

Cookie Booth Essentials

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



The 2024 Girl Scouts of Central Texas Cookie Program runs from January 17 – February 25, 2024.



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



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.



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

While at a cookie booth, make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!

- All booth sales must take place in a designated, council-approved area.
- Booths should not block a store entrance or exit.
- Make sure there is adequate space for a table for the cookies to be on display, and the participating Girl Scout. Ensure that pedestrians, bikes, and cars can safely pass by.
- Always have a first-aid kit available at the booth.
- Have approved volunteers/adults present at a booth at all times.



Tips for Safeguarding Cookie Money

- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- Keep the cash box in a safe place or behind a barrier of cookie packages.
- Don't walk around with large amounts of money.
- Bank cookie money often and do not keep money at home or at school.
- Reduce cash transactions by offering credit card payment options whenever possible.

“What If?” Scenarios

What if someone asks you, “What’s the difference between Girl Scouts and Boy Scouts?”

- Girl Scouts and Boy Scouts are two completely different organizations.
- Girl Scouts bring their dreams to life and work together to build a better world! And research shows there’s no better place to discover their full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

PRO TIP: Stay positive. Don’t put other organizations down. Just lift Girl Scouts up!

What if a customer complains about where the cookie proceeds go?

You can say, “Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help troops and Girl Scouts gain the skills needed to take on the world.

PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

What if someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911, and connect with store manager (if applicable).
- Report any incidents to your council according to its guidelines.

PRO TIP: Never attempt to physically recover stolen items or confront a suspect

What if you are approached by an angry customer or someone makes you uncomfortable?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security.
- If it feels safe to do so, we want you to feel empowered to capture the person with your smartphone’s video, photo, or audio recording to provide evidence to police.

PRO TIP: Never argue or negatively engage with a customer. Try to stay calm.

What if someone asks why Girl Scouts use palm oil in their cookies?

- Palm oil is an ingredient found in most baked snacks sold in the U.S.
- Palm oil ensures shelf life and serves as an alternative to trans fats.
- We continue to explore alternatives, but there are no viable or readily available alternatives at this time.
- Girl Scouts of the USA is a member of RSPO (Roundtable on Sustainable Palm Oil) which supports efforts to promote the growth and use of sustainable palm oil products.

PRO TIP: If someone is asking questions that you can’t answer, feel free to direct them to the Girl Scouts website for more info.

What if a customer has food allergies or dietary restrictions?

All Girl Scout Cookies (except Caramel Chocolate Chip) are made in a facility that processes nuts, milk, wheat, and soy.

Lemonades, Peanut Butter Patties, Toast-Yay!, Thin Mints, and Raspberry Rally are made with vegan ingredients.

PRO TIP: Check the ingredients and allergen information on a package for the most accurate information.

What if someone asks if Girl Scouts accepts LGBTQ individuals as members?

- Yes. Girl Scouts is dedicated to serving youth who identify with our mission.
- Girl Scouts families of all backgrounds deserve to feel seen—it's at the heart of creating a safe, inclusive space where every Girl Scout can thrive.
- Girl Scouts does not discriminate on the basis of race, religion, ethnicity, gender identity, sexual orientation, socioeconomic status, national origin, or ability.

PRO TIP: If someone is interested in joining Girl Scouts, direct them to the Girl Scouts of Central Texas website.

What if a customer asks why there are different cookie flavors not available in our area?

- Explain there are two bakers for Girl Scout Cookies: Little Brownie Bakers (LBB) and ABC Bakers. Girl Scouts of Central Texas works with ABC Bakers.
- Each baker has different names for the cookies with the exception of Thin Mints and Trefoils.
- They are all delicious with slight variations! For instance, Samoas (LBB) are comparable to Caramel deLites (ABC); Samoas have dark chocolate and toasted coconut and Caramel deLites have milk chocolate and coconut.

PRO TIP: Ask what flavors they like of other baked goods and make a recommendation based on their answer.

What if someone asks why the price of cookies has increased?

- The new pricing will cover the increases in cookie cost, subsidized shipping for our growing online sales, and credit card fees.
- The price increase provides more resources for Girl Scout programs, more proceeds to troops for activities and projects, new opportunities for council-wide programs, and financial aid for Girl Scouts to experience programs that otherwise wouldn't be able.

PRO TIP: Tell customers about past or future programs or experiences you participate in thanks to the Cookie Program.

What if someone asks about Girl Scouts' position on Planned Parenthood or abortion?

You can say "Girl Scouts has no affiliation with Planned Parenthood and does not take a position on abortion."

Girl Scouts of Central Texas is committed to helping central Texas youth develop the courage, confidence, and character they need to make the world a better place. That is the one and only mission of Girl Scouts and the goal of all Girl Scout programs.

PRO TIP: If someone is asking questions that you can't answer, feel free to direct them to the Girl Scouts of Central Texas website for more info.

What if someone asks if Girl Scouts is a faith-based organization?

Girl Scouts is secular organization that refrains from teaching religious or spiritual beliefs or practices. However, we believe the motivating force in Girl Scouting is a spiritual one and we greatly value our longstanding partnerships with religious organizations across many faiths that share the values of the Girl Scout Promise and Law.

PRO TIP: If someone is interested in learning more about how to include faith in Girl Scouting, feel free to direct them to the Girl Scouts website.

What if someone complains about Girl Scout’s political affiliation?

- You can say “Girl Scouts is a non-partisan organization that believes in giving youth the tools to better their community.”
- Girl Scouts have always blazed new trails with the purpose of making our world a better place to live. We are proud of our non-discrimination heritage and policies within our councils.

PRO TIP: If someone is asking questions that you can’t answer, feel free to direct them to the Girl Scouts of Central Texas website for more info.

Cookie Program Data

Girl Scouts of Central Texas Membership

The membership of Girl Scouts of Central Texas includes over 12,500 youth and more than 10,000 adults.

Cookie Program Participation

8,123 girls participated in last year’s cookie program.

We anticipate similar participation this year.

2023 Cookie Program Sales

2,732,724 total packages sold.

Each Girl Scout sold an average of 336 packages.

GSCTX grossed over \$13 million dollars in cookie sales.

Cookie Funds Stay Local

Girl Scouts of Central Texas divides program funds within four categories:

