

Cookie Booth Guide

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

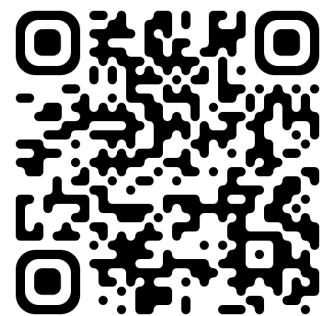


Cookie Central

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

OR VISIT:

GIRLSOUTSRV.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 21-March 30.** Check out the booth options 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 Cookie Stand (formerly known as Lemonades Stands).
- 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.

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 cookie booth purchases. Girl Scouts River Valleys will cover the fees for troop transactions using Digital Cookie.

- 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 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. **New for 2025:** fewer required fields for processing mobile payments, which means quicker check out times for your troop! Once the order is successful, an order confirmation screen will appear. Credit card and mobile payment

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. 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 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!

Troop Sales Opportunities & Cookie Booths



GSUSA COOKIE FINDER TROOP SHIPPED-ONLY COOKIE 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 at GirlScoutsRV.org or at GirlScouts.org. Customers will see a list of local troops and can purchase directly from these troops for shipped cookie sales. Your only step at the end of the sale is to transfer these sales to participating girls.



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.



Cookie Stands are booth sales on a person's property. Girls can participate solo or with other Scouts and sell right from their yard! The troop can enter this as a troop secured booth to use Digital Cookie to process credit card and mobile payments. Plus, you can then enter the sales in the Smart Booth Divider in Smart Cookies to distribute credit to those that worked at the Cookie Stand.



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. Experienced troops can add pre-paid pick up options for customers to pay online and pick up their order the day of the drive-thru.



HYBRID BOOTHS FOR PRE-PAID PICKUP OR DELIVERY

Note: Very few River Valleys 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 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.

Check out 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.

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 21!



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. Do not engage with someone if the situation escalates.
- **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.

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 **gsrv.gs/council-shop** to check out all they have to offer online!



MORE ITEMS COMING
SOON TO SUPPORT YOUR
COOKIE BUSINESSES!

Introducing the Cookie Seller Spotlight Patch Program!

This new 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 tips that help them to close the sale. We'll take submissions on Cookie Central and spotlight two cookie sellers each week: one from our Daisy/Brownie/Junior submissions and one from our Cadette/Senior/Ambassador submissions. Weekly winner(s) will receive our exclusive Cookie Seller Spotlight patch. Two entries from the weekly winners will be chosen as River Valleys Cookie Seller Spotlight of the Year. The winning entries will receive a Dave & Busters experience package on us (up to \$400 value) for their end-of-cookie-season celebration.