

COOKIE BOOTHS 2021

As we start this Girl Scout year in challenging times with constantly changing guidelines, we often get the question, “Will girls be able to participate in Cookie Booths this year?” We understand that you are concerned about how troops will sell their delicious and sought-after Girl Scout Cookies.

To help answer these questions and provide some sensible guidance, we must be aware of the evolving situation and the safety of the girls in each of the counties where we conduct our Girl Scouting activities. Here are some guidelines to help you navigate:

🍷 **Always check your local guidelines first.**

Stay informed of the situation in your community, and aware of how it affects the girls in your troop and their families. Each family may have a different personal situation that may preclude them from some activities that you yourself may deem appropriate, so let each troop member make their own informed participation choice. We must all be aware of each other's position, and respect it and keep each other safe, as we navigate this pandemic.

🍷 **Talk to the store managers where you have held cookie booths in the past.**

If the stores are willing to host the cookie booth, and the COVID-19 guidelines at the time of the event allow it, feel free to host a SAFE cookie booth by following all safety procedures! Have some fun decorating troop masks! Practice having the girls behind the tables for distancing, look at the COVID-19 Resources in eBudde's Help Center: Choc-full of ideas!

🍷 **Provide a minimum contact experience:**

- Use the Clover Go app or the improved Digital Cookie site for credit card payments—(Council absorbs the fees!) make sure to set up your troop account in advance, or if you had an account last year use the same account. No need to go through the set-up process again.
- If accepting cash, consider using a cash box where the customer can deposit their money. Bring your own bills from the bank to make change if necessary. As a marketing strategy, encourage “exact change” purchases. Five boxes of specialty cookie varieties costs \$30 for example. All core varieties will allow for exact change.
- Have everyone at the cookie booth sanitize/wash their hands before and after they participate in the booth. Keep hand sanitizer handy for use between each transaction. Anyone who is feeling sick should not participate in a cookie booth. If no one else can take the cookie booth at a time already scheduled, let the venue know.

If your favorite store says no, then the troop can look for alternate locations and different ways to get cookies into the hands of customers. Remember: Everyone is HUNGRY for COOKIES! Some alternative locations include neighboring stores to the main anchor stores, in the same plaza if possible, who would love to have Girl Scouts selling cookies in front of their establishment.

🍷 **Some other safe and fun ways to sell cookies that are a twist on the traditional cookie booth may include:**

- Mobile Cookie Booths – use your trunk as a distribution center
- Drive-thru booths in the parking lot of an establishment with permission from the owner
- Traditional door-to-door sales as a troop or individually – a great way to be outdoors and safely sell cookies!



Want another fun, new idea? Introducing...
“Lemonade Stands!”

What is a lemonade stand? Exactly what it sounds like! Host a “Lemonade Stand” in your neighborhood, but with delicious Girl Scout Cookies! Girls must still be supervised by a parent/guardian while hosting her stand.

“Lemonade Stands” can be uploaded to eBudde (there will be a special designation for this type of booth) so that people nearby can find you. Parents must inform their troop leader with plenty of time to get their “Lemonade Stands” into eBudde.

Get creative! Build a stand, have the girls decorate it to attract customers!

eBudde is also creating new ways to support your troop’s sale by adding some amazing features that will help channel the sales to your troop. Troops will be able to add their own booths, Digital Cookie will generate QR codes for troop sales so the credit card experience will facilitate a contactless transaction, and more!

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Do not miss this year’s Service Unit Cookie Training. And DO NOT miss out on cookie booths the Girl Scout way – SAFE & FUN! We can do this!



FAQS



Are the locations for troop-secured booth sales our choice, or do we need to go from a prescribed list?

- Your Service Unit procures some booths for troops at larger merchants who may or may not allow booths this time of the year. Starting on January 18, Troop Cookie Managers (TCMs) or Leaders will also have the ability to enter troop-secured booths into eBudde using a new feature that you will learn at your SU training. This will then allow your booth information to be shared through the Cookie Finder app for customers to find you!
- All troop-secured booths must be reported to your SUPSM so she/he can coordinate sales efforts. No one wants two troops inadvertently working against each other because they are located too close together at the same time. Let’s work together the Girl Scout way and stay in close communication.
- Booths entered this way will need to be pre-approved by your SUPSM to ensure that a location has not double-booked two troops. If your booth is not approved, it will not be visible in eBudde and you should look for an alternate location. Adding booth locations into eBudde also allows you to use the automatic Booth Divider feature to easily credit girls.
- Troop booths can be held in front of a member’s private house (see “Lemonade Stand” above!) that may have a central location and easy access for customers, or many other places - get creative Girl Scouts, but also be SAFE.

And, as always, here are some other booth guidelines to keep in mind:

What happens when a location books two booths at once?

- Every year, a few troops will have the misfortune of being double-booked for a booth by a business or organization. We know it’s disappointing when things don’t go as planned. In the event of a mix-up with your booth time, we ask the adults to stay level-headed and work together to find a solution (e.g. teaming up or splitting the time). We ask that you behave appropriately—you are representing Girl Scouts, and setting an example for the girls, so recognize the situation for what it is – an honest mistake.

What happens if a booth is held in another SU area?

- Sometimes parents are not aware of what we call “Service Unit borders” and may book at their place of work, worship, friend’s office, uncle’s restaurant, etc. When this happens, we ask that the adults find a solution so that all parties may have an opportunity and benefit from this situation. Sharing a time slot and arranging for participation on another day, are all ideas that have worked in the past. Please remember that you are representing Girl Scouts and set a positive example for the girls. Leaders, let your parent know of the rules of cookie selling, and reach out to your SUPSMs who will try their best to find a positive solution and help both sides.

