



2022 Cookie Booth Guidelines

Cookie Booths provide a great opportunity to meet cookie customers from the community, practice marketing and communications skills, increase sales, increase troop proceeds, and help girls achieve individual rewards. Along with door-to-door and other sales techniques for friends and family, Cookie Booths are a fun way to advance teamwork and reach goals!

The safety and security of our members and families are our highest priority. All Cookie Sale program participation activities should be planned and carried out to safeguard the health, safety and general well-being of all Girl Scouts, volunteers, and families. For more information, we encourage you to review the Girl Scout Cookie Sale *Safety Activity Checkpoints* and *GSSEF Volunteer Policies and Procedures*, which can be accessed on the FORMS tab of www.gssef.org.

GSSEF 2022 Cookie Booth Guidelines:

1. Cookie Booths are for the benefit of girls and troops participating in the cookie sale program activity. Cookie Booths may not be used to solicit for, or advertise, anything outside of Girl Scout Cookies, Girl Scout Cookie support initiatives, or Girl Scout membership opportunities.
2. The Girl Scout Cookie Sale program activity is intended to be girl-led and teach girls the **5 Essential Skills**: **Goal Setting**, **Decision Making**, **Money Management**, **People Skills**, and **Business Ethics**. Every time a girl is working at a Cookie Booth, she can strengthen her skills in the following ways:
 - Deciding the booth's inventory, such as discussing how many boxes/cases are brought to a booth.
 - Setting a single Cookie Booth goal, such as discussing how many boxes to be sold and how many donations to be made to 'Cookies for the Military', etc.
 - Designing the booth, such as making signage, displays and setting-up the cookies.
 - Approaching potential customers, such as describing cookie varieties, explaining payment methods, making change from cash payments, and writing receipts (upon request).
 - Demonstrating professional gratitude, such as making a point to say "Thank you" to the store manager when arriving or departing the booth location.
3. All individuals participating at a Cookie Booth, are required to review and abide by the current COVID-19 guidance published on www.gssef.org.
4. Girls must always be present at a Cookie Booth; *aside from a temporary restroom break, etc.* Adults are never permitted to 'host' without girl members present on site.
5. A minimum of two adults are required to be present on at all Cookie Booths when there are two or more girls in attendance. One parent/guardian and one girl are permitted to sell at a Cookie Booth. We recommend that each Cookie Booth have one registered adult volunteer present, when possible. NOTE: The Cookie Sale program activity is not deemed a "troop activity" therefore guidelines for troop activities do not apply.
6. Cookie Booth locations may be secured within the girl's/troop's assigned Service Unit boundaries. Girls/troops selling outside their assigned Service Unit boundaries, without permission, will be subject to limitations for securing future Cookie Booth locations. NOTE: As outlined in the *GSSEF Volunteer Policies and Procedures* (Section 4.3), GSSEF reserves the right to establish and assign temporary boundaries for the purpose of the Cookie Sale program.
7. Girls/troops shall not secure or set up booths outside their Service Unit boundaries, **unless** a girl's parent, guardian, or other immediate family member owns, operates, or works in a business location outside the assigned Service Unit boundaries, in this case:
 - The Service Unit Product Sale Coordinator (SUPSC), or other assigned volunteer, for the assigned Service Unit **must be notified** about this Cookie Booth location prior to selling there;
 - The SUPSC, or other assigned volunteer, is responsible for notifying the assigned volunteer from the Service Unit where the booth will be located, prior to selling and to avoid conflicts with any other surrounding booth locations;

- Cookie Booth selling ‘time slots’ that cannot be utilized by the securing girl/troop shall revert to the Service Unit where the business is located for offering booth opportunities to other interested girls/troops;
 - It is the business/location privilege to limit the booth to only the securing girl/troop; and
 - If the Cookie Booth is in direct conflict with another in-Service Unit booth, or if these guidelines are not followed, it is the Service Unit’s right to deny the booth request and/or ask the visiting troop to stop selling there.
8. A “master” Cookie Booth location list* is secured, updated, and scheduled by the Service Unit’s designated volunteer. This volunteer will receive all the necessary paperwork prior to selling. Without this, the Cookie Booth is not officially authorized, and girls/troops who are found selling at unauthorized booths will be subject to limitations for securing future Cookie Booth locations.
9. Cookie Booth participants are expected to be considerate of the business/locations, and its customers, at all times. For more information, we encourage you to also review the GSUSA Girl Scout Cookie Sale *Safety Activity Checkpoints* and *GSSEF Volunteer Policies and Procedures* (Section 2.0). Follow these guidelines and practices at every Cookie Booth:
- Exhibit appropriate behavior, language, and good manners.
 - Follow the directions or requests of the business representatives with efficiency and a polite response.
 - Do not block entrances, exits or other busy areas, such as cart storage/return.
 - Do not harass, heckle, or impolitely badger customers.
 - Do not leave inventory or money unattended at any time.
 - Avoid distraction while at a booth, such as focusing on a hand-held game or smart phone. Time flies when looking at these devices and girls will miss customers walking by the booth.
 - Do prepare to answer customer questions about varieties, prices, payment methods, etc.
 - Do anticipate customers asking girls about their Girl Scout experience, badges/patches, favorite cookies – or reminiscing about their own Girl Scout experience.
 - Be considerate of other troops who are arriving at your locations. Break down your booth in a timely manner, especially when there is a troop immediately following the location.
10. All Cookie Booth participants are expected to maintain neat and well-groomed appearance. It is best when girls can be easily identified as Girl Scouts. We recommend girls wear their official uniform vest or sash (adorned with Badges and patches), with a Girl Scout shirt and Girl Scout membership pin. Adults are requested to wear a Girl Scout shirt, membership pin and name tag, when possible and appropriate.
11. Animals, deemed house pets, are not permitted at Cookie Booth locations. Exceptions are made for Service Animals; such animals should be wearing identifiable credentials and owners should be prepared to show proper documentation of the animal’s status.
12. Tagalongs are defined as” “People not officially affiliated with Girl Scouts, but who are along for the activity.” Tagalongs include any children under the age of 5 or children under the age of 18 years who are not registered Girl Scouts. When Tagalongs will be present at a Cookie Booth, refer to and abide by the guidelines for chaperones found in the *GSSEF Volunteer Policies and Procedures* (Section 3.6).
13. Potential customers are directed to the online **Girl Scout Cookie Finder**, which is an awesome tool inside the eBudde system for all booths. We all want robust ‘traffic’ at every booth; therefore, we strongly encourage our Service Units to add Cookie Booths to this system so that they will be advertised to the public. Be sure to ask your designated Service Unit volunteer about it and ensure the booths are included.

* There are so many places that make great Cookie Booth locations. Be on the lookout in your Service Unit and communicate with the designated volunteer to officially secure places such as: Car Washes, Quick-Change Oil Shops, Grocery Stores, Houses of Worship, School Dismissal/Aftercare Pick-Up, Home Improvement Stores, Malls, Drug/Convenience Stores, fairs/festivals, and Banks (that still have walk-in teller access).

