



Cookie Booths 101



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.

There are two types of cookie booths; Council booths and My Sales booths.

Girl Scouts of Colorado staff coordinate council booth locations at designated stores. (See next page for list of stores.) Troop cookie managers (TCMs) can select council booth locations in eBudde. Booth selection dates are on the next page and in the [TCM guide](#).

For My Sales booth site locations, troop volunteers, parents, and/or caregivers can coordinate cookie booth sales at local area businesses.

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! Coach your Girl Scouts on how to make the ask!

How do we have a successful cookie booth?

- *Make safety a priority at all booths.*
- **Girls should wear their Girl Scout uniform, or a Girl Scout T-shirt and/or just their membership pin.** Dress for the weather too! Only registered Girl Scouts are allowed to sell Girl Scout Cookies.
- **Coach your Girl Scouts on booth etiquette and have them practice their sales pitch and answers to customer questions.**
- **Make an attractive table display to invite customer interest.** Encourage Girl Scouts to make signs and booth decorations to attract customers.
- **Create a troop goal poster and display it at your booth.** Customers love to help girls reach their goals! Update the poster as cookies are sold.
- **Have a Hometown Hero donation sign.** Customers who don't want to buy cookies for themselves still like to buy cookies to donate to a "Hometown Hero" and also support Girl Scouts and their goals at the same time. *Make the ask!*



Council 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: City Market, King Soopers, Safeway, Albertsons, Walmart, and Sam's Club locations in the state of Colorado. *These locations are NOT to be contacted by any troop, Girl Scout or adult, at any time, for any reason.*

Troop cookie managers (TCMs) select council booth locations for their troop or their Girl Scout Juliette in eBudde.

Council booth selection dates:

Jan. 19 - Round one booth selection (6-11:59 p.m.) – pick five booth – five total

Jan. 20 - Round two booth selection (6-11:59 p.m.) – pick ten booths – fifteen total

Jan. 21 - Round three booth selection (6-11:59 p.m.) – pick fifteen booths – thirty total

Jan. 22 - Round four booth selection (6-11:59 p.m.) – pick twenty booths – fifty total

Jan. 28 - March 14 - Round five booth selection (6 p.m., remains open until last day of program) – pick 250 booths, up to 300 total

Releasing cookie booths

TCMs 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.

Safety

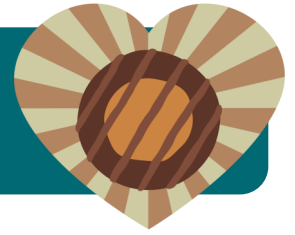
Girl Scouts and adults are expected to adhere to all safety guidelines outlined in the GSCO TCM Guide and the Family Guide, as well GSUSA Internet safety guidelines, and additional booth safety expectations outlined in this Cookie Booth 101 guide.

Questions?

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



My Sales Booths



My Sales Booths

My Sales booths run from Jan. 31 to March 14, 2027. GSCO encourages Girl Scouts to use their creative, entrepreneurial spirit by holding My Sales booths at local community businesses and other locations such as schools or community centers. Troop cookie managers (TCMs), parents and/or caregivers can help Girl Scouts connect with business owners and ask for their permission to have a cookie booth at their location.

My Sales Booths must be approved. To submit a request:

- Adult must receive booth approval from location/business manager
- Contact troop cookie manager (TCM) for assistance and share booth location, date(s), times.
- TCM requests a MySales booth in eBudde and adds location, date(s), times.
- Service unit cookie manager (SUCM) approves the site within 48 hours of request.

Girl Scouts can also sell cookies at their residence, "lemonade stand" style. Residential booths can be requested/approved as a My Sales booth so it gets listed in the Cookie Finder.

Include the location crossroads, but not the exact address, full name, or phone number.

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.

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

Cookie Finder

On the GSCO website, there is a "Cookie Finder" search bar. Customers can type in their zip code and find cookie booth listings in their area.

All Council booths and My Sales booths entered into eBudde are uploaded to the Cookie Finder.

Customers WANT to support Girl Scouts! Accurate and updated booth information helps them to find where they can purchase cookies! It's also important for troops to report a change or cancellation and for SUCMs to update the My Sales booth listing.



Booth Set-Up



Checklist

- ☐ Table, tablecloth, and chairs
- ☐ Booth signage:
 - ☐ Cookie menu board or sign with cookie prices and Digital Cookie QR code
 - ☐ Sign with Girl Scout or troop goal and troop number
 - ☐ Decorative, themed and/or directional signs. Ready made booth signage can be download from the [Little Brownie Baker website](#) too!
- ☐ Pens and clipboard for Booth Record sheet (on Cookie Resources page)*
- ☐ Cash box to keep under table (or keep cash in apron or belt bag for adult to wear)
- ☐ Cash to make change
- ☐ Extra cookies (keep under table and out of sun)
- ☐ Cell phone(s) and chargers
- ☐ Copy of booth confirmation email (also in your eBudde app!)
- ☐ First aid kit, tissues, and hand sanitizer
- ☐ Snow shovel, sand, rock salt might be needed to clear and create traction on snowy or icy ground.

***Pro tip:** Add transactions to the Booth Record sheet and count cookies before and after. *Doing so makes it easier to keep track of booth/troop cookie inventory and record cookie sales in eBudde.* The eBudde Booth Recorder let's you allocate cookie sales a few different ways to Girl Scouts!



Booth Etiquette



Do's

- **Exemplify the Girl Scout Promise and Law.** 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 whether they buy cookies or not.
- **Begin packing up 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. Take all items and empty boxes with you. Leave the area better than you found it!
- **Give the store manager a thank you note** before leaving or drop off a card or send it later.

TCMs - if you and your Girl Scout(s) or troop are unable to work a booth, always cancel the council booth from your dashboard in eBudde as soon as can. Another troop can sign-up for the booth!

Don'ts

- **Do not ask the store manager to mediate booth schedule conflicts between troops.** Follow the Girl Scout Promise and Law, set a good example for your Girl Scouts, and work towards creating a solution.
 - > If you need additional support at a booth regarding a conflict with another troop or an issue with a store manager, please contact your service unit cookie manager (SUCM) or call the GSCO product program booth hotline: (720) 551-5313. Monday-Friday, 4 p.m.- 8 p.m., Saturday-Sunday, 8 a.m. - 8 p.m.
- Girl Scouts should approach or *ask customers to buy cookies as they are exiting store*, not as they are entering.
- No playing, running around or shouting while at the booth. Girl Scouts and adults should be on their best behavior - your in the public eye.
- No eating at booth.
- Adults should not smoke or vape at cookie booths.



Safety



Booth Safety

Girl and adult safety is always top priority! As with all Girl Scout activities, discussing safety helps adults and girls feel prepared.

- Council booths are coordinated by GSCO and booth set-up is in front of or to the side of business doors. Booths should not block doors and set-up should also allow for pedestrians to navigate around them easily. Be mindful of proximity to parking lot and traffic. The same is true for TCM or caregiver coordinated MySales Booths.
- Have a first aid kit at booths and caregiver contact information for each Girl Scout present.
- Every booth requires a minimum of two adults and two Girl Scouts, with the exception of Girl Scouts selling with just their own caregiver.
- Adults should always be present at the cookie booth. Girl Scouts must never be left without adult supervision at a booth.
- An adult should accompany Girl Scouts when using restrooms.
- Cash is to be kept out of sight at all times. Adults can keep cash on their person in an apron or belt bag, or keep a hidden cash box.
- If a situation feels uncomfortable or unsafe, troops should end participation at the cookie booth, and leave without engaging further.
- If money or cookies are taken from a booth, DO NOT attempt to physically retrieve the stolen items. Instead, get a good description of the offender(s), call police and file a report. Alert store security as well. See [TCM guide](#) or [Family guide](#), "What If," page.
- GSUSA's [Safety Activity Checkpoints](#) encourages Emergency Action Plans for Girl Scout activities. A booth emergency plan might include being familiar with the location, reviewing booth set-up and pack-up plans, and checking in about comfort levels before and during booth shifts. Have caregiver contact information for each Girl Scout and a designated troop volunteer to contact for additional support if needed.



Flexible Cookie Sales Options



Supporting Safe and Flexible Cookie Booth Participation

For families who may have questions about safety during the Girl Scout Cookie Program, assure them that participation in cookie booths is always optional, and families should choose what feels right for them. If a situation arises at or near a cookie booth and it feels uncomfortable or unsafe, troops and or Girl Scouts, and caregivers should calmly end participation, pack up and leave. There is no requirement to stay or to engage further. Safety comes first!

If there is an immediate safety concern, please contact local law enforcement or call 911.

If in-person booths don't feel like the right fit, girls can still participate by:

- Using the Digital Cookie troop site link, with shipped-only delivery.
- Sending their own Digital Cookie site link emails to friends and family.
- Sharing the cookie order card with family, friends, and acquaintances.
- Having My Sales booths at personal residence.
- Shorter or limited booth shifts with their troop or with a caregiver.
- Participating at a later date when timing feels safe.
- Opting out of in-person booths entirely.

Virtual Cookie Booths

Girl Scouts can host a virtual cookie booth with a parent or caregiver or with their troop, on Zoom or a private Facebook page and invite family and friends to join.

Girl Scouts can talk about their experience and their goals, answer questions about cookies, talk about their Hometown Hero or Gift of Caring and ask for cookie donations, 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, coordinated cookie pick-up, shipped, and donated orders.

See the [Virtual Cookie Booth guide](#) as well as the [Digital Cookie troop link tip sheet](#) for more details.