



2023 Girl Scout Cookie Program

Cookie Booth

Guide

What is a cookie booth?

Cookie booths are a great way for your troop to earn additional proceeds by selling Girl Scout cookies directly to the public at area businesses. In addition, they provide the troop members the opportunity to set up, run and manage their own cookie store. Girl Scouts conduct transactions, build their presentation and conversational skills, set up product displays, manage inventory, and more!



How do you have a successful cookie booth?

- Work with troop members and families to determine how many cookie booths they can participate in and what days they will be able to participate in a troop cookie booth (weekend cookie booths tend to have more sales).
- Make a cookie booth goal for your troop.
- Talk about locations to host a cookie booth; selecting a location with high foot traffic is ideal.
- Add your cookie booth(s) into Smart Cookies to be part of the National Girl Scout cookie finder!
- Place a planned order for cookie booth cookies in Smart Cookies to pick up at your local cookie cupboard. (Need tips for amount needed for your cookie booth? Ask your Service Area Cookie Manager or troops in your area—they are a great resource!)
- Friendly reminder: Cookies cannot be returned or exchanged to the council.
- Cookie inventory at a cookie booth can look like this: Thin Mints 25%, Caramel deLites 20%, Peanut Butter Patties 18%, Adventurefuls, 10%, Peanut Butter Sandwich 8%, Lemonades 8%, Toast Yay! 5%, Shortbread 6%.

Cookie Booth Prep

Here are supplies needed for your cookie booth:

- A schedule that maintains a ratio of two or three (four max) troop members with two or three adults (at least one registered adult must always be present)
- Cookie inventory (count before and after cookie booth; to be used when distributing cookie sales to girls)
- First-aid kit
- Health history forms for troop members at the booth
- Cash and money box
- Device to run credit card transactions and charger
- Table(s) and covers (or make your own display)
- Sign with cookie price and troop number
- Tape and pens
- Decorated Cookie Share donation jar
- Tally sheet to track cookie sale by flavor
- Girl Scout apparel so that troop members and adults can be easily identified as Girl Scouts

Cookie Booth Etiquette

- Go over booth behavior standards:
 1. Be polite and courteous. You are a guest at the facility/business that is allowing you to host a cookie booth.
 2. Don't let troop members run around, be loud, or disrupt business.
 3. Make sure you clean up after yourselves.
- Participants may not eat, drink, or use tobacco products while at the booth.
- A Thank You note given to the host business after your sale is a great touch.



Cookie Booth options available to troops

- First-come, first-served (FCFS) booth
- Troop-secured booth
- Drive-thru or curbside booth
- Troop cookie link (virtual booth)



Quick Glance: First-Come, First-Served (FCFS) Booths

A first-come, first-served (FCFS) cookie booth is secured by the council working with retail partners who cover several regions of our council and opt into this for their convenience. The days and times are set for troops. A troop user finds the cookie booth and selects it in Smart Cookies.



- Log onto abcsmartcookies.com.
- Hover over the Booth Menu.
- Select Booth.

- Booth locations will appear on the left side.
- Select and click the location.
- Select date.
- Times available will appear in lower left under calendar.
- Select desired shift time.
- Shift has been saved for your troop.

- Your confirmation for this booth is a very quick message: "Selection was successful." No other notification will be received.

- To view troop cookie booths, select My Reservations. All first-come, first-served, approved, and pending booths will be seen.
- To delete a FCFS booth, find booth from My Reservations.
- Move to right side of screen to find three dots.
- Select Remove Reservation; you will be prompted: "Are you sure?"
- Select Confirm.

Pro-Tips

When the calendar appears, open booths will show as a darker font and the available booth time will appear in the lower box of the calendar.

When viewing cookie booths for your troops, the full screen access is not immediately seen. To access the full screen, move the cursor below the last cookie booth; a light gray bar will appear. Use the cursor on the bar to move the screen to the right. You are now able to see options to edit, delete, or distribute cookie inventory.

Special Notes

Troops will have the opportunity to secure the first-come, first-served (FCFS) booth beginning at 9 am on January 31, 2023. New retail partners can join after February 1 roll out date. Watch for new cookie booths in Smart Cookies.

Quick Glance: Troop-Secured Booths

A troop-secured cookie booth is secured by the Troop Cookie Manager via a local business/retailer. The Troop Cookie Manager works with the business to determine date, time, and booth details. Troop Cookie Manager will enter booth into Smart Cookies.



- Log onto abcsmartcookies.com.
- Hover over the Booth Menu.
- Select Troop-Secured Booths.

- Complete all required fields (Location Contact and Booth Notes are optional).
- The troop contact defaults to the user entering the booth information.
- Click Next once finished.

- Click Request Appointment Time button to set up the desired appointment times.
- Select Date and Time from drop downs and SAVE.
- Multiple dates and timeslots can be created by selecting “Request Appointment Times” after each appointment is saved.
- Once complete, select “Go to Troop Reservations.”
- If you have secured an additional cookie booth at an already-entered location, follow these easy steps:
 - Select Booth.
 - Select My Reservations.
 - Scroll to right to find three dots.
 - Select Booth Details and then select NEXT.
 - Select Add Appointment Time.
 - Complete steps for date and time and select SAVE.

- To view troop cookie booths, select My Reservations. You will see first-come, first-served, approved, and pending booths.
- Status changes from pending to approved once reviewed by Council; troop user receives email of approval or denial from Smart Cookies.
- To delete a troop-secured booth, find booth from My Reservations.
- Move to right side of screen to find three dots.
- Select Remove Reservation; a prompt will follow: “Are you sure?”
- Select Confirm.

Pro Tips

When viewing cookie booths for your troops, the full screen is not immediately seen. To access the full screen: move the cursor below the last cookie booth, a light gray bar will appear. Use the cursor on the bar to move the screen to the right. You are now able to see options to edit, delete, or distribute cookie inventory.

Only pending cookie booths can be edited. Once approved if you need to edit a cookie booth you will need to delete the booth and re-enter the troop-secured cookie booth in Smart Cookies.

Troops not able to attend a cookie booth should delete that cookie booth out of Smart Cookies. All cookie booths in Smart Cookies go to GSUSA Cookie Finder and our retail partners do hear from customers when they stop by for a cookie booth and troops are not present as scheduled.



Drive-Thru Cookie Booths

A drive-thru cookie booth is a booth that is held in a business parking lot instead of inside or by the front door. It is held in a safe area of a parking lot with plenty of room for cars to get off the street and out of the line of customer flow for the business. A drive-thru cookie booth is like a troop-secured cookie booth, you will need to get permission from the owner or manager to be there, enter the booth into Smart Cookies as a troop-secured booth (enter drive-thru in the location information area) and wait for it to be approved before hosting that booth. **Safety is the number one priority. During a drive-thru or curbside cookie booth safety measures are increased. Please read, understand, and follow the processes and procedures below. Failure to follow these procedures could result in an unsafe environment for the troop members.**

Drive-Thru Cookie Booth Guidelines

- No more than four troop members may be at the booth at a time.
- At least two adults are at every cookie booth. Daisy and Brownie troops have at least three adults.
- Troop members stay in fulfillment area of cookie booth and may not approach a vehicle at any time.
- A drive-thru booth may not impede traffic from the road or in the parking lot. This includes impeding on another business' traffic flow.
- Go over drive-thru booth location with the owner or manager of the business parking lot to know where you can set up at time of request, not the day of the cookie booth.
- Have adequate space for stations during the drive-thru process.
- A drive-thru booth may not be held after dusk.

Drive-Thru Cookie Booths: Straight Drive-Thru



Steps

1. Cars enter lot; ensure ample space for cars waiting.
2. Customer places order with adult.
3. Adult takes payment with Smart Cookies app or paper currency.
4. Adult calls the order to the troop members at fulfillment station.
5. Troop members fulfill order using bin method or bag.
6. Adult gathers order from fulfillment station.
7. Adult gives customer their order.

Supplies Needed for Drive-Thru Booth

- Safety cones or improvised barrier for traffic flow and to rope off troop area
- Table(s) for supplies and fulfillment stations
- Rope for fulfillment area perimeter
- High-visibility clothes

Signage for Drive-Thru Booth

1. Enter.
2. Stop. Put vehicle in park. Place order.
3. Drive forward.
4. Stop. Put vehicle in park. Pick up order.
5. Thank you!

Quick Glance: Drive-Thru or Curbside Cookie Booths

Drive-thru or curbside cookie booths are secured by Troop Cookie Manager via a local business/retailer. Set date, time, and booth details. Cookie booth must have ample parking lot space so as not to interfere with business traffic. Drive-thru or curbside cookie booths would have up to three contact points: order taking/payment, order processing, and order delivery. Troop members should not approach a vehicle at any time during this booth. The Troop Cookie Manager enters booth into Smart Cookies.



- Log onto abcsmartcookies.com.
- Hover over the Booth Menu.
- Select Troop-Secured Booths.

- Complete all required fields.
- Location contact and booth notes are optional.
- The troop contact defaults to the user entering the booth information.
- Click Next once finished.

- Click Request Appointment Time to set up the desired appointment times.
- Select Date and Time from drop downs and SAVE.
- Multiple dates and timeslots can be created by selecting “Request Appointment Times” after each appointment is saved.
- Once complete, select “Go to Troop Reservations.”
- If you have secured an additional cookie booth at an already-entered location, follow these easy steps.
 - Select Booth.
 - Select My Reservations.
 - Scroll to right and find three dots.
 - Select Booth Details, then select NEXT.
 - Select Add Appointment Time.
 - Complete steps for date and time and select SAVE.

- To view troop cookie booths, select My Reservations. You will see FCFS, approved, and pending booths.
- Status will change from pending to approved once reviewed by council; troop user receives email of approval or denial from Smart Cookies.
- To delete a troop-secured booth, find booth from My Reservations.
- Move to right side of screen and find three dots.
- Select Remove Reservation; a prompt will follow: “Are you sure?”
- Select Confirm.

Pro Tips

The full screen access is not seen when you first log in. To find the full screen, move the cursor over the light gray bar below the last cookie booth; it will darken. You are now able to move the screen to the right to see options to edit, delete, or distribute cookie inventory.

Only pending cookie booths can be edited. Once the cookie booth has been council approved and you need to edit, you will need to delete the booth and re-enter the troop-secured cookie booth into Smart Cookies.

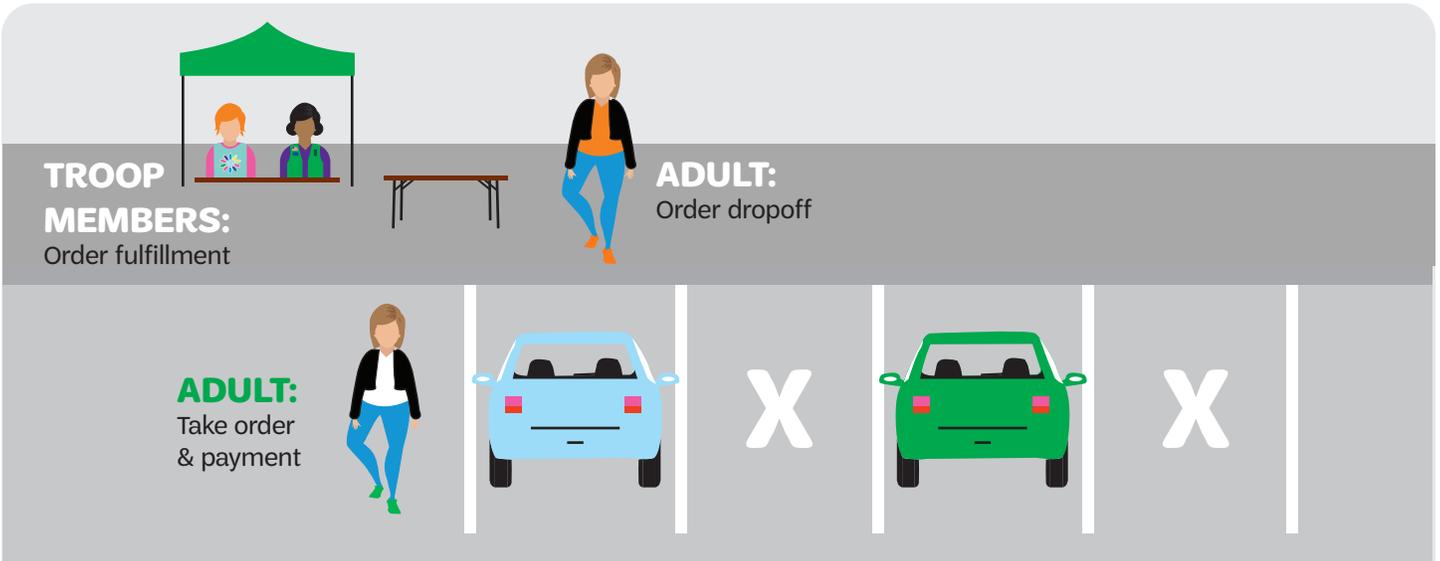


Curbside Cookie Booth

A curbside cookie booth is held in a business parking lot instead of inside or by the front door. It is held in a safe area of a parking lot with plenty of room for cars to get off the street and out of the line of customer flow for the business. Just like a traditional cookie booth, you will need to get permission from the owner or manager to be there, enter the booth into Smart Cookies (enter curbside in the location information area) and wait for it to be approved before hosting that booth. **Safety is the number one priority. During a curbside cookie booth, safety measures are increased. Please read, understand, and follow the below processes and procedures.**

Curbside Cookie Booth Guidelines

- At least two adults are at every cookie booth. Daisy and Brownie troops have at least three adults. More adults are encouraged to be present.
- Troop members stay in fulfillment area of cookie booth and may not approach a vehicle at any time.
- A curbside cookie booth may not impede traffic from the road or in the parking lot. This includes impeding on another business' traffic flow.
- Go over curbside cookie booth location with the owner or manager of the business parking lot to know where you can set up at time of request, not the day of the cookie booth.
- Have adequate space for stations during the curbside process.
- A curbside cookie booth may not be held after dusk.



Steps

1. Vehicle enters parking spot.
2. Customer places order with adult.
3. Adult takes payment with Smart Cookies app or paper currency.
4. Adult calls the order to the troop members at fulfillment station.
5. Troop members fulfill order.
6. Adult gathers order from fulfillment station.
7. Adult gives customer their order.

Supplies Needed for Drive-Thru Booth

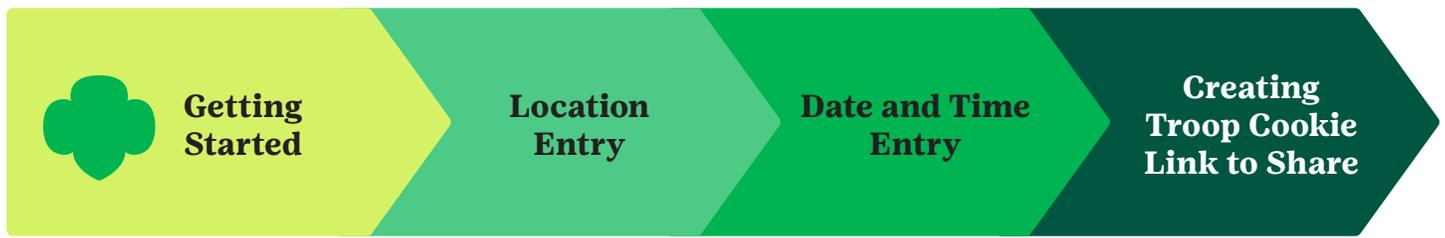
- Safety cones or improvised barrier to use for unused parking spots
- Table(s) for supplies and fulfillment station
- Rope for fulfillment area perimeter
- High visibility clothes

Signage Needed for Curbside Booth

1. Park here for order and pickup.
2. Thank you!
3. Troop sign

Quick Glance: Troop Cookie Link (Virtual Booth)

A troop cookie link provides an option to receive pre-ordered sales and payments from customers. It can also provide a troop with a controlled cookie booth option. Troop Cookie Manager creates their troop cookie link to share with friends, family, organizations, and local businesses. A troop cookie link can allow for delivery options if the troop would like, or a troop could use this link in conjunction with a FCFS, troop-secured, drive-thru, or curbside cookie booth already scheduled. Troop members work together prior to this booth and complete customer orders.



- Log onto abcsmartcookies.com.
- Hover over the Booth Menu.
- Select Troop-Secured Booths.

- Complete all required fields.
- Select Virtual Pick-Up Booth.
- Location contact and booth notes are optional.
- The troop contact defaults to the user entering the booth information.
- Click Next.

- Select Add Appointment Time.
- Select Date and Time from drop downs and SAVE.

- From Dashboard go to My Troop.
- Select Troop Information and scroll to bottom of page.
- Find Troop Cookie Link Booth.
- Enter beginning and end sale dates.
- Check “YES” if you will deliver or “NO” to not have that option available.
- Link is now available to be shared via social media, text, or email. Copy and paste as desired.

Pro Tips

The outreach of a troop cookie link could be large; consider this when determining if you want delivery to be an option.

The troop cookie link does not require council approval. Using this booth option can enhance your FCFS, troop-secured, or drive-thru cookie booths.

Troop user can reset begin/end date at any time. Allow 10–14 days for customers to view your troop cookie link. Once the end date has passed, this booth will drop from active troop cookie links.



Quick Glance: How to Process Troop Cookie Link Sales



Getting Started

- Log onto abcsmartcookies.com.
- Hover over the Booth Menu.
- Select Troop-Secured Booths.

Pro Tip

Troop user will NOT receive email notifications for troop cookie link sales. Troop user accesses those from Booth Credit Card Payments. Review these booth sales several days in advance to make sure troop cookie link sales can be covered by your troop inventory.

How to see Troop Cookie Link Booth Sales

- Select Booth.
- Select View Booth Credit Card Payments.
- Pending order review can be seen on the left side of the screen in RED.
- Scroll to the right and find three dots.
- Review order to make sure you can fulfill.
- Click Approve if you can fulfill. Customer credit card is charged at this time. Customer receives email that order will be ready for pick up (or delivery if option is available).
- Click Cancel if you cannot fulfill.

How to run Troop Cookie Link Booth Report

- Select Reports.
- Under Report Categories, select Booths.
- Under Report, select Booth Sales Credit Card Transaction Export.
- Select Go to Report.
- Sort if needed between locations and dates.