

2023

girlscouts
of greater atlanta

Cookie Booth Guide



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Cookie Booth Basics

A cookie booth is where girls have an opportunity to reach their troop and community goals by selling directly to the public! Below are GSGATL's cookie booth basics that set the stage for being safe, considerate and fair, all while having fun and building entrepreneurship and life skills.

Basics for Hosting In-Person Cookie Booths

- **ALWAYS** obtain a signed **Cookie Booth Permission Form** from the business that has agreed to have you on site when reserving space for your own booth.
- Cookie booths should **ONLY** be scheduled within the 34 counties served by Girl Scouts of Greater Atlanta.
- Troops may schedule cookie booth opportunities with their local businesses; however many Service Units manage this process, so check with your Service Unit Cookie Manager (SUCM) first.
- Each cookie booth should conclude by 9 p.m. Sunday through Thursday and 10 p.m. Fridays and Saturdays. Shifts should be no more than 3 hours for any one booth with the same girls/volunteers. For example, if the troop has reserved a location from 9 a.m. to 3 p.m., there should be at least one rotation of girls and volunteers.
- Avoid scheduling more than three cookie booths at the same popular location. Give other troops an opportunity to schedule cookie booths there.
- Evaluate each location for safety, lighting, parking, visibility to your intended audience and appropriateness for the age level of your girls.
- Girls should never give out their full names, addresses, phone numbers or other identifying information to customers.
- **ONLY** Girl Scout Cookies should be sold at a cookie booth. Only cookies from the current season are allowed to be sold **AND ALL** cookies **MUST BE** sold for their designated price (no tax, transaction fees or discounts)!
- GSGATL is always looking to provide more booth locations by establishing council-wide partnerships for cookie booths with local businesses. **Troops SHOULD NOT approach these businesses**, as they are either being managed by GSGATL or your local SUCM. Listings for 2023 are as follows: Walmart, Sam's Club, Town Center @ Cobb, Simon Malls, JoAnn Fabrics and GNC.



Schedule Your Cookie Booth and Get on the Map with Cookie Finder

Once you have secured a location, enter YOUR confirmed booths in eBudde to be a part of the **Cookie Finder**! Each year thousands of customers download the Cookie Finder App or come to our web site looking for a Girl Scout Cookie Booth (in-person or virtual), and when they search for cookies in their zip code—we want to be able to connect them to you. Don't miss your chance to market your booth and meet your goal!

To Enter Your Own Scheduled Cookie Booth:

- Click on the **BOOTH SALES** tab
- Click “**Add/Edit a Troop Booth**”
- Click **+ADD**
- Enter your sale information AND **check your spelling!** Enter the full business address, including zip code. **Refrain from using all caps**—this information will be visible to the general public via the Cookie Finder.
- Click **SAVE**

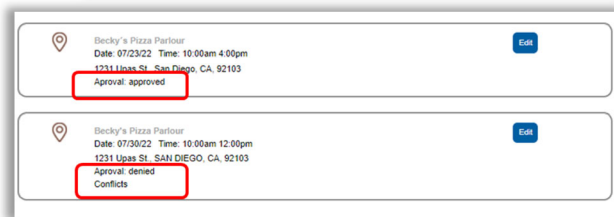
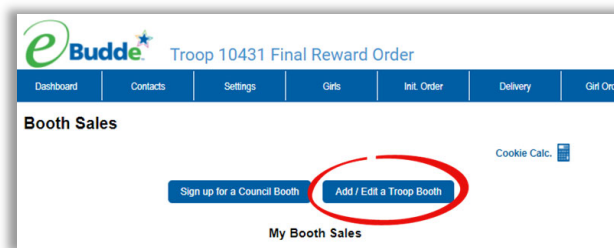
REMEMBER, cookie booths are approved in eBudde for the purpose of confirming upload to the Cookie Finder, verifying that a full street address, city and zip have been entered for a location that is within our 34-county jurisdiction. Site confirmation (day/time) is secured by the troop using the Cookie Booth Permission Form and should be done prior to entering booth information into eBudde.

*Approval: **Pending** = Not yet visible on the Cookie Finder.
Approved within 24-48 hours.*

*Approval: **Approved** = Your site has been added to the Cookie Finder. Customers are now able to map their way to your booth!*

*Approval: **Denied** = Does not meet minimum council criteria—explanation will be provided. Update needed information for review and approval.*

Can't attend your scheduled troop booth? DELETE your booth in eBudde so customers do not arrive at a location where your troop is no longer attending/hosting a booth.



Remember to activate your Virtual Booth Links in Digital Cookie. If customer's can't make it to your in-person booth, they can purchase directly from your troop online! Virtual Booth Links will be searchable on the Cookie Finder starting Feb. 17

Sign up for Council Cookie Booths

Each year, council makes connections with businesses to help troops in all areas engage in sales directly to the public. These locations are secured by council and reserved by troops using eBudde. When signups are available, they are first come, first serve, and are open to all troops in our council.

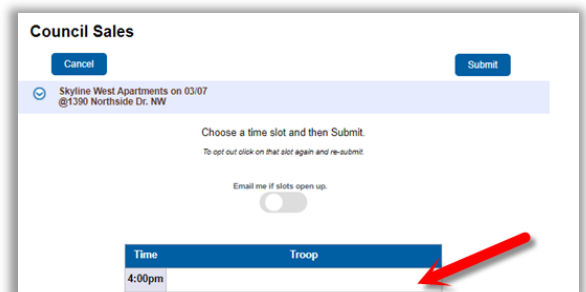
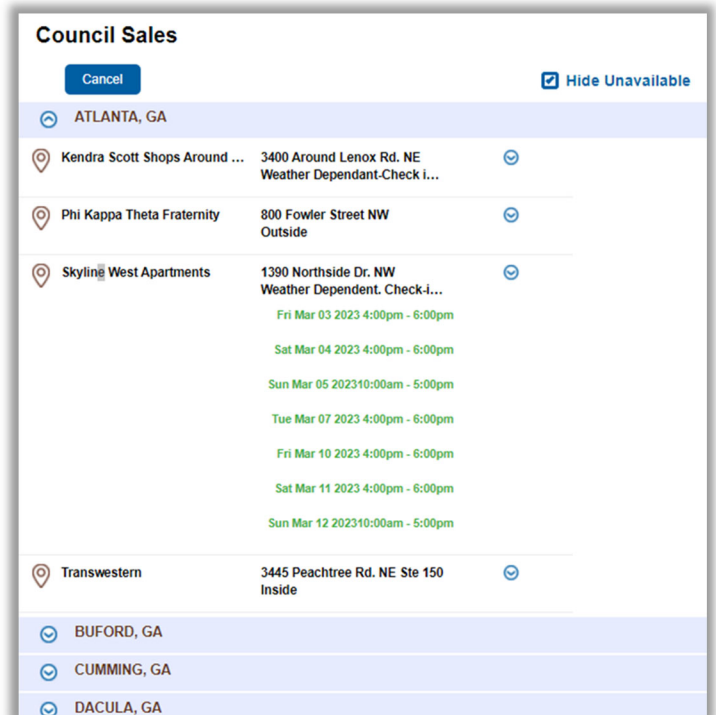
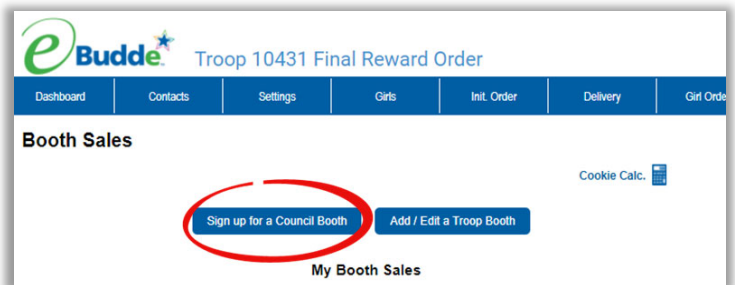
To Sign Up for a Council Cookie Booth:

- Click on the **BOOTH SALES** tab
- Click **SIGN UP FOR COUNCIL BOOTH**
- Click the drop-down arrow next to your preferred city to see available locations.
- Click on the location (drop-down arrow) to see available dates and time slots for that location.
Note: Dates listed in GREEN will have at least one vacant/unclaimed time slot. Locations in BLUE do not have vacancies.
- Click in a blank field to insert your troop number
- Click **SUBMIT** to reserve your space—you will receive an on screen message that your time is reserved. Click OK on the message window to proceed. NOTE: IF you do not see the message, your time slot was NOT reserved.

** Be sure to check for any special notes regarding your selected location

Remember: Council booths are already captured in eBudde and will automatically appear on the Cookie Finder—there is no need to re-enter them.

Can't attend your scheduled council booth? Release your slot in eBudde for another troop to claim if you cannot attend. Follow the same steps you used to reserve it. Click on your troop number and submit it for removal. Click "Save" to officially release the slot.



Planning and hosting your In-Person Booths



Participants. When at all possible, booths should be held outdoors. In all instances, there should always be a minimum of the required 2 adults necessary for this activity (at least one of whom is a registered Girl Scout volunteer with the required background check) and at least one girl present at all times.



Customer Interactions. Troops can use the Digital Cookie Mobile App to accept contactless payments. The Digital app will allow girls to process payments from their individual customers AND accept payments on behalf of the troop to facilitate contactless payments at cookie booths. When logging into a girl's individual Digital Cookie account, a girl/parent will simply select the troop number to take cashless payments on behalf of the troop. Note: For this feature to be available, the troop must activate their Troop Links first.



Drive-thru and Curbside Pickups. [Watch the video!](#) Not only is this a convenient option for customers, it's also a great way to stay contactless or distanced. Girl Scouts from Troop 14665 helped us put together a how-to video based on their own success last year!



Cookie Stands. This is a personal selling opportunity for individual Girl Scouts; therefore safety precautions are at the discretion of the supervising parent/guardian. However, we strongly recommend using the applicable COVID guidelines and recommendations in this guide to serve as a baseline for maintaining the health and safety of our members and their families.

Here is how a Cookie Stand should work:

- The caregiver of the Girl Scout must be present the entire time the cookie stand is open.
- Cookies sold at a stand belong to the girl/caregiver—not the troop. The individual family bears financial responsibility for these cookies.
- The cookie stand must be at least 10 feet from the street and on the caregiver/homeowner's property.
- The Girl Scout should be in GS uniform or GS apparel.
- The caregiver/homeowner must own the home and be willing to accept the risk of having strangers on their property or have the permission of the property manager or owner if the caregiver rents the property.
- The caregiver should acquire permission from their HOA/property manager and have any appropriate city permits (if applicable).

“Girl Scout Cookies, coming right up!” Try a Drive-thru Booth

Now Girl Scout Cookie lovers don’t have to leave their cars to enjoy their favorite delights. When troops set up outdoor cookie booths in a parking lot (with permission from the property owner or manager), Girl Scouts have a road map to success. Customers drive up—the cookies come out—happy cookie lovers drive off!

**WATCH THE DRIVE-THRU
HOW-TO VIDEO!**



Setup:

Just like a regular booth, you will need to get permission from the property owner or manager to be there (use your *Cookie Booth Permission Form*). Once your booth has been confirmed, enter it into eBudde. Set up your booth and mark out an area where customers should drive up or park. Make sure you have plenty of signs or even an extra adult to help direct customers where to go.

Participant Ratio:

- Girls must stay behind the table, safely out of drive-thru traffic flow.
- Daisy and Brownie troops must have an adult that must remain at the table with girls throughout the duration of the booth, plus additional adults to approach vehicles.
- Adults should assist with taking payments, distributing orders, and guiding traffic.
- Should a girl need to leave her table for any reason, she must be accompanied by an adult.
- Junior to Ambassador Girl Scouts may conduct a drive-thru booth with two adults if practical depending on the set-up of the location.

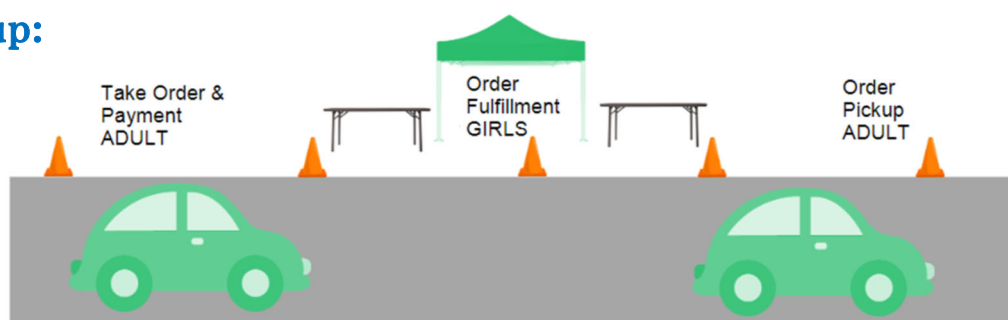
Safety:

During Drive-Thru Booths, safety measures must be in place to ensure no participants are in the flow of traffic. Please take additional precautions to ensure the safety of girls and adults on site.

Location Guidelines/Restrictions:

- Drive - thru sites must have adequate space for table setup and traffic flow.
- Drive - thru sites must not interfere with public traffic flow.
- Drive - thru sites must not interfere with neighboring business parking.
- Drive-thru booths cannot be held after dusk.
- Girls cannot approach a vehicle alone at any time regardless of age and drive-thru setup.

Example Setup:



“Girl Scout Cookies, coming right up!”

Curbside Pickup with Digital Cookie

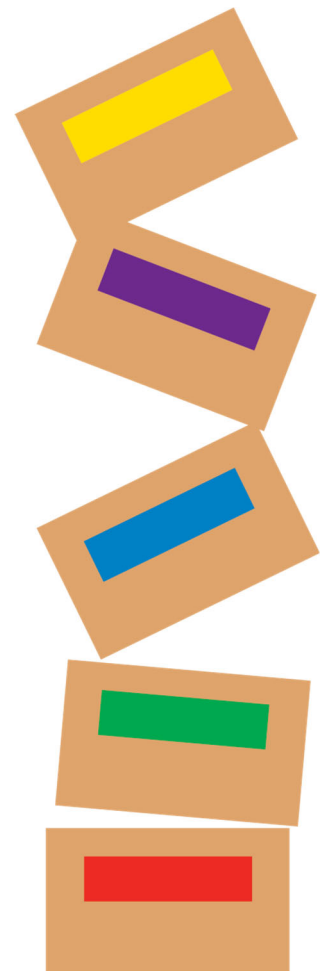
Your troop can offer customers the option to pre-pay for an order for pickup at a cookie booth your troop has scheduled. It only takes a few steps to set up that option for the cookie booths you have signed up for in your booth scheduler (in eBudde) - then treat the pickup orders similar to a cookie delivery.

For full details and instructions on how to offer this option to your customers through your Troop Link, check out the video for [Troop Curbside Pickup Orders](#).



Things to remember:

- Booths must be entered into eBudde to be offered as potential curbside locations
- Volunteers will need to activate their Troop Link
- Once you have your booths selected for curbside, consider ending that option 12- 24 hours before the booth sale will begin so you have time to review and approve all orders. If you have concerns about inventory for pickup orders, consider ending the option even earlier so you can secure the necessary product for the orders.
- Remember, if you cancel a booth in eBudde, you must delete the booth from Digital Cookie as a pickup option so customers can no longer select it as a pick-up location. Check your orders tab for any orders that were scheduled to be picked up and make alternate arrangements or cancel and refund them.



“Girl Scout Cookies, coming right up!”

Virtual Cookie Booths in a few clicks

Virtual booths—hosted on social media—give girls a way to achieve their sales goals and help others in their community from home. In fact, girls may find this allows them to discover new ways to take the lead in their cookie business and stay connected through virtual means. Here’s how it works:

STEP 1 Invite girls to brainstorm how they can help others with Girl Scout Cookies®

Girls will undoubtedly want to do their part, and there’s never been a better time for a donation program that enables customers to donate cookies. Would girls like to encourage customers to support first responders on the front lines? Or send cookie packages to surprise elderly neighbors or to someone in need? There are certainly many people who would be cheered by Girl Scout Cookies.

Need graphic support? We’ve Got This! Visit LittleBrownie.com and go to the Volunteer section for a full toolkit of cookie images and social resources.

STEP 2 Create a social media event or schedule a livestream

Invite girls (with proper supervision) to go live on Facebook or Instagram to reach large numbers of potential customers. You can also set up a Facebook Event (see directions below). Remember: Girls should review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families at GirlScoutCookies.org/DigitalMarketingTips.

STEP 3 Make it personal and make it fun

Graphics

Check out all the Virtual Girl Scout Cookie Booth graphics available in the We’ve Got This! Toolkit at LittleBrownie.com/Volunteers.

Girl bling

Customers love to see personal touches from girls at booths, and the same is true online. Encourage girls to bling their virtual booth by providing you with custom artwork, photos and videos.

**COOKIES
DELIVERED TO
YOUR DOORSTEP!**



“Girl Scout Cookies, coming right up!”

Virtual Cookie Booths in a few clicks

STEP 4 Consider the logistics and include the details

How will cookies be delivered?

GSGATL allows girl-delivery through the Digital Cookies platform for which adult supervision is required to keep girls safe. Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are delivering cookies. If permissible in your area, adults might decide to leave cookies on customers’ doorsteps to avoid face-to-face interaction. In some cases, girls may need to promise customers the cookies will be delivered at a later date. Review Girl Scouts safety guidelines available at GirlScouts.org. Be certain to also check and follow national and local health guidelines.

How will you handle payment?

Consider using your Digital Cookie app for pre-payment. You can also use other preferred apps to handle digital transactions. A few popular ones are CloverGo, Venmo, CashApp, PayPal, Apple Pay and Zelle.

STEP 5 Invite friends and family

Encourage girls to mention their goals, what they are going to do with their troop funds and how they are helping their community.

STEP 6 Promote on social media and in your community

As you know, go-getter Girl Scouts can and will bring out the good in any situation! Now more than ever, girls are spending time in virtual settings and engaging in social media, so an online experience comes naturally to them. Using all GSUSA safety guidelines, encourage them to go big with social sharing to drive customers to their Virtual Cookie Booth (their Digital Cookie site). They will love making a virtual pitch or creating videos to direct customers to their site.

#VirtualCookieBooth

Be sure to use #VirtualCookieBooth in all your posts AND encourage your customers to share a photo with their Girl Scout Cookie packages using the same hashtag. You can even leave a note with their delivery!

STEP 7 Celebrate and share your success!

Let everyone in your social channels see how the girls are helping their community with their #VirtualCookieBooth. Together, we can build momentum nationwide!



“Girl Scout Cookies, coming right up!”

Virtual Cookie Booths in a few clicks

Be sure to plan for celebrating and rewarding all those amazing girls.

- Check your council’s website for patches the girls can earn.
- Explore GirlScouts.org and LittleBrownie.com to find yummy cookie recipes and creative ways to celebrate success.
- Encourage girls to plan a celebration in-person or virtually.

Everyone will be looking forward to that party!

Remember, safety must be everyone’s top priority

Be sure to review and follow Girl Scouts’ safety guidelines available at GirlScouts.org. The safety of girls and their families must always come first.

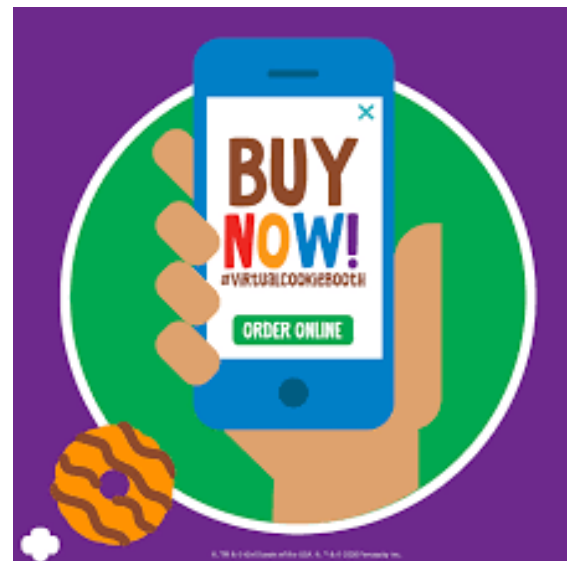
Social Media Tips

How to set up a Facebook event

Setting up a Facebook event is easy and gives girls a chance to practice some tech-savvy business skills.

- On the left menu of your Facebook feed, click + Create Event and choose Private or Public. If you create a Private event, only invited guests will see your event.
- Fill in the event name, location, date, time and description. You can choose a specific date and time to host a “live” virtual booth, or a date range when you’ll be responding to requests.
- Customize!
- Click Create. You’ll be taken to your event where you can invite guests, share posts and edit event details.

You can follow similar steps to create a stand-alone Facebook page, where you can include information about the girls’ goals and invite friends and family to request cookies through the comments. Be sure to check privacy settings so only the people you want to see your page can see it.





What if... Managing a Sticky Situation

What If another Troop is hosting a booth during your scheduled time and location?

Work it out as sister Girl Scouts, being respectful of all parties involved and using the principles in the Girl Scout Promise and Law.

Try the following:

- Show your Cookie Booth Permission Form that validates your agreement with the store/business to be onsite. If you reserved a GSGATL Cookie booth, use your eBudde Troop App to show your reserved slot acquired through the GSGATL signup process.
- Compromise and share the location when you can (split the time slot, have one troop at each door, etc.)
- Check with the management of the business to confirm who they have on their calendar—the troop slotted on the store/business calendar should have priority to remain on site.
- Check with another nearby business to see if you can host an impromptu cookie booth at another location.
- Never argue in front of girls—this is not the example we want to set for them.
- Never cause a scene in front of customers—you are a representative of the Girl Scout movement...and your girls are watching.
- If you cannot reach an agreement with the other troop, leave and call the GSGATL helpline for assistance. The lessons we teach our girls begins with us taking the lead and knowing when it's time to walk away.

In all instances of conflict, remember who you are serving and who you represent. The community partners and businesses allowing Girl Scouts to host cookie booths on their premises are doing this to support our mission and movement. They are not required to allow our girls to be there. At any point in time they can decide to dissolve the relationship that has been built, which will not only impact your troop but other troops in our Council.



What if... Managing a Sticky Situation

What If you're approached by an irate customer or made to feel uncomfortable?

- Remain calm and respectful at all times, even when it might be difficult to do so.
- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, dial 911 and alert security.

What If a customer complains about where the cookie proceeds go?

You can say “Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies a customer buys, the more they help the troop serve the community and girls become successful leaders of tomorrow”.

What If someone asks you, What's the difference between Girl Scouts and Boy Scouts?

- Girl Scouts and Boy Scouts are two completely different organizations.
- Girl Scouts leadership experience is designed with, by and for girls—every G.I.R.L.! Research shows there's no better place for her to discover her full potential.
- Talk to customers about what the Girl Scout experience has been like for you and your Troop.
- **Stay positive! Don't put other organizations down, Just lift Girl Scouts UP!**



What if... Managing a Sticky Situation

What If someone asks you about Girl Scouts connection to Planned Parenthood?

Girl Scouts of the USA does not have a relationship or partnership with Planned Parenthood.

What If a customer does not want to purchase cookies?

Promote GSGATL's Smiles4Military initiative. If customers don't want to purchase cookies for themselves, they can purchase cookies for the military men and women serving at home and abroad. Hundreds of thousands of boxes are donated every year through this initiative, so customers can take pride in knowing that they had a hand in delivering a sweet treat to those who do so much for all of us.

What If a customer approaches the booth without a mask?

Politely let the customer know that in order to be served, they will need to have on a mask or some sort of face covering.

What If my troop does not want to host an in-person cookie booth?

Not a problem. In-person Cookie Booths are just one way to participate in the Girl Scout Cookie Program and have never been a required activity. Each troop should make a collective decision on how they will engage in the Cookie Program this year that feels right for them. Check out the Virtual Cookie Booth resources on pages 14-16 for more information on hosting a Virtual Booth as one alternative.

What If I am having difficulties maintaining 6-ft distance?

Consider using masking tape or small cones to identify where customers should stand to place and pick-up orders. You may even want to identify where they should stand when forming a line. Check with the business as well—they may have suggestions for handling foot traffic outside of their location.



BOOTH INVENTORY SHEET

booth location: _____ date: _____ troop number: _____

	 Adventurefuls™	 Lemon-ups	 Do-si-dos	 Samoas	 Tagalongs	 Thin Mints	 Trefoils	 Toffee-tastic	 Girl Scout S'mores
Starting Inventory									
Packages Sold (Use Tally Marks)									
Donations (Use Tally Marks)									
Ending Inventory									
Total Packages Sold									

Girl Scout On Duty	Start Time	End Time

Adult Supervisors

Ending Cash	
Starting Cash	-
Total Cash Collected	=
Credit Cards	+
Checks	+
Total Collected	=

notes: _____



adult signature: _____

RESOURCES

- [Girls](#)
- [Teens](#)
- [Volunteers](#)
- [Families](#)
- [Cookie Booth Permission Form](#)
- [“We Accept Credit Cards” Sign](#)
- [Raspberry Rally FAQs for Troops](#)
- [Raspberry Rally – Available While Supplies Last Stickers](#)
- [Raspberry Rally – How to Sell Flyer](#)
- [Raspberry Rally Table Tent](#)
- [Raspberry Rally – Booth Sign](#)
- [Raspberry Rally Promo Box](#)
- Girl Goal Tracker ([English](#)) ([Spanish](#))
- [Smiles4Military Receipt](#) (4-up)
- [Smiles4Military Box Wrap](#) (Box wrap should be printed on 11x17 paper)
- [Buy 5 Entry Forms](#) (4-up)
- [M-3 Cookie Receipts](#) (4-up)
- [Cookie Booth Solicitation Letter](#) (Troop volunteers)
- [Cookie Booth Solicitation Letter](#) (Service Units)