

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



Remember to follow all guidelines that your council sets, like approved and designated booth locations, as well as requirements for setting up, running, and taking down a booth.

- All booth sales must take place in a designated, council-approved area.
- Check with your troop cookie volunteer to determine who is authorized to approach locations to request permission to hold a booth and how to sign up for expanded cookie booths opportunities if offered by your council.
- 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; follow your council's guidance for minimum/maximum attendees.
- A minimum of two supervising adults is always recommended. Booths where any Girl Scout is not accompanied by their own parent/caregiver require two registered, background-checked Girl Scout volunteers.
- Always have a first-aid kit and caregiver contact information available 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.

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.
- Work with your troop cookie volunteer to schedule the booth, and consider volunteering to help supervise at the booth.
- Encourage Girl Scouts to unleash their creativity to make signs and decorations to attract customers.
- Check your council shop or girlscoutshop.com for tablecloths, booth kits, and other cookie gear.
- Have Girl Scouts practice their sales pitch and replies to potential customer responses.



Preparing for Cookie Booths

- Check with the troop cookie volunteer to 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 whether it will be supplied by the troop.
- 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 any instructions for use to ensure smooth payment acceptance 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.
- 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; consider using a money belt or apron in place of a cash box.
- Use an inventory worksheet 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 hand warmers 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 or cash box
- Technology for processing electronic payments (cell phone, card readers)
- Cookies
- Bags/boxes for large customer orders
- First-aid kit
- Required approval paperwork or documentation (i.e., approval forms, sign-up confirmation, permission forms)
- Inventory worksheet

Booth Location: _____ Date: _____ Troop #: _____

Cookie	ADV	EXP	LEM	TRE	TM	PBP	CD	PBS	CCC
Price	<u>\$6.00</u>	<u>\$6.00</u>	<u>\$6.00</u>	<u>\$6.00</u>	<u>\$6.00</u>	<u>\$6.00</u>	<u>\$6.00</u>	<u>\$6.00</u>	<u>\$6.00</u>
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 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	=

Notes:

Adult Signature: _____

“What If?” Scenarios

What if someone asks you, “What is 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 responses, 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 feel 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 about the ingredients used in cookies?

- You can assure them that Girl Scout Cookies are baked by licensed bakers who meet all applicable requirements for safety and quality.
- Remind them we take product safety very seriously and apologize for any misleading or confusing reports.
- Use resources wisely. Refer to the Palm Oil Toolkit to learn more about palm oil and the Meet the Cookies Page for information on ingredients and allergens.

PRO TIP: If someone does not want to buy for themselves, you can pivot to donating. Either way, remember to lead with kindness.

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 (if the location allows).
- Do not involve store management with troop conflicts.
- Confirm you booth in Digital Cookie or in the baker’s software (if accessible).

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