



girl scouts
of western new york



Secret Shopper Patch Program

GSWNY Secret Shoppers are set to visit random cookie booths during the cookie program's direct sales!

These rare shoppers help Girl Scouts build entrepreneurial skills and make a great impression. Girls who show strong knowledge of the cookie program and the Girl Scout Promise and Law may earn a Limited Edition patch.

How it works:

- Hold a Cookie Booth or Cookie Drive Thru. Be sure to enter your cookie booth in Smart Cookies for added promotion.
- Follow all booth etiquette guidelines and Safety Activity Checkpoints.
- GSWNY staff and volunteers act as secret shoppers by visiting and shopping cookie booths. These shoppers will ask the Girl Scouts questions about the cookie program and what their goals are as a troop. Make sure your Scouts are prepared!
- Not every booth can be visited by a Secret Shopper.
- Girls who demonstrate good behavior, positive and knowledgeable selling techniques, and whose booth is nicely staged will be rewarded with a Secret Shopper Patch.
- Practice your best selling techniques so if a Secret Shopper approaches, you're prepared to show your entrepreneurial skills.