

2025 Cookie Booth Guidelines



GSSEF wants girls, volunteers, and caregivers to have a fun and safe experience at cookie booths! Girl Scout cookie season is our most visible time of the year and cookie booths teach girls real-world, business skill building. These guidelines outline our council's cookie booth requirements and suggestions to ensure a consistent, safe, and successful experience for all girls participating in the program.

What is a cookie booth?

Girl Scout cookie booths are in-person, girl-operated, direct-sale opportunities where customers can purchase cookies. Any stationary location where Girl Scouts are selling cookies is considered a cookie booth.

Cookie booth requirements:

- A currently registered girl member must be present.
- One adult must be present; two unrelated adults are required when there are two or more Girl Scouts present.
- Girl Scout Cookies must be sold at the council's designated prices.
- Clean up after the shift is finished and take empty boxes with you.
- All monetary donations received must be allocated to "Cookies for the Military."
- GSSEF's tagalong chaperone policy must be followed when tagalongs will be present.
- Cookie booths may only be held during GSSEF's designated booth sale dates, unless approved by GSSEF.
- **Provide all supplies for your booth, including shopping bags and change (\$75-\$100 in ones and fives is a good starting bank when you arrive at the booth).**
- Be polite and friendly toward the host location, other Girl Scout families, and all customers.

How to have a safe cookie booth:

- Be alert while unloading and loading your vehicle.
- Girls should practice calculating sales and counting back change. However, an adult should be responsible for safeguarding money and inventory.
- Set-up your booth in an area with adequate space for pedestrian and vehicle traffic to pass safely.
- The booth should be located in a well-lit area.
- Never count/reconcile your cash at the booth or in your vehicle on site.

How to have a successful cookie booth:

- Remember to say "please" and "thank you", whether the customer purchases cookies or not.
- Customers like to see girls ready to help; avoid using smartphones or hand-held electronics.
- Be considerate of other Girl Scouts and troops by breaking down in a timely manner when another girl/troop arrives at the end of your scheduled shift.
- Brand recognition is a powerful tool; girls should wear a Girl Scout membership pin, vest, sash, or Girl Scout t-shirt. Full uniform is not required.
- Girls should learn the cookie varieties and pricing before greeting customers.
- Prepare to answer questions about what the troop plans to do with the money earned.

