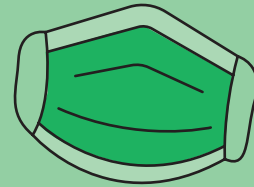
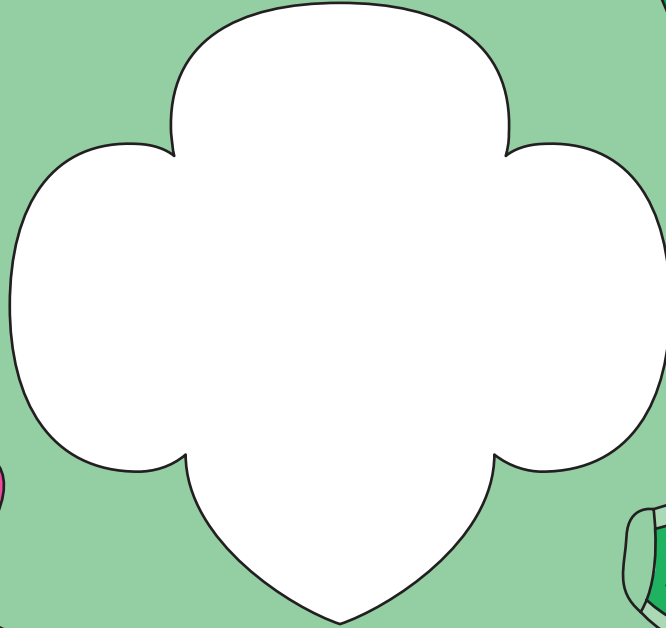
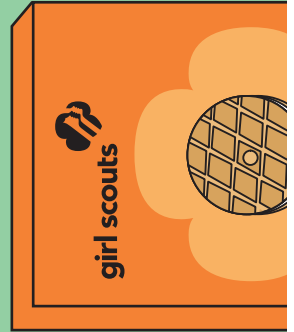
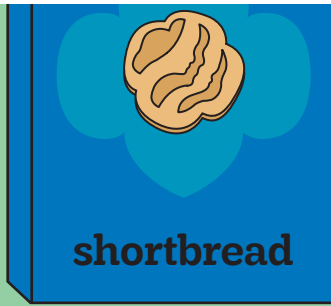


girl scouts
of the northwestern
great lakes



2021 Girl Scout Cookie Program

COOKIE BOOTH

guide

What is cookie booth?

A Cookie Booth is a great way for your troop to earn additional proceeds by selling Girl Scout cookies directly to the public at area businesses. They also provide the girls the opportunity to set up, run, and manage their own cookie store. Girls will conduct transactions, build their presentation and conversational skills, set up product displays, manage inventory, and more!



How do you have a successful cookie booth?

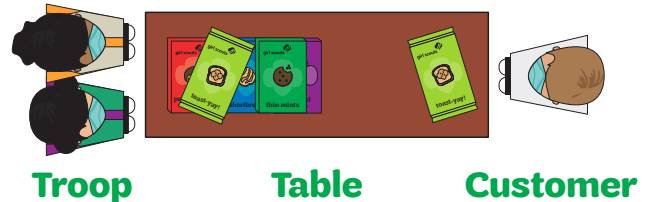
- Work with girls and families on determining how many cookie booths and what days they will be able to participate in a troop cookie booth – Weekend cookie booths tend to have more sales.
- Work on locations to host a cookie booth – selecting a location with high “foot traffic” is ideal.
- Make sure your cookie booth is added to Smart Cookies to be part of the National Girl Scout cookie finder!
- Place a planned order for cookie booth cookies in Smart Cookies to pick up at your local cookie cupboard. Your Service Area Cookie Manager or troops in your area may be able to offer advice on past cookie booth sales. Cookie inventory at a cookie booth can look like this Thin Mints 25%, Caramel deLites 20%, Peanut Butter Patties 18%, Girl Scout S’Mores, 9%, Peanut Butter Sandwich 8%, Lemonades 8%, Toast Yay! 6%, Shortbread 6%. Remember that you cannot return or exchange Girl Scouts Cookies to a cupboard.
- Make signs to put at your cookie booth to draw customers to your booth.

COVID-19 Guidelines

Safety is top-of-mind for all of us this year. Safety guidance in printed materials for the 2021 Cookie Program may change based on evolving COVID-19 outbreak conditions. As we continue to prioritize safety for our members, please look to council communications for real-time updates or changes to specific guidance.

COVID-19 Protocol

- Everyone must wear a mask over their nose and mouth. Maintain 6’ social distancing. This may include having two tables one for product, money and Girl Scouts/volunteers, and one to create proper distance. See the example with social distancing using just one table vs two.
- Place hand sanitizer at all stations. Use between each customer transaction.
- Have disinfectant spray and paper towels readily available to clean surfaces customers touch. If using bin method, each bin must be cleaned between customers.
- Writing utensils should be sanitized often.
- Girls and adults should not attend a booth if they are not comfortable being there or if they themselves do not feel well.
- Troop members should practice social distancing with fellow troop members while at the booth.
- Follow council directives if situations change during the cookie booth program.
- Contactless payments are encouraged and recommended over paper currency.
- Reduce the number of girls to 2-3 per shift and as always 2 adults. Consider rotating girls in the troop during the time slot to allow many girls to participate.



Additional Safety Measures

Troops may build or buy a plastic barrier to use at their booth. All troops must adhere to each location’s specific COVID-19 protocol should they have specific requirements.

Easy DIY Plastic Barrier

Supplies:

- Tri-Fold Presentation Board
- Clear Plastic Sheeting (plastic tablecloth, shower curtain, etc.)
- Duct tape
- Box cutter/mat knife
- Pencil
- Ruler
- Scissors
- Bricks (or any type of weighted objects)



Instructions:

Measure out your windows. Create a box leaving at least 4 inches around the border on the front and on each side of the board. Have an adult cut the windows out of each panel of the tri-fold board.

Measure your plastic film. Make sure the film is larger than the opening. Cut out the film and tape to the inside of the board. Make sure to seal all edges.

Tape a weight to the bottom portion of the board to keep it from blowing over.

Cookie Booth Prep and Etiquette

In addition to the special protocols needed for COVID-19, below are supplies you should have at your cookie booth:

- A schedule of girl and adult ratio – remember only 2-3 girls at a booth at a time, plus 2 adults or more depending on your cookie booth
- Booth confirmation email available via Smart Cookies
- A cookie inventory checklist so you can count your cookies before and after your cookie booth
- A first aid kit
- Health History forms for girls at the booth
- Cash and money box for paper currency transactions
- Device to run credit card transactions and charger
- Table(s) and tablecloths
- Sale sign with cookie price and your troop number
- Tape to attach any signage to your cookie display
- Pens
- A tally sheet to track cookie sale by flavor
- Girls in Girl Scout uniform or other Girl Scout apparel
- Go over COVID-19 protocol with all girls and adults at beginning of each shift so all follow council and retailers' safety guidelines.
- Go over booth behavior standards - be polite and courteous. You are a guest at the facility/business that is allowing you to host a cookie booth-don't let girls run around, be loud or disrupt business and make sure you clean up after yourselves. Girls should not be eating or drinking while at the booth.
- Remember to provide a Thank You note to the place of business after your sale.

Touch Free Booth Ideas

- Make a menu style board instead of displaying cookie boxes on the table.
- Get Creative. Use a box, bag, bin or basket system to hand off cookies and payment methods to your customers.
 - Bag: Place cookies in bag and place on the table. Back away and let the customer collect the bag.
 - Box: Place the cookies in a box or bin and let the customer pick up their cookies out of the box. You may also use a tool to slide the box toward the customer.
- Turn your troop cookie booth link into a QR code and have that option available for a customer to scan, order and pay, to help with social distancing at your booth.

Drive-thru Cookie Booths

A Drive-thru Cookie Booth is a booth that is held in a business parking lot instead of inside or by the front door. It would be held in a safe area of a parking lot with plenty of room for cars to get off the street and out of the line of customer flow for the business. **Just like a traditional cookie booth, you will need to get permission from the owner or manager to be there, enter the booth into Smart Cookies (enter Drive-thru in the location information area) and wait for it to be approved before hosting that booth. Safety is our number one priority. During a Drive-thru Cookie Booth safety measures must be increased. Please read, understand and follow the below processes and procedures.**

Drive-thru Cookie Booth Guidelines:

- At least 2 adults at every cookie booth. **Daisy and Brownie troops must have at least 3 adults.** These are the minimum number needed for each level. More adults are encouraged to be present.
- Girls must stay in fulfillment area of cookie booth and never approach a vehicle at any time.
- A Drive-thru Cookie Booth will not impede traffic from the road or in the parking lot at any time. This includes impeding on another business' traffic flow as well.
- Go over Drive-thru Cookie Booth location with the owner or manager of the business parking lot to know where you can set up at time of request, not the day of the cookie booth.
- Must have adequate space to have stations during the drive-thru process.
- A Drive-thru Cookie Booth cannot be held after dark.

Drive-thru Cookie booths - Straight Drive-thru



Steps

1. Cars enter lot- ensure ample space for cars waiting
2. Customer places order with adult
3. Adult takes payment with Smart Cookies – or paper currency.
4. Adult tells girls what the order is – this is great role for an additional adult. They can communicate order with order fulfillment center.
5. Girls fulfill order – could use bin method or bag.
6. Adult gathers order from fulfillment
7. Adult gives customer their order – bin method or be contact free in trunk.

Supplies Needed for Drive-thru booth

- Safety cones or improvised barrier for traffic flow and to rope off girl area.
- Table(s) for supplies and fulfillment
- Rope for fulfillment area perimeter
- Customer Order form for fulfillment area
- High visibility clothes are great for adults

Signage for Drive-thru booth

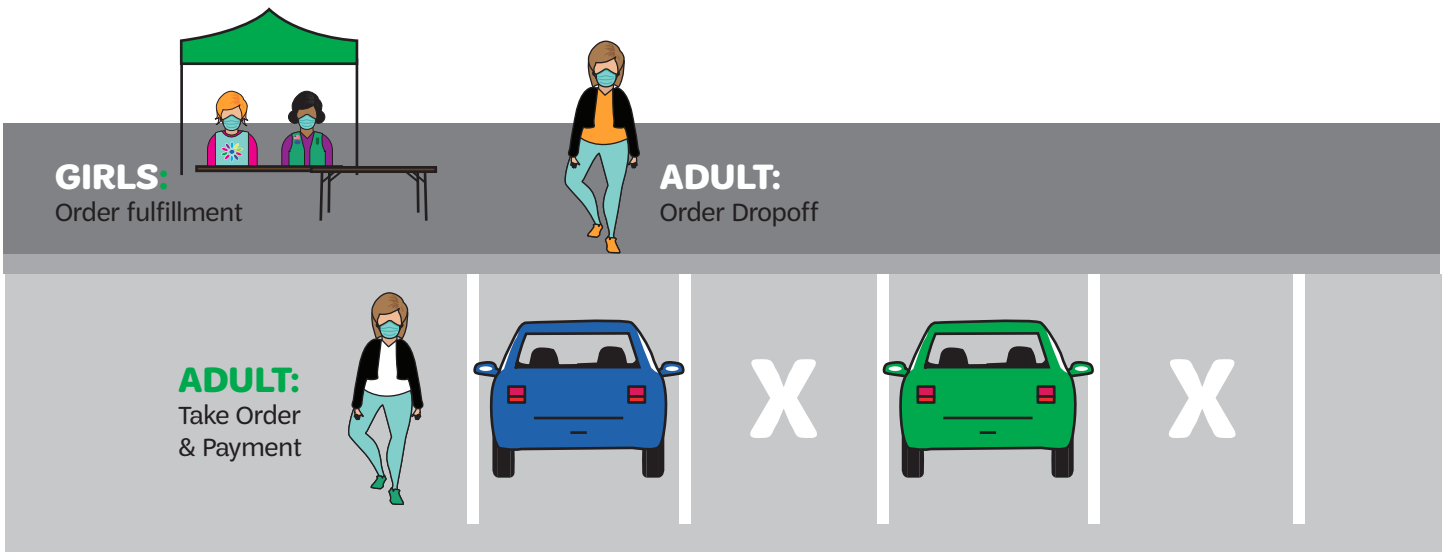
- Enter
- Stop Here to Place Order
- Drive Forward
- Stop Here to Pick Up Order
- Thank you
- Troop sign

Curbside Cookie Booth

A Curbside Cookie Booth is held in a business parking lot instead of inside or by the front door. It would be held in a safe area of a parking lot with plenty of room for cars to get off the street and out of the line of customer flow for the business. **Just like a traditional cookie booth, you will need to get permission from the owner or manager to be there, enter the booth into Smart Cookies (enter Curbside in the location information area) and wait for it to be approved before hosting that booth. Safety is our number one priority. During a Curbside Cookie Booth safety measures must be increased. Please read, understand and follow the below processes and procedures.**

Curbside Cookie Booth Guidelines:

- At least 2 adults at every cookie booth. **Daisy and Brownie troops must have at least 3 adults.** These are the minimum number needed for each level. More adults are encouraged to be present.
- Girls must stay in fulfillment area of cookie booth and never approach a vehicle at any time.
- A Curbside Cookie Booth will not impede traffic from the road or in the parking lot at any time. This includes impeding on another business traffic flow as well.
- Go over Curbside Cookie Booth location with the owner or manager of the business parking lot to know where you can set up at time of request, not the day of the cookie booth.
- Must have adequate space to have stations during the curbside process.
- A Curbside Cookie Booth cannot be held after dark.



Steps:

1. Vehicle enter parking spot
2. Customer places order with adult
3. Adult takes payment with Smart Cookies – or paper currency.
4. Adult tells girls what the order is – an extra adult is great to have to help girls
5. Girls fulfill order – could use bin or shopping bag method – put order in a bin for next step. Or place order in bag during fulfillment.
6. Adult gathers order from fulfillment
7. Adult gives customer their order – bin method or shopping bag method or contact free in trunk.

Supplies Needed for Drive-thru booth

- Safety Cones or improvised barrier to use for unused parking spots
- Table(s) for supplies and fulfillment
- Rope for fulfillment area perimeter
- Order forms for fulfillment area
- High visibility clothes are great for adults

Signage needed for Curbside Booth

- Park here for order and pickup
- Thank you
- Troop sign



Troop Virtual Cookie Booth Information

A Troop secured Virtual Cookie Booth event allows customers to order and pay for delicious Girl Scout cookies via credit card in advance of a pickup event to be held at a designated location on a pre-determined date and time. Easy. Safe. Touchless transactions. Every troop has their own Virtual Cookie Booth link.



How do troops find their Troop Cookie Booth Link?

Troop Cookie Booth links are only offered by ABC and troops will have two links on their troop information page in Smart Cookies:

- **Direct Ship Troop Link:** This link is for direct ship and donation orders only. This is the same link that will appear in the Girl Scout Cookie Finder. It can also be shared by the troop if they wish for direct ship or donation orders to be divided between all girls in the troop.
- **Virtual Troop Cookie Booth Link*:** This link is only for local deliveries and donation orders. This link will not appear on the Girl Scout Cookie finder. **The Troop Cookie Booth Link can be used to manage drive-thru cookie booths or curbside pickups.*

How does a Virtual Cookie Booth work?

After you have the link share it! Consider how you'll share your Virtual Troop Cookie Booth link. Homeowners association websites, churches, businesses, social groups or locally planned event websites offer great opportunities to advertise a Girl Scout virtual booth sale event. *(Requests for delivery of orders can be added as an option with your Troop Booth Link. Consider the use of social media and how far reaching the results may be. Social media posts can extend far beyond your reasonable delivery area which might generate orders that you would be unable to deliver if you are offering delivery as an option with your Troop link. Sending your link via Facebook messenger to specific contacts might be the better option.)*

Ask to participate in a planned event and provide your Virtual Troop Cookie Booth link to be advertised along with other event details.

Your Virtual Troop Cookie Booth link can be associated with a traditional booth sale allowing for pre-sales that you can have ready for pick up.

Once the link is shared troops will watch for orders to be fulfilled from customers. Troops will have the orders ahead of time, so they know what to bring.

A Virtual Cookie Booth will be in an easy access location for traffic flow and **must be in a public area not a home address.**

A Troop Virtual Cookie Booth will not need council approval. In order to create a virtual booth, you must have a date range specified in your troop account. You can adjust these dates at any time.

The cookies ordered using this link will post in the Smart Booth Divider and troops can divide the cookie packages between girls in the troop.

How do I find my Troop Virtual Cookie Sales?

You can find the orders by running the Booth Sales Credit Card Transaction Export report. This report will show you in detail on each order that needs to be filled.

To process the orders

- From Booth, select View Booth Credit card payments. Pending orders are in red
- At end of order row open the menu. This is where you will approve or cancel the order. You will be able to see the pickup location and date, customers information.
- When you approve the order make sure you have the product before the pickup, customers credit card is charged at the time of order approval. If you cancel the order the customer will not be charged. Both approved and canceled orders will receive an email letting them know the action taken.
- When all orders have been approved or canceled run the Booth Sale Credit Card Transaction Report.



Customer Tips for a Virtual Cookie Booth

- Give clear pick up locations when communicating drive-thru or curbside locations.
- Approve orders promptly. Troop volunteers must approve orders before transaction can be completed in Smart Cookies.
- Refunds on approved orders can only be completed by the council for orders not picked up by a customer.

Virtual Cookie Booth Steps:

1. Troop arrives 15- 30 minutes in advance and set up for the pick ups.
2. Have signage to help your customers identify pick up location.
3. Customers pick up cookies at location on the day and time specified in your Virtual Cookie Booth link
4. Customers provide order number or identification to make sure correct order goes to each customer.
5. Customers can stay in vehicle or walk up to your virtual booth location.
6. The Troop credits the girls for the sales using the Smart Cookies Virtual Booth Divider.

Safety

A troop volunteer or girl must never deliver cookie orders coming in from the Troop Cookie Booth link to the home of a person you do not know.

A troop volunteer or girl must never decide to meet someone beyond your pre-established safe booth location to deliver cookies to someone one you do not know. Simply reroute the customer order to a physical booth location or the troop Direct Ship Troop link.

Here is a Virtual Troop Cookie Booth tutorial: <https://youtu.be/x9SgWQBgiyA>

First Come First Serve Cookie Booths (FCFS)/Council Secured

These are cookie booths where the council has worked with a Retail Partner and cookie booth slots are already set for troops to snag up and start planning. No council approval needed. These booths will open in Smart Cookies at 9:00 a.m. on February 3, 2021. When selecting a FCFS Cookie Booth watch for specific store directed instructions when signing up for a booth and follow those instructions as noted. Please cancel a FCFS cookie booth that you are not able to attend. This frees the cookie booth for another troop to take.

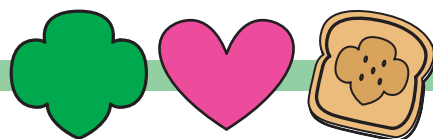
Retail Partners who have confirmed cookie booths, Festival Foods locations, Cabela's and select Fleet Farm and Farm and Fleet locations. (Others are still pending) Check Smart Cookies often for more retail partners that may join as we get closer to cookie booth start date of March 5.

Here is a FCFS Cookie Booth tutorial: <https://youtu.be/v4yqIzfx0ZA>

Troop Secured Cookie Booths

Troops are welcome and encouraged to set up Troop Secured Cookie Booths. Troop Secured Cookie Booth entry will open at 9:00 a.m. on February 3, 2021. Reach out to businesses not listed under the FCFS Cookie Booths. Cookie booths can only be held at a location that a girl can legally enter by herself. Once you secure a location by talking to that retailer you will enter your Troop Secured Cookie Booth into Smart Cookies. Once it is entered by the troop please allow 48 – 72 hours for the cookie booth to be reviewed by the council. These cookie booths are reviewed every weekday. Once reviewed you will receive an email letting you know if your booth is approved or denied. Make sure all Troop Secured Cookie booths are entered into Smart Cookies. This will get your cookie booth in the National Cookie Finder. Please cancel a Troop Secured cookie booth that you are unable to attend in Smart Cookies.

Here is a Troop Secured Cookie Booth tutorial: <https://youtu.be/eOui7Dd6Z2A>



How do you get extra cookies for your cookie booth?

- From troop extras – cookies not assigned to a girl from your initial order.
- From a Cookie Cupboard – plan and place your planned order for booth cookies in Smart Cookies, you can order in a case (12 packages) or by the individual package.
- From another troop – look on your service area social media or contact your Service Area Cookie Manager for troops who might have inventory they would like to part with. Once you have acquired the troop inventory contact your Service Area Cookie Manager for the transfer of cookie inventory to take place. No money will be exchanged between troops, just inventory movement in Smart Cookies.

How do I move booth cookies to a girl?

Smart Cookies has a function to help you transfer boxes sold at a cookie booth to the girls. You can do this at the end of each cookie booth or at the end of the program, you decide.

- **Option 1 – Distribute at end of cookie booth** <https://youtu.be/ISAJ-byrjsY>
- **Option 2 – Distribute at end of sale** <https://youtu.be/ycbllXRJIIO>
- Made a mistake while dividing out cookies?
Check out this video on how to fix those transactions. <https://youtu.be/lokmpCtqwM0>

Cookie Booth money Deposits

Deposit of all money received 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.

Check out the council website for great booth materials to use.

<https://www.gsnwgl.org/en/cookies/for-volunteers.html>



HAVE FUN &
BE SAFE THIS COOKIE SEASON!