

Cookie Booth Guide

2023



Intro to Cookie Booths

What is a Cookie Booth?

A Cookie Booth is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies. Only registered Girl Scouts are allowed to sell Girl Scout Cookies. Any resale or redistribution of Girl Scout Cookies is unauthorized.

Why have a Cookie Booth?

- Girls and troops can sell a lot of cookies in a short period of time because they don't have to transport boxes to individual homes.
- Girls and troops can reach customers that may have been overlooked or were unreachable during door-to-door sales.
- Four out of five people will purchase Girl Scout Cookies if asked, but nearly 35% of potential customers are never asked!

How do we have a successful Cookie Booth?

- Select a location with a lot of "foot traffic." Weekends are generally the best times.
- Take an adequate supply of the best sellers — at least two or three cases each of Thin Mints, Caramel deLites, Peanut Butter Patties, and 1 to 2 cases each of the other varieties.
- Make an attractive table display to invite customer interest. Decorations or balloons and cookie costumes are great or girls can choose a theme and "Bling their Booth."
- Prepare a troop goal poster and display it at your booth. Customers love to help girls reach their goals! Update the poster as boxes are sold.
- Have a SHARE donation sign. Customers who don't want to buy cookies for themselves like to buy cookies to donate and support the Girl Scouts!
- Make safety a priority at all booths.
- Girls should wear Girl Scout uniform/Girl Scout T-shirt/member pin and dress for the weather.
- It is the choice of the girl and parent if they want to participate in a booth sale.



Smart Cookies



Smart Cookies

helps power the Girl Scout Cookie Program! It's ABC Bakers online inventory management system cookie program volunteers use. Smart Cookies is also integrated with the Digital Cookie platform used by girls and their families to help run the Girl Scout's online cookie business.

Logging in to Smart Cookies

All cookie program volunteers must be registered for the 2022-2023 membership year, have a current background check on file, and complete a TCM or SUPPM volunteer agreement form. Volunteers will be sent an email with an access link once they are approved in their role and uploaded to Smart Cookies. If you are a new volunteer, you will be asked to create a password.

Download the Smart Cookie App!

Smart Cookies is available in the app store. Each year the app is new and improved so if you have the app from last year, please use the most updated version. Volunteers can do just about everything they need to do - send communications, manage cookie inventory and track sales all through the Smart Cookies mobile app.

Social Media

You may advertise your booth sale on your personal social media accounts. Posting on public sites such as Facebook Marketplace, Craigslist, Amazon and eBay are prohibited. Smart Cookies has the option to post directly to your personal Facebook page from the Smart Cookies site, including girl and troop links as well as digital QR Codes.

Council Secured Booths

What is a Council Secured Cookie Booth?

GSWNY staff coordinates with certain corporations to establish the dates and times they will allow booths at their locations during the Girl Scout Cookie Program.

Council booth locations include: Local Malls, GNC, Goodwill, Ashley Furniture, Walmart, Dunkin Donuts, JoAnn Fabrics and Sam's Club locations. These locations are NOT to be contacted by any troop, girl or adult, at any time, for any reason.

How to Secure a First Come, First Served Booth after the lottery has run

- Login to your account at [abcsmartcookies.com](https://www.abcsmartcookies.com).
- Select "Booth" then "Schedule Booth."
- The First Come, First Served schedule will appear at the top of the screen and the available locations will appear down the left side.
- Use the 'Search' field to find booth locations by date, time or zip code.
- Double click on the name of the booth you want to secure. A calendar screen will display available dates in blue (or purple, if during the booth lottery).
- Single click any date(s) in blue. The available booth time will appear below. Select your desired time then click "Save."
- From the main menu, select "Booth" then "My Reservations" to see your booth reservations.

Troop Secured Booths

What is a Troop Secured Booth?

Troops can use their contacts and reach out to local businesses and arrange a booth location in their community. These can be retail stores, grocery stores, hair salons, churches, parking lots (with safety protocols) or other areas with lots of foot traffic. Troops must get permission from the store or property management to set up a date and time for their booth and sell Girl Scout cookies. Once secured with the location, please follow instructions below to enter your Troop Secured Booth into Smart Cookies.

Restrictions on Booth Locations:

In accordance with GSUSA Product Sales Guidelines, certain locations may be inappropriate for young girls and may negatively impact the cookie program experience for girls, and/or may negatively impact our brand in your community. For additional clarity, girls cannot sell in or in front of establishments that they themselves cannot legally patronize on their own.

This includes: Any location that is 18+ or 21+, CBD, Marijuana, or Hemp dispensaries/pharmacies, gun stores, liquor stores, Wine/beer/tobacco/firearm events, and nightclubs.

How To Get Your Troop-Secured Booth Listed on the 'Cookie Finder' App

- Under "Booth" click "Troop Secured Booths" then fill in the * fields.
- Click "Save" after all your booth information is entered.
- Click "Request Appointment Times" to enter booth dates and times.
- Select dates from the calendar view and then enter starting time and ending time, denoting AM or PM.
- Click "Save" after all your booth times are entered.
- Once your booth is approved, you will receive an email confirmation.

Troop Secured Virtual Booths

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 Booths

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.

- 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.

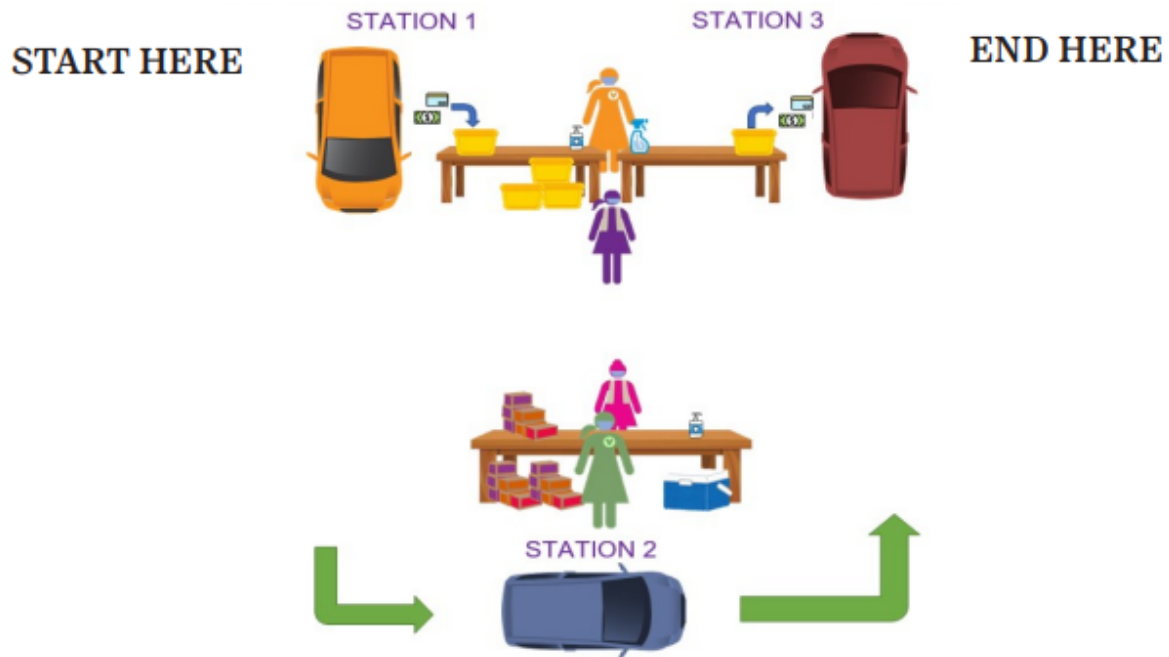
Tips & Tricks

- 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



Smart Cookies Booth Divider

The Smart Booth Divider is an easy way to distribute credit for booth packages sold to multiple girls quickly and evenly. The girls are not financially responsible for packages sold through the Smart Booth Divider, but they will be provided the credit to go toward their rewards. Using the Smart Booth Divider also provides Girl Scouts River Valleys with important data about booth activity that can be used for future booth sales.

Log into Smart Cookies, go to the Booth tab, and select My Reservations.

- Use the Search feature to find the desired booth request or scroll through the list shown.
- Scroll to the right using the scroll bar under the list of booths Note: This scroll bar only appears when your mouse is hovering inside the list of booth reservations.
- Click on the three vertical dots on the far right to view booth details and select Smart Booth Divider.
- Enter the quantities sold in packages by variety.
- Click the Save and Distribute Sales button.
- Select the girls who sold at the booth.
- Click Continue.
- The packages will automatically divide evenly between all girls selected.

Note: If there are any varieties that were not able to be distributed evenly, they will be highlighted red.

Distribute the remaining packages to girls, so each variety has zero packages left to distribute.

- Click Save.
- You will see a green check confirmation message appear. Smart Cookies will automatically transfer the appropriate quantity of each variety to the girls and can be viewed on the Manage Orders page.

Note: If you don't immediately see the confirmation message, allow the webpage some time to load before clicking Save again—clicking save multiple times can create duplicate transfers to girls.

Smart Booth Divider-Editing or Deleting a Transaction

<https://youtu.be/lokmpCtqwM0>



Distribute Cookies for Each Booth with Smart Booth Divider (Option 1)

<https://youtu.be/ISAJ-byrjsY>



Distribute Cookies at End of Sale with Smart Booth Divider (Option 2)

<https://youtu.be/ycbllXRJlI0>



Safety and Etiquette

Ratio & Booth Attendance

- There needs to be a minimum of two adult members and two girls at a traditional booth. Drive thru booth ratio differ and requires additional adults (3-4). Follow adult to girl ratio.
- The two adults must be registered, approved (background checked) unrelated adult volunteers. If a male volunteer is present, an unrelated female volunteer must be with him at all times.
- Never leave the booth unattended.
- Girls can never be left alone at a booth for any amount of time or for any reason.
- Use the buddy system when using restrooms.
- Only Girl Scouts and supervising adults should be at the booth.

Booth Security & Safety

- Cash is to be kept out of sight at all times.
- Adults should assist in handling cash transactions.
- Always have a first aid kit and a health history form for each girl present.
- If someone takes money or cookies, DO NOT attempt to physically retrieve the stolen items and DO NOT allow the girls to do so. Instead, get a good description of the offender(s), call police and file a report. Alert store security (if available) as well. Also notify GSWNY customer care@gswny.org or 1.888.837.6410.
- Girls should never give out their names, addresses, or telephone numbers to customers.

Troop Etiquette

- If two troops show up at the same booth location, the troop with the approved booth confirmation has priority. If both troops have a report for the same booth (double-check date, time and location), the troops should calmly work together to find a solution, and also notify GSWNY: customer care@gswny.org
- Do not ask the store manager to mediate conflicts between troops.
- Remember to be considerate, caring, friendly and helpful to sister scouts, customers, and businesses.
- Be polite and friendly; Say THANK YOU to all customers.
- No running around or shouting at the booth.
- No smoking or eating at booth.
- Begin packing your booth up 15 minutes prior to your end time; never stay past your assigned booth time when another troop is waiting to set up.
- Always cancel a booth as soon as you can. If you cannot attend, find another troop if possible to take your space.



Booth Checklist and Resources

Booth Checklist

- Count cookies and money before the booth begins
- Bring health history forms for all girls present
- Table & chairs
- Tablecloth
- First Aid Kit
- Paper to record sales by girls, pens & clipboard
- Cash box or waist pouch for adult to wear
- Cash for change
- Booth confirmation email (also in your Smart Cookie app!)
- Goal chart
- SHARE sign (donations for any other purposes, even for the troop, are not allowed)
- Troop number displayed
- Girl Scout attire or cookie costumes
- Weather ready attire (ponchos, coats, hand warmers, hats, gloves, boots,
- Wireless phone or device charger
- Personal protective equipment; mask, hand sanitizer, window/spit guard.
- Snow shovel, sand, rock salt might be needed to clear and create traction on snowy/icy ground.



Resources

- ABC Bakers Platform: <https://www.abcsmartcookies.com>
- Smart Cookies Volunteer Guides:
 - https://www.youtube.com/playlist?list=PL_3eNVWp6ObP-J4So5Zfc_cbz_H4JWLc-
 - ABC Bakers FAQ's :<https://www.abcbakers.com/faqs/>
- GSUSA Cookie Program page: <https://www.girlscouts.org/en/cookies.html>
- Safety Tips for Online marketing: <https://www.girlscouts.org/content/dam/girlscouts-gsusa/forms-and-documents/cookie/Supplemental%20Safety%20Tips%20for%20Online%20Marketing.pdf>
- FAQ's: <https://www.girlscouts.org/en/cookies/how-to-buy-cookies/cookies-frequently-asked-questions.html>
- Pins & Badges; <https://www.girlscoutshop.com/badges-program/all-badges-pins?page=2>

