

Cookie booths are a fantastic way for Girl Scouts to reach new customers and troops to increase their sales. Booth sales are generally held in front of local businesses or at community events with high foot traffic. Girl Scouts can also consider holding a virtual booth on social media with the supervision of troop adults.



How does the troop obtain a booth sale site?

Booth sale sites are handled at the service unit level. Troops should check with their service unit cookie manager to determine the service unit's procedure for securing a booth site. Once the service unit confirms a booth site, it **MUST** be entered into the troop's record in eBudde (Booth Sites tab).

Listing the booth site in eBudde is **REQUIRED** to:

- Act as the troop's trip application **AND**
- Allow the booth to be listed in the Cookie Finder app.

Troops may only hold booth sales within their service unit's geographic footprint. If a troop has a booth sale opportunity outside their service unit's footprint, they must contact their service unit cookie manager to obtain permission to hold the booth sale at the desired location.

Booth sales can only be held during the booth sale period (March 16– April 21, 2024). The GSOFC Product Sales team must approve any exceptions.

Occasionally the council will set up booth sites open to **ALL** troops regardless of where the site is located. These booth sites will be listed in eBudde and will be available on a first-come, first-served basis.



Booth Sales | March 16 – April 21

Basic Guidelines for Holding a Booth Sale

- Cookie Booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills.
- **Booth sales are considered a troop activity.** Occasionally, a Girl Scout in a troop will want to hold a booth outside of or in addition to the troop's booth sale(s). These Girl Scouts and families must adhere to the service unit procedures for securing a booth site.
- If this situation arises, please refer the parent/caregiver to the service unit volunteer who handles booth sites for your service unit.
- **Troops can obtain inventory for their booth sale in the following ways:**
 - Order cookies on the Initial Order on the Booth line, or
 - Beginning the week of March 11, troops can pick up cookies at most council and service unit cupboards. All cupboards will be open starting the week of March 17.
 - Note: Cookies ordered as part of a troop's Initial Order may NOT be returned to a cookie cupboard, even if the cookies are not sold by the end of the cookie program.
- **Only cookies received in one of the following ways may be sold during the 2024 booth sale season:**
 - Picked up from a GSOFCT cookie delivery site on March 16, 2024, or
 - Picked up from a GSOFCT cookie cupboard beginning the week of March 11, 2024.
 - Cookies from 2023 Election Week Cookie Sales, a different council, or a previous cookie season CANNOT be sold.
- **Several factors determine booth sale durations.** Booth sales can be held for as few as 60 minutes or an entire day. Factors that will influence the duration of the booth sale include:
 - The number and ages of participating Girl Scouts and the availability of adult volunteers.
 - The availability of the location as determined by the service unit.
 - The weather! Cold, windy, rainy, or snowy conditions may dictate a shorter booth sale.
- **Check in with the business owner/manager and follow any instructions they give you.** Please do not ask the business for supplies or change; the troop is responsible for bringing everything it will need for the booth sale.
- **Store cases off the ground and keep things neat!** Remove empty cases right away. Remove everything the troop brought to the site when leaving.
- **All cash donations MUST be used to purchase cookies for the Cookies for Heroes Program OR the troop's local gift of caring initiative.** Cash donations should NOT be taken as a donation to the troop.
- **Girl Scouts must always be present.** Adults may assist but not sell Girl Scout Cookies. At least two adults MUST be present at the booth. At least one of these volunteers must be registered with GSOFCT and be an approved volunteer. Consider having additional volunteers at the booth sale to assist with bathroom breaks or in case of emergencies.
- **Girl Scout Cookie booths CANNOT be held in partnership with businesses, organizations, or events a Girl Scout cannot legally patronize,** including bars, breweries, tobacco stores, liquor stores, and marijuana dispensaries.



Booth Sale Safety and Best Practices

Safety Guidelines

- At least one approved volunteer from each troop is expected to participate in product sales training and update the girls and volunteers on safety and program materials before the booth sale.
- Check out the booth sale site beforehand. Look for security measures and the location of the nearest bathroom.
- Keep Girl Scouts safely away from cars.
- Girl Scouts should oversee making all sales.
- Review the Safety Activity Checkpoints for Cookie and Product Sales at [gsofct.org>Members>Forms and Documents>Volunteer Essentials/Safety Activity Checkpoints](https://gsofct.org/Members/Forms%20and%20Documents/Volunteer%20Essentials/Safety%20Activity%20Checkpoints).
- The Girl Scout/adult ratio should always be followed. This information can be found at [gsofct.org>Members>Forms and Documents>Volunteer Essentials/Safety Activity Checkpoints](https://gsofct.org/Members/Forms%20and%20Documents/Volunteer%20Essentials/Safety%20Activity%20Checkpoints).
- Troops may not promote, collect, or sell items other than Girl Scout Cookies at a cookie booth.
- Booth locations should not block a store location or exit.
- Be sure to have a plan for safeguarding the money collected at the booth. Do not keep large amounts of money at the booth location.

What to bring to in-person booth sales

- In addition to cookies, bring a cash box with starter cash and a table.
- If the troop opts to accept credit cards, bring the card reader or mobile device with the Digital Cookie mobile app.
- Signs and decorations for the table.
- Cards and ribbons to make multi-box bundles for occasions like birthdays or holidays.
- A Cookies for Heroes flyer and a Thin Mint box wrapped in the Cookies for Heroes box wrap to promote the program.
- A box or container to collect cookies purchased for a troop's local gift of caring initiative, if applicable.
- Cookie costumes for Girl Scouts to wear to attract customers to the booth. See Pinterest for ideas!
- Snack and water for the Girl Scouts. Note: Girl Scouts and adults should step away from the table when eating or drinking.
- First Aid kit

Pro Tips

- There are many ways to hold a booth sale, so make sure to present all the options to troop families. Successful booth sales can include:
 - In-person booths in front of local businesses or large community events, in a neighborhood, or at the top of a troop family's driveway.
 - A drive-thru booth sale in a school/church/business parking lot (with appropriate permission)
 - A virtual booth promoted on troop families' social media accounts.
- Consider using one or both troop links on the Digital Cookie platform. Troop families can share the links on social media to expand the base of potential customers. If a troop sets up the direct ship link, it will be included on the GSUSA Cookie Finder app beginning mid-February, so customers who don't personally know a Girl Scout can order cookies to be directly shipped.
- Talk about the Cookies for Heroes Program with customers.
- Allocate the cookies in eBudde to all Girl Scouts who participated in the booth sale (Girl Order tab). This ensures all Girl Scouts who participated receive credit for sales. The weekly The Cookie Recipe emails will include more information about this.
- Cookies should be allocated in a way that is fair to all Girl Scouts. Remember: Girl Scouts who weren't at the booth sale may have helped out in other ways, such as making posters or helping to pick up the cookies.