

# Cookie Booths 101 - TCMs

## What is a cookie booth?

A cookie booth is a place where Girl Scouts set 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?

- Girl Scouts 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.
- Girl Scouts and troops can reach customers who 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 potential customers are never asked!*

## How do we have a successful cookie booth?

- Select a location with a lot of "foot traffic." 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 one to two cases each of the other varieties.
- Make an attractive table display to invite customer interest. Balloons and cookie costumes are great and/or girls can choose a theme and "Bling their Booth."
- 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 Hometown Hero/Gift of Caring donation sign. Customers who don't want to buy cookies for themselves like to buy cookies to donate and support the Girl Scouts!
- Make safety a priority at all booths.
- Girls should wear their Girl Scout uniform or a Girl Scout T-shirt or member pin and dress for the weather.

## Safety

Girl Scouts and adults are expected to adhere to all safety guidelines outlined in the TCM Guide (page 14) and Family Guide (page 9), as well GSUSA internet safety guidelines.

All Girl Scouts and adults must follow the most current COVID-19 guidelines in relation to in-person events, including participation in the Girl Scout Cookie Program.

## Questions?

Contact your service unit cookie manager or GSCO customer care 1-877-404-5708 or [inquiry@gscolorado.org](mailto:inquiry@gscolorado.org)

# Important Dates

## Booth Selections

GSCO understands Girls Scouts have set both individual and troop goals and count on booths to help meet these goals. However, it is not the responsibility of GSCO or its staff to determine which troops have the better goals or booth sites. The selection system in place is the fairest way for troops to reserve council booth locations.

**Jan. 25** Council booth selections happen in eBudde. Troop cookie managers (TCMs) should check-in with girls and their families about booth sign-up/participation ahead of making booth selections.

**Jan. 31** Juliette caregivers/parents act as TCMs for their Girl Scout and can also select Council Booth locations.

If TCMs need assistance with booth selection, they should contact their service unit cookie manager (SUCM).

<b>Thursday, Jan. 25</b>	<b>Council cookie booth selections 1 - (6 p.m.-11:59 p.m.) - pick 1 booth</b>
<b>Friday, Jan. 26</b>	<b>Council cookie booth selections 2 - (6 p.m.-11:59 p.m.) - pick 2 booths</b>
<b>Monday, Jan. 29</b>	<b>Council cookie booth selections 3 - (6 p.m.-11:59 p.m.) - pick 3 booths</b>
<b>Tuesday, Jan. 30</b>	<b>Council cookie booth selections 4 - (6 p.m.-11:59 p.m.) - pick 4 booths</b>
<b>Wednesday, Jan. 31</b>	<b>Council cookie booth selections 5 - (6 p.m.) - limit 100 total booths until Feb. 7</b>

On **Feb. 7, 6 p.m.**, Council Booth selection opens for the remainder of the program with no limits on number of booths selected.

**Feb. 3** **Main Cookie Delivery Day.** (Rural drops will happen Jan. 24 - Feb. 1)

**Feb. 4** **Cookie Program starts!** Select Council booths and My Sales Booths begin!  
**Reminder:** My Sales Booths and Council Booths cannot be the same location.  
No exceptions. See page 7 in this guide for a list of Council Booth retailers.

**Feb. 9** Remaining Council Booths begin and My Sales Booths continue.

# eBudde

## eBudde

eBudde helps power the Girl Scout Cookie Program! It's Little Brownie Bakers' online inventory management system that cookie program volunteers use. eBudde is also integrated with the Digital Cookie platform used by girls and their families to help run the Girl Scout's online cookie business.

## Logging into eBudde

All Cookie Program volunteers must be registered for the 2023-2024 membership year, have a current background check, and complete a TCM or SUCM volunteer agreement form. Troops are also required to submit a 2023-2024 ACH form.

Once approved in their TCM role, volunteers will be uploaded to eBudde and sent an email with an access link. If you are a new volunteer, you will be asked to create a password.

Returning volunteers will be able to log-in with their previous password or if they forgot their password, they can trigger a password reset.

## Download the App!

Volunteers can do just about everything they need to do - send communications, manage cookie inventory and track sales - through the eBudde mobile app.

The eBudde app is available in the Google Play store and the App store.



Each year the app is updated and improved so if you have the app from last year, delete the app and download the most recent app.

## eBudde Resources

eBudde will be available before and during the cookie program. ***Short tutorial videos are posted on the Cookie Resources page.***

Scan this QR code and check out eBudde videos, Digital Cookie tip sheets, goal trackers, cookie menu boards and booth signage, HTH receipts and thank you notes, plus other volunteer, family, and Girl Scout resources on the GSCO Cookie Resources page!



# Council/My Sales Booths

## What is a Council Booth?

GSCO staff coordinates with certain corporations to establish the dates and times they will allow booths at their locations during the Girl Scout Cookie Program.

Council booth locations include: **Safeway, City Market, King Soopers, Albertsons, Walmart, Sam's Club, JoAnn Fabrics, Dunkin Donuts, ARC Thriftstores, Alta, Red Robin, and GNC** locations in the state of Colorado.

These locations are NOT to be contacted by any troop, girl or adult, at any time, for any reason.

Council booth selections begin Jan. 25.

## Releasing booths

**TCMs/troops should release a booth right away if they know they are not going to be able to work one of their selected booths.** The TCM can release the booth from the eBudde dashboard calendar.

Once a booth is released, it updates Cookie Finder AND any troop on the waitlist is notified that the booth is available for selection on a first come basis.

## My Sales Booths

My Sales booths run from Feb. 4 to March 10, 2024. GSCO encourages Girl Scouts to use their creative, entrepreneurial spirit by holding "My Sales" at unique community locations.

### How to reserve a My Sales Booth:

- Must receive approval from location/manager
- Caregiver must contact TCM for assistance
- TCM can request a girl/family site in eBudde
- SUCM or PPS approves the site within 48 hours of request.

**TCMs** - Ask SUCMs to honor requests to add and approve My Sales Booths to eBudde even after the booth has happened. Doing so means that the TCM can use the booth recorder to distribute cookie sales to girls.

# My Sales / Alternative Booths

## My Sales Booths (continued)

### Pro Tips:

In order for general public to find Girl Scouts selling cookies in the Cookie Finder, the information entered in eBudde for My Sales booths must be:

- Accurate and include the complete address
- All information entered should be spelled correctly
- Include correct ZIP code

It's also important for troops to report a change or cancellation and for SUCMs to update the My Sales booth listing.

**Customers WANT to support Girl Scouts - please do all that you can to help them find where they can purchase cookies!**

## Alternative My Sales Booth Option Examples:

### Drive-thru Booths

Set-up in large parking lots with good roadside visibility.

- Suggested places to approach: retail businesses closed on Saturday or Sunday; schools; places of worship; office complexes; and banks.

### Virtual Booths

Cookie party style on Zoom or private Facebook page. Girls invite family, friends, and other customers to join the party! Girls talk about their Girl Scout experience and their goals, and invite guests to purchase cookies through their Digital Cookie storefront. Girl Scouts can either share the unique link to their own Digital Cookie storefront, or a troop can host a virtual booth and share their troop link for girl delivery, shipped, and donated order.

**Note about troop links:** There are two troop links that TCMs can activate through Digital Cookie. One can be used for troop booth sales. Customers have the option to purchase cookies at an in-person booth and pay via credit card, or order cookies from a virtual booth for girl delivery/pick-up, or shipped, or donated orders.

The other troop link is for shipped/donated orders only, and once activated, it will be added to the Cookie Finder starting Girl Scout Cookie weekend. Customers will be directed to a troop link through a randomizer within the Cookie Finder, and can purchase cookies to be shipped or to be donated.

Access the Virtual Booth Guide and the Digital Cookie Troop Link tip sheet on the GSCO Cookie Resources page.



# Safety and Etiquette

## Ratios and Booth Attendance

- There needs to be a minimum of two adults and two girls at every booth - *EXCEPT* - girls in a troop or Girl Scout Juliettes can sell cookies with their own parent/caregiver.
- Never leave the booth unattended.
- Girl Scouts 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 supervising adults should be at the booth.

## Booth Safety

- **Girl safety is always our top priority.** As with all Girl Scout activities, be sure to have a safety plan in place.
- **Cash is to be kept out of sight at all times.** Adults can keep cash on their person in an apron or hip pouch, or keep a hidden cash box.
- Always have a first aid kit and 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 police and file a report. Alert store security (if available) as well. Also contact GSCO at [inquiry@gscolorado.org](mailto:inquiry@gscolorado.org) or 1-877-404-5708. See TCM guide, "What If" page.
- Girls should not share their full name, address, or telephone number with customers.
- Booths should not be set up on the sidewalk, curb, or corner of busy intersection.

## Etiquette

- Do not ask the store manager to mediate conflicts between troops; please contact your service unit cookie manager (SUCM) if there is any confusion concerning the booth.

*For example:* If two troops show up at the same booth location, the troop with the approved booth confirmation has priority. If both troops have a report for the same booth (double-check date, time and location), the troops should calmly work together to find a solution. Also notify GSCO [inquiry@gscolorado.org](mailto:inquiry@gscolorado.org).

- **Remember to be considerate, caring, friendly, and helpful to sister Girl Scouts, customers, and businesses.**
- Be polite and friendly. Girl Scouts should say THANK YOU to all customers.
- *Approach customers as they are exiting store, not as they are entering.*
- No running around or shouting at the booth.
- No smoking or eating at 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.*
- **Always cancel a booth as soon as can if you cannot attend.** Another troop can pick it up!

# Booth Set-Up

## Booth Set-Up Checklist

- ▣ Count cookies and money before the booth begins\*
- ▣ Bring health history forms for all girls present
- ▣ Table and chairs
- ▣ Tablecloth
- ▣ Pens and clipboard
- ▣ Booth Record sheet (on website Cookie Resources page)
- ▣ Cash box (or waist pouch for adult to wear)
- ▣ Cash to make change
- ▣ Booth confirmation email (also in your eBudde app!)
- ▣ Goal chart
- ▣ Hometown Hero/Gift of Caring sign (donations for any other purposes, even for the troop, are not allowed! e.g. no cash or "tip" jars.)
- ▣ Troop number displayed
- ▣ Girl Scout attire or cookie costumes
- ▣ Weather ready attire (ponchos, coats, hand warmers, hats, gloves, boots, tissues)
- ▣ First aid kit
- ▣ Cell phone(s) and chargers
- ▣ Personal protective equipment and hand sanitizer
- ▣ Snow shovel, sand, rock salt might be needed to clear and create traction on snowy/icy ground

**\*Pro tip:** Noting transactions on Booth Record sheet and counting cookies before and after makes it easier to keep track of booth/troop cookie inventory and record in eBudde the cookies sold. Use the Booth recorder in eBudde to allocate cookie sales to the Girl Scouts in your troop!

# Booth Set-Up

## Where do we set up?

Booths should be set up fifteen feet from the entrance of the store, at a safe distance from vehicle and customer traffic. Store management may also have specific setup instructions to follow. Girls should stay close to the booth throughout the duration of the booth sale.

## What goes on the table?

- Tablecloth
- Each variety of cookie and/or cookie menu board
- Goal chart
- Troop number
- Hometown Hero/Gift of Caring donation signage
- Additional signage (e.g. social distancing/directional signs)
- Pens and clipboard with Booth Record sheet
- Hand sanitizer



Go to the GSCO Cookie Resources page for booth materials to print - including the cookie menu board, signs, and more!

## What goes under the table?

- First aid kit
- Cash box (if money is not on an adult in apron or pouch)
- Extra warming layers/ hand warmers/ inclement weather gear
- Beverages
- Extra cookies
- Handbags, backpacks, personal items
- Empty cookie boxes

## Additional tips:

- Use cookie menu board instead of putting packages of cookies on display.
- Add Digital Cookie troop link QR code to signs
- Save bags to use for cookie transactions or ask customers to use their own bag