

# So, what about that ... Raspberry Rally?

## Top 3 things to know:

Extremely  
limited  
quantity  
available

Only available  
for ordering on  
Digital Cookie

Direct shipped  
pilot and NOT  
available for  
booths



## Talking points for discussion with parents and girls:

- Three key points listed above
  - Extremely limited quantity available—all councils are being limited to a specific package count. This limit was set by GSUSA using prior sales data and is intended to supply our market needs without having an excess in inventory.
  - Only available online via Digital Cookie—once we have reached our quantity limit, they will no longer be listed online for purchase.
  - Direct shipped only pilot and NOT available for booths—Raspberry Rally's will not be available at initial order or reorder sites.
- Girls are encouraged to tell customers that the cookie is limited and for online shipped only
  - Utilize talking points for customers below
  - Girls/parents should be prepared to answer questions about Raspberry Rally's at cookie booths
- Troop Cookie Managers will be notified via email when Raspberry Rally's are no longer available (we may also provide additional advance notice if we are able)

## Talking points for discussion with customers:

- Expanding the Girl Scout Cookie lineup through an online exclusive cookie allows us to provide girls with:
  - Additional opportunities to flex their entrepreneur side by pivoting how girls manage and market their digital sales
  - More rapidly respond to ecommerce trends
  - And respond to consumer desires for innovative Girl Scout cookie options
- Regarding shipping costs, the shipping prices are set by the shipping vendors GSUSA works with and as the world experiences a rise in shipping cost so do Girl Scouts
- Regarding limited quantities, GSUSA decided on a fixed inventory to help address possible supply chain issues and the time constraints of the short cookie season (just January-March). They then worked with the cookie baker to determine a quantity that would meet our area's needs without causing an excess supply.

# Raspberry Rally FAQ

## **How and when will the Raspberry Rally Cookie be available?**

The Raspberry Rally Cookie will be sold exclusively on Digital Cookie with direct shipping to the customer's door. It will be available for Girl Scouts using Digital Cookie when your council's season begins on **Wed., Dec. 14**. And will continue to be available while supplies last.

## **Can I purchase a large quantity and distribute them to sell at booths?**

The Raspberry Rally cookie is only available for purchase on girls' digital platforms. It is not available for in-person sales and economically purchasing cookies at retail value and paying shipping fees isn't a sound business decision.

## **What about customers who ask at my booth?**

There is a chance that during GSSWT cookie booths the Raspberry Rally will be sold out online and no longer available for customers to purchase. If this is the case, do let customers know they are no longer available for our area but that they may find another Girl Scout outside of the San Antonio and surrounding areas that still has the cookie online.

If the cookie is still available, it can be ordered and shipped directly to the customer by using a girl's or troop's Digital Cookie link. Girl Scouts can also work with troop leaders and/or parents to create a QR code that can be shared with customers who visit the booth. Additional ordering information is available on a postcard-sized handout that customers can refer to when they are ready to reorder anytime.

Remind customers that the online-only option applies to Raspberry Rally only at this time. The primary Girl Scout Cookie varieties are readily available at the booth and on Digital Cookie, including top sellers like Thin Mints and the Adventurefuls that debuted last year. Customers can pick up their Girls Scout Cookies at the booth and replenish their supply for delivery to their home at a later date.

## **Where does the Raspberry Rally Cookie ship?**

The Raspberry Rally Cookie will ship directly to the customer address entered in the Digital Cookie order. This provides an opportunity for a cashless exchange, and you don't have to schedule a delivery appointment!

## **Will any of the old cookies be going away?**

No! The Raspberry Rally has been added in addition to our other nine favorite flavors this year.

## **How much do Raspberry Rally's cost?**

Raspberry Rally's, and all varieties of cookies, are only sold for \$5 per package. Any additional processing or transaction fees may NOT be transferred to the customer.

## **Is Raspberry Rally Vegan?**

The Raspberry Rally cookie is made with vegan ingredients. You can find additional information on the [GSUSA Meet the Cookies page](#).

**Have more questions? Email us at [customercare@girlscouts-swtx.org](mailto:customercare@girlscouts-swtx.org)!**