

Unbox the Future



Cookie Booth
Essentials

Presenter



Cookie Booths Essentials

Innovating Locations
Booth Sale Process

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Girl Scouts of Eastern Iowa and Western Illinois council:

- 10,422 Girls
 - 7,216 Girls in troops
 - 3,206 Girls in alternative programs
- 3,200 Adult members
- 53 Service Units
- 37 counties
- Over 22,000 square miles

Cookie Program:

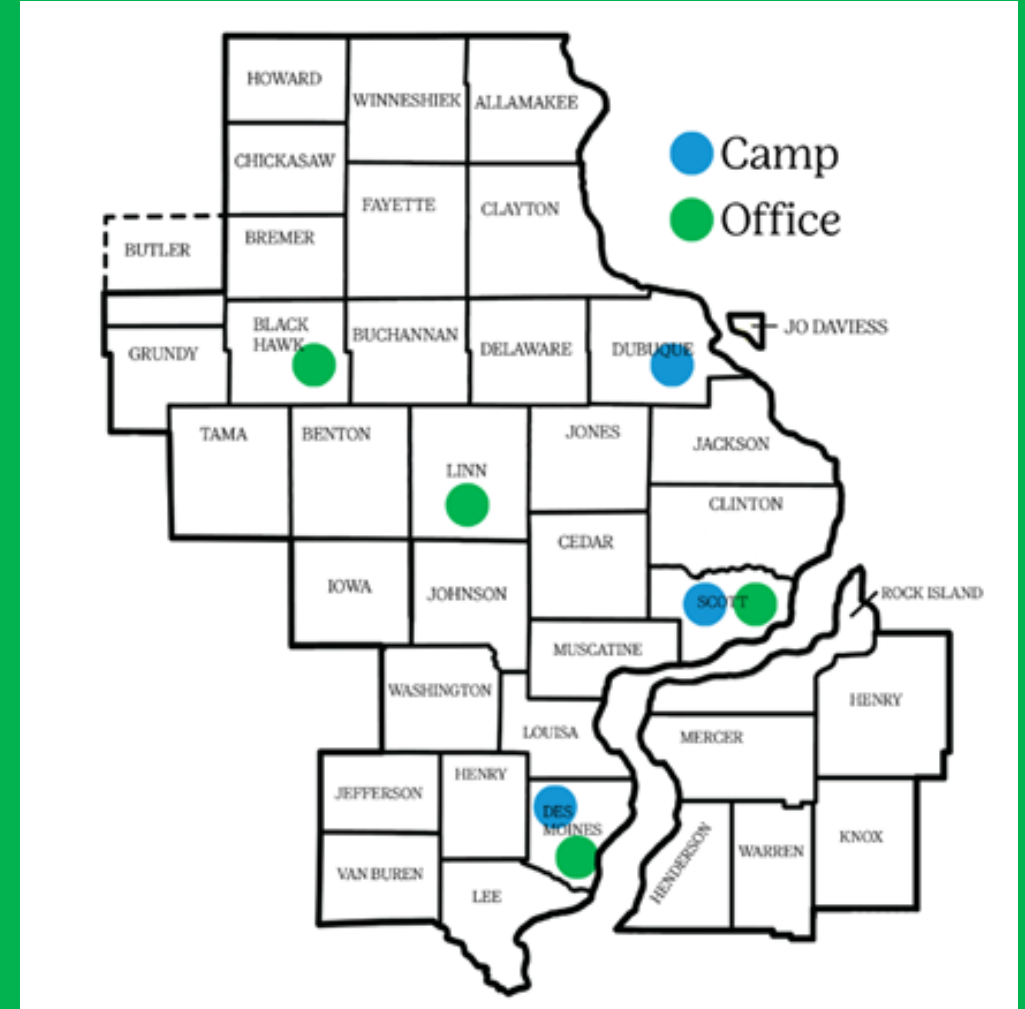
- 963,888 packages in 2024

Product Program team:

- 1 Director of Product Program
- 1 Senior Product Program Coordinator

Baker:

Little Brownie Bakers



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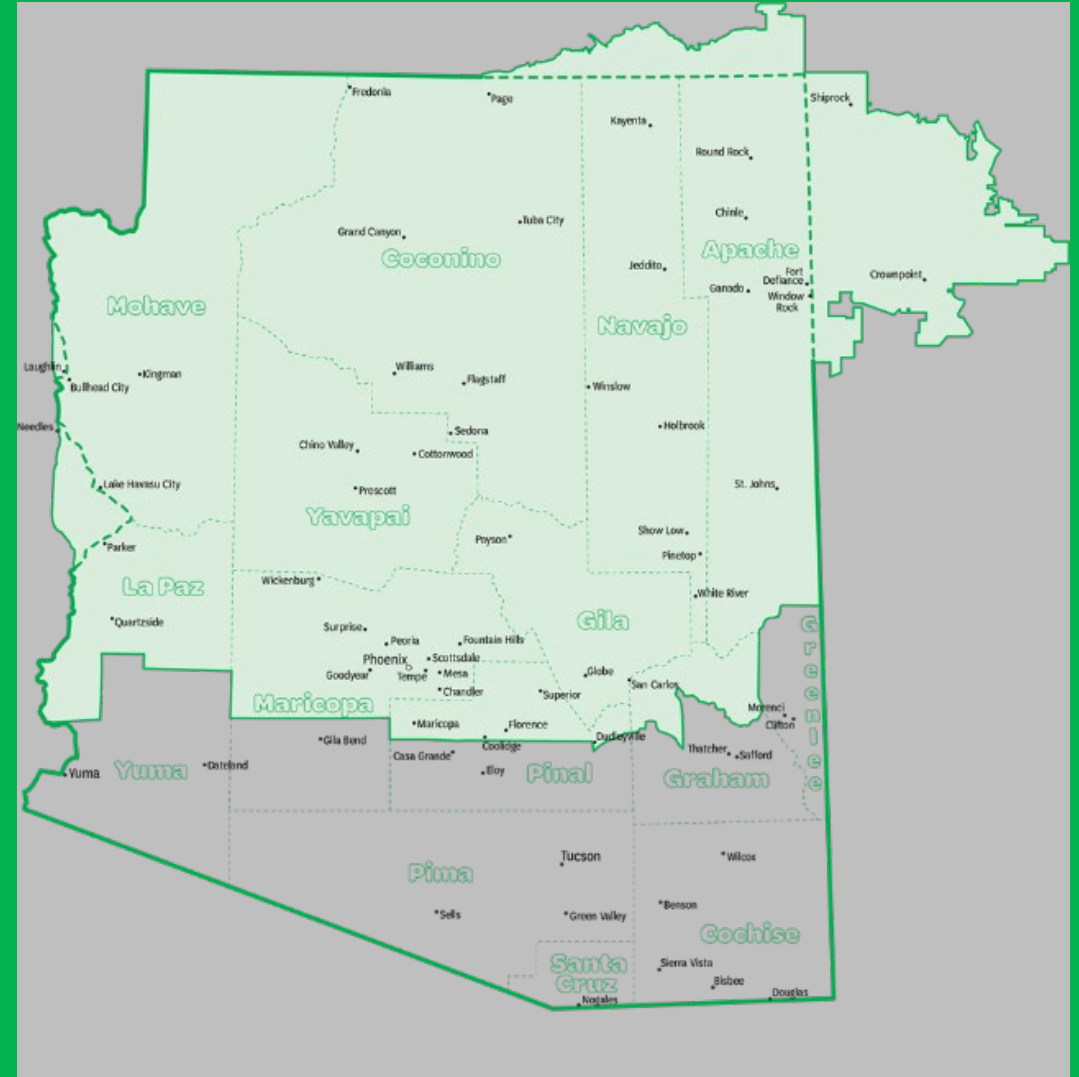
Girl Scouts Arizona Cactus-Pine council:

- 10,848 Girls Membership
- 7,817 participating Girls
- 32 Service Units
- 19 Distinct Native American populations in tribal communities and urban centers
- -75,000 square miles

Product Program team:

1 Director of Product Program
1 Product Program and Data Manager
1 Product Program Coordinator

- Baker: Little Brownie Bakers



New! Cooke Booth Essentials

Available on girlscouts.org for the 2025 season

Enhanced content to address:

- Booth requirements
- Who is authorized to approach locations
- Safety ratios
- Alignment with Volunteer Essentials, Safety Activity Checkpoints, Risk Management and Guidance
- How to prepare for a booth
- Booth etiquette
- Booth finances
- Updated 'What If' Scenarios
- Includes inventory tracking worksheet



Cookie Booth Essentials

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



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.



Use this flyer for helpful tips on how to talk to customers about the cookie program, and how to navigate difficult situations that may come up.

Booth Requirements

Remember to follow all guidelines that your council sets, like approved and designated booth locations, as well as requirements for setting up, running, and taking down a booth.

- All booth sales must take place in a designated, council-approved area.
- Check with your troop cookie volunteer to determine who is authorized to approach locations to request permission to hold a booth, and how to sign up for expanded cookie booths opportunities if offered by your council.
- Girl Scouts should not sell in or in front of establishments that they themselves cannot legally patronize.
- Girl Scouts must be present at cookie booths; follow your council's guidance for minimum/maximum attendees.
- Have a minimum of two adults (at least one of whom is a registered Girl Scout volunteer with the required background check) present at all times.
- Always have a first-aid kit and caregiver contact information available at the booth.
- Only Girl Scout cookies may be sold at booths.
- Girl Scouts may not engage in any direct solicitation for money; however, Girl Scouts may promote their cookie donation program at cookie booth locations.



Booth Sale Process – Considerations



Booth Teams – Use volunteers/staff– encourage consistency between service units



Who approves booth sales?

Who enters the booth sales into the baker software?

Consistent naming conventions

Fostering relationships: gifts, thank you notes

Incentives



Innovating Locations – Using Data to Make Informed Decisions



Geographic locations: more locations closer or less locations in wider area?

Time: length and time of day

Non-premium locations—how do we ensure troops sign up for these booths?

Unique locations



National vs Local Partnership



National Booth Partnerships

Walmart
GNC
iHop



Local Partnerships

Fry's Food Store
Bashas
Sonic – regional



Partnerships for Cookie Booths



Booth Partnership

Who is involved with partnerships?

Fund Dev.

Marcom

Recruitment



Discussion Points



Girl Scouts of the USA



Thank you!

