

Boothing

Cookie booths allow girls an opportunity to reach their goals and make a difference in their community! A cookie booth usually takes place in front of a business, like a grocery store or bank. This is an opportunity for troops to bring Girl Scout Cookies to the public. The Girl Scout Cookie Booth is an excellent opportunity for a girl to put her people skills into action while participating in the most highly anticipated girl run business of the year! Here is some key information regarding booth sales:

- Talk to your troop leader, girls, and parents about boothing procedures, guidelines, schedule, and boothing etiquette. Keep in mind the minimum number of girls and parents required at each door.
- Collect parental boothing permission slips and recruit parent help if needed.
- Teach girls how to speak about the cookies they are selling and Gift of Caring (GOC). GOC is the simplest “up sell” they will ever do. The public wants to help Girl Scouts this one time of year so let the customer decide about GOC.
- Select your booths through the eBudde booth scheduler.
- Print a copy of your booth reservation just prior to attending the booth.
- Make sure you have enough cookies to cover the booth and money to make change. See the following pages for other items to have at the booth.
- Have fun and no matter the amount of sales, allow the girls to have an exceptional learning experience.

Hours/Days

- Troops may booth between the hours of 8am and 8pm (store/location hours permitting).
- Only Junior level Girl Scouts and older may booth after 6pm.
- Girls may only booth outside of regular school hours, Monday through Friday after 2pm. Homeschooled girls or girls on a school track schedule break may booth before 2pm provided they advise inquisitive customers that the girls are out of school legitimately.
- Each Daisy Girl Scout should not be scheduled longer than one hour during the assigned boothing shift; additional adult supervision is recommended. Rotate girls after their one hour shift to cover a booth that lasts in excess of one hour. Happy girls are good sellers!
- Juliettes are encouraged to buddy up or partner with a troop for boothing.

Special Booths

- Special booths are **unique, one-time opportunities** that your troop has found to set up a booth, such as at a school, place of worship, or small business owned by someone you know.
- You must send a signed Booth Approval form to your SUCPC (download at www.girlscoutsla.org).
- You must enter special booths in eBudde for your SUCPC to approve or deny. Additional time may be required if you request a special booth outside of your service unit boundaries, because your SUCPC will need to get approval from that service unit’s SUCPC.
- Enter your request in eBudde by clicking the Booth Sites tab and changing the drop-down menu on the upper right hand side to read “My Sales.” Click Add a Location and enter the information for your request.
- Your SUCPC will approve or deny your request. You will be notified via eBudde.

Donations at Booths

Any and all donations received by the troop during the cookie program period are to be converted into GOC. Every “keep the change” or direct contribution should be converted into GOC. Troops should not keep direct cash contributions during the Cookie Program.

Safety

- At least two girls **PER DOOR** are required to be present at all times. This includes when a business has two doors. The minimum number of girls and adults should be at each door. If you are unsure, please check ahead of time.

| Level | Min. # girls at each door | Min. # adults at each door |
|---------------------|---------------------------|----------------------------|
| Daisy—Cadettes | 2 | 2 |
| Seniors/Ambassadors | 2 | 1 |

- One of the adults must be female. One adult should be a registered member. These adults do not need to be background checked by GSGLA.
- Troops should have a plan for safeguarding money. Adults take direct responsibility for cash at all times with the intent to deter a theft. Adults should exercise caution in holding large quantities of money at the point of sale. If need be, make arrangements for an additional adult to pick up and deposit money, particularly from high traffic booth sales. Bring a deposit slip and ATM envelope with you to facilitate a bank run by another parent. Be extra cautious with a cash box since those can be easily stolen.
- Adults must handle ALL money for Daisy Girl Scouts.
- Adults should supervise girls closely at all times, including restroom breaks.
- Girls should not follow customers into a store or parking lot, even if promised a sale. Ask customers to return to the booth to make their purchase.
- Girls should never approach cars to make a sale.
- Safeguard cookies; never turn your back to the cookies, including the extra cases not on display.

One Girl / One Parent (1G/1P) Boothing Cadettes and older, **February 22 – March 10**

Boothing is primarily a troop activity that encourages teamwork, and GSGLA encourages all girls to booth with their troop to get the most from this experience. We also recognize that older girls who are not registered with a troop (i.e., older Juliettes) and/or older girls with high reaching goals would like the opportunity to booth independently to meet their goals.

In the case of girls that belong to a troop, all girls in the troop must be given the opportunity to participate in the booth. Priority will be given to troop boothing opportunities over individual girl boothing. For registered Juliette girls, work with your SUCPC or Product Programs Manager (PPM) to possibly network with other Juliettes. These are great opportunities to work together as a team for your common high goals.

For older girls who wish to booth individually, additional procedures on one girl/one parent boothing are intended to impart fairness and safety for the girl. These are:

1. The attending parent **MUST** be a registered member of GSUSA.
2. The girl must be a **Cadette or older**. 1G/1P is not available to Juniors and under. This includes Juliettes.
3. The first two weeks of boothing is reserved for troops.
4. 1G/1P booths must be scheduled by the Troop Cookie Chair (TCC) on behalf of the girl. Check in with the TCC before and after the booth to verify sales to be credited to the girl, to true up inventory, and to remit proceeds to the troop.
5. The girl and her parent need to be able to handle the expected volume. For example, a busy Wal-Mart location cannot be taken by a lone girl, as she cannot reasonably manage that many customers. This is a good opportunity to partner with another girl.
6. 1G/1P should not take a location alone with more than one door. The additional door(s) should be offered to other girls/troops.
7. Booth shifts should be no longer than two hours long. If the booth is scheduled longer than two hours, you must have enough girls to rotate in and out in order for the entire shift to be covered.
8. Encourage using the 1G/1P option to help girls sell extra product they may have at the end of the sale.

Boothing (cont.)

Appearance

- Girls must be easily identifiable as Girl Scouts by wearing a Membership Pin and/or official uniform, tunic, sash, vest or other Girl Scout clothing.
- Girls should follow Girl Scout guidelines and wear closed toed shoes and not wear tank tops.
- Always dress neatly and be prepared for the weather.

Conduct

- Boothing is a privilege! Always respect each other and the host business.
- Booth sites are at a premium, so you should always plan to cover booth doors, if applicable. If you can't, invite a sister troop to booth with you at the other door. Don't leave a busy door unattended!
- Always arrive on time to your assigned location and stay until your shift is complete.
- Upon arrival, check in with the store/location manager **or** previous troop to advise them of your presence and thank them for supporting Girl Scouts. Ask them where they would like you to set up your booth. Before leaving, notify the next troop of any store management requirements.
- Follow all rules and requirements of the location. Some requirements may have been entered into eBudde and they are non-negotiable on behalf of the management. Be aware of this as you choose your sites. Remember, we are guests! If management imposes a requirement on you once you arrive at the location, please adhere to it and notify your SU Boothing Chair or SUCPC immediately thereafter.
- Behave in a manner that is befitting a Girl Scout and appropriate to a public place. No roughhousing, running, climbing, or inappropriate language, etc.
- Greet people warmly, smile and remain pleasant under all circumstances.
- Girls should approach customers only as they are leaving the location. Thank everyone, even those who don't make a purchase.
- Only Girl Scouts and supervising adults are to be present at cookie booths. **No tagalongs like friends or siblings).**
- Do not block doorways or stand more than 5 feet away from your booth.
- Never leave your booth or cookies unattended.
- Cell phones, iPods or other electronic devices should not be used during your boothing shift. Exception: Adults who are accepting credit card payments on their smart phone.
- Do not eat, drink or smoke near the booth.
- Adults may assist, but cannot sell Girl Scout cookies. This is the girl's business; allow her to manage and run it!
- Be on the lookout for GSGLA's Booth Sleuths! Our "secret shopper" program quizzes girls, checks on your booth's appearance, and gives instant rewards for troops that are doing things the best they can.
- Respect the next scheduled troop by being prepared to turn over the booth site on time. Begin to pack up your cookies and everything you brought 10 minutes before the end of your shift. Do not stay longer than your scheduled shift.
- **Clean up ALL trash.** Do not leave empty boxes or trash at the booth site and do not use trash cans at the boothing location to dispose of your trash. Clean up should be completed as part of your booth time, so the next troop can start on time. *Girl Scouts always leave a place cleaner than they found it.*
- At the end of your shift be sure to thank the management for the opportunity to booth at their site. A package of cookies, certificate of appreciation, card or poster from the troop is also a nice addition to saying thank you!

What if another troop is in our spot when we arrive?

To avoid misunderstandings, print out a copy of your booth site confirmation from eBudde and take it with you. The troop with the most recent printed confirmation has the permission to be at the site. **Be kind, respectful and considerate at all times and do not involve the host business.** Settle any disputes away from the girls and then explain to them how you resolved the conflict. You are the face of Girl Scouts! Girls are watching and learning from adults – you need to demonstrate model behavior at all times.

What girls/adults must know before they arrive at a booth

- Expected behavior at the boothing site.
- How to approach and speak to customers. Girls should develop their “Cookie Pitch.”
- Cookies being offered and their prices.
- What the troop plans on doing with their proceeds.
- Council-wide Gift of Caring (GOC) Program. Make it part of your “Cookie Pitch.”
- Download and learn to use the Booth Sale Recorder App to facilitate girl allocations.

Set up your booth to appeal to customers

- Troops should bring all of their own supplies to set up their booth, including a table, chairs and Girl Scout or other colorful tablecloth.
- Keep booths neat at all times.
- Place extra cookies and supplies under the table out of sight.
- Make a poster to display the troop’s goal and plans for cookie earnings. Customers are more inclined to make a purchase if they know how the girls plan to use their proceeds.
- Do not hang anything on the walls of the location. If you have posters to display, neatly attach them to your table or use a table tent. Girls may also hold signs.
- Provide information about the Gift of Caring (GOC) program and have girls suggest the option to potential customers who may not want to purchase cookies for themselves. GOC is the fat-free, sugar-free, guilt-free cookie your customers want!
- Cookie costumes and banners are available from every Service Center free of charge (refundable deposit required). Call Customer Care at 213-213-0123 to reserve.
- Every Girl Scout Shop has professional marketing tools you may want to purchase to really punch up your booth. Marketing materials are also available on GSGLA’s Cookie Central website and in the Marketing Kit you received with your troop training materials.

What else to bring

- Extra cash to make change for customers. Do not ask the host business for change.
- Cash container. Fanny packs and money belts are good options for holding large amounts of cash. Be extra cautious if using a cash box as they can easily be stolen. Adults should take direct responsibility for all cash at all times with the intent to deter theft. For high volume sites, have another adult pick up the money mid-way through the sale. Do not put money in a car.
- Shopping bags. Single-use bags are great when recycled for cookies. Start saving them now. Customers will buy more if they have an easy way to carry them.
- Copy of troop booth site confirmation from eBudde.
- Important telephone numbers: Troop Leader, Cookie Chair, SUCPC and Boothing Chair.
- Extra and enough cookies!
- Booth Inventory sheet to record “before and after” inventory and money. (Available at GSGLA’s Cookie Central website.)
- Gift of Caring (GOC) receipts and collection canister and/or sign.
- Masking/painter’s tape for affixing signs to your table and a pen or sharpie for taking notes and writing.
- RECOMMENDED: Counterfeit detector for large bills.



Boothing Inventory Recommendations

Determining how much inventory is needed for a booth

You will want to include enough cookies in your troop's SIO to stock the first weekend's booth sales. Below is a suggested quantity for a two to three hour booth sale during the first and subsequent weekends. Amounts may differ based on the date, time, location and weather. This is a guideline for the number of cookies to take to a booth, not necessarily what you will sell. Refer to last year's booth sales, if data is available, to help you determine how much to bring to a booth site, or ask your SUCPC for guidance.

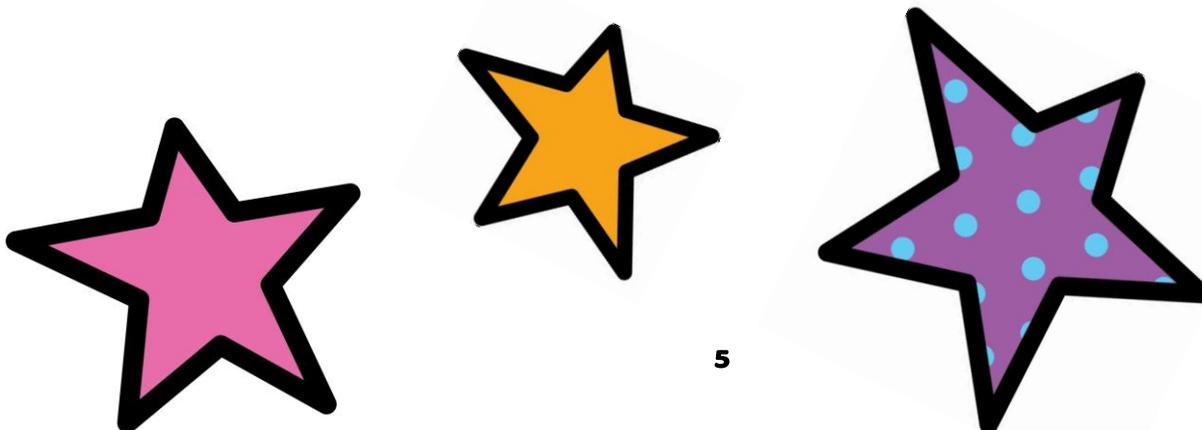
| Variety | First Weekend | Subsequent Weekends |
|-----------------|---------------|---------------------|
| Savannah Smiles | 1 case | 1 case |
| Trefoils | 2 cases | 1 case |
| Do-si-Dos | 2 cases | 1 case |
| Samoas | 3 cases | 2 cases |
| S'mores | 2 cases | 1 case |
| Tagalongs | 2 cases | 1 case |
| Thin Mints | 4 cases | 3 cases |
| Toffee-Tastic | 1 case | 1 case |

Balancing your booth inventory and money

- Use the Booth Sale Recorder app, or the booth sale recording feature in eBudde, and the booth inventory tracking form found on Cookie Central to track cookies taken to the booth, cookies returned, and money collected.
- A best practice is to take whole cases to the booth, when possible, to make tracking sales easier.
- Always receipt cookies going out to a booth, cookies returned, and money received.

Accepting credit cards

- GSGLA encourages Girl Scouts to propel their Cookie Program with the power of today's payment solutions. Research proves that customers purchase more when they can charge it. Use of a credit card reader app (linked to a troop bank account) is acceptable and encouraged for in person transactions only.
- Troops may use a credit card vendor of their choice. Square, PayPal Here, and Intuit Go Payment are among the available vendors. Troops must do research to find the right vendor for them. **Credit card readers must be linked to the troop bank account. All fees are the troop's responsibility.**
- The cost of the cookies can not be increased to cover the fees (prohibited by law).



Drive-through Booths

Location

- Look for a spot that would not normally host a booth sale in order to avoid conflict with nearby booths. Check eBudde to confirm!
- Parking lots with good visibility and easy ingress and egress are perfect.
- Large enough to handle the anticipated volume of cars and booth set-up safely. When looking for a location for a drive-through booth, always keep the girls' and adults' safety in mind.
- Suggested locations might be a school, place of worship, or bank parking lot without other businesses to avoid excess parking lot traffic.

Obtaining Permission

- Print out the Booth Site Permission form from www.girlscoutsla.org.
- Obtain written permission from property manager/owner.
- Enter it in eBudde following the instructions for special booths.
- Your SUCPC or SUBC will review your request to determine the feasibility and approve or deny on a case by case basis.

Suggested Equipment

- Signs, Bow Banner, etc.
- Cookie Costumes
- "Easy-up" type awning(s)
- Tables (6' or 8' long)
- Traffic cones to help direct traffic flow

Adult Supervision

- Be sure to have enough adult supervision at all times as this type of booth requires much more supervision than a regular store-front type booth.
- Adults to direct incoming traffic to the booth
- Adults to supervise girls at the booth
- Adults to direct traffic exiting booth area

Location Set-up

- Booth must be set up in such a way that girls NEVER approach vehicles.
- Set tables up between where the girls will stand and cars will pass by. If booth is a parking lot sale rather than a drive-through, be sure to indicate proper parking locations to customers.



Corporate Booths

GSGLA has relationships with high-rise buildings within GSGLA's boundaries, where girls may booth. These are called "corporate booths" and follow a separate application process. Troops may apply for corporate booth opportunities by downloading the application from the council website.

Corporate Booth Basics

- Preference is given to older girls, Cadettes and above.
- Booths may be held during school hours. Prior arrangements must be made with schools.
- Cookies may be delivered and waiting for you, depending on the storage availability of the location.
- Troops can return unsold cookies or take them into inventory.
- **Application is due January 11, 2019.**
- Troops selected to participate in Corporate Booths will be notified by email no later than two weeks prior to the scheduled booth.
- See the Corporate Booth application at www.girlscoutsla.org for full details.
- Large sporting events and special events, i.e. conventions, also fall under the Corporate Booth program and must be applied for using the Corporate Booth application.

