



Cookie Pairing Guidelines

Cookie pairings are third-party events that support the mission of Girl Scouts of Central Texas (GSCTX) to build girls of courage, confidence, and character, who make the world a better place.

We welcome and appreciate cookie pairing events to support girls in building their entrepreneurial spirit through cookie sales and to benefit GSCTX. The following guidelines have been developed to protect both the third-party organizer and GSCTX.

Cookie Pairing Event Approval

A [third party event](#) application form must be submitted to determine that the proposed event meets GSCTX's guidelines. Approval from GSCTX must be obtained before the event is held.

Applications must be submitted no later than 30 days before the proposed event date. If you wish for your event to be considered for promotion among the GSCTX membership, a minimum of 60 days-notice is required. The final approval for a third-party organizer to host an activity/event benefiting GSCTX shall be the sole and final decision of GSCTX.

The third-party organizer must obtain all necessary permits, licenses, and/or insurance. The third-party organizer is also responsible for ensuring that activities/events comply with all state regulations governing the coronavirus pandemic.

Marketing Cookie Pairing Events

GSCTX Marketing Department will notify GSUSA of the event so they do not send a cease and desist letter. GSCTX will work with all third-party businesses/organizations to ensure Girl Scout brand guidelines are being followed. All materials used to promote the event must be approved by the GSCTX Marketing Department before use. GSCTX will collaborate with local Girl Scouts and your organization to reach out to the media and publicize the event. If media is covering the event, GSCTX Marketing should be notified and a GSCTX representative will attempt to attend events where media may be present.

Branding Guidelines

If these branding guidelines are not followed, the third-party organizations and/or GSCTX run the risk of facing a cease and desist letter from GSUSA.

- The use of the words and phrases "Girl Scout Cookies," any cookie name, and any and all images associated with Girl Scout Cookies is not allowed for use by a commercial establishment.
- Businesses may not use cookies as an incentive to sell their products, i.e., no "buy a product and get a free package of cookies."

Cookie Pairing Event Financial Guidelines

The third-party organizer:

- must state the terms of the donation from the event/activity (i.e. 25 percent of profits, one-time donation of \$1,000, all proceeds, etc.).
- agrees to provide GSCTX with the promised proceeds and a written accounting of the revenue and expenses within thirty (30) days after the event.
- may not keep any portion of the proceeds promised to GSCTX as profit or compensation for organizing the activity/event.
- is responsible for all expenses related to the event and assumes responsibility for any debts incurred.

A donation solicited on behalf of GSCTX, whether in-kind or cash, is fully tax-deductible only when it is made directly and entirely to GSCTX. No solicitation of gifts on behalf of GSCTX may be made without the consent of GSCTX. The tax-deductible nature of gifts will be determined by GSCTX in accordance with IRS guidelines. When a portion of the event fee is not tax-deductible, a statement to that effect informing all event participants must be included in event/activity materials.

Cookie Booth Guidelines

If a troop sets up a booth at the event location, it is subject to all established booth rules that are in place for the cookie sales. Approval from the Director of Product Programs must be obtained prior to the event.

- Per GSUSA, cookie booths may not be set up in front of or inside businesses that girls cannot legally patronize.
- Booth must be open and shared with all girls in the SU which the event is located. No private booths allowed!
- Booths should not be set up outside a troop/girl SU boundaries without prior permission from the local SU Cookie Manager or Booth Manager.
- Must be staffed with 2 girls and 2 adults. Except for Cadette, Senior and Ambassador girls can have 1 girl and 1 adult.
- Rules apply whether the event is coordinated by volunteers or staff

Event Sponsorship

Third-party organizer agrees to coordinate and request permission from GSCTX before soliciting any additional individuals, organizations, or businesses to support event/activity.

GSCTX will not solicit event sponsors for third-party events/activities and will not provide donor or volunteer contact information to the event organizer.

What GSCTX May Do to Support the Event/Activity

- Promote the activity/event on GSCTX social media channels
- Promote the activity/event within the GSCTX email newsletter
- Promote the activity on the GSCTX website
- Support media outreach or provide media spokespeople in conjunction with the event/activity
- Provide a staff member to attend the event/activity
- Provide a tax receipt to donors who donate directly to Girl Scouts of Central Texas
- Provide the third-party organizer with a tax receipt for the donation resulting from the event/activity

What GSCTX Will Not Do for the Event/Activity

- Extend our tax exemption or charitable solicitation license to you
- Provide insurance coverage for event/activity
- Provide funding or reimbursement for expenses
- Solicit sponsorship revenue for third-party event/activity fundraising activities
- Provide GSCTX letterhead
- Obtain permits or licenses

Terms and Conditions

GSCTX ASSUMES NO RESPONSIBILITY FOR THIRD-PARTY ACTIVITIES/EVENTS. YOU AGREE TO RELEASE GSCTX AND ITS OFFICERS, EMPLOYEES, AND AGENTS FROM ANY AND ALL LIABILITY ARISING FROM THE ACTIVITY/EVENT.

Following standards adopted by the Council of Better Business Bureaus, all collateral material relating to the third-part event/activity must specify at the point of solicitation: (a) that GSCTX is the benefiting organization; (b) that written information about GSCTX is available by calling (512) 453-7391 or visiting gsctx.org, and (c) the actual or anticipated proceeds will benefit GSCTX.

Third-party organizer agrees to indemnify and hold harmless GSCTX from any third-party claims made in connection with the hosted fundraiser. GSCTX has the right to request a certificate of insurance (if applicable).

GSCTX must be notified if there are any significant changes planned for the third-party activity/event. If circumstances warrant (i.e. fraud, negative exposure, etc.) GSCTX may, at any time, through members of its governing board or senior staff, direct third-party organizers to cancel the activity/event. The third-party organizer must agree to cancel the activity/event, if so directed, and agree to release GSCTX and its board members, officers, and employees from liability in connection to any such action.

The third-party organizer is responsible for complying with all applicable local, state, and federal regulations regarding a charitable event.

Third-party organizers must represent to GSCTX that: (a) it will comply with all applicable laws during the planning, promotion, and conduct of the event; (b) all necessary insurance, licenses, and permits will be obtained; (c) and it will indemnify and hold GSCTX harmless from claims of any kind or nature whatsoever arising out of, or in any way related to, the third-party event/activity.

This document shall not be construed to authorize the third-party organizer or any of its employees or representatives to act as an agent of GSCTX.