

# The Girl Scout Cookie Program!

## Cookie Booths

Cookie Booths are a great way to work as a team to reach goals and build comradery. Hosting a Cookie Booth doesn't have to be tricky. Here's what you need to know to have a successful Cookie Booth.



### Step One: Planning and Prepping

Work as a team to decide if your troop would like to have a cookie booth, how many cookie booths you want to have, and where to have your cookie booth(s). Troops can set up cookie booths one of two ways...

1. By contacting local businesses to arrange dates and times for the sale. Cookie booths are held at many locations including grocery stores, gas stations, movie theaters, and malls. Verify ahead of time if your booth will be indoors or outdoors and whether there will be a table there for you to use. These booths are referred to in our online database, Smart Cookies, as Troop Secured booths.
2. Through locations managed by the Council. Troops do not contact the stores for dates/times, troops sign up for these booths in Smart Cookies. Referred to in Smart Cookies as First Come First Serve booths.

#### **The 2019 Cookie Program Council secured First Come First Served locations: JoAnn Fabrics, Festival Foods, Pick 'N Save/Copps, and select Goodwill locations.**

Once you have your cookie booth date and location set – pick a theme for your cookie booth! Cookie booths with decorations are more appealing and tend to have better sales! Have the girls choose the theme and make the decorations. The choices are endless – camping, tropical, narwhals, hearts and stars, Girl Scout Cookies, or whatever else your girls dream up. The only limit is the girls' imaginations!

Remember to enter your booth locations in Smart Cookies, so they populate in the GSUSA's Girl Scout Cookie Finder app that customers use. For help entering your booth, use the Smart Cookies tutorial [gsnw.gl/SecureACookieBooth](https://gsnw.gl/SecureACookieBooth) or follow these step by step instructions:

#### **Council Secured/First Come First Service (FCFS) booths**

- Log into [abcsmartcookies.com](https://abcsmartcookies.com)> select Booth from the dashboard>Schedule Booth from the dropdown menu
- Click on location
- Click on date and times available will appear
- Click on time and Save; a pop up will appear “You have successfully requested this FCFS Booth.” This is your confirmation that your troop has secured this location date and time

#### **Troop Secured Booth**

- Log into [abcsmartcookies.com](https://abcsmartcookies.com)> select Booth>Troop Secured from the dropdown menu
- Complete the information requested
- Complete the location information (check the Booth Permissions box to enter important notes)
- Click Save and a new screen will appear
- Click Request Appointment button
- Click date from calendar
- Enter booth time and Save
- Have more booths to enter? Select Request Appointment Time. You can request multiple dates and timeslots after each appointment is saved

Go to Troop Reservations/My Reservations to view all cookie booths entered and their status. The council reviews cookie booth requests every weekday. Once reviewed, you will receive an email letting you know if your booth is approved or denied.

Plans changed, and you are no longer able to have your booth? Remember to cancel your troop's cookie booth in Smart Cookies, so it will be removed from the Girl Scout Cookie Finder app.

- Log into [abcsmartcookies.com](https://abcsmartcookies.com)> select Booth> My Reservations
- All troop reservations will appear, including FCFS. Go to line which has the booth to be deleted.
- Scroll to the far right, you might have to scroll down to the end of your reservations to find a bar which you can navigate your screen to the right.
- Select the burger menu (☰)
- Select Remove Reservation

## Step Two: Get Cookies



**Choosing how many cookies to get for you cookie booth can seem like a challenge but here's what to think about...**

1. When is your cookie booth? – Weekend cookie booths tend to have more sales.
2. Where is your cookie booth? – If your cookie booth is at a busy business you'll need more.
3. How long is your cookie booth? – The longer the booth the more cookies you'll need.
4. Other factors? – Is your booth at a big event, what's the weather going to be like, etc. These factors come into play.

Keep in mind, you cannot return or exchange Girl Scout Cookies. So, stock up on the most popular flavors and err on the side of caution if you troop isn't doing a lot of keep goal-ing and isn't having another cookie booth. Your Service Area Cookie Manager or troops in your area may be able to offer advice on past cookie booth sales in your area.

**A typical breakdown of flavors:** Thin Mints 25%, Caramel deLites 20%, Peanut Butter Patties 18%, Girl Scout S'Mores 9%, Peanut Butter Sandwich 8%, Lemonades 8%, Thanks-A-Lots 6%, Shortbread 6%

**So, you're going to need cookies to sell. You can get Girl Scout Cookies a few different ways...**

1. **From troop extras** – Your troop is going to have extra cookies after delivery because each flavor of cookie will be rounded up to the nearest case (a case contains 12 packages).
2. **From another troop** – You can swap cookies with and/or get cookies (in cases or individual packages) from another troop. If you are swapping an equal number of package (say three boxes of Thin Mints for three boxes of Shortbreads) do the trades and call it a day. If you are receiving cookies from another troop and not exchanging, contact you're your Service Area Cookie Manager with both the contributing and receiving troop numbers and the number of packages by flavor being transferred. The Service Area Cookie Manger will take it from there. Remember – if you are getting cookies you are taking financial responsibility for them!
3. **From a Cookie Cupboard** – There are cookie distribution centers throughout the Council called Cookie Cupboards. No payment is taken at Cookie Cupboards but remember that cookies cannot be returned or exchanged – so only get what you need. Troops can get cookies (in cases or individual packages) from a Cookie Cupboard by placing a planned order in Smart Cookies. Troops may set a date for pick-up in Smart Cookies but will have to contact the Cookie Cupboard Manager to arrange a time to meet. After the planned order has been created, it can be viewed in the Manage Order screen. Once the order has been picked up from the Cookie Cupboard, the Cupboard Manager will transfer the cookies from that cupboard to the troop. If you do not place a planned order you can still get cookies from a Cookie Cupboard, but we cannot guarantee that the flavors or quantities you'll need will be in stock.

## Step Three: Host the Booth

Cookie Booths offer an opportunity for girls to get hands on experience operating their own mini business. Girl Scouts should be wearing their uniform, and at least two Girl Scouts and two registered adults are always to be at the booth

1. Make sure you bring everything you'll need.
  - a. Long table or two card tables (if not provided by the business) and tablecloth.
  - b. Signage stating the cookie prices, along with tape
  - c. Tally sheet or notebook, pens, calculator, cash box with change - having a lot of one-dollar and five-dollar bills on hand to make change is a good rule of thumb.
2. Decorate your booth! Troops openly displaying what they are raising funds for do better than troops who don't. So, make a poster or sign explaining how the cookie money will be used. Use cookies cases and boxes as decorations (they can be empty!) to show the different kinds of cookies you are offering. Cookie Costumes are fun and can be rented from the Council shops. Goal and booth posters can be found on our website at [gsnwgl.org](http://gsnwgl.org).
3. Have the girls and adults work the cookie booth in shifts. Booths operate best with 2-4 girls.
4. Girls should take turns working each part of the booth – talking to customers, making change, restocking, tracking purchases, etc. That way each girl experiences each part of hosting a cookie booth.
5. Be polite and courteous. Remember you are a guest of the facility/business that is allowing you to host a cookie booth – don't be rude, don't let girls run around, don't let girls be loud or disrupt business, and make sure you clean up after yourselves. Girls should not be eating or drinking at the booth.
6. If you're close to a cookie cupboard, a parent can be on call to run and get more cookies from the cupboard as needed!
7. Don't forget, girls can take Cookie Donations at the cookie booth!
8. And finally, don't forget to give a Thank You note to the place of business after your sale.

## Step Four: Deposit Proceeds and Assign Cookies

If you can, deposit all money earned into your troop bank account the day of the cookie booth. If you can't deposit it the day of the cookie booth – do so as soon as possible. Do not hold on to cookie money for a long period of time.

Once the Cookie Booth is over you will need to assign the cookies sold to the girls in your troop. You do this through Smart Cookies, our online cookie management system. There are guided Smart Cookies tutorials online at [gsnwgl.org/SmartCookieTutorials](http://gsnwgl.org/SmartCookieTutorials).