

# Cookie Booth Essentials

How to Maximize Your Booth Experience, Interact with Customers, and Stay Safe



**Cookie booths** are the perfect place for girls to leverage their cookie smarts and unleash their entrepreneurial spirit. But along with that excitement comes some important responsibilities.



Be sure to follow all the guidelines that your council sets in terms of designated and approved booth locations, as well as the requirements for setting up, running, and taking down a booth.



Use this flyer as a reminder for how to talk to customers about the cookie program and how to navigate difficult scenarios that may come up.

## Booth Requirements

- While at a cookie booth, make sure girls wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!
- All booth sales must take place in a designated, council-approved area.
- Booths should not block a store entrance or exit.
- Make sure there is adequate space for a table for the cookies to be on display, and the participating girls. Ensure that pedestrians, bikes, and cars can safely pass by.
- Always have a first-aid kit available at the booth.
- Have volunteers/adults present at a booth at all times.



## Tips for Safeguarding Cookie Money

- After receiving cash and making change, girls should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- Keep the cash box in a safe place or behind a barrier of cookie boxes.
- Don't walk around with large amounts of money.
- Bank cookie money often and do not keep money at home or at school.
- Reduce cash transactions by offering credit card payment options whenever possible.

# “What If?” Scenarios



1

## What if you're approached by an irate customer(s)?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security.

**PRO TIP:** Never argue or negatively engage with a customer. Try to stay calm.

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## What if someone makes you feel uncomfortable at the cookie booth?

- Depending on the circumstances, we want you to feel empowered to capture these individuals with your smartphone's video, photo, or audio recording capabilities to provide evidence to police or security.
- Please try to remain calm and respectful at all times, even when it might be difficult to do so.

**PRO TIP:** Don't engage with the person(s) or use hostile language. Try to keep your cool and stay neutral.

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## What if a customer complains about where the cookie proceeds go?

You can say, “Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help the troop and the girls' success as they grow into strong leaders.

**PRO TIP:** Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

2

## What if someone asks you, “What's the difference between Girls Scouts and Boy Scouts?”

- Girl Scouts and Boy Scouts are two completely different organizations.
- Girl Scouts leadership experience is designed with, by, and for girls—every G.I.R.L.! And research shows there's no better place for her to discover her full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

**PRO TIP:** Stay positive. Don't put other organizations down. Just lift Girl Scouts up!

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## What if someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911, and alert security (if applicable).
- Report any incidents to your council according to its guidelines.

**PRO TIP:** Never attempt to physically recover stolen items or confront a suspect.

**Good luck, and have an awesome, goal-crushing cookie season!**