

Cookie Booth & Sales Guide

Your go-to guide for guidance, participation options, creative ways to host a booth, sales success tips, and more.

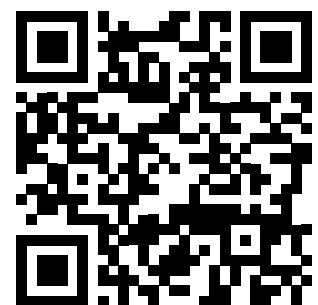


Cookie Central

Using 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 16-March 24 this season. Check out the booth options available in this guide to get started on your booth adventures. 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 Lemonades Stand.
- Girl Scouts and volunteers are to 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. Review the rest of our cookie booth policies on Cookie Central.

CREDIT CARD PAYMENTS

Using Digital Cookie to process credit card payments is a quick way for customers to pay for their cookie booth purchases. Girl Scouts River Valleys will cover the fees for troop credit card transactions using Digital Cookie. Girl Scouts/troops can do this using Digital Cookie on a mobile device.

- How it works: First, the Troop/Girl Scout's Digital Cookie website must be set up and approved on a web browser. After that step is 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 the Digital Cookie Mobile App Tip Sheet on Cookie Central.
- Once a user is logged in, they 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. Enter the required information, including the customer's email address. Once the order is

successful, an order confirmation screen will appear. Credit card orders will be visible under the "All Orders" section in the app or in Smart Cookies under the View Booth Credit Card payments tab.

GETTING READY FOR YOUR BOOTH

Here's a handy checklist to make sure your troop is ready for an in-person cookie booth:

- Sign up in Smart Cookies - refer to the Smart Cookies Guide for instructions.
- 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 you determine how much inventory the troop will need for the booth.
- Pack your supplies: Cookies (of course), a booth tally sheet, payments accepted flier, posters, a cash bag and change, pens, calculators, a table and chairs (if needed), and your smart phone for taking credit card payments. Want to be extra? 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




- Remember to bring your Girl Scout spirit! This means respecting the people and space around you while having a friendly and positive energy and, most of all, having FUN! Cookie booths are opportunities that come with important responsibilities. Be sure all attendees understand the expectations to be considerate, caring, friendly, and helpful. It's the Girl Scout Law after all!
- Track your sales using the tally sheet, and later enter them into Smart Cookies using the Smart Booth Divider when you get home. Quick tip: Be sure to 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!

VISIT COOKIE CENTRAL FOR THE MOST UP-TO-DATE COOKIE BOOTH INFORMATION. BOOTH GO DAY IS FEBRUARY 16!



SCAN THE QR CODE TO VISIT THE SMART COOKIES GUIDE ON COOKIE CENTRAL!

Booth Types & Participation Options

		BOOTH PARTICIPATION OPTIONS		
		 ONLINE	 HYBRID	 IN PERSON
SALES TYPE	GSUSA COOKIE FINDER/ TROOP SHIP ONLY LINK	✓	✓	✓
	TROOP VIRTUAL BOOTH LINKS IN DIGITAL COOKIE	✓ Troop Ship Only Link - direct ship cookies ordered from the troop	✓ Troop Virtual Booth Link for pre-paid pickup or delivery	✓ Booth pickup orders using the Troop Virtual Booth Site
	OUTDOOR/INDOOR BOOTH	✗	✗	✓
	DRIVE-THRU BOOTH	✗	✗	✓
	WALKABOUT (MOBILE) BOOTH	✗	✗	✓



GSUSA COOKIE FINDER DIRECT SHIP TROOP SALES

All troops that set up their troop site in Digital Cookie will automatically be added to the GSUSA Cookie Finder, which helps customers find nearby cookie booths. Customers use the Find Cookies feature available on the River Valleys website or at www.GirlScouts.org. Customers using the Cookie Finder will see a list of local troops and can purchase directly from these troops for direct ship and/or cookie donations. Your only step at the end of the sale is to transfer these sales to participating girls. Find the details in The Cookie Press and on Cookie Central.



HYBRID COOKIE BOOTHS FOR PRE-PAID PICKUP OR DELIVERY

Note: Very few River Valleys Troops use this option to participate in booth sales. Troops can utilize the Troop Virtual Booths links in Digital Cookie to allow customers the ability to make pre-paid sales online for in-person delivery 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. Review the Troop Pickup Orders/ Virtual Booth Tip Sheets and videos in the Digital Cookie Guide on Cookie Central.



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 on Cookie Central and 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. Having your troop contact local businesses is an awesome way for girls to learn business strategy and people skills.

Lemonades™ Stands are booth sales on a person's property. Girls can gather together in pairs or more and sell right from their yard! The troop can enter this as a troop secured booth to use Digital Cookie to process credit card payments, and enter sales in the Smart Booth Divider to distribute credit to the Girl Scouts that worked at the booth.

Check out the Smart Cookies and Digital Cookie Guides on Cookie Central to review the steps for scheduling council-secured booths, entering lottery choices, and entering troop-secured booths.

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 chosen donation recipient, your sales goal, and creative signage to draw customers in.

ENTER SALES INTO SMART COOKIES.

Since cookies sold at booths come from troop inventory, girls aren't financially responsible for them. You'll find the Smart Booth Divider instructions in the Smart Cookies Guide on Cookie Central to learn how to allocate cookie sales for booth participants.

IT'S TIME TO CELEBRATE!

Hooray you did it! Give yourself a pat on the back for completing a booth and getting another step closer to reaching those cookie goals!

Additional Selling Tools

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 **GirlScoutsRV.org/Shop** to check out all they have to offer online!



MORE ITEMS COMING
SOON TO SUPPORT YOUR
COOKIE BUSINESSES!

INTRODUCING THE COOKIE PRO PATCH PROGRAM!

This new River Valleys patch program shines the spotlight on Girl Scouts who are taking the lead, crushing their goals, learning skills, working hard, and want to share their stories to benefit their sister cookie sellers!



To participate, individual Girl Scouts or Troops will share their unique cookie story of skills that were learned, customer service, marketing, and pro tips that help them to close the sale. Is it a clever cookie booth location, a sensational sales pitch, a brilliant B2B sale, or dazzling door to door skills? We'll take submissions on Cookie Central and showcase two pro tips each week: one from our Daisy/Brownie/Junior submissions and one from our Cadette/Senior/Ambassador submissions. Each weekly winner(s) will receive our exclusive Cookie Pro 2024 patch. Two entries from the weekly winners will be chosen as River Valleys Cookie Pro of the Year: one winner from the Daisy/Brownie/Junior category and one winner from the Cadette/Senior/Ambassador entries. The winning entries will get their choice of an Escape Room or Trampoline Park experience on us (up to \$200 value) for their year-end cookie season celebration.