Online Sales for Girl Scout Cookies Are Approved

By ELIZABETH OLSON  DEC. 1, 2014

Girl Scouts are adding digital marketing to their formidable arsenal of charm, cuteness and perseverance to sell millions of boxes of Thin Mints, Samoas and other longtime cookie favorites.

After years of prohibiting Internet sales, the Girl Scouts of the U.S.A., the group’s national organization, has approved “Digital Cookie,” a platform for scouts to sell and ship the colorfully boxed cookies to friends and relatives around the country.

The expansion beyond traditional selling strategies like operating booths outside supermarkets, sending order forms into their parents’ workplaces and door-to-door canvassing is expected to increase the nearly $800 million raised in annual cookie sales. More than 80 percent of the two million girl scouts sell cookies every year, for about $4 a box, the national organization said.

“Girls across the country now can use modern tools to expand the size and scope of their cookie business,” said Sarah Angel-Johnson, who directs the digital cookie effort, “and learn vital entrepreneurial lessons in online marketing, application use and e-commerce.”