

# 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. Ensure parents understand boothing etiquette.
- 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/one day 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](http://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.

## Adult Oriented Businesses

Girls may not sell cookies outside of any adult-oriented business, including but not limited to a bar, strip club, casino, liquor store, gun show, or marijuana dispensary.

## 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 must be at each door. See the chart below for details.

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. Make arrangements for an additional adult to pick up and deposit money 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 21 – March 8*

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. Registered Juliette girls should work with their SUCPC 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 may not take a location alone with more than one door. The additional door(s) must 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.

## 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 branded 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 both 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. **Take your trash and empty cases with you.** 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 Cookies+ 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 Cookies+ 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.

### ***Donations at Booths***

Any and all donations, “keep the change,” or direct contribution received by the troop during the cookie program period are to be converted into GOC.