

# 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.



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

**Council booths** are secured by Council and are open to all Girl Scouts at all times. These include Walmart, Caltrain, and Bart stations.

**Service Unit (SU) booths** are secured by SU Booth Coordinators. The SU booths take place during the first two sign-ups then they become open to all Girl Scouts. SU Booth Coordinators often hold the relationship with the stores or event locations in their communities that allow booth partnerships.

**Troop booths** are secured at the troop level by the Troop Cookie Chair. These booths are only for the troop and may happen at a school, church, personal business, etc. This is usually formed by a personal connection to a troop member.

- 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; see booth sign-up notes for maximum attendees.
- Have a minimum of two adults who both need to be **registered and have cleared background checks on file with council, if supervising Girl Scouts they are not related to**. Adults do not to be registered and background-checked if they are related to **all Girl Scouts at the booth**. If you are working with a Girl Scout you are not related to, you must be registered and have a cleared background check. One volunteer must be a female.
- Always have a first-aid kit and caregiver contact information at the booth.
- Only Girl Scout Cookies may be sold at booths.
- Girl Scouts may not engage in any direct solicitation for money; however, Girl Scouts may promote their cookie donation program at cookie booth locations.
  - If your troop cannot work a schedule booth, please update the booth status in Smart Cookie. This allows other troops to sign up and ensures that customers always have access to our Girl Scout cookies.

### Key Dates for Boothing

**Jan 20** | 1st round booth signup  
(3 booths total per troop)

**Jan 21** | 2nd round booth signup  
(6 additional booths per troop)

**Jan 23** | 3rd round booth signup  
(18 additional booths per troop)

**Feb 5** | Final round booth signups  
(unlimited)

## Preparing for Cookie Booths

- Determine if your Girl Scout is ready to booth. Consider things like the length of time for the booth shift, if they will be okay standing in the same area for the duration of the booth, and how they will react if rejected or ignored by customers.
- Encourage Girl Scouts to unleash their creativity to make signs and decorations to attract customers.
- Have Girl Scouts practice their sales pitch and replies to potential customer responses.
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## Preparing for Cookie Booths

- Have Girl Scouts practice their sales pitch and replies to potential customer responses.
- Troop Cookie Chairs determine if you will use troop cookies or an individual Girl Scout's cookies at the booth. If using troop cookies, determine who will deliver them to the booth location and who will return any unsold cookies back to the troop cookie volunteer.
- Determine how much change to take to the booth and prepare money pouches.
- Check with the troop cookie volunteer to verify the troop's Digital Cookie troop link is set up to allow for electronic payment processing; verify your access and review instructions for use to ensure smooth payment from customers.

## Booth Etiquette

- 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.
- 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.
- Arrive early enough to set up, but do not encroach on the time of troops selling before you.
- 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.
- Set up—and remain—in the designated area.
- Always be courteous and polite; avoid yelling at customers.
- With adult supervision, Girl Scouts should do the selling.

## Cookie Booth Finances

- Reduce cash transactions by offering council-approved electronic payment options whenever possible.
- Follow council and troop rules for accepting large bills or checks. Council recommends accepting bills of \$20 or smaller. Accepting checks is at the discretion of the troop. Checks should be made out to the troop account using the troop number. For information about handling money, review the Finance section of the Troop Guide.
- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the money pouch as soon as possible.
- Keep the money pouch in a safe place or behind a barrier of cookie packages; consider using a money belt or apron in place of a money pouch.
- Use the Booth Inventory Sheet to reconcile sales at the end of the booth.
- 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. Booths should not block a store entrance or exit.

- Table
- Chairs
- 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
- Technology for processing electronic payments (cell phone, chargers)
- Cookies
- Bags/boxes for large customer orders
- First-aid kit
- Required approval paperwork or documentation (i.e., approval forms, sign-up confirmation, permission forms)

Booth Location: \_\_\_\_\_ Date & Time: \_\_\_\_\_ Troop #: \_\_\_\_\_

Cookie	Adventurefuls	Toast-Yay!	Lemonades	Trefoils	Thin Mints	Peanut Butter Patties	Caramel deLites	Peanut Butter Sandwich	Caramel Chocolate Chip	Total (All Varieties)
Price	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	
Starting Inventory										
Ending Inventory										
Total Packages Sold										

Care to Share Cookie Package Count (Tallies)	Total Tallies (#)

<b>Ending Cash</b> (Including Cash Donations)	\$ _____
<b>Starting Cash</b> (Collected from Troop Cookie Chair)	— \$ _____
<b>Total Cash Collected</b> (Ending minus Starting)	= \$ _____

<b>Total Credit Card Amount</b>	\$ _____
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<b>Total Amount Collected</b> (Total Cash Collected plus Credit Card Amount)	\$ _____
<b>Total Sold x \$7</b>	— \$ _____
<b>Total Over / Short (Goal is \$0)</b> (Total Amount Collected minus Total Sold)	= \$ _____

Signatures (Print & Sign):

\_\_\_\_\_  
Caregiver (Pick Up)

\_\_\_\_\_  
Troop Cookie Chair (Pick Up)

Girl Scouts

Adult Supervisors

Notes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Caregiver (Return)

\_\_\_\_\_  
Troop Cookie Chair (Return)

# "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 the Cookie Hotline.
- Complete an [Incident Report Form](#).

*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.