

# The Best Cookie Booth!



**which  
of these ideas  
would you  
like to try?**



☐ **open your own  
cookie store**

Try to find a consistent time and location where customers can expect to find you! Post fliers so everyone knows your schedule. Ask to booth at neighborhood yard sales!

☐ **they know you're  
selling Girl Scout  
Cookies...**

Customers want to help Girl Scouts help others. If girls have a service goal, have them make posters to tell customers about it. Let them know how many cookie boxes you need to sell to reach your goal. The cookies bring them in - your story seals the deal!

☐ **help them find  
their favorites!**

Encourage girls to create hand-drawn posters that target what customers love. Here are some ideas:

- Cookies: the BEST Valentines Day Gift!
- Love chocolate? Get your Samoas and Thin Mints here!
- Love peanut butter? You'll love Tagalongs and Do-si dos!
- Trefoils— Great with coffee!

☐ **always mention  
Gift of Caring**

Troops should always ask if customers want to donate to the Gift of Caring program. Everyone wants to help their community, whether or not they want cookies. Follow up your cookie conversation with a Gift of Caring conversation and see how many "no's" turn into "yes!"

☐ **FREE samples!**

Suggest to the girls they create a sampler platter of cookie pieces so customers can try the different varieties. Who could resist?

☐ **FREE recipes!**

The only thing better than Girl Scout Cookies is a Girl Scout Cookie recipe! Thin Mint Shakes, anyone? How about Samoas Sweet Potatoes? Offer free recipe cards with the purchase of multiple packages. Girls can find great recipe cards ready to print at [www.girlscoutsla.org/cookiecentral](http://www.girlscoutsla.org/cookiecentral)

☐ **bundle packages**

With colorful ribbon, bundle multiple packages to encourage multiple purchases. Maybe girls would like to add handmade or printed gift tags such as "Happy Birthday" or "I Love You." (Print cards at [www.girlscoutsla.org/cookiecentral](http://www.girlscoutsla.org/cookiecentral)).

☐ **say it with style**

Posters are great, but there are lots of other ways to get the message out:

- Wear concession boxes made from copy paper box lids to hold cookies.
- Carry picket signs in bright colors.
- Girls can create unique "jingles" that they can sing
- Make and wear handmade buttons to communicate important information.

☐ **get attention with  
your booth**

Inspire girls to make it irresistible. Use a colorful tablecloth, play music, hang balloons... whatever it takes to get attention. Have girls follow the guidelines of the location and Troop Leader. Printable graphics at [www.girlscoutsla.org/cookiecentral](http://www.girlscoutsla.org/cookiecentral).

☐ **display your goal  
poster**

Customers are more likely to support you when they see they can help you get to 100% +!