

Boothng

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. It could also be a drive-through booth in a driveway or parking lot. 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 Scout 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, Girl Scouts, and parents/caregivers about boothng procedures, guidelines, schedule, and boothng etiquette. Keep in mind the minimum number of Girl Scouts and adults required at each door (see next page).
- Collect signed boothng permission slips and recruit parent/caregiver help if needed. Ensure parents/caregivers understand boothng etiquette.
- Teach Girl Scouts how to speak about the cookies they are selling and Cookies for the Community (C4C). C4C is the simplest “up sell” they will ever do.
- 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.
- Troops may use Digital Cookie’s Take a Payment feature or Venmo/Paypal (connected to the troop bank account) to accept payments from customers.
- Have fun and no matter the number of sales, allow the Girl Scouts to have an exceptional learning experience.

Hours/Days

- Troops may booth between the hours of 8:00 a.m. and 8:00 p.m. (store/location hours permitting).
- Only Junior level Girl Scouts and older may booth after 6:00 p.m.
- Girl Scouts may only booth outside of regular school hours, Monday through Friday after 2:00 p.m. Homeschooled girls or girls on a school track schedule break may booth before 2:00 p.m. 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 boothng 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!
- Girl Scouts that are in Transitional Kindergarten (T-K) may booth for 30 minutes at a time. Additional adult supervision is recommended.
- Juliettes are encouraged to buddy up or partner with a troop for boothng.

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 *Troop Special Booth Permission* form to your Service Unit Cookie Program Chair (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 clicking the Add a Troop Booth button. Click +Add and enter the information for your request.
- Your SUCPC will approve or deny your request. You will be notified via eBudde.

Adult Oriented Businesses

Girl Scouts may not sell cookies inside or 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 Girl Scouts **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 adult should be a registered member. These adults do not need to be background checked by GSGLA.
- While cashless payments are preferred (through Digital Cookie Take a Payment function or other approved payment processing methods), troops may collect cash and 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 an envelope with you to facilitate a bank run by another parent. Be extra cautious with a cash box since they can be easily stolen.
- Adults must handle ALL money for Daisy Girl Scouts.
- Adults should supervise Girl Scouts closely at all times, including restroom breaks.
- Girl Scouts 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.
- Girl Scouts should never approach cars to make a sale or to deliver cookies.
- Safeguard cookies; never turn your back on the cookies, including the extra cases not on display.

- In the case of a conflict with a member of the public, move Girl Scouts to a safe distance away from the disturbance. Ask the location manager if there is an on-site security guard who can help you. If there is not, you may call the police and ask for assistance if needed. Please make sure that your Service Unit Cookie Program Chair (SUCPC) is made aware of the incident.

One Girl/One Parent/Guardian (1G/1P) Boothing - Cadettes and older

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

In the case of Girl Scouts 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 Girl Scouts should work with their SUCPC to network with other Juliettes. These are great opportunities to work together as a team for your common high goals.

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

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

Appearance

- Girl Scouts must be easily identifiable by wearing a Membership Pin and official uniform, tunic, sash, vest or other Girl Scout branded clothing. A best practice is to wear a full uniform to draw customers' attention and to maximize visibility.
- 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

- Booting is a privilege! Always respect each other and the host business.
- 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 communicates a requirement to you once you arrive at the location, please adhere to it and notify your SU Booting Chair or SUCPC immediately thereafter.
- 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.
- Greet people warmly, smile and remain pleasant under all circumstances. Thank everyone, even those who don't make a purchase.
- Girl Scouts should approach customers only as they are leaving the location.
- Only Girl Scouts and supervising adults are to be present at cookie booths. **No tagalongs, like friends or siblings under the age of 18.**
- Do not block doorways or stand more than 5 feet away from your booth.
- Never leave your booth or cookies unattended.
- Cell phones or other electronic devices should not be used during your booting shift. Exception: Adults who are accepting credit card payments on their smart phone.
- Behave in a manner that is befitting a Girl Scout and appropriate to a public place. No roughhousing, running, climbing, or inappropriate language, etc.
- 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 recognition for troops.
- 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 booting 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 Girl Scouts and then explain to them how you resolved the conflict. You are the face of Girl Scouts! Girls are watching and learning from adults – adults must demonstrate appropriate behavior at all times.

What Girl Scouts/adults must know before they arrive at a booth

- Expected behavior at the bothing site.
- How to approach and speak to customers. Girl Scouts should develop their “Cookie Pitch.”
- Cookies being offered and their prices.
- What the troop plans on doing with their proceeds.
- Cookies for the Community (C4C) program. Make it part of your “Cookie Pitch.”

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. Girl Scouts may also hold signs.
- Provide information about the C4C donation program and have girls suggest the option to potential customers who may not want to purchase cookies for themselves. C4C is the fat-free, sugar-free, guilt-free cookie your customers want!
- 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 will receive from your Service Unit Cookie Program Chair (SUCPC).

What else to bring

- Extra cash to make change for customers. Do not ask the host business for change.
- Cash container. Cross-body bags 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 Bothing Chair.
- Extra and enough cookies!
- Booth Inventory sheet to record “before and after” inventory and money. (Available at GSGLA’s Cookies+ website.)
- C4C receipts (available to print on www.girlscoutsla.org) 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.
- A method for collecting payment via credit card, whether the Take a Payment feature in Digital Cookie or a swiper like Square.
- 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 Cookies for the Community (C4C).

Accepting credit cards

- Research proves that customers purchase more when they can use a credit card. Use of a credit card reader app (linked to a troop bank account) or Digital Cookie Take a Payment function is encouraged for in-person transactions. GSGLA will absorb all fees associated with Take a Payment transactions.
- Troops may use a credit card vendor of their choice. 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.**
- Troops (not individual Girl Scouts) may accept payment from customers via Digital Cookie’s Take a Payment feature or Venmo/Paypal. The funds must go from the payment options directly to a troop bank account.
- The cost of the cookies cannot be increased to cover the fees (prohibited by law).