

BOOTH GUIDE



2021 COOKIE PROGRAM

TABLE OF CONTENTS

Introduction to Cookie Booths.....	Page 3
What is a Cookie Booth?	
Why have a Cookie Booth?	
How do we have a successful Cookie Booth?	
Booth Guidance.....	Page 4
Troop Cookie Link.....	Page 6
Troop Secured Booths.....	Page 7
What is a “My Sale” Booth?	
How to enter a “My Sale” Booth	
Canceling a Booth	
Location Restrictions.....	Page 8
Booth Setup Checklist.....	Page 9
Booth Setup.....	Page 10
Where do we set up?	
What goes on the table?	
What goes under the table?	
Touch Free Ideas & QR Codes	
Social Distancing.....	Page 12
No Contact Deliveries.....	Page 13
Drive Thru Booths.....	Page 14
Lemonade Stands.....	Page 19
Safety and Etiquette.....	Page 22
Ratio and Attendance	
Booth Safety	
Etiquette	
DIY Tabletop Shield	
DIY Face Shield	

Intro to Cookie Booths

What is a Cookie Booth?

A Cookie Booth is a place where Girl Scouts sets up a table at a business or other approved public location to sell Girl Scout cookies. Only registered Girl Scouts are allowed to sell Girl Scout Cookies. Any resale or redistribution of Girl Scout Cookies is unauthorized.

Why have a Cookie Booth?

- Girls and troops can sell a *lot* of cookies in a short period of time because they don't have to transport boxes to individual homes.
- Girls and troops can reach customers that may have been overlooked or were unreachable during door-to-door sales.
- Four out of five people will purchase Girl Scout cookies if asked, but nearly 35% of customers are never asked!
- Girls who are unable to sell door-to-door can participate in cookie booth sales.

How do we have a successful Cookie Booth?

- Select a location with a lot of "foot traffic." Nights and weekends are generally the best times.
- Take an adequate supply of the best sellers — at least two or three cases each of Thin Mints, Samoas, Tagalongs, and Lemon-ups plus 1 to 2 cases each of the other varieties.
- Make an attractive table display to invite customer interest. Balloons and cookie costumes are great.
- Prepare a troop goal poster and display it at your booth. Customers love to help girls reach their goals! Update the poster as boxes are sold.
- Have a donation sign for our council's "Cookies for a Cause."
- Make safety a priority at all booths; girls should stay away from street traffic and be dressed appropriately.

Who to Contact?

Girls & Parents: Contact your Troop Cookie Coordinator and/or Leader

Troops: Contact your Service Unit Cookie Manager

Service Unit Cookie Managers: Contact Council Staff

General Questions 1-800-960-2093 or info@gslpg.org

Intro to Cookie Booths

Booth Guidelines

- Booths will be held only on designated date at agreed upon time
- Booths will be no longer than two hours in length
- Girl Scouts will always be supervised by adults from the troop
- No more than three (3) Girl Scouts and two (2) adult volunteers are permitted at a booth to allow for proper social distancing.
- The troop will encourage touchless payment methods to minimize cash handling
- Girls are required to limit close contact with others and maintain proper distance from customer. Table should be used as a barrier.
- Girl Scouts and adults will be courteous to all customers and one another, and respectful of the locations space and merchandise.
- Troops are responsible for bringing their own table, signage, and safety supplies.
- Troops will leave the location as they found it, removing all trash and recycling

Booth Sanitation and Cleanliness

- Each booth table will need to have sanitizer accessible to troop and customers
- Each booth table will need to have sanitization supplies to wipe down any touchpoints between customers.
- If using a bin method, bins need to be sanitized between each customer.
- Pens should be sanitized frequently.
- Masks will need to be worn at all times at a booth.
- Girls and adults should use hand sanitizer between each customer.
- 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 troop members while at a booth
- Urge customers to use card transactions whenever possible.

Intro to Cookie Booths

Additional Safety Measures

- Troops may build or buy a plastic barrier or sneeze guard to use at a booth. Instructions to build your own guard can be found at the end of this guide.
- Girls and adults may make or buy face shields. Instructions on how to make your own face shield are at the end of this guide.
- All troops must adhere to each location's specific COVID-19 protocol should they have specific requirements.

Social Media

You may advertise your booth sale on your **personal** social media accounts. Posting on public sales sites such as Facebook Marketplace, Craigslist, Amazon and eBay are prohibited. Smart Cookies has the option to post directly to your personal Facebook page from the Smart Cookies site. Find the social media icons under the **Troop Reservations** tab in Smart Cookies.

Scan the QR code or click the link to see how to share booths on Social Media. https://youtu.be/h6x5O_yJ1Uo

Intro to Cookie Booths

This season each troop will have a Troop Cookie Booth Link that they can share throughout the cookie program to promote touchless ordering, curbside pickup, and contactless payments of cookies. The cookies ordered using this link will post in eBudde and troops can divide the cookie packages between girls in the troop.

How do troops find their Troop Cookie Booth Link?

Troop Cookie Booth Links are automatically created by Digital Cookie but troops must register and publish the site for use.

- The Troop URL can be used for direct ship, donation, or in person orders. If a troop wants their troop link to appear on the Girl Scout Cookie Finder their site settings must be set to shipped only
- The Troop URL can also be used at cookie booths to manage drive thru cookie booths, curbside pickups, or contactless payments.

Customer Tips:

- Give clear pick-up locations when communicating or socializing drive thru or curbside locations.
- Approve orders promptly. Troop volunteer must approve order before transaction can be completed.
- Refunds can be issued by council if a consumer does not pick up their order.

SAFETY:

- **A troop volunteer or girl must never deliver cookie orders coming in from the Troop URL 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 you do not know.**

Intro to Cookie Booths

Troop Secured Booths

Troops are welcome and encouraged to set up troop “My Sales” booths, but this needs to be approved through eBudde. To do this, please enter your “my sales” booth into eBudde at least 48 hours prior to requested booth for approval. The council will confirm that the booth doesn’t conflict with another approved booth, is an appropriate booth, and is not already listed in eBudde as a council site. Please provide accurate information about the store and the location. Use Google Maps to confirm the location name and address. The booth will review and approve or deny your booth within 24-48 hours of receipt.

- There is no limit to the number of Troop “My Sales” Booths a troop can hold. Troops will be able to view once the booth has been approved or denied. Entering a booth into eBudde does not confirm the booth reservation.
- Troops should not setup any booths unless the booth is entered and approved in the eBudde system.
- All booths entered and approved in eBudde will be available in the Booth Finder, where customers can see when and where booths will be.

Troops may not secure booths at any Walmart, Sam’s Club, Brookshires, Kroger, Albertsons, Home Depot, or Lowes. These are set up on a council level unless given specific instructions from council.

Canceling Booths

Please cancel all booths you are not able to attend. This frees up this area and deletes it from the public Cookie Locator system.

Intro to Cookie Booths

Location Restrictions

In accordance with GSUSA Product Sales Guidelines, certain locations may be inappropriate for young girls based on the standards of your local community, may negatively impact the cookie program experience for girls, and/or may negatively impact our brand in your community.

For additional clarity, girls cannot sell in or in front of establishments that they themselves cannot legally patronize on their own.

This includes:

- Any location that is 18+ or 21+
- CBD, Marijuana, or Hemp dispensaries/pharmacies
- Gun stores
- Liquor stores
- Wineries, breweries, bars, and brewery food truck events
- Wine/beer/tobacco/firearm events
- Nightclubs
- Any location that advertises as a vineyard, winery or brewery will not be permitted. Safety comes first.

Intro to Cookie Booths

Booth Checklist

Count cookies and money before the booth begins.

Bring health history forms for all girls present.

Table & Chairs

Tablecloth

Booth tally sheet, pens & clipboard

Cash box or waist pouch for adult to wear.

Cash for change (\$50 recommended)

Booth confirmation email from eBudde (also on your app!)

Keep track of cookies sold on tally sheet

Calculator

Goal Chart

Cookies for a Cause Signage (**donations for any other purposes outside of cookie program are not allowed**)

Troop Number Displayed

Girl Scout attire or cookie costumes

Weather ready attire (ponchos, coats, hand warmers, hats, gloves, boots, tissues)

First aid kit

Wireless phone or device charger

Count cookies at the end of booth for final count sold.

Personal Protective Equipment (masks, sanitizer, disinfectant, etc.)

▣ _____

▣ _____

Intro to Cookie Booths

Where do we set up?

Booths should be set up 15 feet of the entrance of the store and out of vehicle and customer traffic. Store management may have specific setup instructions. Girls should stay within one foot of the booth throughout the duration of the booth sale.

What goes on the Table?

- Tablecloth
- Each variety of cookie
- Goal Chart
- Troop Number
- Cookies for Cause bin and flyer
- Pens & Clipboard with tally sheet and extra blank paper
- Sanitizer
- Shield if preferred (DIY shield instructions at the end of this guide)

What goes Under the Table?

- First Aid Kit
- Money box (if not on an adult in a waist pouch)
- Extra warming layers/ hand warmers/ inclement weather gear
- Beverages
- Extra Cookies
- Handbags, backpacks, personal items
- Empty cookie boxes

Intro to Cookie Booths

Touch Free Ideas

- Menu board instead of cookies
- QR Codes displayed for nutritional information
(www.the-qrcode-generator.com). Scan QR code for generator site.
Enter a URL and download the QR to place on your materials
- Money envelopes: to collect money & return change in new envelope
- Bin or basket to transfer cookies to customer touch free

Intro to Cookie Booths

How to conduct a socially distanced booth:

Please practice social distancing when interacting with customers. Please do not attend a booth if you are uncomfortable in doing so or if you do not feel well.

- Wear a mask
- Wash hands frequently with soap and water or use hand sanitizer when soap and water is unavailable
- Stay 6 feet away from customers
- Utilize credit card transactions as much as possible
- Follow your community's social distancing guidelines
- Avoid touching your face
- Bring masking tape, cones or some sort of line marker to show where customers should stand.
- Post appropriate signage at each booth to alert customers of social distancing instruction
- Post mask sign to alert customers that they must wear face coverings while at a booth
- If you have a rectangular table, consider using it lengthwise rather than horizontal (space permitting)



Ratio

To maintain social distancing, it is recommended that there only be 2 adults and 2 girls at each booth table. No more than 3 girls should be at a booth. A business may request only a certain number of people at a booth. Troops should follow the location's guidance. Troops may rotate girls throughout their booth shift to give more girls an opportunity to attend a booth.

Tools

Get creative. Use a box or bag system to hand off cookies and payment methods.

- 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.

Intro to Cookie Booths

No Contact Delivery Ideas:

- Communicate with your customer to determine where they would like their cookies dropped off
- Knock on the door and leave the cookies. Then back up 10 feet, have the customer take their cookies and leave payment. Collect payment no less than 6 ft away from customers
- Consider scheduling trunk pick-ups at a central location and scheduling customer pick-up times to minimize the number of people there at once
- Find a special way to say “thank you!” – whether through a thank you video or a personalized note, your girls will want to show their customers some appreciation!
- Always have an adult present with any delivery

Prepay & Pickup Curbside:

- Secure your curbside booth location, such as your local library parking lot. Be creative considering locations and opt for customer convenience. Be sure to get permission from the location and enter the drive thru booth into eBudde to be reviewed. All drive thru booths must be approved by council.
- Share the Troop URL link via text, email or online meeting.
- Review and approve orders, and pick-up cookies from cupboards as needed
- The day before the booth, have girls work together to prepare the orders.
- Enclose a personal thank you note with each order.
- Consider sending email reminders to customers about booth location and hours.
- On the day of the event, stage the cookies for pick up, assign roles and responsibilities
- When customers arrive, verify orders and place cookies in cars—contact free
- Congratulate the girls on a job well done!

NOTE: You can use the Troop URL Link to promote touchless transactions at your regular booths too! Share the link on-site by:

1. Use OCR capabilities
2. Texting or emailing it to customers
3. Posting it on a large sign at your booth
4. Creating a free QR code (the-qr-code-generator.com) and post the code for customers to scan

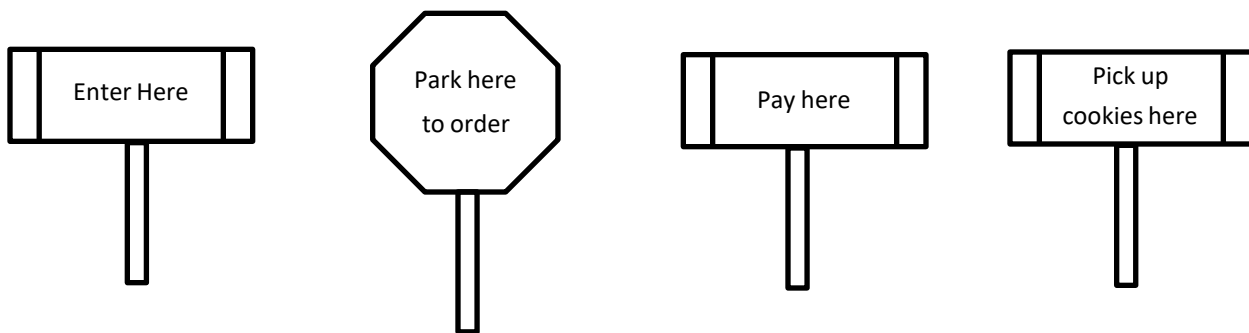
Intro to Cookie Booths

How to conduct a drive through booth:

Just like finding a troop “my sale” location, you may find a location ideal for a drive through booth. This could be a business lot, an open lot or large location you could set up a driving path. Make sure it’s easily accessible by car and that it can be seen from the road. This is also a great way to conduct a contact free booth. Just like a regular booth, you will need to get permission from the owner to be there, enter it into eBudde and have the booth approved before conducting the booth.

Setup:

Set up your booth and mark out an area where customers should drive up to or park. Make sure you have plenty of signs or even an extra adult to help direct customers where to go.



Consider using stations to limit exposure to customers and touchpoints. Utilize the digital payment feature on Digital Cookie.

Ratio:

No more than 3 girls at drive thru booths. Girls may never approach a vehicle alone. Girls must stay behind their booth table or in a designated area away from moving vehicles. A minimum of 2 adults are required at every drive thru booth. Daisy and Brownie troops require an additional adult to stay with the girls in their designated area, while additional adults approach vehicles.

Intro to Cookie Booths

SAFETY

Safety is our number one priority. During Drive Through Booths, safety measures must be increased. Please abide by the following rules. Failure to follow the rules below could result in an unsafe environment for girls.

Ratio:

- Drive through booths may need to have additional adults depending on booth setup
- No more than 3 girls are allowed to be at a drive through booth. Girls must stay behind the table, safely out of drive through 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.
- Additional adults should be present to take payment, distribute orders to pickup location, and to guide traffic.
- Should a girl need to leave their table for any reason, two girls (buddy system) and one adult must accompany girls.
- Junior to Ambassador may conduct a drive thru booth with 2 adults or more.

Location Guidelines:

- Drive through sites must have adequate space for table setup and traffic flow.
- Drive through sites must not interfere with public traffic flow
- Drive through sites must not interfere with neighboring business parking

Location Ideas:

- Mattress stores
- Paint stores
- Church parking lots
- Vacant store lots
- Outlying mall parking spaces

Restrictions:

- Drive through booths cannot be held after dusk.
- Girls cannot approach a vehicle alone at any time regardless of age and drive thru setup

Intro to Cookie Booths

Straight Drive Thru Setup:



Steps:

1. Cars enter lot—ensure ample space for cars waiting
2. Customer places order with adult.
3. Adult takes payment with Digital Cookie app
4. Adult tells girls what the order is—this is a great role for an additional adult. They can communicate orders with order fulfillment center
5. Girls fulfill order
6. Adult gathers order from fulfillment
7. Adult gives customer their order—this could be contact free in trunk or back seat. Or the adult can utilize the bin technique.

Signage :

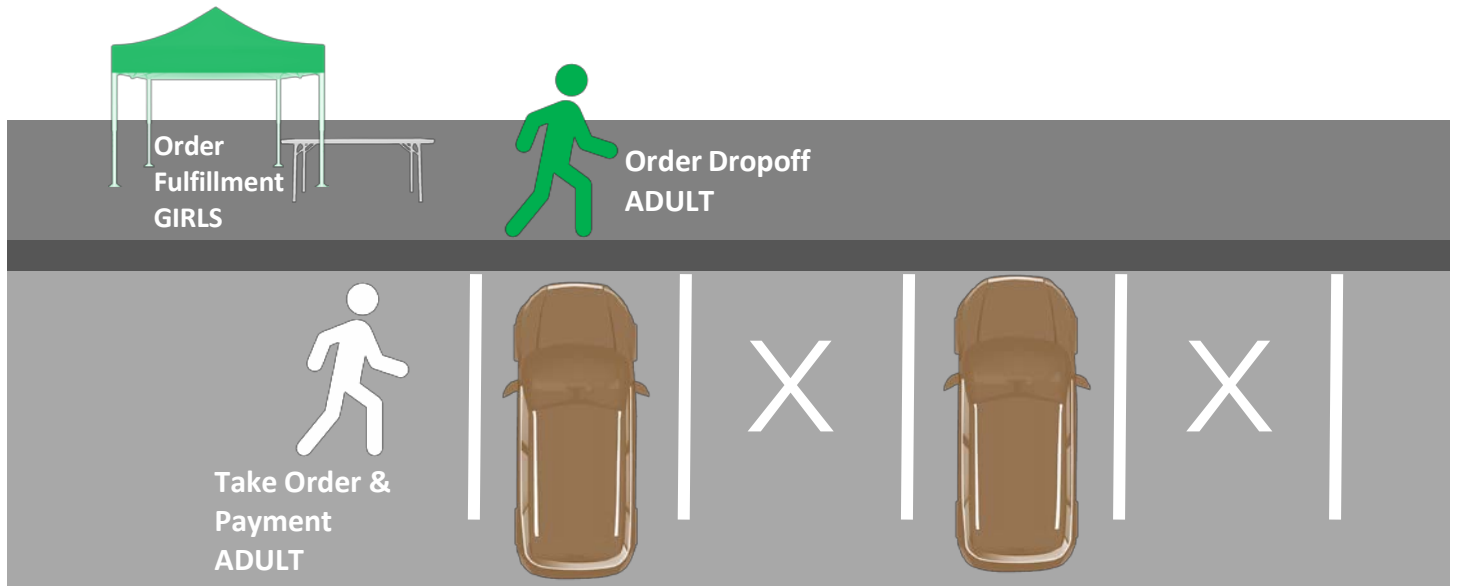
1. Enter
2. Stop (order placement)
3. Drive Forward
4. Stop (order pickup)
5. Exit
6. Thank You
7. Troop Sign
8. Safety cones or improvised barrier for traffic flow and to rope off girl area

Safety:

- Girls must remain in fulfillment area throughout the duration of booth
- Only adults may approach vehicles
- Additional adults must be present for Daisy and Brownie booths. 1 Adult to stay with girls and 2 adults to approach cars
- Cars must never impede traffic or business parking

Intro to Cookie Booths

Curbside setup:



Steps:

1. Cars enter parking spot
2. Adult takes order or takes name for pickup
3. Adult processes payment
4. Adult brings order to girls
5. Girls prepare order
6. Adult brings order to customer

Signage:

1. Enter
2. Park Here for Order Pickup
3. Park Here to Place Order
4. Thank You
5. Troop Sign
6. Safety cones or improvised barrier to rope off girl area

Safety:

- Girls must remain in fulfillment area throughout the duration of booth
- Only adults may approach vehicles
- Additional adults must be present for Daisy and Brownie booths. 1 Adult to stay with girls and 2 adults to approach cars
- Cars must never impede traffic or business parking
- Mark off alternating parking spots to maintain social distancing while approaching vehicles

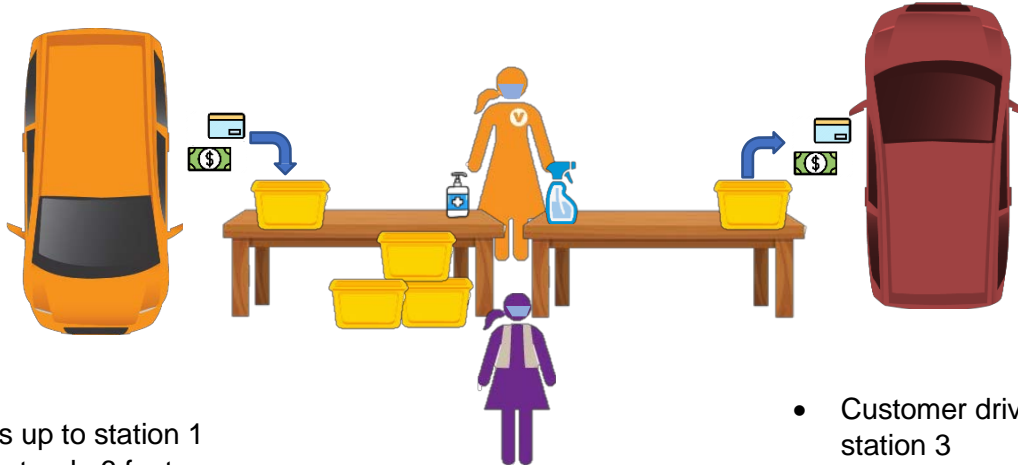
Intro to Cookie Booths

START HERE

END HERE

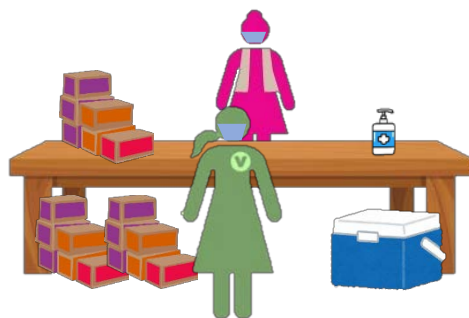
STATION 1

STATION 3

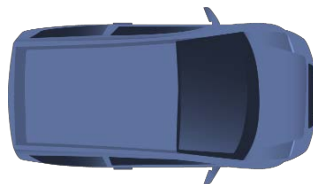


- Customer drives up to station 1
- Adult volunteer stands 6 feet away from car and takes cookie order
 - Volunteer lets Girl Scout know what cookies to have ready at station 2
- Customer utilizes basket at end of table to deposit payment method
- Volunteer asks customer to roll up window while grabbing basket with payment
- Volunteer processes payment and returns change/credit card back to basket at end of table of station 3

- Customer drives up to station 3
- Customer's change/credit card is returned at this station
- After basket is empty and customer drives away, basket is to be sanitized



STATION 2



- Customer drives up to station 2
- Girl Scout will get order ready and place on table
- Customer is asked to open back seat or trunk of car
- Volunteer take order from table and deposits into back of vehicle and sends customer to station 3

Lemonade Stands



What is a Lemonade Stand?

Lemonade style stands are small scale booths usually in your neighborhood. Neighborhood lemonade stands, like Walkabouts, can be held by one girl and one adult.

Where can we set up a Lemonade Stand style booth?

Set up your lemonade stand in your front yard or a central location in your neighborhood and invite neighbors to drop by.

Share your “open” times and location with your community and on personal social media*.

Do not enter your lemonade stand as a booth since that information is shared publicly. Lemonade stands should be for your neighborhood only. For safety and security, we want to keep all girls’ personal information like full name, address, phone and email anonymous.

Ensure you have proper permissions from your neighborhood or homeowner association prior to setting up any public booth.

*Do not share on public social media. You may share on social media to family and friends if you are comfortable with sharing the location information.

Ratio & Booth Attendance

- There needs to be a minimum of 2 adults and 2 girls at every booth table. If a troop is at multiple entrances, each table must have a minimum of 2 girls and 2 adults.
- Never leave the booth unattended.
- Girls can never be left alone at a booth for any amount of time or for any reason.
- Use the buddy system when using restrooms.
- Only Girl Scouts and booth specific adults should be at the booth. Additional family members, friends and pets (unless it is a service animal) should not be at the booth with the girls. Non-Girl Scout attendees are not covered under our insurance and pose a safety risk to all participants at the booth.

Booth Safety

- Cash is to be kept out of site at all times. Preferably on an adult in a zippered waist pouch. Adults should assist in handling cash transactions.
- Always have a first aid kit.
- Have a health history form for each girl present.
- If someone takes money or cookies, DO NOT attempt to physically retrieve the stolen items and DO NOT allow the girls to do so. Instead, get a good description of the offender(s), call 911 and alert store security (if available). Make sure the girls know what to do in the case of theft. Keep the girls in a safe location until parents/guardians pick them up.
- Girls should never give out their names, addresses, or telephone numbers to customers.
- Booths should not be set up on a busy street, intersection, or curb.

Etiquette

- Do not ask the store manager to mediate conflicts between troops; please contact your SUCM or the council if there is any confusion concerning the booth.
- Begin packing your booth up 15 minutes prior to your end time; never stay past your assigned booth time when another troop is waiting to set up.
- If two troops show up at the same booth, the troop with the approved booth email has priority. In the unlikely event that both troops have a report for the same booth (check to make sure date, time and location are correct) the troops should calmly work together to find a solution that is satisfactory with both troops. Notify the council if this occurs. info@gslpg.org
- Be polite and friendly; Say THANK YOU to all customers.
- No running around or shouting at the booth.
- Remember to be considerate, caring, friendly and helpful to sister scouts, customers, and businesses.
- No smoking or eating at booth
- Approach customers as they are exiting store.
- Always cancel a booth if you cannot attend. Customers get frustrated when they show up to a booth and there is not a booth present.

Easy DIY Sneeze Guard

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.



Intermediate Sneeze Guard—Build your Own!

If you'd like to work on a building project AND have something for booths, check out this barrier made out of wood and plastic roofing! The instructions are linked below:

<https://qr.go.page.link/XvEiC>



Easy DIY Face Shield

Supplies:

- Clear Acetate sheets (or Dura-Lar)
- [1" KNIT ELASTIC](#) (1" x 3yards)
- Scissors
- Ruler
- Stapler
- 1" Polyurethane Foam Strip

Instructions:

1. Trace the template onto a sheet of plastic and cut out with scissors. To download a printable template, click [here](#). When you go to print, you may need to tile the image, then cut/piece together the template with tape as it is a little larger than most printers will allow.
2. Now, cut a 13" strip of elastic, then staple each end to the top, non-curved corner of the shield shape to form a head band.
3. Cut a 6" strip of polyurethane foam and attach across the, inside edge of the shield to cushion the forehead.
TIP: Be sure the foam covers all staples.

