

Topic: Cookie Booth Preparation

What is a Short and Snappy?

- A short interactive group discussion provided at a Service Unit meeting for volunteers to share at the troop level.
- Any Service Unit team member, volunteer, or learning facilitator may guide a Short and Snappy.
- Ideas for presentation: One person can facilitate to a group, or small groups can present an assigned section to the room.

Getting Ready for the Most Wonderful Time of Year: Cookie Season

The Girl Scout Cookie Program is the largest girl-led entrepreneurship program in the country and its almost time to start selling this year! Girl Scouts who participate in the Cookie Program learn not only ways to manage money, goal setting skills, business ethics, and other important business skills, they are also learning how to talk to others and be more confident in themselves. Many troops will pick a cookie selling goal- like certain number of boxes sold maybe or to raise a certain amount of money for a troop activity- to have the girls work towards. You as a leader have a goal also: to power life- changing programs, experiences and learning for yourself and your troop all year long.

Dates to Know

There are a lot of events going on during cookie season; here is a short list of some important dates that might be helpful to selling:

December 10-Intro to the Cookie Program Zoom Call at 6:30 pm

January 2- Volunteers Gain Access to Digital Cookie

January 6- Caregivers and Girls Gain Access to Digital Cookie

January 11- Digital Cookies Online Orders Open

January 25- Initial Order Deliveries Begin to get Dropped Off

The GSofSI Product Program Team wants to help prepare you for your best possible cookie selling season and will be hosting open office Zoom calls throughout the cookie season. Check out the [GSofSI website](#) for more information about the open office Zoom calls and other important dates for this cookie season!

Make Your Cookie Booth YOURS

Booth sales are a troop activity where girls set up a mobile store in front of local retailers. GSUSA has a helpful [Cookie Booth Essential pdf](#) that you can use when setting up your booth. Your troop can decide on how many times they want to participate in a booth throughout the program. When signing up to host a cookie booth, make sure you fill out the [Cookie Booth Request Letter](#) and that you are following the [guidelines](#).

Remember- your cookie booth is like a store front for your troop. You want to make it fun and exciting! Your girls want to have fun selling cookies and they want people to stop by the booth and buy cookies- so make sure your booth reflects that! Little Brownie Bakers has a library of [prints](#) and [illustrations](#) that are free to use at booths!

Your troop can decorate the table and make posters for shoppers to see! When making cookie selling posters, encourage your girls to talk about why they are selling cookies. If your troop is working towards a travel goal, include that on the posters! The [GSofSI council shop](#) has a lot of cookie promotional items you can use to jazz up your booth! A cookie cart is a great item that is helpful to you as a leader and something that will grab someone's eye when you're at a booth or walking around selling!

As you set your goal for your cookie business, think about how digital marketing can help. Here are a few digital [marketing tips](#) that can help you and some online [safety tips](#). The most important thing to keep in mind when it comes to social media and cookie season is to stay [honest and fair](#).

How to Handle Money and Cost Increases

GSofSI has a zero-tolerance policy for misuse of girl funds; any adult accepting responsibility for handling money is accountable for its proper use and safekeeping. The [GSofSI website](#) goes into more detail on money handling tips and tricks and policies. In order to minimize the risk of loss, it's recommended to regularly collect money from caregivers throughout the sale and make prompt deposits to the troop bank account and provide weekly/monthly financial updates to families for full transparency.

Cookie prices have gone up over the last few years and people stopping by your booth might have questions about it. This [FAQ sheet](#) will help you and your troop be prepared to answer those questions. Let customers know that when Girl Scouts sell cookies, they're doing more than just helping the customer stock up on delicious cookies- they're learning skills that will help them become entrepreneurs in life and gain life experiences. Have your girls tell the customers what they plan to do with their funds. This is where having posters that say their goal can drive home the message to customers that they are helping the girls reach their goals while gaining the courage, confidence, and character, to make the world a better place- and not simply purchasing a yummy snack.

How to Use This in Your Troop

Cookie season can seem daunting and stressful leading up to it but it's important to remember- you got this and you can do it! No matter what obstacles pop up, you'll face them with resiliency and creativity- it's the Girl Scout way. The GSofSI council staff and the Product Program team are here to help you. Also reach out to your Service Unit Manager and other Troop leaders for Cookie Booth tips and tricks.