

Troop Cookie Booth Guide

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.



Use this flyer for helpful tips on how to prepare for your booth and assure your troop has a successful experience.

Booth Guidelines

- Discuss with your troop about the benefit of having a booth and what troop proceeds your troop will earn that then will help fund your upcoming activities.
- Check with your Community Product Sale Coordinator for available community locations, and how to sign up for council cookie booth opportunities set by GSGWM.
- Girl Scouts should not sell in or in front of establishments that they themselves cannot legally patronize.
- Girl Scouts must be present at cookie booths. It is recommended by most businesses that four to five Girl Scouts be at a booth at a given time. Troops might rotate participants in shifts, especially younger Girl Scouts.
- A minimum of two registered, background-checked Girl Scout volunteers must be present at a booth with two or more Girl Scouts. A parent/caregiver may assist their own Girl Scout at a booth/cookie stand as long as no other non-related Girl Scouts are participating.
- Always have a first-aid kit and caregiver contact information available at the booth.
- Only Girl Scout Cookies may be sold at booths. All flavors are \$6 per package.
- Girl Scouts may not engage in any direct solicitation for money; however, Girl Scouts may promote their cookie donation program at cookie booth locations.



Selecting your Booth Location

- Schedule/reserve the booth in eBudde, either a council location or request a local booth location.
- When you reserve a council booth or once your local booth is approved, it will appear on the Cookie Finder.
- Do you need inventory? Enter a transaction to a cupboard in eBudde. Instructions for both are on the council website under Cookies+/Volunteer Cookie Resources.
- Set up the Troop Site in Digital Cookie.
- Download the Digital Cookie Mobile App to your phone. Use your same Digital Cookie account credentials to log in. Once in, you will see the troop site and, if you are a parent, will see your Girl Scout's account as well. Tap on the troop one for use at a booth. This will be how you process all sales - cash or electronic payments.



Preparing for Your Cookie Booth

- Practice with your Girl Scouts how to use the Booth Inventory Sheet to track sales. Have them count cookies at the beginning of the sale and any remaining cookies at the end of the sale.
- Determine how much change/petty cash to take to the booth. With cookies being \$6 per package, you will need ones and fives. Have a cash box and keep it in a safe, discreet place at the booth.
- Learn about the cookie flavors, practice how to count change with your Girl Scouts and how to use the Digital Cookie Mobile App.
- Encourage Girl Scouts to unleash their creativity to make signs and decorations to attract customers.
- Check the Mountain Top Shops for tablecloths, booth kits and other cookie gear.
- Have Girl Scouts practice their sales pitch and how to deliver good customer service.

Booth Success

- Arrive early enough to set up, but do not encroach on the time of troops selling before you. Remember to keep surplus cookie inventory locked in your car.
- 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!
- Booths should not block a store entrance or exit. Do not use the store's carriages to tote or contain cookie cases.
- Make sure there is enough room for both the cookie display table and the participating Girl Scouts. Ensure that pedestrians, bikes, and cars can safely pass by.
- Set up—and remain—in the designated area.
- Always be courteous and polite; avoid yelling to beckon customers.
- With adult supervision, Girl Scouts should do the selling. Allow them this time to learn how to engage in selling to the customers. Offer encouragement, remind Girl Scouts to smile, say please and thank you, and ask every customer that walks by if they'd like to support your troop and buy Girl Scout Cookies. The booth should not be left with just adults if bathroom breaks are needed.
- Begin packing up before the end of your shift so troops following you can start on time.
- Be sure to clean up after your shift, taking empty cases with you, and any other papers or other waste from the day.

Cookie Booth Finances

- Reduce cash transactions by offering electronic payment options whenever possible. Use the Digital Cookie Mobile App for all electronic payments.
- Checks can be made out to GSGWM Troop XXXXX. (your troop number). Be sure the customer's phone number is on the check or ask for it. Avoid taking large denominations such as \$100 bills.
- After receiving cash and making change, Girl Scouts are to 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; consider using a money belt or apron in place of a cash box.
- Use the Booth Inventory Sheet to reconcile sales at the end of the booth to record results in eBudde under the Booth Sales tab. Click Record Sale next to the appropriate booth location.
- Turn booth funds over to the troop cookie volunteer promptly and avoid keeping money at home or at school.



Booth Inventory Sheet

Be sure to plan for the weather in your area and include umbrellas, spare scarves, gloves, and handwarmers as necessary. Don't use store carriages for your cookie cases.

- Table
- Tablecloth, displays, and signage
- Pop-ups, if allowed
- Change—be sure to take cookie price into consideration when determining how much change to bring
- Money pouch or cash box
- Technology for processing electronic payments (Digital Cookie Mobile App)
- Cookies
- A trash bag for your clean up after the booth sale.
- First-aid kit
- Required approval paperwork or documentation (i.e., town approvals where required)
- Inventory worksheet

Booth Location: _____ Date: _____ Troop #: _____

Cookie										
Price	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
Starting Inventory										
Packages Sold (Use Tally Marks)										
Donations (Use Tally Marks)										
Ending Inventory										
Total Packages Sold										

Girl Scout on Duty	Start Time	End Time

Adult Supervisors

Ending Cash		Notes:
Starting Cash	-	_____
Total Cash Collected	=	_____
Credit Cards	+	_____
Checks	+	_____
Total Money Collected	=	_____
Expected Total Amount (packages sold x price)	-	_____
Over/Short Money Collected for Boxes Sold	=	_____
		Adult Signature: _____

"What If?" Scenarios

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

- Girl Scouts and Scouting America 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?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911, and alert security (if applicable).
- Report any incidents to your council according to its guidelines.

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

What if you're approached by an angry customer or someone makes you uncomfortable?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security.
- If it feels safe to do so, we want you to feel empowered to capture the person with your smartphone's video, photo, or audio recording to provide evidence to police.

PRO TIP: Never argue or negatively engage with a customer. Try to stay calm.

What if a customer complains about where 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 you're asked to leave by store management or security?

- If a problem arises with property/store management or security guards, follow their instructions.
- Report the request to your troop cookie volunteer so they can work with the service unit or the council to resolve the matter.

PRO TIP: Bring a copy of the authorization if it's available from your council.

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

- Palm oil is an ingredient found in most baked snacks sold in the U.S.
- Palm oil ensures shelf life and serves as an alternative to trans fats.
- We continue to explore alternatives, but there are no viable or readily available alternatives at this time.
- Girl Scouts of the USA is a member of RSPO (Roundtable on Sustainable Palm Oil) which supports efforts to promote the growth and use of sustainable palm oil products.

PRO TIP: If someone is asking questions that you can't answer, feel free to direct them to <http://www.girlscouts.org/cookie> for more info.

What if another troop shows up at the same time?

- Contact troop cookie volunteers to verify sign-ups in case someone has arrived at the wrong location.
- Work together to find a solution. Consider splitting the time or having one troop per door.
- Do not involve store management with troop conflicts.

PRO TIP: Girl Scouts and their adult volunteers should always behave in a manner appropriate to a public setting.