

Customer Communication – Email and Card Sample Messaging

Emails to returning customers

1. **Subject line:** Samoas® are back!

Body copy:

Calling all fans of caramelly, chocolaty goodness! It's the most magical time of the year – Girl Scout Cookie Season!

Last year, your purchase helped me reach my goal of [INSERT GOAL]. I would be so thankful if you participated again this year.

You can order online by visiting my Digital Cookie® site! [INSERT LINK TO DIGITAL COOKIE].

Thank you for your support!
[INSERT SIGNATURE]

2. **Subject line:** Thin Mints® are back!

Body copy:

Break out the milk – it's Girl Scout Cookie Season! When you buy your favorite minty, chocolaty treats this year, you'll be helping me [INSERT GOAL.]

You can order online by visiting my Digital Cookie® site! [INSERT LINK TO DIGITAL COOKIE].

Thank you for your support!
[INSERT SIGNATURE]

3. **Subject line:** It's the most magical time of the year!

Body copy:

Hey, Girl Scout Cookie™ fan! I'm running my cookie business again this year, and I would love it if you bought your favorite cookies from me.

This year, my goal is to [INSERT GOAL]. And your purchase can help me make it happen!

You can order online through my Digital Cookie® site here: [INSERT DIGITAL COOKIE LINK].

Thank you for your support!

[INSERT SIGNATURE]

Thank you notes for new customers

1. **Cover:** Thank you for helping me reach my goal!

Body copy:

Your Girl Scout Cookie™ purchase helps me learn new skills and go on exciting adventures!

This year, I hope to [INSERT GOAL]. I am so thankful for customers like you who help me make it happen!

Thank you for your support!

[INSERT SIGNATURE]

2. **Cover:** You're S'AMAZING! (with s'amazing graphic treatment)

Body copy:

Thank you for buying Girl Scout Cookies® from my troop! With your help, I'm one step closer to my goal of [INSERT GOAL].

Your support means so much to me, and to Girl Scouts everywhere!

Thank you,

[INSERT SIGNATURE]

3. **Cover:** Thanks alot!! (With picture of axolotl)

Body copy:

Your purchase helps Girl Scouts like me grow as individuals and achieve their dreams.

Thank you for your support!

[INSERT SIGNATURE]