2027 Cookie Resource Guide

Boothing

girl scouts
arizona cactus-pine

Boothing

Cookie Booths and Girl Scout Values

Eighty percent of Girl Scouts-Arizona Cactus - Pine Council (GSACPC) troops booth because boothing is a great way to increase sales, engage with their local community and connect to the Girl Scout Movement.

If you are new to Girl Scouts, you may be asking yourself, what is a booth? A booth is a temporary "shop" that troops set up to sell Girl Scout Cookies to the general public. Booths are the most direct and visible interaction the public has with Girl Scouts. They are traditionally set up in front of local businesses; however, other possible locations include sporting events, churches, or community events.

Please keep in mind that because GSACPC has such a vibrant boothing culture, occasionally the competition and fervor to increase sales can get the best of the kindest person. Please be graceful and kind if you find yourself in a difficult situation. The Girl Scout values and identity outlined in the Girl Scout Promise and Law are there to help us navigate through these types of situations. As Girl Scouts, we are required to follow our Law and Promise, especially when others are not – even other Girl Scouts.

- We ask adults to remember they are role models for our girls. Please do not argue in front of girls.
- If two troops arrive at a booth, the troop with the eBudde confirmation always takes priority and the other troop must leave. Always bring your eBudde confirmation and written permission (for self-scheduled booths) from the store manager.

Our Mission

Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and
be a sister to every Girl Scout.

» Never involve a store manager or store employee in any disagreement. If you can't resolve a problem, leave, even if you are right. Take the girls on a walkabout and call the Product Program Team when you can.

» Follow all store managers' instructions, even if they ask you to leave. Be courteous to their requests. Store Managers have the final say, NOT the Product Program Team. Take the girls on a walkabout and call the Product Program Team at 480-369-8213 when you can.

» Follow proper ratios: No more than 2-4 girls and 2 registered/background checked adults.

» Juniors and above can booth 1:1 at self-scheduled booths and low-traffic Council booths.

» You may see some people behaving poorly. If you wish to lodge a complaint about another Girl Scout adult volunteer, please contact the Product Program Team or MSE and we will help resolve the conflict. Please do not use Facebook or other social media to vent.

Boothing the Girl Scout Way!

- Online exclusives (Sparkables and Patch Pals) are **NOT** to be sold at booths.
- We are guests at booth sites. Please act like a guest in a friend's home.
- Don't monopolize your favorite booth site.
- Always greet the store manager on arrival and departure; thank you notes add a great Girl Scout touch!
- Be respectful of our store supporters! Leave their competitors' bags, shirts, or other material at home.
- Be considerate of the troop scheduled before and after you. Do not arrive more than five minutes before your scheduled time or stay after your scheduled time.
- Keep doorways and walkways clear.
- **Divide girls into shifts based on the number of girls in your troop. No more than four girls and two adults at one time. All adults at the cookie booth must be registered Girl Scouts and background checked.**
- Non-Girl Scout siblings, friends and pets are not allowed at the booth.
- Greet customers with a hello when they enter the store and ask them if they would like to purchase cookies as they leave.
- Wear a form of Girl Scout identification and appropriate attire.
- Some properties may allow more than one Girl Scout booth in front of different stores in the strip mall. This is okay. There should be enough traffic for all troops. Please be respectful and supportive of all girls boothing.
- Leave the booth site cleaner than when you found it. Do not overfill the stores' trash cans. Take the empty boxes with you and recycle them.

Council-Scheduled Booths

Council-scheduled booths are those scheduled through council and are listed in eBudde. Most of the council-scheduled booths are entered before booth rounds begin. However, our partners determine both the times and dates when they will allow boothing and *when that information is released* to the council. As such, additional council-scheduled booth opportunities may become available throughout the program. Notification that new council-scheduled booths have been uploaded to eBudde will be sent through email.

Troops may not contact businesses that have made council-scheduled booth arrangements. These partners generally include (but are not limited to) large grocery store chains, Wal-Mart, Bashas' and Fry's. Sometimes council has an agreement with a specific store in a chain, like one Walgreens or one Barro's Pizza, or a community partner such as Arizona State University, the Phoenix Zoo or a community college. These will be shown in eBudde.

It is critical that we maintain a positive relationship with our partners for their continued support of Girl Scouts and our cookie program. Understandably, our partners do not want field calls from troops, if they have already agreed to a Girl Scout booth schedule.

Please respect our partners and check eBudde to see which store locations are council-scheduled and then follow these guidelines:

- If most of a chain retailer's locations are listed in eBudde, it means they have a state or national agreement. You may not call that business, even if your specific store location is not listed.
- If only a *few* of a chain retailer's locations are listed in eBudde, then you may call any of the locations NOT LISTED. Do not call any locations already listed in eBudde. If a business or organization has only one location listed in eBudde, such as a restaurant, community college or the Phoenix Zoo, please do not call them.
- Council will help keep you up to date on boothing at specific businesses and locations via our email communications.

Self-Scheduled Booths

Self-scheduled booths are booths that troops scheduled themselves. These booths are entered into eBudde by the troop and need council approval, which takes 1-2 business days. If you need approval for a last-minute booth opportunity, please email *productprogram@girlscoutsaz.org* to expedite the process. We will do our best to accommodate your request.

- You may begin entering your self-scheduling booths as soon as you have access to eBudde.
- Select self-scheduled booth locations wisely. Make sure the business is child-friendly and appropriate

for Girl Scouts. Locations catering to adults only, like bars, smoke/vape shops or marijuana dispensaries are inappropriate selling locations.

- Get written permission for any self-scheduled booth from the store manager and bring a copy of it to the booth. Use the *Self-Scheduled Booth Authorization Form* located on our website.
- Make sure the property management company allows boothing. Sometimes the store manager will approve a booth when the property management does not allow boothing on their property.
- Remember to ask the store manager if any other authorization is needed.

What Are Booth Rounds?

Council-scheduled booths are extremely popular and competition for them can be fierce. Booth rounds were created to provide more equitable access to council-scheduled booths among troops and to prevent hoarding booth sites. Troops are limited to a specific number of council-scheduled booths they can select each week. Booth rounds take place several weeks before the program begins. The booth round dates are located on the council website.

What Is a 1:1 Ratio Booth?

Juniors, Cadettes, Seniors and Ambassadors may booth with a 1:1 ratio, meaning one adult to one girl. The adult must be a legal guardian, who is a registered Girl Scout and background checked. Sisters may booth together with their legal guardian.

Booths must be scheduled through the Troop Cookie Manager or IGM Coordinator and entered into eBudde.

Guidelines

- Girls should use their own inventory (not troop inventory).
- 1:1 ratio booths should be self-scheduled booths.
- High volume sites, like Fry's Food Stores and Wal-Mart, are not eligible for 1:1 booths UNLESS an unforeseen emergency prevents a girl from attending and the site risks a no-show or late cancellation.

Daisy and Brownie ratio for booths is always two adults and two-to-four girls. All adults at the booth must be registered and background checked.

What is the Difference Between a Booth and a Standabout?

Standabouts are lemonade-style stands on private, non-commercial property. Girls must have permission from the property owners. ***They do not need to be entered in eBudde.***

Boothing Basics

Ordering packages for booths sales isn't an exact science. Ask experienced troops for guidance and use the average sales per cookie variety to get an idea of your flavor mix.

Thin Mints	Samoas	Tagalongs	Adventurefuls	Do-Si-Dos	Exploremores	Lemon-Ups	Trefoils	Toffee-Tastics
31%	**20%**	**12.5%**	**7%**	**7.5%**	**7%**	**6%**	**6.5%**	**2.5%**

What you'll need at a Girl Scout Cookie Booth

- ☐ **No more than 2-4 girls and 2 chaperones – all adults must be registered and background checked Girl Scouts!**
- ☐ $50 in ones and fives.
- ☐ A fanny pack to keep the money safe.
- ☐ Table, two chairs, signs and other decorations.
- ☐ A credit card reader and smartphone.
- ☐ Troop Cookie Inventory. Using girl inventory can get complicated, so if you do this, make sure to keep detailed records.
- ☐ A Booth Sale Worksheet to document sales which can be found on our website or in the Program Manual.
- ☐ A copy of your eBudde documentation.
- ☐ After booths reevaluate the cookie flavors and tally what is left in inventory. Add the booth info sheet into the Booth recorder sheet in eBudde.
- ☐ Enter booth sales into booth recorder.

Girl Scout Cookie Booth Manners

1. Check in with the store manager. Follow all instructions given.
2. Be respectful of the troop boothing before and after you. Don't take sales after your shift ends if another troop is waiting to set up.
3. Leave the site cleaner than when you found it, we are guests.
4. Keep doorways and walkways clear.
5. Be respectful of our store supporters! Leave their competitors' materials at home.
6. Take empty boxes with you to recycle.
7. Have fun and enjoy the experience.

Booth Sale Worksheet

Date_____ **Time**_____ **Location**_____

	Total	Adventurefuls	Lemon-Ups	Trefoils	Do Si Dos	Samoas	Tagalongs	Thin Mints	Exploremores	Toffetastics	Donations
# of boxes – start											
minus # of boxes – end											
boxes sold (subtract end from start)											
total traditional (# boxes sold x $6.00)											
total specialty (# boxes sold x $7.00)											
	$										

Financials

Ending Cash		$_____	The amount you have at the end of this booth sale (includes cash, checks and credit card payments).
+ DOC/Clover Income	+	$_____	Total DOC/Clover sales.
– Starting Cash	–	$_____	The amount you started with in your cash box
Total Sales	=	$_____	Subtract 'Starting Cash" from "Ending Cash." This number should match the "Total Sales" number in the table above.

Participants

_____

_____

_____

Stocking for Booths

Stocking a booth can be nerve-wracking. How many cookies should you take? What if you run out of cookies? What if you have too many cookies left over? Every booth is different, even at the same location. The time of day, the beginning or end of the program, the weather, girl experience, flavor variety and even a sporting event can affect your booth.
Consequently, predicting sales can be difficult. The best source for advice is an experienced cookie volunteer in your area. Network with your Girl Scout Sisters and ask for guidance, strategy and tips about the area. Remember it's better to run out, especially at the end of the program, than to overstock and not be able to sell the leftovers.

A Good Starting Point:

- 2 cases each of Lemon-Ups *(or applicable rotating flavor)*, Trefoils, and Do-Si-Dos
- 4 cases each of Samoas and Tagalongs
- 5 or 6 cases of Thin Mints
- 3 cases of Exploremores
- 1 case Toffee-Tastic

Booth Tips

If you can, arrange to have a parent available to bring you additional cases from home or a cookie cupboard (if open), if you need more inventory while you are boothing.

While boothing, be sure to keep the chocolate flavors with you and in the shade! The backup cases of NON-chocolates can stay in the car until you need them. But even then, remember that cars can get really hot.

What Should I Expect from the Girls at a Booth?

All girls are different. However, the following information is a guideline of what you should expect from girls at different levels and the appropriate amount of time girls should be at a booth. Please consider your girl's abilities, fatigue factors and goals to keep boothing fun, not a chore.

Daisies

are generally able to greet customers, have product knowledge and explain Cookies for the Community. Attention spans are short, and girls need close supervision. ***The recommended time for a Daisy to booth is an hour.***

Brownies

are generally able to make change with adult assistance, greet customers, have product knowledge, share goals and explain Cookies for the Community. Attention spans are short. ***The recommended time for a Brownie to booth is one to two hours.***

Juniors

are generally able to confidently make change and speak with customers. Juniors should be able to share their goals in detail. Attention span is moderate. ***The recommended time for a Junior to booth is two to three hours.***

Cadettes, Seniors & Ambassadors

are generally able to complete the sale without adult assistance. Girls at this age are able to clearly express their goals and can be active in setting up their booths. ***The recommended time for these girls to booth is up to four hours.***

No Shows are a no, no!

No shows to a booth, any booth, even your self-scheduled booths, hurt everyone – as does last minute cancellations. Although emergencies happen, they are rare occurrences, therefore, no-shows or last-minute cancellations should happen rarely. Here's why no-shows or last-minute cancellations impact all of us:

Cookie Finder

Cookie Finder is a website that directs thousands of customers to cookie booths. However, this app is only a positive experience for customers when girls are boothing at the sites listed.

Understandably, customers are frustrated when they use Cookie Finder to locate the nearest a box of Thin Mints only to find that there are no Girl Scouts at the site! Every year, the Product Program Team receives multiple calls from upset customers who have visited several sites listed in Cookie Finder but are unable to find any cookies. This damages the Girl Scout reputation and causes a loss in revenue.

Impacts Girls

GSACPC is known across councils as a boothing council. This means that boothing is critical to our sales success. Troops that don't show for their booth deprive other girls from that boothing opportunity. Many girls would happily take your spot, but they can only do so if they know it's available. If you must cancel, please cancel at least 24-48 hours prior to the booth so other girls have time to pick-up the booth.

Damages Relationships

Booth partners are excited to support Girl Scouts and expect girls to be at their location during the specified times. When a troop does not show up to a booth site, it damages the relationship with our boothing partners.

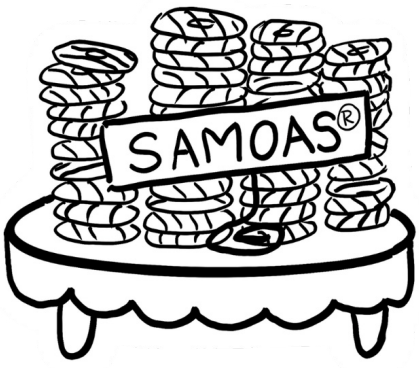
Last Minute Booth Cancellations

Emergencies come up, girls get sick, life happens, and although canceling last minute in eBudde is better than a no-show, late cancellations should only be used as last resort.

How to prevent no-shows or last-minute cancellations:

1. **Don't overbook booths.** Just because a booth is open doesn't mean your troop has the resources to staff it.
2. **Cancel the booths in eBudde as soon as you know your troop cannot staff it**. If it is a council-scheduled booth, ***do not post the open site on social media and hold the spot in eBudde***. If it is a council-scheduled booth, open it back up to the council, not just your Service Unit, by canceling it immediately in eBudde. If it is a self-scheduled booth, cancel it in eBudde first and then you can network with your neighborhood to let others know it's open. They will need to re-enter it in eBudde.

3. **Don't schedule 1:1 booths at high volume sites** like Wal-Mart or Fry's Food Stores. These sites are for multiple girls boothing and 1:1 booths at these sites should only happen if one girl had an emergency and another girl could not take her spot.
4. **Talk to your parents about no-shows and last-minute cancellations.** Discuss the reasons why it's important to let you know as soon as possible if their daughter is unable to booth. Troops who no show to a booth or frequently cancel at the last minute will lose council-scheduled booth privileges.



Boothing for Success

Get help from parents! Don't feel obligated to do to every booth. Parents are willing to help, just remember that **both booth chaperones must be a registered and background checked Girl Scout**. This person should handle the money and inventory. Help Girl Scouts shine! Know booth policies and guidelines listed in the Program Manual. Share this information with booth chaperones.

Increase Your Booth Sales: Tips for Success!

- Bling your booth! Customers will love your flair.
- Bring along a troop goal poster and pictures of activities in which your troop has participated. Don't forget to include your service projects!
- Girls should speak clearly at an appropriate volume. Shouting and loud boisterous selling techniques push customers away, decrease sales and can harm our reputation and partnerships with the business. Make signs to encourage bundling of cookies *(i.e., get X boxes for Y).*
- Bundle packages and attach recipes that use the cookies, or offer handmade cards, such as "Happy Birthday" or "Thank You."
- Promote the Cookies for the Community Program. Customers love to see Girl Scouts supporting the community.
- Brainstorm with your girls and create your own marketing strategy!

What to Do In Case of a Major Emergency
(Theft, Fire, Personal Injury, etc)

- Care for the immediate needs of the victim.
- Secure help. Call 911, if necessary.
- Follow the instructions on the *MS-27 Emergency Card* – in the forms library on our website.
- In the event of a major emergency, please notify council by calling the Cookie Emergency number at 480-369-8213 or the council 24-hour emergency number at 602-531-5935.
- Contact your Troop Cookie Manager, and/or Service Unit Manager, if needed.
- Do not issue any statements to the media. If the media contacts you, please email our Marketing and Communications Team at *marcom@girlscoutsaz.org* and/or call the emergency number to report it.
- Do not post statements on social media sites.

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