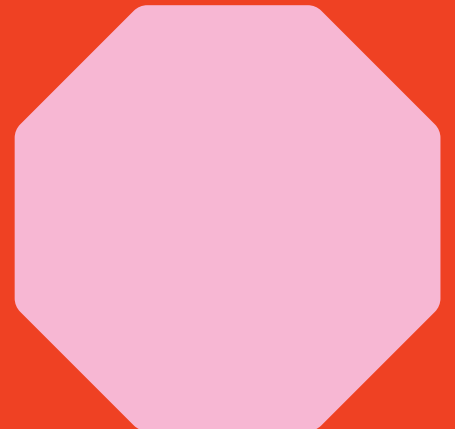


2024

Booth Toolkit





Start a New Season

In this toolkit you'll find a variety of tools, tips and resources to help you support girls during the Cookie Program.

HOW WILL YOU PARTICIPATE?

Get ready for your Girl Scout to make (cookie) boss moves this year! No matter how she takes part in the Girl Scout Cookie Program, she'll grow her people skills, learn to set goals, make smart decisions, and so much more. Talk with her about which options she's excited to explore this year! Download the "[Ways to Participate](#)" flyer to find more ways to engage in the program.

Online Cookies	<ul style="list-style-type: none"> • No on-hand cookie inventory necessary. • Customers order online for direct ship only, with shipping costs. • Cookies ship from baker warehouse to customer.
Hybrid Cookies	<ul style="list-style-type: none"> • Little to no cookie inventory on-hand. • Customers purchase in-person or order online with girl delivery option. • Get cookies from troop and local cookie cupboards.
In-Person Cookies	<ul style="list-style-type: none"> • Cookie inventory on-hand. • Customers purchase at booths, workplace, door-to-door, etc. • Get cookies from initial order, troop, and local cookie cupboards.

TRUTH OF THE MATTER

Thank you for all you do for girls. We know you're often at the forefront of your communities when it comes to questions about Girl Scouts, so we're making sure you have the most accurate and updated information about the news stories that surface with Girl Scout Cookies. For more information on these sensitive topics, visit [Girl Scouts of the USA Cookies FAQ](#).

Volunteers—Tap into the eBudde App

Tasks like scheduling booths and organizing Girl Scout Cookie pickups have evolved—and so has the eBudde App! Download the app now to find checklists, training videos and useful tips to help you manage this cookie season all from a single, easy-to-use dashboard!





Cookie Marketing

What's the difference between selling and marketing? Selling is the exchange of cookies for money. Marketing is all the creative promotional activities that drive those sales. The more marketing, the more cookies customers buy!



5 FOR 5 PROMOTION

When customers buy 5 boxes of cookies, they can enter into an online drawing to win 5 cases (60 boxes)! Council will provide the cookies to the winners at no cost to troops participating. The 5 for 5 Promotion was designed to not only give customers a fun chance to win more cookies, but also help girls and troops increase their cookie sales.

As a special bonus, troops that sell to the 5 winners will also receive 5 cases of cookies to donate to a place of their choice. Winning troops will also receive a \$25 Dakota Horizons retail gift certificate.

Here's how it works:

- Troops print the [flyer](#) and [entry cards](#) to promote the contest.
- Troops add their five digit troop number as the unique code on the entry cards.
- When a customer purchases five or more boxes troops will hand them a entry card with their troop number listed. A customer can enter the contest for every multiple of five boxes purchased.
- Customers then go online to gsdakotahorizons.org/5for5 to enter their contact information.
- Five winners will be announced on Girl Scouts Dakota Horizons Facebook page on April 1, 2024.



HEROES ON THE HORIZON

Heroes on the Horizon is our council cookie donation program that encourages girls to ask customers to donate \$5 for cookies to be donated to military organizations, first responders and other local heroes throughout GSDH.

Amp up your Heroes on the Horizon contributions by using this [box wrap](#).

Print it on 11x17 paper, cut it out, and wrap it around a Thin Mints box to

spark conversation with customers about this great opportunity to give back to heroes in our communities. Printed copies will also be available in our Council Cookie Cupboards.



PRO TIP: Cookies donated through Heroes on the Horizon qualify towards the 5 for 5 Promotion.





SOCIAL MEDIA TOOLKIT

The GSDH [Social Media Toolkit](#) helps you find the right words (and pictures) to raise awareness about the Girl Scout Cookie Program. It's social media planning made simple!



Action steps to help you get started — and get sharing:

- Create a social calendar that covers different phases of the cookie season, from rallies to booth events.
- Invite girls to join you in brainstorming ideas for social posts that get the attention of cookie fans.
- Share, share, share!
- Take the opportunity to celebrate your troop's achievements on social media.

BLING YOUR BOOTH CONTEST

Are the Girl Scouts in your troop the most creative cookie entrepreneurs around? Let your creative and innovative side soar during the Bling Your Booth Contest! Nothing will generate more excitement and attract more customers to your booth like the pizzazz of a blinged out cookie booth! Contest is open to troops and Individually Registered Girls.

How to Enter

1. Take a photo of you with your booth.
2. Rename your photo to include your troop number.
3. Upload photo to contest site. Site will be available on February 12 and linked on the Cookie Resources website.
4. 3 troops/Individually Registered Girls will be randomly selected to win a pizza party (value \$100).



PROMOTIONAL MERCHANDISE

Girl Scout Cookie gear is available to help promote your business whether walking in your neighborhood or at a cookie booth.

- | | |
|----------------|-----------------|
| Cookie Apparel | Door Hangers |
| Yard Signs | Thank You Cards |
| Banners | Money Pouch |
| Cookie Cart | Tablecloth |
| Fun Patches | Car Magnets |
| Button | And more... |

Visit gsdakotahorizons.org/shop to learn how to purchase these items and more.

MORE MAGIC

Did you know Little Brownie Bakers started making Girl Scout Cookies in 1973? They've been baking with hear for 50 years now! Join us in celebrating their milestone by checking out their new website.

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses. Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.



Booth Basics

SCHEDULING A BOOTH

Council Scheduled booths are lined up by the council in popular locations. Find everything you need to know in the [Just In Time: Cookie Booth Sign-Up](#) with step-by-step instructions. Keep checking council booth availability as some troops may release their booths and/or more may be added throughout the program as we secure community partners.



PRO TIP: If your troop signs up for a council scheduled booth and cannot attend, be sure to cancel the time slot in eBudde to allow another troop to take your place.

Troop Scheduled booths are arranged by a troop with a local business (not already offered by council), a school or community event or drive-thru. These booths are entered into eBudde by the troop to get registered and approved by council prior to being held.



PRO TIP: Registering your booth is important because it ensures that you're covered by our insurance, your booth is listed on our [Cookie Finder](#) to help customers find you AND no double booking.

BOOTH SUPPLIES

COOKIES!—See chart for SUGGESTED numbers based on COUNCIL-WIDE averages. Please take into consideration your booth location, time slot, weather and other factors when planning the number of cookies for your booth.

For volunteers—Make plans to pick up more cookies from a Cookie Cupboard before your booth. Learn how to place and pick up an order in this [Just In Time](#).

- Money bag or box with change.
- Pens, calculator, and bags
- [Heroes on the Horizon wrapped](#) cookie box to promote donations.
- Hand sanitizer, sanitizing wipes and face coverings
- A table and chairs, if needed (check your booth notes in eBudde to see if needed).
- [Inventory Tracking Sheet](#)
Use the Inventory Tracking Sheet to determine what you'll bring along and track how many boxes are sold during the time you are there.
- [Food Allergen Guide](#)
Bring along the Food Allergen Guide so that you are prepared to answer customer's questions.
- [Cookie Lanyards](#)
Print off a lanyard template for girls to reference cookie prices.

COOKIE	BOOTHS	
	1 HOUR	2 HOURS
	# PACKAGES	
ADVENTUREFULS	3	6
LEMON-UPS	2	4
TREFOILS	1	2
DO-SI-DOS	2	4
SAMOAS	7	14
TAGALONGS	6	12
THIN MINTS	7	15
S'MORES	2	4
TOFFEE-TASTIC	2	4
TOTAL PKGS	32	65

- [Goal Chart](#)
Use the Goal Chart to help girls create talking points. Consider having girls color and display it in a frame at the booth so customers can see their progress.
- Smartphone with access to Digital Cookie's credit card scanner.
- [Thank you cards](#)—Print off some thank you cards for the girls to hand out to customers.
- Bling your Booth**
Consider how you want to decorate the booth. Find ideas on Pinterest or shop [Juliette's Boutique](#) for items like tablecloths, banners, money bags, and more!

BOOTH REQUIREMENTS

Cookie booths allow girls an opportunity to reach their goals and make a difference in their community! A Girl Scout Cookie Booth is not just a “booth,” it’s the troop’s storefront for their business. Follow the guidelines below to ensure a successful and safe cookie booth.

- Girls must always be present; please no tag-a-longs.
- Girls should wear their uniform or Girl Scout gear.
- For council and troop booths, 1 adult in attendance must be an approved GSDH volunteer.
- Take along your booth confirmation from eBudde and ensure you arrive and leave on time.
- Be on time for your booth sale. Do not arrive early and expect to set up while the other troop is finishing their sales.
- Dress for the winter weather - but show off your Girl Scout uniform.
- Always use your manners – smile, say please and thank you.
- Do not block doorways or harass customers. This includes yelling and chants.
- Allow customers to come up to the table.
- Keep good inventory using the inventory tracking sheet– count packages before and after to verify.
- Come prepared with cash - do not ask the business for change.
- Do not eat during booth time – not even cookies!
- Keep your booth area clean – pick up all empty boxes.
- Follow any guidelines set by the store – they are allowing us to be a part of their business.
- Don’t be a NO SHOW - customers find our booths through the Cookie Finder. If you cannot attend your time slot, please release it in eBudde.
- Heroes on the Horizon donations are the only donations to be accepted at the booth – no fundraising.
- Decorate your booth!

Failure to abide by these guidelines could result in the cancellation of all future booths for a troop, or could cause the store to cancel future time slots for all troops.

ACCEPTING CREDIT CARDS

Digital Cookie is a tool that helps troops and girls run their Girl Scout Cookie business online.



What can volunteers do?

- Accept credit card payments, for in-person or delivery orders, by setting up the Troop Cookie Link.
 - This link does it all! Customers can order cookies for local delivery by girls in your troop or have cookies shipped.
 - For Cookie Booth sales, this link allows you to take credit card payments at a booth when using the Digital Cookie mobile app. Payment will then show in eBudde under the troop link sales.
 - Troops can also use this link for shipped only orders that will be connected to the Girl Scouts of the USA Cookie Finder. These cookies are shipped directly to the customer and the troop shares the sales with all the girls at the end of the season.
- Provide refunds for girls in your troop.
- View girls’ storefronts.

What can girls do?

- Personalize their site with a photo or video.
- Send emails, text, or post on social media to invite friends and family to buy cookies.
- Take online orders, shipped or in-person delivery, with credit card payment.
- Families can pay troop for cash received.

Learn more about [How to Set up a Digital Cookie Troop Link](#).