



# Booth Sales



Booth sales are a way for girls to bring their sales to the people! Customers love to purchase Girl Scout Cookies and often they don't have a Girl Scout come to their door. Troop goals are more likely to be reached when booth sales are set up in front of grocery stores, sporting events or other high traffic areas. Plus, girls will have fun setting up their store front and talking to customers.

Customers can pay with cash, check (made payable to Girl Scouts of Central Illinois or GSCI) or credit using the Digital Cookie App or Square, etc. The Digital Cookie Credit Card processing option will allow girls to differentiate between a personal sale and a booth sale when entering the payment. Both Girl and Troop Booth payments will automatically be credited in Digital Cookie. Adult chaperones should collect all money and deposit into the troop bank account.

Using the Smart Booth Divider, Smart Cookies will calculate individual girl cookie booth sales for you and evenly distribute package sales to each girl that participated in the cookie booth.

## Securing Booth Locations

**Council Secured Booths:** Girl Scouts of Central Illinois books several locations for booth sales. These booths are open for any troop to sign up in one of the following ways.

- From January 5-8 two booth sale time slots per troop may be reserved (see "Booth Sales" on page 38 for info on how to reserve a location and time slot).
- January 9-March 29 is first come first served. Time slots that remain are available for any and all troops. There is not limit on the number of time slots a troop may reserve. If a troop is unable to use a booked time slot the troop must cancel their reserved time so it is available for others.

## Troop Secured Booths

Troop volunteers or parent/guardians can start arranging troop secured booths at any time by contacting local businesses/organizations to get permission to set-up a booth sale. Once the location, date and time is known, they should enter the information in Smart Cookies. When the information is entered in Smart Cookies, the booth sale will then be included in the GSUSA Cookie Locator. Customers access the Cookie Locator via GSUSA and GSCI's websites and your booth sale will become visible to customers who are actively seeking Girl Scout Cookies. Last year over 10,000 local customers used the cookie locator. Be sure to enter your booth sale information so you don't miss out on this fantastic marketing opportunity (see page 38 on how to enter your booth sale in Smart Cookies).

### *Are there geographic boundaries for booth sales?*

All booth sales must be held within the geographic confines of GSCI. If you are unsure a council map is available in the Cookie portion of our website ([GetYourGirlPower.org](http://GetYourGirlPower.org)). You may also contact Customer Care for geographic questions.

### *Can I hold a booth sale outside my community?*

The short answer is yes. A troop may hold a booth sale in any area within our council confines. GSCI has 38 counties and over 500 towns. Girls may live in one community and go to school in another and have parents that work in a third. Also families travel and recreate to different communities. 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.

### *Are there establishments where I cannot hold a booth sale?*

Girl Scouts should not hold a booth sale in or in front of any establishment where youth are not allowed to frequent. This includes 21+ bars, dispensaries, etc.

Girls continue to earn credit toward council rewards and Cookie Dough for boxes sold at booth sales through March 29, 2026. Track and transfer each girl's additional orders in Smart Cookies before you submit your reward order by April 2, 2026.

### **How Many Cookies Should You Order for Your Cookie Booths?**

Before you place a Cookie Booth order, determine your current troop inventory by talking to your parents and Girl Scouts. You might have enough on hand for your first Cookie Booth. **In general, you should sell between 2-5 cases per hour.**

The amount of cookies you sell will vary based on:

- The customer count or “traffic” at your Cookie Booth location (Walmart vs. a small bank)
- The week of your Cookie Booth (week 1 will sell more than week 5)
- The weather
- How you market your Cookie Booth (Goal setting and visibility counts!)
- The number of hours you hold your Cookie Booth

### **Successful Cookie Booth Tips**

- Identify a well-trafficked site; ask the owner/manager for permission to hold a Cookie Booth.
- Advertise all Cookie Booth dates and locations. Enter your booth sale information using the Booth Tab and selecting Troop Secured Booth Sales. (See page 38 for instructions.)
- Stock the Cookie Booth with a sufficient supply of cookies.
- Decorate the Cookie Booth with posters and goal charts. Let the customer know what buying a package of cookies will help girls accomplish. Tell them where the money goes. Fill in the goal chart as boxes are sold, so customers will also see how close girls are to their goal.
- Decorate a container for Operation Cookie Share. Customers may not want to purchase an entire box, but may give a dollar or two. Let it add up! Remember your troop earns \$1 per box for each box of Operation Cookie Share ordered.
- Encourage girls to wear their Girl Scout uniforms or other Girl Scout apparel.
- Thank the owner/manager of the location for allowing you to have your Cookie Booth.
- Congratulate girls and order Cookie Booth patches for all girls who participated. (Cookie Booth patches will be available at GSCI Trefoil Boutiques.)

