

Cookie Booth Guide

Cookie Booths are the ultimate way to power up your troop's sales!

Use this handy guide to make the most of every booth.

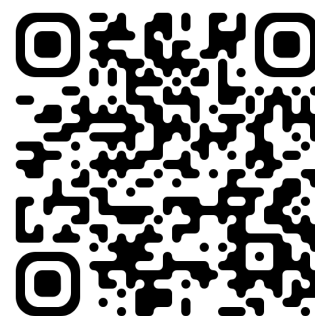


Cookie Central

Use your mobile device to **scan the QR code** to access our one-stop hub for all things cookies, including cookie booths!

OR VISIT:

GIRLSCOUTSRV.ORG/COOKIES



Cookie Booth Basics

Cookie booths increase public awareness of Girl Scouts, and are a fun and effective way to participate in the Cookie Program. **Cookie booths can be held February 20-March 29.** Whatever type of booth your troop participates in, remember:

- All cookie booths must be approved by River Valleys, except those held at a private residence, such as a Cookie Stand.
- Girl Scouts and volunteers must follow instructions provided by the cookie booth partner (as noted in Smart Cookies), follow the River Valleys Booth Policies (available on Cookie Central), and practice good customer service skills.
- Participation in cookie booths is a troop activity. The opportunity to participate must be offered to all members of a troop.



CREDIT CARD & MOBILE PAYMENTS

Using the Digital Cookie mobile app to process credit card/Venmo/PayPal payments is a quick way for customers to pay for their purchases. Payment processing fees are covered for troops that use Digital Cookie. How it works:

- First, the Troop/Girl Scout's Digital Cookie website must be set up and approved on a web browser. Once complete, download the app. The same email and password used to access Digital Cookie is the same to login to the mobile app. View the complete instructions on Cookie Central.
- Once logged in, users can see Girl Scout or Troop view. The Troop view is used to take sales on behalf of the troop at a booth. Use the Scan Card feature instead of typing all the details. Once the order is successful, an order confirmation screen will appear. Troops should not provide cookies to customers unless they see the order confirmation screen. Credit card and mobile payment orders are visible under the "All Orders" section in the app or in Smart Cookies under the View Booth Credit Card payments tab. **New for 2026:** Cash will appear as a payment type in the mobile app for booth sales to assist troops with reconciling cash totals at the end of your booth.



BOOTH PREP CHECKLIST

- Sign up in Smart Cookies. All booths entered into Smart Cookies are also included in the national Cookie Finder.
- Review the booth notes in Smart Cookies for any special instructions for the location.
- Use the sales per hour information available in Smart Cookies to help determine how much inventory the troop will need for the booth.
- Pack your supplies: Cookies (of course), a booth tally sheet, payments accepted flyer, posters, a cash bag and change, pens, calculators, a table and chairs (if needed), and your smart phone for taking Digital Cookie mobile app payments. A tablecloth, marketing display, plastic tubs to store cookies, and grocery bags are just a few additional items to have on hand.
- Remind girls to dress for the weather, in case the cookie booth is located outside.



DURING AND AFTER YOUR BOOTH

- Bring your Girl Scout spirit! Respect the people and space around you while having a friendly and positive energy and having FUN! Cookie booths are opportunities that come with important responsibilities. All attendees must understand the expectations to be considerate, caring, friendly, and helpful.
- Plan to arrive a few minutes before your shift starts but do not begin selling cookies until your assigned time slot. Once your shift is complete, clean up and leave the booth site promptly to allow the next troop to start.
- Track your sales using the tally sheet, and later enter them into Smart Cookies using the Smart Booth Divider. Count your cookie inventory and your cash/change before opening your booth, and then again at the end to make certain it all adds up!
- Finally, reconcile your mobile payments from the tally sheet with the reports in Digital Cookie and Smart Cookies to ensure all payments were captured.

Troop Sales Opportunities & Cookie Booths



IN-PERSON COOKIE BOOTHS

Council-Secured booths are arranged by Girl Scouts River Valleys staff with our corporate and community partners. The sign-up process for these booths is in two phases: Lottery and First-come, First-served (FCFS). A calendar of sign-up dates and times will be published in the Cookie Press.

Troop-Secured booths are arranged by troops at local businesses or community centers/events that don't have an existing partnership with Girl Scouts River Valleys.



Cookie Stands are booth sales set up in front of the Girl Scout residence or another residential property. Girls can participate solo or with other Scouts and sell right from their yard! Adult supervision and permission of the property owner are required.



Drive-Thru Booths are where troops sell cookies at an outdoor location with customers driving up in their vehicles to purchase cookies. You'll arrange the location, the traffic flow, volunteers, and signage to draw customers in. Enter the drive-thru booth as a troop-secured booth in Smart Cookies to take credit card and mobile payments.



PRE-PAID COOKIE ORDERS FOR PICK-UP AND/OR DELIVERY

Note: Very few troops use this option. Troops can utilize the Troop Site links in Digital Cookie to allow customers to pre-pay online for in-person delivery, drive-thru pickup, or to pick up at an existing booth location. Orders must be reviewed and approved in the troop's Digital Cookie site within five days of the order.

See the **Online Cookie Systems Guide for Volunteers** on Cookie Central to review the steps for scheduling council-secured booths, entering lottery choices, entering troop-secured booths, and more.



GSUSA COOKIE FINDER TROOP SHIPPED-ONLY COOKIE SALES

All troops that set up their troop site in Digital Cookie are added to the GSUSA Cookie Finder. The Cookie Finder helps customers find nearby cookie booths or view a local troop to support for a shipped cookie order to be delivered to their home. Troops can also use their shipped cookie link or QR code to post at businesses that are unable to hold a booth, but still want to support sales. At the end of the sale, you'll transfer these sales to participating girls.

No Matter Which Booth(s) You Participate In

MAKE IT A LEARNING OPPORTUNITY.

Cookie booths are a great opportunity for girls to see what it's like to run a small business. Assigning roles like greeter, order packer, change-maker, etc. and switching them often can help the girls stay engaged, learn new skills, and grow confidence! Keep in mind, roles can always be adjusted depending on girls' interests. Remember to feature important information like your troop number, your troop's cookie donation recipient, your sales goal, and creative signage to draw customers in.

VISIT COOKIE CENTRAL FOR THE MOST UP-TO-DATE COOKIE BOOTH INFORMATION.
BOOTH GO DAY IS FEBRUARY 20!



SCAN THE QR CODE TO VISIT THE
ONLINE COOKIE SYSTEMS GUIDE
ON COOKIE CENTRAL!

“What If” Scenarios

- **Another troop shows up at the same time:** Contact the Troop Cookie Manager to verify the sign up. Work together to find a solution, such as splitting the time or having one troop per door. Do not involve store management with any troop conflict.
- **You are approached by an upset customer or someone makes you uncomfortable:** Try to stay calm. Never argue or negatively engage with a customer. Alert security, if needed, and provide them with any details on the person. Report any incidents that involve security to River Valleys.
- **How to respond to a customer when they ask where the cookie proceeds go:** You can say that the proceeds stay local to benefit our troop and our many activities, including trips, camp, community projects, and charitable donations.
- **Our Troop/Juliette is unable to attend a council-secured booth:** Remove the reservation in Smart Cookies as soon as possible. You must cancel the booth before the start time so it will be available for another troop to reserve.

ITEMS FROM THE GIRL SCOUTS RIVER VALLEYS SHOP

The shop will be stocked with plenty of items to help the troop elevate their sale including cookie carts, banners, and tablecloths for



official cookie business. The shop also holds a special cookie event before Go Day. Scan the **QR code** or visit us at **gsrv.gs/council-shop** to check out all they have to offer online!



GSRV B2B (business to business) Patch Program:



A B2B Girl Scout Cookie Sale (business-to-business) is when Girl Scouts sell cookies directly to companies or organizations. These sales often involve bulk orders where businesses purchase cookies to share with employees, clients, or donate to community groups. It's a great way for Girl Scouts to practice professional communication skills, learn about building partnerships, and boost their sales by reaching larger customers. For businesses, it's a chance to support local troops, enjoy a beloved product, and give

back to the community. To participate, individual Girl Scouts or troops will submit their B2B sales pitch stories. All Girl Scouts that submit their stories will receive the GSRV B2B bar patch. Plus, we'll select stories to feature on our social media sites to inspire other troops to join in this great sales tactic. Watch for details of how to submit sales stories in The Cookie Press.