.