

Cookie Booth Essentials

How to Maximize Your Booth Experience, Interact with Customers, and Stay Safe



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.



Review and follow all GSGWM guidelines, utilize designated booth locations set by either council or approved by your CPSC. Respect guidelines of your location, especially if masks or distancing is required



Use this flyer for helpful tips on how to talk to customers about the cookie program, and how to navigate difficult situations that may come up.

Booth Requirements

While at a cookie booth, make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!

- All booth sales must take place in a designated, council-approved area.
- Booths should not block a store entrance or exit.
- Make sure there is adequate space for a table for the cookies to be on display, and the participating Girl Scout. Ensure that pedestrians, bikes, and cars can safely pass by.
- Always have a first-aid kit available at the booth.
- Have approved volunteers/adults present at a booth at all times.



Tips for Safeguarding Cookie Money

- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- Keep the cash box in a safe place or behind a barrier of cookie packages.
- Don't walk around with large amounts of money.
- Bank cookie money often and do not keep money at home or at school.
- Reduce cash transactions by offering credit card payment options whenever possible.

Girl Scout Cookie Booth Guidelines

Girl Scout Cookies are more than just delicious cookies, they help teach entrepreneurial skills. Cookie Booths are a great place for Girl Scouts to leverage and grow these skills! Below are some guidelines from your GSGWM Product team to keep in mind when running your Girl Scout Cookie Booth at an approved location.

Girls are running the show! That said, please have 2 adults (1 must be a registered volunteer) at the booth. GSGWM recommends booths have no more than 6 people at the cookie booth at a time. Up to 4 girls is recommended along with 2 required adults. This ensures all girls have an opportunity to participate and there is ample space for customers.

Remember, you are teaching Girl Scouts important business and life skills, So it's important to have fun but be professional. Everyone at the booth should refrain from any horseplay, yelling, or inappropriate behavior.

Leaders, keep in mind that girls will need your guidance and encouragement. Some girls may be shy, some may be outgoing while others may be hard to keep on track. Monitor your girls' needs accordingly to ensure everyone has an enjoyable experience. It's ok to schedule your girls in shifts depending on their age and attentiveness.

Your booth location is a business in your community who was generous to let you use their space to sell Girl Scout Cookies. Please be respectful of their property. Shopping carts and baskets are for their paying customers, automatic doors are not toys and should remain closed, restrooms should be left clean and tidy after use.

Cell phones should be used at cookie booths for Digital Cookie only. Girls should not be on their phones in between customers. We all know that someone who is staring at their phone is not approachable. Girls should be ready and waiting for their next interaction!

Girl Scouts operate with pride! Wearing a Girl Scout uniform or a membership pin is required when at a booth. Cookie related gear and signage are all encouraged! Let your customers know how awesome it is to be a Girl Scout!



"What If?" Scenarios

What if someone asks you, "What's the difference between Girl Scouts and Boy Scouts?"

- Girl Scouts and Boy Scouts are two completely different organizations.
- Girl Scouts bring their dreams to life and work together to build a better world! And research shows there's no better place to discover their full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

PRO TIP: Stay positive. Don't put other organizations down. Just lift Girl Scouts up!

What if someone asks about a cookie we don't sell anymore?

- Thank them for loving Girl Scout cookies!
- Ask them what they loved about that cookie, was it chocolate? Was it fruit flavored? Based on their response, recommend a different cookie.
- Some cookies come and go based on their popularity, food trends and to make room for new and exciting flavors.

PRO TIP: If you have a Digital Cookie page, share it with customers. Explain that purchasing cookies either at a booth or online helps you reach your goals.

What if someone steals money or cookies from the booth?

- Call 911, and alert security (if applicable).
- Report the situation as soon as possible on an Incident Report and submit to GSGWM. Write down as many details of the situation and of the offender promptly.

PRO TIP: Never attempt to physically recover stolen items or confront a suspect.

What if someone asks why Girl Scouts use palm oil in their cookies?

GSUSA is a member of Roundtable on Sustainable Palm Oil (RSPO) which supports efforts to promote the growth and use of sustainable palm oil products.

For a pamphlet on learning more about Palm Oil, visit girlscoutsgwm.org under Cookies+/Volunteer Cookie Resources.

What if a customer asks about the ingredients in Girl Scout Cookies?

- Have an order card available to show the ingredient panel to them.
- Print the nutritional information handout from our GSGWM Volunteer Cookie Resources page.
- If the customer appears to have concerns about consuming Girl Scout Cookies, remind them they can still support you and your troop with a purchase toward Gift of Caring. Share who your troop will be donating to.

What if a customer asks where do the cookie proceeds go?

You can say, "Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help troops and Girl Scouts gain the skills needed to take on the world!"

PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

What if a customer says "keep the change"?

Girl Scouts are not allowed to solicit donations.

With packages being \$6, you may have customers buy 3 for \$18 and say "keep the change" out of a \$20 bill. The change is to be applied to your Gift of Caring.

Booth Basics

Check List

- Table / one or two chairs / Tablecloth
- Cash box or envelope
- Petty Cash with ones and fives
- Your inventory!
- Posters/banners - What is your goal?
- Gift of Caring bin
- Tally sheet / Pen/pencils
- First Aid kit/emergency contacts
- Spare gloves/hats/scarves/hand-warmers
- Phone chargers
- Optional - bags to put large orders in

Prep

Remind everyone what time to arrive
 2 adults (one a troop volunteer), up to 4 girls
 Remind everyone to bring hats and gloves
 Remind girls to wear vests/sashes
 Do you need a permit? Print it if you do.
 Create a “booth bag” for yourself to tote everything. All in one place ready to go!
 Use your own wagon to bring your inventory and materials to the booth.
 Set up your Troop Link to take credit cards.
 Charge your phones for Digital Cookie.

Running the Booth

Let the girls speak and answer questions as much as possible. They are learning business skills.

Use your own wagon or cart. Don't use the store's carriages. Store inventory neatly under the table.

Help the girls learn appropriate business behavior. While we love our camp songs, they are best left to the campfire. Courteous and attentive cookie-sellers are what is appreciated by all.

Have your troop link ready using the Digital Cookie Mobile App on your phone to take credit card payments.

Gift of Caring bin - customers are often willing to add to you Gift of Caring if they see a bin with some packages in it. Do not use a “Donation” jar, but a “Gift of Caring” jar or separate envelope is helpful. Girl Scouts may not solicit donations but they can accept contributions toward your Gift of Caring efforts. Tell customers who will receive these!

Be courteous to your sister Girl Scouts. About 15 minutes before your booth ends, begin to pack your extra inventory, empty cases, etc. At the time your shift ends, move your table aside. If you are the troop to begin a shift, have your table ready to slide into place after the previous troop. The troop whose sale has just ended can finish folding up on the side and not impede sales for the next troop.

