

Go High-tech with Your Cookie Sale!

Girl Scouts of Eastern Iowa and Western Illinois are testing out a new payment program for the [2012 Cookie Sale](#). Troops who are interested in participating in this pilot program will have the opportunity to accept credit cards as payment for packages of cookies.

Here is how it works:

- Troop Leaders who sign up will be provided with a secure mobile device that attaches to their smartphone. This will allow them to accept payment on-the-spot with the simple swipe of a card.
- Payment will be processed through a mobile phone application and customers will sign a receipt via the touch screen. An e-mail record of the purchase can be sent to the customer.
- The Girl Scout Troop gets a record of the sale, but no data is stored in the phone.
- Troops will be responsible for transaction fees. Fees will be 2.1% per transaction.
- Customers must purchase a MINIMUM of 3 packages of cookies in order to use their credit card.
- Troop Leaders will not be able to use their card readers past March 18, 2012.

Guidelines/Requirements to get started:

- Troops who are interested in this exciting new way of selling cookies will need to contact Marilyn Askelson at MarilynA@GSEIWI.org or (319)363-8335 NO LATER THAN DECEMBER 31, 2011 to sign up.
- Troop Leaders must complete a short online training course.
- Upon completion of the training course, Troop Leaders will be sent a special link in order to complete an online application.
- Once both the online training course and the application are completed, Troop Leaders will pick up their card readers from their local [Girl Scout Leadership Center](#). The online training course and the application must be completed by January 28, 2012.
- Troop Leaders must agree to fill out a thorough evaluation at the end of the pilot program.

Here is what other councils have had to say about using this method:

“For the first time ever, we’ll be able to say yes to credit cards and process payments quickly right on our phones. And now that people can pay by credit card, it will make it easier to buy a bundle of cookies to donate to U.S. Troops overseas.”

“One troop reported selling 20% more than they did on the same location the previous year. . . we also had a customer say he was taking out cash to buy two boxes, and he ended up buying seven because he was able to use his credit card.”

One customer purchased 10 packages and donated them to the troops overseas. She said she used her credit card because she never carries cash anymore. “I gave her my card, they zipped it through, and they actually were able to key in an e-mail address that my receipt goes to,” she said.