



Cookie Foundations: Booth Management

girl scouts
of northern indiana-
michiana

Connecting with Customers

Encourage your Girl Scouts to think outside the box and make their cookie booths stand out! Here are some fun and creative ideas to share with them:

- Customize and print flyers and business cards with their Digital Cookie QR code to share with customers.
- Suggest they make their own fun dream boards to showcase their cookie goals.
- Decorate the booth with fun themes, such as for the Superbowl or Valentine's Day. Check out our special themed weekends!
 - Valentine Your Booth: February 13-15
 - National Cookie Weekend: February 20-22
 - Birthday Your Booth: March 6-8
- Stop by our council Retail Shops to pick up the latest merch and give your booth a polished, professional look.
- Brainstorm with your caregivers, friends, and troop! Have fun and get creative!

Promotional Merchandise

Girl Scout Cookie gear is available to help promote your business whether walking in your neighborhood or at a cookie booth. Our cookie booth bundle has everything you'll need for successful cookie booths this cookie season.



Bundle includes:

- Cookie Line-up Sign Holder
- (1) Handheld Sign, assorted varieties
- (25) Shopping Bags
- Clipboard
- Money Pouch
- Tote Bag

Looking for something else?

Shop our Retail Shops in-person or online to stock up on all your favorites. Visit gsnim.org to learn more.



Booth Supplies

Get ready for success with this checklist of handy booth supplies:

- ☐ **Booth Setup** | A sturdy table with a tablecloth and a cookie display will make your booth stand out. Bring a cart or wagon to transport cookies and supplies easily.
- ☐ **Essential Tools** | Keep a money pouch, apron, or box stocked with \$50-\$100 in change (ones, fives, tens, and possibly a \$20). Use pencils to fill out your booth tally sheet (since pen ink can freeze outdoors), and bring a marker to update your goal chart. Have a cookie line-up and allergen chart handy to answer customers questions. Don't forget health history forms for Girl Scouts, and store a first aid kit in a nearby vehicle just in case.
- ☐ **Super Seller Tools** | Enhance your booth with a goal chart, handmade posters, or troop info about how funds are being used. Have thank-you notes and cookie bags on hand as a nice finishing touch for customers.

Many printable booth materials can be found in the Cookie Seller resources at gsnim.org.

- ☐ **Booth Lead Sheet** to collect contact information from potential Girl Scouts.

Plan for cold weather.

According to CDC guidelines, kids can be outside briefly in temperatures above 20°F, but between 20-30°F, they should head indoors every 20-30 minutes to warm up. Have Girl Scouts take turns warming up. Don't forget to dress in layers and cover heads and hands!

If you need to cancel, please remove it from Smart Cookies and notify the business owner to avoid confusion for customers.

COOKIES! | Be sure to check your inventory often. You'll want to visit a Cookie Cupboard to stock up on extra cookies before your booth starts. It's better to have more than you'll sell:

- Small, local businesses: Plan for up to 50 packages.
- Larger businesses: Plan for 100+ packages.

2026 Cookie Sale

January 30 - March 16

Booth Etiquette



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.

- Girl Scouts must always be present and actively running their business. Please no tag-a-longs.
- Divide tasks like presenter or bagger, and rotate roles based on individual comfort—don’t force anyone into a role.
- Phones should stay put away, except when handling online transactions.
- Use the bathroom and eat snacks before your shift; no food at the booth.
- Wear your Girl Scout vest, sash, tunic, or pins to represent proudly.
- Keep money secure with an adult. Never leave the booth unattended.
- Always smile, use “please” and “thank you,” and interact kindly with customers and passersby.
- Do not block doorways or harass customers. This includes yelling and chants.
- Follow any guidelines set by the store – they are allowing us to be a part of their business.
- Be considerate, caring, and respectful, including to troops working before or after you.
- Don’t be a NO SHOW - customers find your booths through the Cookie Finder. If you cannot attend your time slot, please release it in Smart Cookies.
- Have fun while showcasing what it means to be a Girl Scout!

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.



Who should be there?

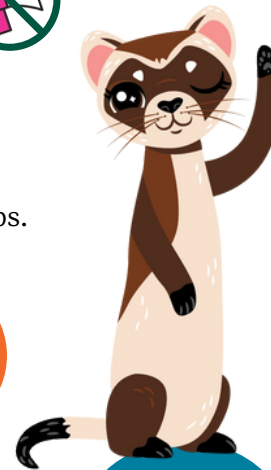
- Adult supervision is required for all cookie booths.
- Booths where any Girl Scout is not accompanied by their own caregiver require 2 registered, background-checked Girl Scout volunteers.
- Booths that have all members under the direct supervision of their own caregiver do not require adults to be registered, background-checked Girl Scout volunteers.
- Two Girl Scouts is recommended, with a maximum of four permitted.

Don’t forget a Care to Share poster!

Some customers may not want cookies but still want to support the sale. Through the Care to Share program, customers can purchase packages to be donated to local military troops and first responders. Add Care to Share information to your booth and encourage Girl Scouts to handle objections with this great pitch!

GSUSA Booth Guidelines

- Businesses serving alcohol –
 - Is there space away from the alcohol where girls can set up their space? Locations that serve alcohol are permitted if a family room is available. Bars that are 21 and over only are not appropriate.
 - Members should never in any way promote the purchase of alcohol, examples being promoting a drink that pairs well with Thin Mints or the booth partner offering a coupon on a drink for purchasing a package of cookies.
 - The adults present with the Girl Scouts should not participate in drinking.
- Dispensaries - No booths allowed in any way at marijuana dispensaries, including setting up outside.



Outside Factors

Consider how outside factors will affect booth sales:

- Weather
- Location
- How far into cookie season it is
 - Booths have higher sales the first two weeks of the cookie program

Safety

When planning, scheduling, and hosting booths, always factor in SAFETY.

- Safety of the Girl Scouts
 - Safety of the volunteers and caregivers
 - Safety of the money
 - Safety of the cookies
- Is your location a safe place?
Is the setup safe?
Bring girl health history forms
A first aid kit should be accessible

