



COOKIE BOOTH GUIDE

GETTING PREPARED FOR COOKIE BOOTHS

Cookie booths are a privilege afforded to us by merchants because of the good reputation of Girl Scouts. If we receive a customer or store complaint about your troop at a booth, your troop may be removed from booths for the remainder of the sale.

Get girls involved in creating posters, signs, and decorations for their cookie booths. Use skits and role-playing to practice good booth behavior. Be sure to let adult volunteers know what's expected of them, too.

GSGCF recommends that all adults present at a cookie booth are approved Girl Scout volunteers. Cookie booth volunteers will handle a large amount of troop funds and cookie product, as well as being a representative of the Girl Scout movement. Every cookie booth should have at least one registered and background checked volunteer present.

COOKIE BOOTH CODE OF CONDUCT

Be sure to review the following code of conduct with girls and adults who are participating in cookie booths:

- Girl Scouts must be in uniform or wearing identifiable Girl Scout apparel while participating at cookie booths.
- Any chaperones must be wearing appropriate attire and fully clothed.
- Tag-a-longs (non-Girl Scouts, including infants) are not allowed to attend cookie booths.
- Girl Scouts participating in a cookie booth should not be eating.
- Technology use at cookie booths should be limited to calculators and card processing. Girls and supervising chaperones should not make phone calls or play games for the duration of the cookie booth.
- Girls must be directly involved in the sale. Chaperones cannot sell cookies on a girl's behalf. If girls need to take a break for any reason, the booth should also go on break.



COOKIE BOOTH SUPPLY LIST



- Change and small bills.
- Cash box or money bag
- Credit Card Reader
- Smart phone loaded with Digital Cookie or Card Reader app
- Cases of cookies (ask your service unit for advice if you're unsure of what mix to bring)
- Table
- Chairs
- Counterfeit marking pen – important to use even for small bills!
- Pens/pencils
- System for keeping track of booth sales (check out our resources for tracking sheets)
- Calculator
- Trash bags
- Colorful tablecloth or other table covering
- Posters, signs, and decorations to promote your troop goals, Hometown Heroes, and other troop activities
- A completed and up-to-date health history form for each girl at the booth (required for girls being supervised by an adult other than her parent)

GSGCF COOKIE VARIETY MIX

We are introducing a new cookie this year, so this variety mix breakdown is based entirely on estimates on how we think the cookies will sell this season. You can use these varieties as a rule of thumb for how much you want to bring to your cookie booth. Keep in mind that what you actually sell at a booth can vary based on geographic location, cookie booth location, day, time of day, and weather.

Variety	Percentage
Thin Mints	31.90%
Samoas	18.30%
Tagalongs	13.70%
Adventurefuls	9.00%
Do-si-dos	8.70%
Trefoils	6.20%
Lemon Ups	4.90%
S'mores	4.30%
Toffee	2.90%



COOKIE BOOTH DOS

- ✓ Come prepared with plenty of change, small bills, and a contactless payment method.
- ✓ Remind girls to wear their Girl Scout uniforms or a Girl Scout shirt so they are easily recognizable as Girl Scouts.
- ✓ Obey the cookie booth start and end times. Notify the store manager that you have arrived, even if you're not the first troop. Many managers prefer to know what adults are at their store. If you have the first booth of the day, ask where they'd like you to set up. If you're the final booth of the day, thank the store manager before you leave.
- ✓ Be polite and friendly to all store customers, even if they don't make a purchase.
- ✓ Ask customers to buy cookies as they exit the store.
- ✓ Girls should be assertive, but not aggressive with customers.
- ✓ Have GIRLS to make the sale, not the adults. Empower girls to see the booth as their business and get them involved in the inventory, set-up, money taking, etc. Adults are not to run cookie booths without girls present.
- ✓ Keep your booth area neat and tidy. Remove empty cases and take them with you at the end of the shift.
- ✓ Set a good example.
- ✓ Bring a water bottle, but be sure to store it away from your cookie display.
- ✓ Be sure to schedule food breaks when planning back-to-back booths.

COOKIE BOOTH DON'TS

- ✗ Don't argue, yell, or make a scene at a cookie booth. If there's a problem, contact your SU cookie coordinator for assistance.
- ✗ Don't block the store entrances or allow girls to interfere with shoppers.
- ✗ Don't allow the girls to go into the store while working at the booth except for necessary bathroom trips.
- ✗ Don't have adults to run the booth without girls present. If the girl is on a bathroom break, the booth should be on break. Plan accordingly with signage.
- ✗ Don't ask the store to provide change for your cookie booth.
- ✗ Don't eat or smoke during cookie booths.
- ✗ Don't bring non-Girl Scouts to booth locations.
- ✗ Don't solicit cash donations. Troops may accept donations only if customers offer, which should be credited to the Hometown Heroes program. It is fine to ask customers to purchase cookies to be donated or have a clearly labelled display box for Hometown Heroes donations.
- ✗ Don't leave empty cookie packages, cases, or signs at your booth sale. When your booth is over, clean everything up. Leave the space better than it was when you arrived.
- ✗ Don't clutter your booth with personal items. Bring only what you need, and store personal items safely out of sight.





SECURING COOKIE BOOTHS

Cookie Booths are secured by service unit level volunteers and council staff members. They are done at places like Publix, Winn Dixie, Wal-mart, and other heavily trafficked storefronts and restaurants within a service unit's district.

Troops are not allowed to set up their own booth locations. If you have a connection to a spot or a location you'd like to see cookie booths at, please connect with your service unit cookie coordinator.

TRADITIONAL COOKIE BOOTHS

Traditional cookie booths are what most people are used to. They are usually set up in front of a store. These booths are secured through Service Unit volunteers and are offered to troops for sign-up through a cookie booth lottery.

Traditional cookie booths are limited to a maximum of two girls and two adults. When securing cookie booths, the volunteer securing them should take care to review eBudde for any additional rules that may be listed on the location.

Many locations have asked for specific rules in order to allow cookie booths. It's very important that any cookie booth attendees are informed about the rules and ready to follow them, otherwise we may lose the booth location.

Troops are not allowed to set up their own booth locations. They must go through the SU cookie coordinator.

DRIVE-THRU BOOTHS

Drive-thru booths are held in places that allow customers to purchase cookies without leaving their vehicles.

LEMON-UP STANDS

Lemon-Up stands are a fun name for "Mom and Me" cookie booths. These are manned by a parent/caregiver and their Girl Scout(s). These are typically hosted in locations such as a yard/garage sale. These booths do not need prior approval. Booths held at public business locations are *not* considered Lemon-Up stands.

POP-UP BOOTHS

Pop-up booths are cookie booths that are held a few times throughout the cookie season. These can be held in public locations or businesses. They must be submitted through eBudde via the "Troop Booth Sale" feature and approved by either the Service Unit or GSGCF staff prior to hosting.

VIRTUAL COOKIE BOOTHS

Virtual cookie booths are cookie booths that are hosted digitally. These can take a few different forms—including Zoom, Discord, Facebook pages, groups, events, and live sessions. They can be hosted on private pages or sponsored by a business.

The idea behind a virtual cookie booth is to get customers to buy cookies during a set period. They can be set up so customers utilize the shipped option or the girl-delivered option. With girl-delivered, consider setting up a pickup time when customers can drive up and get their cookies without leaving their car.

Virtual cookie booths can either be on the troop level (utilizing the digital cookie troop link) or on the girl level.

