

Booth sales are a way for girls to bring their sales to the people! Customers love to buy cookies when they can eat them right away. That's why booth sales—set up in front of grocery stores, at sporting events, or in other high-traffic areas—are so successful. Girls will have lots of fun setting up their store-front and talking to customers.

Booth Sales begin **February 8!**

All booths entered in Smart Cookies (recommended) will be credited for a free sample package of cookies, per booth!

Planning for Booths

SECURING BOOTH LOCATIONS

Council-Secured Booths: Girl Scouts of Greater Iowa (GSGI) books several large-scale venues for booth sales, and pays any fees associated with the space. These booths are open for any troop to sign up for, in one of the following ways:

Booth Lottery – Available through January 11 | Troops sign up for 5 potential time slots, and then Smart Cookies randomly selects a troop for each slot. Troops who use the lottery are not guaranteed a spot but may be awarded up to three.

First Come, First Serve – Available January 13 - March 17 | Time slots that are left over from the lottery - or locations that are added after the lottery runs - are open to all groups on a first-come, first-served basis through Smart Cookies.

Troop-Secured Booths: Troop volunteers or parent/guardians can start arranging troop-secured booths January 1 by contacting local businesses/organizations to get permission to set-up a booth sale. We **suggest** that TPMs enter troop-secured booths into Smart Cookies, which will then allow your booth information to be shared through the Cookie Finder app for customers to find you! Booths entered in Smart Cookies will also be reviewed by GSGI staff, to help check that a location has not double-booked two troops.

LEMONADE STANDS

Booths are a great way for girls to build teamwork and have fun together, but some girls may opt to host individual stands, based on their location, schedule, or goals! An individual Girl Scout may host a “Lemonade Stand”-style booth, provided she is supervised by her own parent/guardian, OR another registered adult female volunteer. Sisters or girls in the same household may participate in this kind of booth together.

Just like a troop booth sale, a girl and her parent/guardian should contact businesses in advance and receive permission to set-up a Lemonade Stand.

Differences between a Lemonade Stand and a booth sale:

- At a Lemonade Stand, if a girl is accompanied by her own parent/guardian, that adult is not required to be a registered Girl Scout volunteer.
- When a troop hosts a booth sale, the cookies come from the troop's inventory. Any cookies not sold still “belong” to the troop. When a girl hosts a Lemonade Stand, she must use cookies that have been transferred from the troop to the girl. Any leftover cookies “belong” to the girl, and cannot be returned to the troop.
- Lemonade Stands may not be entered in Smart Cookies and are not eligible for the free sample package, as these are managed by individual girls and families, not by the Troop Product Manager.
- The purpose of Lemonade Stands is to give girls more opportunities to achieve their goals, not to replace the team effort of booth sales!

BOOTH GUIDELINES

- Booth sales should be in girl-appropriate areas. A rule of thumb is, if girls cannot patronize the location, they shouldn't hold a booth there.
- A troop booth must consist of at least 2 girls. An individual girl's booth is called a "Lemonade Stand."
- The troop must order and bring cookies to booth sales. Any leftover cookies from the booth sale remain in your troop's inventory, and can be used to fill orders from girls, or saved for the next booth.
- For all troop activities, Girl Scout safety guidelines call for at least 2 unrelated registered adult volunteers, one of whom must be female. This is designed to minimize risk and ensure girl safety.
- Enter your location into Smart Cookies and customers can find it using the Cookie Finder app!
- Booths entered in Smart Cookies will receive a \$4 credit per booth (applied at the end of the Cookie Program) to be used as samples during your booth sale! Use whatever cookies you have on-hand that will promote your sale. Use the [Sample Flyer](#) to show what the troop is offering.

Booth Sales FAQ

Are the locations for troop secured booth sales our choice, or do we need to go from a prescribed list?

- There is no prescribed list, so get creative about places to sell! The primary guideline is that booth sales should be in girl-appropriate areas - if girls cannot patronize the location, they shouldn't hold a booth there. A good starting point is to look at your local community and businesses you regularly visit.

Do we have to account for the sample package anywhere in our cookie inventory?

- Yes, just like with the one free sample package for the girls in your troop. After each booth, you will have one extra package that you'll move in a *Troop-to-Girl Transfer*, because you'll automatically be credited for the sample package.

Do the Lemonade Stands receive a free sample package of cookies, like the troop booths do?

- No, the new Lemonade Stands are managed by girls and their parent/guardian, not by the TPM. Lemonade Stands are not entered in Smart Cookies, and do not receive the free sample package.

Can Lemonade Stands be in public places? Are there any ideas on where to set these up?

- Yes, Lemonade Stands have the same guidelines as troop booth sales - they can be held anywhere, provided it's a girl-appropriate location. We encourage girls to get creative!

Can my daughter set up a Lemonade Stand under my supervision, even though I am the TPM, as long as she uses her own inventory?

- Yes, that's correct! That option is available for you as a parent, to host with your daughter. Of course, we still encourage troops and TPMs to set up booth sales, which are a great way for the girls to work together!

Can troops hold booth sales in neighboring communities?

- Every year, we get requests to determine boundaries, such as "girls from XYZ community can only do booths in XYZ community." However, it's nearly impossible to create that kind of rule for 70 counties that include metro areas, suburbs, and rural towns! Girls may live in one community, go to school in another, and have parents that work in a third - not to mention where families go for shopping and recreation! When it comes to setting up booths, a good starting point is to look at your local community and businesses you visit, recognizing that "local" is a relative term, depending on where you live, work, and play.

What happens when a location books two booths at once?

- Every year, a few troops will have the misfortune of being double-booked for a booth by a business or organization. We know it's disappointing when things don't go as planned! In the event of a mix-up with your booth time, we ask the adults to stay level-headed and work together to find a solution – like teaming up or splitting the time. And please, go easy on the venue! You're representing Girl Scouts, and setting an example for the girls, so recognize the situation for what it is – an honest mistake.

What happens if a Lemonade Stand is double booked with a troop booth?

- As far as whether a troop or lemonade stand gets preference in the unfortunate event that a location double-books cookie sellers, the answer is the same as if there are two troops double-booked: GSGI cannot create a policy regarding what happens on another business or organization's property. If this happens, we ask the adults to stay level-headed and work together to find a solution.

How Booth Sales Work

- Customers pay with cash, check or credit card.
 - To accept credit card payments at booths, troops have the option to use *Clover Go*. Card payments are processed through the *Clover Go* app, downloaded to your phone or tablet. All transaction fees are covered by Girl Scouts of Greater Iowa.
 - To get started, submit the [Clover Go Login Request](#)
- Any monetary donations (including “keep the change”) should be directed towards cookie donations, including the [Joy Project](#) or Troop Cookie Donations, and added to the total booth sales.
- Use the [Booth Sale Worksheet](#) to keep track of cookies sold at all booth sales.
- After the booth, adult chaperones should collect all money to turn into Troop Product Manager (TPM), or deposit directly into the troop bank account.
- Give girls credit for the sales by using Transfers or the Smart Divider in Smart Cookies.

HOW GIRLS GET CREDIT FOR BOOTH SALES

Packages sold at troop booth sales, including Joy Project donations, should be credited to the girls that sold them, through a *Troop-to-Girl Transfer*, as these will add to their totals for individual rewards. There are typically two ways to give credit to the girls. You'll want to discuss your plan with girls and their families before your first booth.

Sometimes multiple troops or Juliette (individual) Girl Scouts team up together for booth sales, which is a great team-work option! Just be sure to decide beforehand who is responsible for the booth inventory, and how the sales will be transferred to each participating girl.

1. Take the total number of packages sold at the booth and divide by the number of girls participating.
Example: A troop sells 120 packages with 6 girls participating. Each girl receives credit for 20 packages.
2. Some troops may do longer booth sales, divided into multiple time slots, where girls are credited based on the number of hours they worked.
Example: A troop has a six-hour booth, selling 240 packages. First, calculate the total hours worked. Four girls worked 4 hours each ($4 \times 4 = 16$ hours), plus 2 girls worked 2 hours each ($2 \times 2 = 4$ hours), for a total of 20 hours ($16 + 4 = 20$ hours). To get packages per hour, divide the number of packages (240) over the number of hours worked (20): $240 / 20 = 12$ packages per hour. The girls that worked 4 hours are each credited 4×12 , or 48 packages, and the girls that worked 2 hours are each credited 2×12 , or 24 packages.

Of course, you may not end up with nice even numbers! Troop Product Managers will often choose to give an “extra” credit to girls that worked hard or overcame a challenge at a booth, or to girls that are close to achieving a certain reward level.

If you entered your booth in Smart Cookies, don't forget about your free sample package! You can include that in your total to transfer to participating girls—just know you won't see the credit in Smart Cookies until the end of the Cookie Program.

The Day of Your Booth

- Troops must bring their own cookies to any booth to sell. Booths are not pre-stocked.
- While girls should practice calculating totals and counting back change for customers, be sure to have an adult watching the money at all times.
- Girls and adults are highly encouraged to wear uniforms, clothing, or pins that identify themselves as Girl Scouts.
- Be respectful to the customers of your location - ask everyone, but understand not everyone will buy. Always say "Thank you," whether the customer purchases cookies or not.
- Be careful not to leave the booth unattended.
- Stay within the area designated for your booth. Don't wander around the store.
- Girl Scouts leave areas cleaner than they found them. Clean up any garbage before leaving at the end of the day.
- After the booth, adults should count the money and inventory. Any remaining cookies should be returned to the troop inventory, and money should be deposited into the troop bank account as soon as possible.
- Have fun!

SUGGESTED BOOTH MATERIALS CHECKLIST

- Card table or other small table
- Wagon or rolling cart for loading & unloading (optional)
- Tablecloth (Girl Scout tablecloths available for purchase through council shops)
- [New Cookie Flyer](#), [Sample Flyer](#), & [Joy Project Flyer](#) (found at gsgibridge.com/cookieprogram)
- Girl-made posters, banners, signs, and masking tape
- Plate for package of sample cookies (kitchen knife or scissors may be helpful to create smaller portions)
- Donation jar
- Money bag or box with change (at least \$20 in \$1 bills and \$5 bills)
- Notepaper, pens, calculator
- Plastic bags for purchases (optional)
- First-aid kit
- Credit Card reader (optional)
- [Booth Sale Worksheet](#) to track cookies sold, attendance and credit per girl

BOOTH SALE INVENTORY SUGGESTIONS

Quantity sold will vary by site, day, and time of the sale. A safe suggestion is always to order more of the favorites – Thin Mints, Caramel deLites, Peanut Butter Patties, and Lemonades.

Quantities listed are suggestions only, and are not required for a booth sale.

	STANDARD STOCK	RURAL STORE FRONT	URBAN MALL	AVERAGE WALMART
THIN MINTS	4 cases	3 cases	5 cases	5 cases
PEANUT BUTTER PATTIES	3 cases	2 cases	5 cases	4 cases
CARAMEL DELITES	3 cases	2 cases	5 cases	5 cases
S'MORES	3 cases	2 cases	5 cases	4 cases
LEMONADE	2 cases	1 cases	2 cases	2 cases
PEANUT BUTTER SANDWICHES	1 cases	1 cases	1 cases	1 cases
THANKS-A-LOTS	1 cases	1 cases	2 cases	1 cases
SHORTBREAD	1 case	1 case or less	1 case	1 case

Smart Cookies

Check out the Smart Cookies Guides for specific directions on managing your booth sales in Smart Cookies, including:

- [Entering requests for council-secured booths in the booth lottery](#)
 - **Enter by January 11 at 11:59 p.m.** Each troop may enter five requests into the lottery. Troops may win up to three of their five requests. In some cases troops may not win any locations.
- [Entering your troop-secured booth locations](#)
 - Booths that are entered in Smart Cookies receive a credit for a free sample package of cookies, and are visible to customers on the Girl Scout Cookie App. GSGI also reviews each booth entered to ensure locations are not double-booked for booth sales.
- [Using the Smart Booth Divider](#)
 - The Smart Booth Divider is an optional tool for troops to track the girls that attended the booth, the total number sold by variety and also quickly divides the cookies among the girls by variety and allows transfers done all at once. You can also manually transfer cookies to participating girls using a *Troop-to-Girl Transfer*, instead of using the Smart Booth Divider.



BOOTH SALE WORKSHEET

Troop Number: _____ Booth Location: _____ Booth Date/Time: _____

Troop Product Manager _____ Adult Responsible for Cookies & \$\$\$ _____

	Thanks -A-Lots	S'mores	Lemon -ades	Short Bread	Thin Mints	PB Patties	Caramel DeLites	PB Sandwich	Caramel Choc. Chips	TOTAL	Joy Project (Donations)	Total \$\$ Sold X \$4 (x\$5 for CCCs)
Beginning Inventory (Pkgs)												
Ending Inventory (Pkgs)												
Total Pkgs Sold (Difference)												

Starting Cash:	
Ending Cash:	
Amount Collected in Cash (Ending Cash <i>minus</i> Starting Cash)	
Amount Collected in Checks	
Amount Collected in Credit Cards:	
Total Sales (\$\$) at Booth:	

Girls Present	Start Time	End Time	Hours Worked	Pkgs. Earned

Booths registered in Smart Cookies receive a \$4 credit for 1 free sample package per booth! You will see your credit(s) at the end of the program, so your total sales may appear \$4 off.