

2023 Cookie Booth Guide

Cookie Booth Etiquette

Cookie booths give girls the chance to learn new skills, to promote Girl Scouting, to live the Girl Scout Promise and Law, and to reach higher cookie goals. With this opportunity comes the responsibility to follow safety, public relations, and business guidelines.

Please keep in mind that hosting a cookie booth is a privilege granted to us by local businesses. If abused (even unintentionally), this privilege could cause all Girl Scouts to lose the opportunity for additional sales at these businesses. Please be considerate of the business, its customers, and its property. If complaints arise, you may be asked to leave, and future booth opportunities may be revoked.

While at a Cookie Booth:

I WILL:

- Be polite and friendly.
- Remember that my behavior reflects on all Girl Scouts.
- Arrive and leave on time. (If a shift is split between girls or troops, be courteous and exchange places in a quickly and quietly.)
- Wear my uniform, vest, sash, or troop shirt to identify me as a Girl Scout and ensure that my booth signage utilizes the Girl Scout brand.
- Keep the area neat, removing empty boxes, breaking them down, and taking them with me.
- Say thank you/have a good day to everyone even if they choose not to buy cookies.
- Take everything (including any boxes or trash) with me and leave nothing behind.

I WILL NOT:

- Get in the way of customers.
- Block the entrance/exit to the business.
- Continue to ask a customer to support my troop if they decline.
- Go into the store, run around in the parking lot, or play while participating in a cookie booth.
- Eat or drink while at the cookie booth.

COOKIE BOOTH CHECKLIST

<input type="checkbox"/> Count cookies & money before the start of the booth	<input type="checkbox"/> Goal chart
<input type="checkbox"/> Bring Annual Permission Forms for all girls present	<input type="checkbox"/> Donation signage, if applicable
<input type="checkbox"/> Emergency Procedures Card	<input type="checkbox"/> Troop number displayed
<input type="checkbox"/> Table, chairs, and tablecloth	<input type="checkbox"/> Girl Scout attire
<input type="checkbox"/> Booth record sheet, pens & clipboard	<input type="checkbox"/> Weather-ready attire
<input type="checkbox"/> Cash box or waist pouch for adult to wear	<input type="checkbox"/> First aid kit
<input type="checkbox"/> Cash for change	<input type="checkbox"/> Wireless phone & device charger
<input type="checkbox"/> Booth confirmation email	<input type="checkbox"/> Sanitation supplies & hand sanitizer
	<input type="checkbox"/> "Addressing Falsehoods about Girl Scouts" document

**Pro tip: Note transactions on Booth Record Sheet & count cookies before and after each transaction*

Virtual Cookie Booth Guidelines

TROOP SECURED VIRTUAL BOOTH

A virtual booth allows customers to order and pay for cookies via credit card prior to the pick up date. Troops will let customers know the pre-determined location, date, and time to pick up their cookies.

How it Works

- Troops will secure and set up a location, date, and time where customers can pick up their cookie orders drive-thru style.
- The troop volunteer sets up the event information in Smart Cookies and shares the Troop Cookie Link via email, text message, or social media.
- Customers will access the Troop Cookie Link to make their cookie selections and pay for their order via credit card.
- Troop volunteers must approve all Troop Cookie Link orders received in Smart Cookies.
- The customer is notified that their order has been approved for pick up and that their credit card has been charged.
- The troop volunteer works with girls to review the approved orders to be packed and labeled for pick up.
- The troop sets up their booth at the designated location on the planned date and time.
- Customers drive up to the booth, show proof of ID, and the order is given to the customer. (See Drive-Thru Booth Guidelines on next page for more information on holding a drive-thru event.)
- Once the customer picks up the order, the troop volunteer must mark orders as picked up in Smart Cookies. To do this, access Smart Cookies, and under Booth Menu, hit “View Booth Credit Card Payments.” Locate the order, click the ellipsis under the “Action” heading and click on “Set as Delivered.”
- The troop should credit the girls for the sales using the Smart Cookies Virtual Booth Divider.

Tips & Tricks

- Consider how you will share your Troop Cookie Link. Homeowners’ association websites, churches, businesses, social groups, or locally planned event websites offer excellent opportunities to advertise a virtual booth event.
- Consider scheduling curbside, “trunk” pickups at a central location and scheduling customer pick-up times to minimize the number of people there at once.
- Your Troop Cookie Link can be associated with a traditional booth sale allowing for pre-sales that you can have ready for pickup.

Drive-Thru Cookie Booth Guidelines

DRIVE-THRU BOOTH OVERVIEW

Drive-thru booths are great for limited contact transactions and to assist troops with Virtual Cookie Booth pickups. Girls can have these pre-orders sorted prior to the drive-thru booth.

Drive-thru booths must be entered as a “troop-secured location” and approved in Smart Cookies to appear in the Booth Locator and access to the Smart Cookies credit card system. Make sure you list it as a “Drive-Thru Booth” in the booth name.

Drive-Thru Safety

Safety is the number one priority. During drive-thru booths, safety measures must increase. Please abide by the rules outlined here and add additional safety measures relevant to various locations if needed.

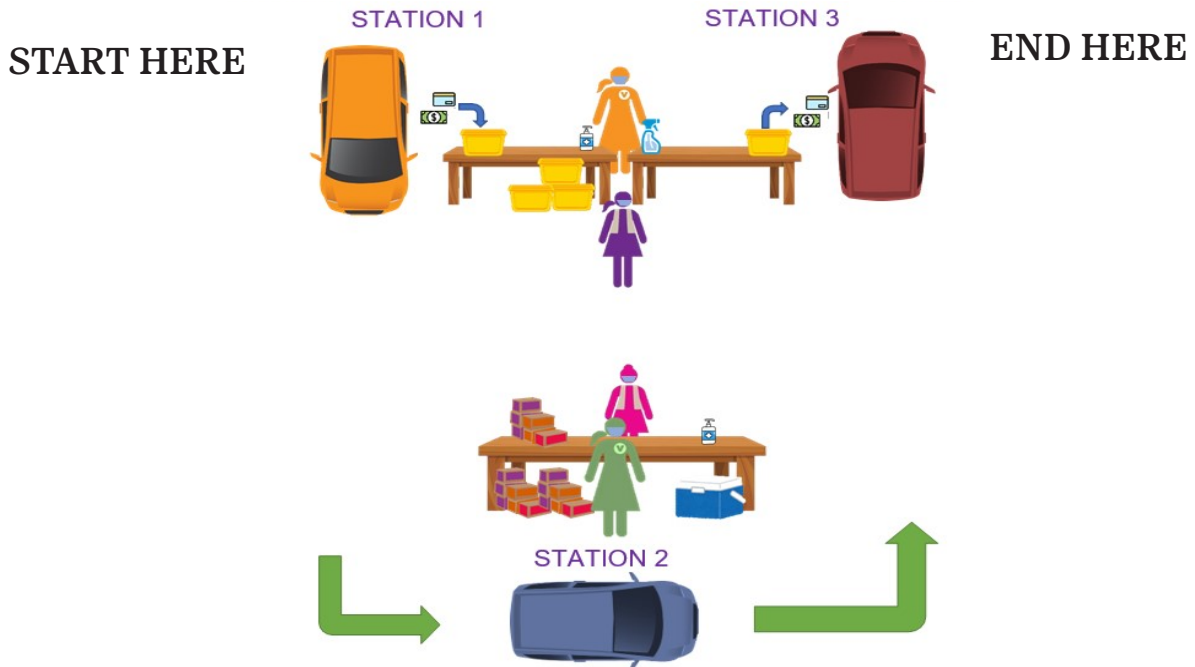
- Girls and adults should follow current local COVID-19 guidance at all times, including the use of facial coverings, social distancing, and proper hygiene standards.
- Booth, volunteers, girls, and signage should be identifiable with the Girl Scouts brand.
- Property owner must approve the booth request prior to promotions and entry into Smart Cookies.
- The parking lot should be large enough not to impede traffic in the event a line forms.
- When setting up the drive-thru, ensure that girls can stay out of the driving area while present.
- Utilize arrow markers to show which way to enter/exit.
- Safety cones or a roped-off drive area are recommended.
- Traffic configuration must be a “drive-thru” with no need for backing up or turning around.
- Have an adult at the front of the cookie drive-thru to help direct traffic.
- Girls should never approach a car without an adult present as a buffer between the car and the girl.
- If utilizing the credit card option through Smart Cookies, ask the customer to hold their card and enter the numbers or scan if using an iPhone. (To use the scan option, users must sign on to abcsmartcookies.com via the Safari browser.) without handling the card or handing your device to the customer. Note: To utilize the Smart Cookies credit card platform, the cookie booth MUST be listed in Smart Cookies and approved by the council.

Tips & Tricks

- Use yard signs to alert drivers/customers that the drive-thru booth is ahead (balloons also catch attention).
- Roles for Girls: Create booth signage, relay information between stations, ask customers for their order, make change/handle credit card transactions, bag orders, and thank customers.
- Roles for Adults: Monitor girls’ safety, direct traffic, retrieve payment from customer and ensure correct change is given, oversee order filling, and transfer cookies to the car.

Suggested Drive-Thru Booth Layouts

DRIVE-THRU BOOTH LAYOUT #1



STATION 1

1. Adult volunteer greets customer and takes cookie order.
2. Order is communicated to Station 2 for gathering.
3. Volunteer collects payment.
4. Customer is directed to Station 2 to pick up order.
5. Cash payment is processed, and any change is handed to Station 3.

STATION 2

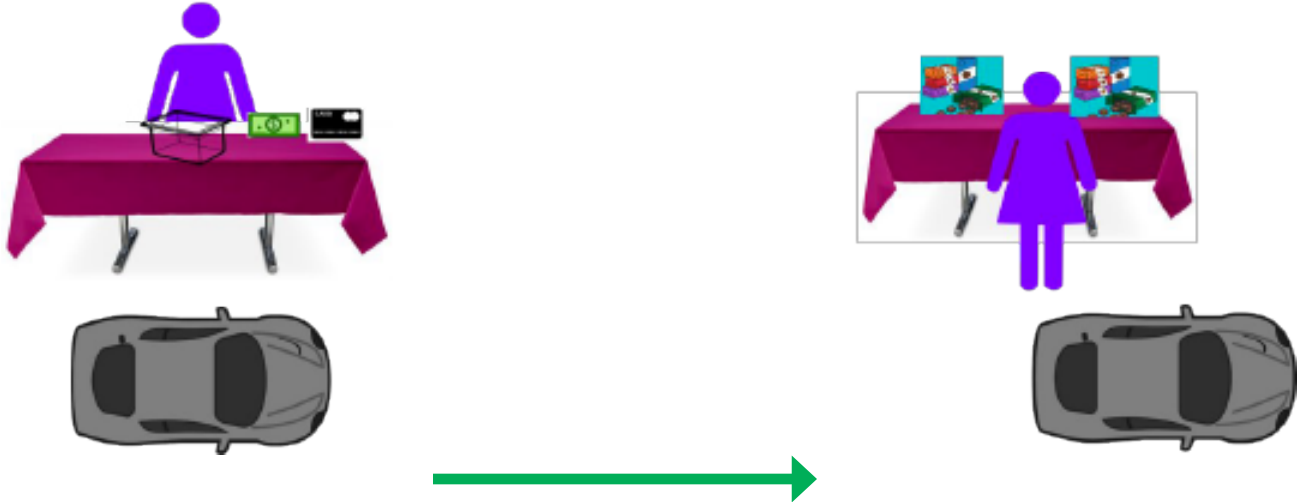
1. Girl Scout places prepared order on the table
2. Volunteer either hands the customer their order or places it into the backseat or trunk
3. Customer is directed to Station 3 if they need to retrieve change.

STATION 3

1. Customer's change is returned

Suggested Drive-Thru Booth Layouts

DRIVE-THRU BOOTH LAYOUT #2



STATION 1

1. Adult greets customer and takes order.
2. Order is communicated to Station 2 for preparation.
3. Volunteer collects payment and makes change if needed.

STATION 2

1. Girl Scout prepares the order and places it on the table
2. Adult volunteer hands the customer their order or places it in the backseat or trunk