

All About Booth Sales

A Cookie Booth sale is a great way for your troop to work together to achieve troop and individual sales goals. Girls get to practice their communication and financial literacy skills while having a blast with their troop. There are two types of booth sales: council-secured booths and troop-secured booths.

Managing Your Booth Sales

- At the family meeting in early February, talk about how your families want to handle booth sales this year. Decide if you'll be doing council-secured booths, troop-secured booths, or both.
- Starting February 8, you can log into the Smart Cookies Booth Scheduler and request booth time slots through the Fast Pass (if qualified), Lottery, and First Come, First Serve Process.
- Estimate how many cookies your troop will sell at each 4-hour booth sale. Use the formula below for guidance.
- Order your cookies to arrive at least one week before the booth sale. If you plan to have a booth sale for opening weekend, you'll need to order your cookies with your Initial Order on February 15.)
- NEW IN 2021: Troops will get their own Smart Cookies online store link. You'll be able to take orders and payments at booth sales through Smart Cookies app, as well as share the troop's unique link during virtual troop booths and Zoom-a-thons. Be sure to set up your troop's online store prior to your booth sale.

REMINDER that booth sales, and door-to-door sales, must be within the confines of Badgerland Council's membership area. Not sure? Ask us: info@gsbadgerland.org

Ordering Cookies for Booth Sales

Order your troop's Cookie Booth cookies with the Initial Order or as a Planned Order at least one week before the booth sale. See Planned Orders on page 15 for more information on how to order additional cookies.

OUR RECOMMENDATION FOR A 3-4 HOUR COOKIE BOOTH

4-5 Cases	Thin Mints
3-4 Cases	Caramel deLites
3-4 Cases	Peanut Butter Patties
1 Case	S'mores
1 Case	Lemonades
1-2 Cases	Toast-Yays!
½-1 Case	Shortbread
½-1 Case	Peanut Butter Sandwich

Remember: this is only a guide. If your troop participated in booth sales last year, pull out your sales data and adjust your order accordingly. If you're new to booth sales, start tracking this year's so you can use the data for the 2022 cookie sale.



GIRL SCOUT COOKIE FINDER APP

New! Direct Ship Option for Troops

Customers can use the Girl Scout Cookie Finder app to find an in-person Cookie booth near them OR (new in 2021) choose to have cookies shipped directly to them. The customer gets access to the Smart Cookies link for a troop in their area (chosen at random). They order their cookies, enter their credit card info, and have them shipped directly to their doorstep from the ABC Bakers fulfillment center. (Girl delivery is not an option). The troop doesn't have to do anything, but still gets credit and proceeds for the sale.

Reserve The Cookie Trailer For Your Booth Sale

The Badgerland Cookie Trailer is available to troops at no charge. It's located in Madison and perfect for Cookie Booths! Interested? You can reserve it on Badgerland's Troop Resources Checkout System. Otherwise, contact us for more info: 800.236.2710 or info@gsbadgerland.org



Safety Guidelines: Cookie Booths During COVID

- For indoor booths, no more than 2 Girl Scouts and 2 adults/volunteers per shift will be permitted at a time to allow for proper social distancing. **We suggest breaking your 3-4 hour booth into shifts so all girls get a chance to participate.**
- All participants (girls and adults) must wear face coverings/masks during booths to protect themselves and others.
- Troops are responsible for bringing their own table, chairs, signage and safety supplies.
- We suggest grabbing one of our Booth Safety Kits from your PSL. These include extra face masks, hand sanitizer, gloves and other things to keep everybody safe.
- Troops will clean and disinfect frequently-touched surfaces and wash/sanitize hands often while staffing the booth.
- Wear gloves when handling cash.
- Girls must limit close contact with others and maintain proper distancing from customers.
- The troop should encourage touchless payment methods to minimize cash handling. You can display the girl/troop Smart Cookies store link to promote touchless transactions at your regular booths. Customers can scan the QR code with their smartphone camera and be taken instantly to the Smart Cookies store.

NEW: Booth Safety Kits

Free and available from your Product Sales Leader. Each kit includes:

- 2 small money exchange bins (for in-person cash sales)
- Extra face masks
- Cleaning spray with Paper Towels or Hand sanitizer
- Box of Gloves
- Vinyl Zipper Bags to Keep Everything

Booth Sale Packing List

- Money Bag or Box
- \$20 Cash for Change
Mostly dollar bills with a few fives.
- Gloves for handling money
- Decorated Posters and fun marketing signage
Ideas: cookie types, Cookie Share info, what the troop profits will be used for; business cards/posters with a QR code linking to the girl or troop's Smart Cookies store.
HINT: Find cute bee-themed graphics and marketing materials on Smart Cookies.
- Card table, tablecloth and chairs
- A prepared thank-you note for the store manager
- A copy of this Troop Cookie Guide for reference
- Girl Scout Cookies!

Cookie Booth Etiquette

- Before setting up the booth, check in with the store manager. After the booth, give a thank you card that the girls have already prepared and signed.
- Some stores have solicitation policies that don't allow girls to ask customers to purchase cookies until they approach the booth. Clarify the policies at your location before selling.
- A Girl Scout always is courteous and says thank you even when someone chooses not to purchase cookies.
- Leave the area cleaner than you found it and remove all empty boxes.
- When transitioning booth shifts, allow the first troop to complete their time before beginning to set up.
- Sell only Girl Scout cookies at your Girl Scout cookie booth.
- Girl Scouts should always be in uniform when selling Cookies.



Girls who participate in a Cookie Booth earn this patch!

Reserving Council-Secured Booths

Badgerland coordinates directly with several retailers to set up cookie booths throughout Cookie Season. Troops can reserve these 3-4 hour booth slots through Smart Cookies. See our website for the most up-to-date list of council-secured locations.

Cookie Booth Lottery

All council-secured booth locations will be put into a lottery for opening weekend and beyond. This will allow equal access to all troops interested in securing a high-traffic location.

February 10-11: Booth Lottery Sign Up

Beginning Wednesday, February 10 at 10 a.m., troops can use Smart Cookies to select two location/time slots that works best for them to hold a booth during the sale. The sign-up is open for only 24 hours; it closes the following day (Thursday, February 11) at 10 a.m.

February 11: Booth Lottery Selection

The lottery winners will be drawn the following day, Thursday, February 11, at 11 a.m. Troops will be awarded either one or no booths (no troop will get two). Look for an email after the lottery is drawn listing any booths they received. **Any both slots remaining after the lottery will revert to First Come, First Served time slots.**

First Come, First Served Booths

After lottery winners are drawn, the remaining slots open up for first-come, first-serve reservations. Troops can use the Booth Scheduler in Smart Cookies to request up to three additional booth slots from the council-secured location list per week.

1st Week Sign-Up: From 8 a.m. February 12 to 7 a.m. February 14 troops can use the Booth Scheduler in Smart Cookies to request up to three time slots from the council-secured location list.

Reserving More Throughout The Sale: Every week beginning Sunday at 8 a.m. troops can log back in and request up to three additional booth slots, one of which can be a premium site. To see what booth slots are available, go to the Smart Cookies website, then Reports > Current > Booths > Available Booth Summary Report. To be able to sort by date, view and download the report as TEXT_EXCEL.



How To Reserve a Council-Secured Cookie Booth

- Login to your account at abcsmartcookies.com.
- Select “Booth” then “Schedule Booth.”
- The First Come, First Served schedule will appear at the top of the screen and the available locations will appear down the left side.
- Use the ‘Search’ field to find booth locations by date, time or zip code.
- Double click on the name of the booth you want to secure. A calendar screen will display available dates in blue (or purple, if during the booth lottery).
- Single click any date(s) in blue. The available booth time will appear below. Select your desired time then click “Save.”
- From the main menu, select “Booth” then “My Reservations” to see your booth reservations.

Canceling a Booth Reservation

- If you wish to cancel a booth request AFTER you have saved the request, go to “Booth” then “My Reservations.” Scroll all the way to the far right of the reservation row and click “Remove Reservation,” then click “Delete Forever.”
- By deleting your booth reservation, it will open up for other troops to reserve.

Planning Troop-Secured Booths

Troops can use their contacts and reach out to local businesses and arrange a booth location in their community. These can be retail stores, grocery stores, hair salons, churches, parking lots (with safety protocols) or other areas with lots of foot traffic. Troops must get permission from the store or property management to set up a date and time for their booth and sell Girl Scout cookies. Once secured with the location, please follow instructions below to enter your Troop Secured Booth into Smart Cookies.

Creative Booth Ideas for 2021

Drive-Through Booths

Secure a convenient and public location (such as a local business, park or library) to host the drive-through booth. In the days leading up to the sale, the girl/troop promotes their sale via email, social media, door hangers, yard signs and other creative ways. (Hint: Include a QR code that customers can scan with their smartphone camera to be taken directly to the girl/troop's online store.) Encourage customers to place their order in advance, pay by credit card and enjoy curbside pickup. On the day of the event, customers drive to the booth location, provide their name and the girls help load their Cookie order into their vehicle.

Community Walkabouts

Hang flyers and door hangers around the community to let your neighbors know that Girl Scout Cookies are back and how girls are planning to sell. Set up a cookie stand in a central location in the neighborhood and invite neighbors to drop by. Share your 'open times' with the community and on social media.

Zoom-A-Thon

The troop or individual girl schedules a social media event or livestream to reach potential customers. When it's time, the girl "goes live" on Facebook or Instagram (with proper supervision) and drives business to their online Smart Cookies store.

Virtual Booth

A troop-secured booth that you hold online for local delivery of cookies to customers OR create a location for pickup. You can even create a "virtual" booth along side an in-person booth to take "preorders" from customers so they can drop by your in person booth and simply pick up their cookies already ordered. Entering a Virtual booth in Smart cookies is exactly like a troop-secured booth except that you also click the "virtual booth" box during set up.



How To Get Your Troop-Secured Booth Listed on the 'Cookie Finder' App

- Under “Booth” click “Troop Secured Booths” then fill in the * fields.
- Click “Save” after all your booth information is entered.
- Click “Request Appointment Times” to enter booth dates and times.
- Select dates from the calendar view and then enter starting time and ending time, denoting AM or PM.
- Click “Save” after all your booth times are entered.
- Once your booth is approved, you will receive an email stating you are approved for the specific cookie booth.