



## Troop Cookie Booth Link Tips

This season each troop will have a Troop Cookie Booth Link that they can share throughout the cookie program to promote touchless ordering and curbside pickup of cookies. The cookies ordered using this link will post in the Smart Booth Divider and troops can divide the cookie packages between girls in the troop.

### How do troops find their Troop Cookie Booth Link?

Troop Cookie Booth Links are only offered by ABC, and troops will have two links on their troop information page in Smart Cookies:

1. **Direct Ship Troop Link.** This link is for direct ship and donation orders only. This is the same link that will appear in the Girl Scout Cookie Finder. It can also be shared by the troop if they wish for direct ship or donation orders to be divided between all girls in the troop.
2. **Troop Cookie Booth Link.** This link is only for local deliveries and donation orders. This link will not appear on the Girl Scout Cookie Finder.
  - The Troop Cookie Booth Link can be used to manage drive thru cookie booths or curbside pickups.
    - **Customer Tip:** Give clear pick up locations when communicating or socializing drive thru or curbside locations.
    - **Customer Tip:** Approve orders promptly. Troop volunteer must approve order before transaction can be completed.
    - Refunds can be issued per your Council's instructions if a consumer does not pick up their order.
      - **Safety Tip:** A troop volunteer or girl should never deliver cookie orders coming in from the Troop Cookie Booth Link to the home of a person you do not know.
      - **Safety Tip:** A troop volunteer or girl should never decide to meet someone beyond your pre-established safe booth location to deliver cookies to someone you do not know. Simply reroute the customer order to a physical booth location or the troop Direct Ship Troop Link.

### What are the steps for organizing curbside pickups?

- Secure your curbside booth location, such as your local library parking lot. Be creative considering locations and opt for customer convenience. Be sure to get permission.
- Share the Troop Cookie Booth Link via text, email or online meeting.
- Review and approve orders, and pick up cookies from cupboards as needed.
- The day before the booth, have girls work together to prepare the orders. Enclose a personal thank you note with each order.
- Consider sending email reminders to customers about booth location and hours.



- On the day of the event, stage the cookies for pick up, assign roles and responsibilities.
- When customers arrive, verify orders and place cookies in cars—contact free!
- Congratulate the girls on a job well done!

### ***Email/Text Blast Announcement***

1. Ask girls/families to email or text the booth announcement containing the Troop Cookie Booth Link to friends and family.
2. Consider posting the Troop Cookie Booth Link on personal social media sites.

### **SAMPLE EMAIL BLAST**

Dear [INSERT NAME],

My Girl Scout Troop is hosting a special cookie booth where you can place your order in advance, pay by credit card and enjoy curbside pickup! It is a safe and fun way to get the Girl Scout Cookies you love this year. We also have a new cookie to try called Toast Yay! They are a fresh, modern twist on a classic favorite, French Toast.

This booth sale will help our troop reach its goal of selling [INSERT NUMBER] packages. We will use the money to support [INSERT TROOP ACTIVITIES]. We hope you will help us to do amazing things in 2021!

Our booth will be at [INSERT LOCATION] between [INSERT HOURS]. Just drive up, provide your name and we will place your cookies in the trunk (or back) of your car.

Use this link [INSERT LINK] to place your order today. Orders must be received by [INSERT DEADLINE].

If you do not eat cookies but still want to support our troop, please consider ordering Cookie Share cookies. We will donate these to [INSERT TROOP/COUNCIL DONATION PARTNER]. It is a great way to support Girl Scouts and others in our community.

Thank you!

[INSERT GIRL FIRST NAME AND TROOP #]

### **SAMPLE TEXT BLAST**

Want Girl Scout Cookies? My troop will have a curbside booth at [INSERT LOCATION, DATE] between [INSERT TIME]. Use this link [INSERT TROOP COOKIE BOOTH LINK] to order and pre-pay for cookies. You can pick up your order at the booth without leaving your car! Well send you a reminder via text the day before our booth. Thank you for your support!



## Share your link during a virtual cookie booth

### ***Steps for organizing an online meeting***

1. Select an online meeting program (Zoom, Google Meet, Teams) and ask each girl to send out the meeting link via an email invitation to announce the virtual booth.
2. Host the meeting and have girls introduce the cookies. They can write their own script as a troop activity, or you can use the sample script below. Artwork for cookies and packaging is at the Flickr link on top right corner of [abcsmartcookies.com](http://abcsmartcookies.com).
3. Follow up by sending the Troop Cookie Booth Link to each participant so they can place orders and pre-pay for cookies.
4. Check out GSUSA's Virtual Girl Scout Cookie Booths step-by-step guide for more information.

### **Sample Script for Online meeting (15 minutes or less)**

Hello everyone! We are so glad you joined us today. Our troop has lots of fun activities planned this year and we appreciate your support of our Girl Scout Cookie Program. Now we are going to tell you all about our virtual booth event!

First, I would like to introduce [INSERT GIRL 1] who will tell you about our troop's goals.

GIRL 1 – Hello everyone! I am excited to let you know that our troop goal this year is to sell [INSERT NUMBER] packages. This will support our activities including [INSERT PLANNED ACTIVITIES]. Now over to [INSERT GIRL 2] who will show you our first cookie.

GIRL 2 – Hi! I get the honor to introduce our newest Girl Scout Cookie, Toast-Yay! It is a delicious cookie full of French toast flavor and flair! It has the Girl Scout Trefoil on the front and a yummy icing on the back. Now [INSERT GIRL 3] will tell you about our next cookie.

GIRL 3 – Thank you. The fan favorite for over 15 years has been tangy Lemonades. They look like a slice of lemon and the buttery shortbread cookie is dipped in lemony icing. They taste like a slice of summer! Now on to [INSERT GIRL 4].

GIRL 4 – What is the best-selling Girl Scout Cookie every year? Thin Mints! It is a crispy chocolate wafer dipped in a minty coating. They are great frozen and in milkshakes. You can never eat just one of these! [INSERT GIRL 5], what cookie do you have to share?

GIRL 5 – My name is [INSERT FIRST NAME] and one of my favorite cookies is Shortbread. This classic flavor is great as a snack or in recipes like piecrust, banana pudding or crumble toppings. Next?



GIRL 6 – That is me! This cookie has been around since the 1960s! Groovy, huh? Peanut Butter Sandwiches are a tasty combo of crunchy but sweet oatmeal cookies with creamy peanut butter in between. Now on to [INSERT GIRL 7].

GIRL 7 – What is another best seller right behind Thin Mints? Caramel deLites! It starts with a vanilla cookie and then they add caramel, toasted coconut, chocolaty stripes and a bottom coating. Nothing goes better with a cold glass of milk! Now [INSERT GIRL 8] will talk about another classic cookie.

GIRL 8 – Hi! What is everyone’s favorite campfire treat? Girl Scout S’mores, of course! We have our own cookie version of mouthwatering S’mores made with graham cookies double dipped in a crème icing and finished with a chocolaty coating. What’s next [INSERT GIRL 9]?

GIRL 9 – I am getting hungry! How about you? I am [INSERT FIRST NAME] and my cookie is Peanut Butter Patties. This crispy vanilla cookie has a dollop of peanut butter and a rich chocolaty coating. It is really good frozen too! One more special cookie, what’s that [INSERT GIRL 10]?

GIRL 10 – We have a Gluten Free cookie too. Caramel Chocolate Chips are made with rich caramel, semi-sweet chocolate chips and a hint of sea salt. The bakery it is produced in is certified gluten free, nut free and soy free Don’t eat cookies? [INSERT GIRL 11] will tell you how to donate!

GIRL 11 – If you don’t eat or want cookies yourself, you can purchase Cookie Share cookies and we will donate them to [INSERT COUNCIL/TROOP DONATION PARTNER]. This is a great way to support Girl Scouts and others in our community.

GIRL 12 (OR LEADER) – That is our lineup! We have something for everyone, truly a cookie for every taste. Soon, you will receive an email with our troop link to place your order. You will be able to pay with a credit card and pick up your order at our curbside booth. Our booth will be at [INSERT ADDRESS] between [INSERT HOURS]. When you arrive, just give us your name and we will put your cookies in the car! Safe and easy!

ADULT VOLUNTEER - If you do not receive the link to order cookies please reach out to us at [INSERT EMAIL OR TROOP ADULT MOBILE PHONE] and we will resend the link. We will also send you a reminder the day before pick up. Thanks for joining us and supporting our troop!

#### **OTHER IDEAS:**

- Put on a cookie “fashion show”. The girls can use cookie costumes or make their own and a narrator can tell all about the cookies as the girls virtually “walk the runway”.
- Create an interactive game where viewers guess the name of the cookie when a girl describes it. Add cookie trivia!



**NOTE:** You can use the Troop Cookie Booth Link to promote touchless transactions at your regular booths too! Share the link on-site by:

1. Texting or emailing it to customers
2. Posting it on a large sign at your booth
3. Creating a free QR code (qrcode-monkey.com) and post the code for customers to scan

Once the customer opens the link, they can order and pay with credit card. The troop volunteer approves the order, and the girls can set the cookies on the table for the customer to pick up.

Please make sure you review the safe Digital Marketing Tips for Cookie Entrepreneurs and Families, the Supplemental Safety Tips for Online Marketing and other safety resources available for troops at <https://www.girlscouts.org/en/cookies/troop-leader-resources.html>