

GSCWM Cookie Booths

There are two types of booths that a girl can have.....

1

Troop Booth:

Troop Booths are held with 2 or more Girl Scouts. It is important not to have more than 5 girls present at a troop booth so that customers are not overwhelmed with asks and the girls can concentrate on their selling skills. It is required that two CORI'D, registered adults are present at the booth.

Booths can be done from the **Daisy** level up to **Ambassador**. You will want to make sure to follow the steps below and you are on your way to a fabulous booth experience.

If your unit has a Service Unit Cookie Manager:

You will want to contact your SUCM to see how your unit handles setting up booth sales. If you have a location in mind or know someone who is willing to host a booth, please share this information with your SUCM. Either they or your Service Unit Booth Coordinator will be reaching out to the locations to secure dates and times to bring back to the unit. They will be the point of contact for setting up the locations so that there are not an overwhelming amount of leaders contacting one location. This helps to improve relationships with our community partners. All booths set up by your SUCM need to be entered in eBudde so that your SUCM can approve them and they will show up in the cookie locator.

2

Family Booth:

Family Booths are 1 girl and her parent/guardian. This is typically a girl who has a higher goal. We ask that the parent/guardian at least register with GSCWM to do the booths. There are no additional girls allowed at the booth. Any additional girls would make it a troop booth and then you will need to have two CORI'D, registered adults.



If your unit does not have a Service Unit Cookie Manager:

You will want to work as a team. Try to plan a “booth planning” meeting or begin an email thread that includes all the leaders. Gather all the names of booth locations in your service unit. Then make a plan on who will contact which location to try to get dates and times for the whole cookie season. After everyone comes back with all the information, you will then decide how to split up the dates and times. Some units do a drawing to see which troop will pick first. Others do it based on seniority. However your unit makes decisions is how you want to choose. The person who contacted the location will be the point of contact for that location so that there are not an overwhelming amount of leaders contacting one location. This helps to improve relationships with our community partners. All booths set up by you need to be entered into eBudde and then notify your Membership Specialist so they can approve them and they will show up on the cookie locator.

Council Booths

Council Booths are set up usually through the corporate office level at a business or at the request of the business themselves. All of the council booths are entered into eBudde and are available for all troops in our council to choose. Council Booths are the only booths that troops do not enter themselves into eBudde and where the unit does not need to contact the “home” unit to notify them of the location. We are always looking for more council cookie booth locations. If you have any contact or suggestions please feel free to send them to prodprograms@gscwm.org

GSCWM Cookie Booths cont.

Looking for booth locations can be fun. You will want to stay within your service unit to look for potential booths. However, if you have a family member or a friend who works outside your unit and would like to host your troop or girl for a cookie booth you will want to do the following.

- See how often they would like to host.
- If you can obtain more dates and times to share with the “home” unit that would be ideal

If you have a SUCM you will want to let them know that you have this booth location and all the details that go along with it. They will then contact the other unit to notify them of the booth location. If you do not have a SUCM then please send your request to your Membership Specialist. They will be the one to be in touch with the other unit on your behalf. You will then want to enter the booth in eBudde.

You will want to think outside the box. You don't always have to have a booth outside of a business.

Alternative Booth Ideas

In the lobby of a sporting event at a middle or high school

At the local transfer station

At a local art show or other cultural event

Host a booth on your front lawn

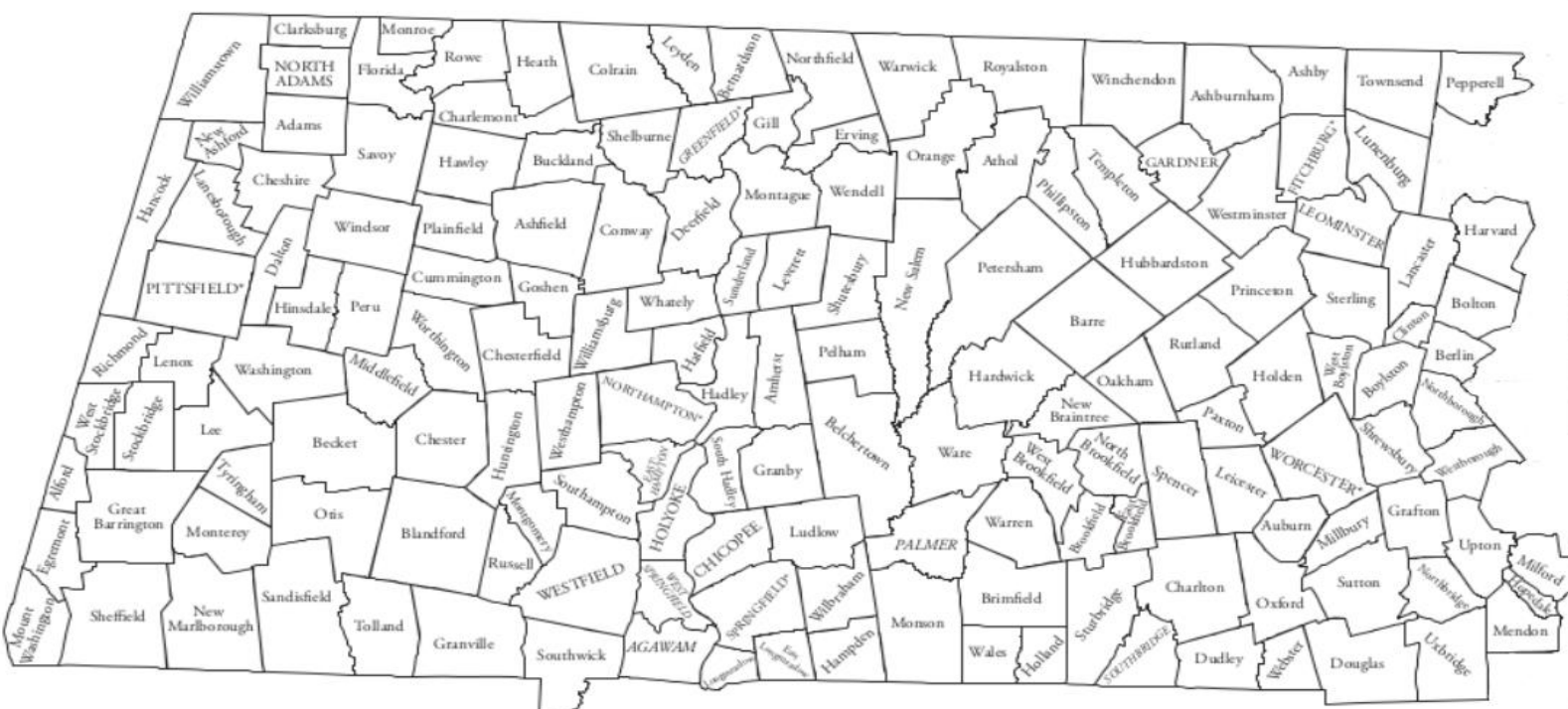
Locate an empty parking lot and with the owner's permission have a cookie drive thru

Connect with your local car dealership to see if you can be part of their President's Day festivities, or ask dealerships to purchase cases so they have cookies for buys in their showrooms

Set up at an realtor's open house, or ask realtors to purchase cases so they have packages to give to buyers or for the to use at showings

REMINDER:

Cookie Booths cannot be located outside our council boundaries regardless of the connections a volunteer may have.



Cookie Booth Etiquette & Tips

(Please review with Girl Scouts and adults participating in booth sales)

In the interest of providing a quality program, ensuring safety and providing the assurance of future booth sales for our Girl Scouts, the following procedures, etiquette and tips have been developed.

Basics:

- ✿ Be sure to have all adults supervising a booth sale read, understand, and agree to abide by all procedures and etiquette as stated here.
- ✿ Booth Sales are conducted by Troops, Girls with a higher goal for a Family booth, or Individual girls participating in our Cookie Boss program with their families.
- ✿ Prior to booth sales, have the Girl Scouts and parent/guardians review and sign the Booth Sale Etiquette Contract available in the Troop Manual.
- ✿ When conducting a council booth sale, print a copy of the Current Signups confirmation and take it with you as the permit to your location, date, and time. If two troops should show up at a Cookie Booth at the same time, please work it out as we are sisters to every Girl Scout. The contact person for that location is on your print out.
DO NOT INVOLVE STORE MANAGEMENT.
- ✿ Girl Scouts should always behave in a manner appropriate to a public place. Adults are responsible for the actions of themselves and the actions of their girls. Keep in mind that girls who are not willing to follow procedures and etiquette should not be permitted to participate in cookie booths.

Security:

- ✿ Never leave girls alone and unsupervised at a booth sale. There **ALWAYS** needs to be an adult present and engaged.
- ✿ Keep a careful eye on the money box. Whereas girls should be encouraged to accept payment and make change, an adult should be carefully monitoring all financial transactions.
- ✿ If approached by individuals challenging the Cookie Program or Girl Scouting in general, Adults are asked not to engage in debate. Refer the individual to Dana Carnegie at 413-584-2602 ext. 7122 to discuss the matter further.
- ✿ In the case of an incident where you or your Girl Scouts feel threatened, call 911 immediately and then the council emergency number 413-584-2602

Standards:

- ✿ There must be two adults present at all booth sales. There should be a minimum of two girls and a maximum of five girls present at a troop booth sale at any given time (maximum may vary per location. Refer to the Current Sign Up notes for your booth location). For larger troops, schedule girls to participate for shorter shifts so that every girl has the opportunity to participate. Troop member's friends, acquaintances, siblings (including infants) and pets are not permitted or appropriate at cookie booths.
- ✿ At a Booth Sale, girls should be identifiable as Girl Scouts by wearing a membership pin, uniform, sash or vest, or other Girl Scout clothing. Keep in mind that appearance makes a lasting impression and when participating in Girl Scout activities, we represent Girl Scouts. Girls and adults should dress as if they are "going to work". This is your business, represent it well.
- ✿ Remember to abide by any specific requirements identified on your Current Sign-ups print out specific to the booth sales location. Be sure all adults understand that we have assured the location managers of all stores we coordinate with that these guidelines will be followed. Reports of a troop's failure to comply with these guidelines may jeopardize future opportunities. Location managers have the right to ask anyone participating in booth sales to leave. Troops are to leave without comment if asked to do so.
- ✿ If you are the first troop to arrive at a booth site and are unsure of where to set up, ask the store manager or service desk personnel if there is a specific location for set up. **Do not ask for special set up locations.** All booth sales are to be set up **OUTSIDE** unless the store manager tells you that you may set up inside. Make sure girls and adults in charge dress for the weather.

- ❁ Arrive no more than 10 minutes before your scheduled time. The troop scheduled before you is scheduled until the end of their time slot and you may not sell cookies before the beginning of your time slot. Manage the transition with the previous troop without argument, please. However, if the troop following you has not shown up, you can continue to sell until they arrive. At the end of your shift, quietly pack up all items, clean up and remove all trash, and completely leave the area. All empty cases must be taken with you and not disposed of in the store's trash container. Think Recycle! If you are the last slot on the schedule, leave on time.
- ❁ Locate and show the girls where the restrooms are located. Some locations do not have or do not allow public use of the rest room. Do not ask for exceptions. Girls should always use the buddy system when taking a bathroom break, getting cookies from the car, etc. There should **ALWAYS** be girls at the booth site.
- ❁ If girls or adults need a food or drink break, they should eat and drink discreetly away from the booth sale. Food, drink or other items should not be on the booth sales display. There will be no smoking by girls or adults anywhere near a cookie booth.

Remember, we are all responsible for the reputation that Girl Scouts hold in the Girl Scout Council of Central and Western Massachusetts. Protect that reputation and our relationship with the businesses that support us with booth opportunities.

Questions? Contact your Service Unit Cookie Booth Coordinator, Service Unit Cookie Manager or Your Product Program Manager, Brandi at 413-584-2602 ext. 4036 (prodprograms@gscwm.org)

Thank you and Happy Selling!

