

2024 Cookie Booth Information for Girl Scouts Carolinas Peaks to Piedmont Troop Volunteers

More procedures on cookie booths can be obtained from the 2024 Troop Cookie Handbook

What is a cookie booth?

A cookie booth is a temporary location where Girl Scouts set up a table and attractive display to sell Girl Scout Cookies at a business or public place directly to customers.

Why have cookie booths?

- It gives girls the opportunity to sell a high volume of cookies in a short amount of time.
- Girls can reach customers that might not know a Girl Scout or are unreachable during door-to-door sales.
- It gives more girls the opportunity to participate in the cookie program.

How do we have a successful cookie booth?

- Select locations with lots of “foot traffic” and is highly visible. Evenings and weekends are typically best.
- Take an adequate supply of the best sellers – at least two or three cases each of Thin Mints, Caramel deLites, Peanut Butter Patties, and Lemonades plus one case of each of the other varieties.
- Make an attractive table display to invite customer interest. Balloons, posters and cookie costumes are great.
- Prepare a troop goal poster and display your troop’s progress. Customers love to help girls reach their goals. Update the poster as packages are sold.
- Always make safety a priority; girls should stay away from street traffic. If your booth is held in a parking lot, there should always be a definitive barricade between the girls and vehicles.
- Wear Girl Scout uniforms or be identifiable as Girl Scouts.

What is a troop-secured cookie booth?

A cookie booth secured by the troop volunteer. The troop volunteer contacts the merchant or person in charge of the facility and obtains permission to hold a cookie booth. See more information on pages 8 - 10.

What is a council or service unit-secured cookie booth?

A cookie booth secured by a council staff member or service unit level volunteer. A council staff member or a volunteer appointed by the service team contacts the business owner or person in charge of a possible booth location and obtains permission for troops to hold cookie booths. These booth opportunities are awarded to troops via a lottery system.

Where can troop volunteers secure cookie booths?

Council staff or a volunteer from your service team will secure cookie booths at all participating Walmart (including Neighborhood Markets), Sam’s Club, Harris Teeter, JOANN Fabric, Dunkin Donuts, and Lowes Foods locations within the forty counties we serve. Other locations secured by council staff are the Asheville Mall in Asheville, Alamance Crossing in Burlington, the Shops at Friendly Center in Greensboro, Hanes Mall and Great Outdoor Provision Company in Winston-Salem, and all Lowes Home Improvement locations in Guilford and Forsyth counties. A volunteer from your service unit will secure other locations in your area with whom the merchant requests to only communicate with one volunteer on behalf of all troops, “prime” locations and other “hot spots” in your area – check with your Service Unit Booth Coordinator to find out the names of these locations. The troop cookie volunteer can secure a booth at any respectable location not listed above as long as safety guidelines are met, the booth location will not be considered controversial, and is within Girl Scouts Carolinas Peaks to Piedmont boundaries.

Cookie booths are a privilege, not a right. If your troop fails to follow the rules and guidelines in the 2024 Troop Handbook, your troop will be jeopardizing their cookie booth privileges and their opportunity to earn bonus troop proceeds. Troop volunteers that intentionally cause conflict with another troop and/or volunteer also risk consequences.

Important Cookie Booth Dates

November & December	Troops can begin securing troop-secured booths within their respective county and entering the locations in Smart Cookies as soon as they have been approved by the business or someone at the booth location. Troop-secured booths can begin no earlier than January 19.
January 6-7	Troops select desired locations for booth lottery in Smart Cookies. Troops should log into Smart Cookies January 6-7 and select up to 15 booths that they would like to win. The lottery will be held at 11:00 am on January 8 with each troop receiving up to 3 booths from their selections.
January 8	Smart Cookies Booth Scheduler Lottery at 11:00 am. Troop will be notified by e-mail (to the e-mail address listed on the profile screen in Smart Cookies) what cookie booths they receive.
January 9	At 8:00 pm, the Smart Cookies Booth Scheduler will be open for troops First Come, First Serve to select cookie booths. There is no overall limit to the number of booths a troop can secure; however, booths will be limited to 2 selections per day January 9-13 and will be unlimited after this period. First Come, First Serve will be available at 8:00 pm each day from January 9-13.
January 14 @ 3 pm	First Come, First Serve booth selection opens for troops to select an unlimited number of booths. Troops can begin securing troop-secured booths outside their respective county. Troops may now secure their own booths at locations in the Smart Cookies Booth Lottery/First Come, First Serve or a location secured by council or a service unit level volunteer.
January 19	Cookie booths begin.

The Cookie Booth Process in Smart Cookies

Troop Cookie Managers volunteers will receive their login credentials from their Service Unit Cookie Specialist. Use this login and password to record both your cookie sale information and reserve cookie booths.

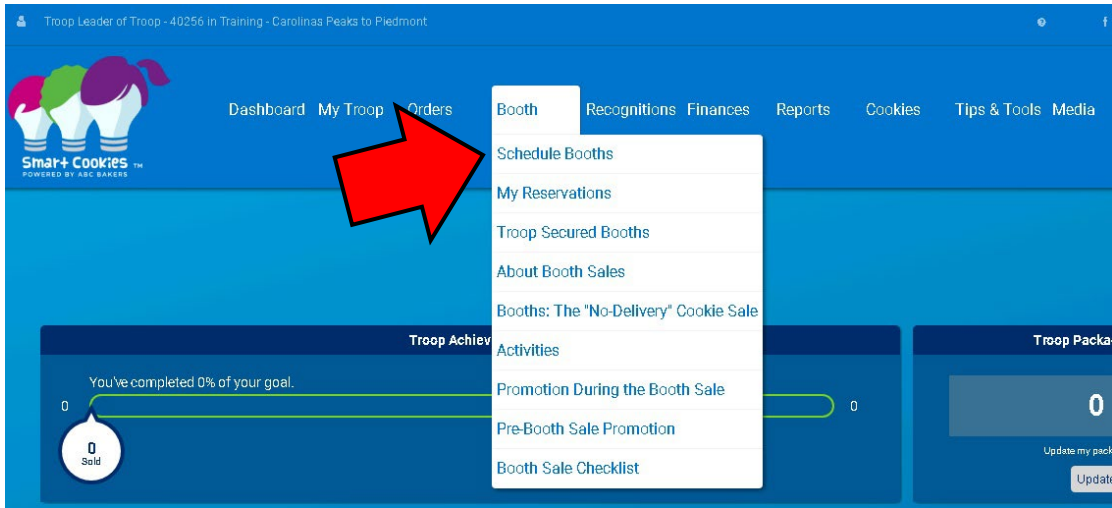
All booth sale information will be managed through Smart Cookies and uploaded to the Girl Scouts of the USA's national cookie booth locator at www.girlscoutcookies.org to assist customers to find cookie booths in their local area. Depending on how the booth was secured, will dictate how it should be entered in Smart Cookies.

- In November, troops can begin securing troop-secured booths within their respective counties.
- In January, a council-wide lottery will be held.
- After the January lottery and limit of 2 per day for the First Come, First Serve process is complete (January 14 at 2:59 pm), remaining booth locations will be open to all troops via a First Come, First Serve process with no limit on the number of booths a troop can secure.

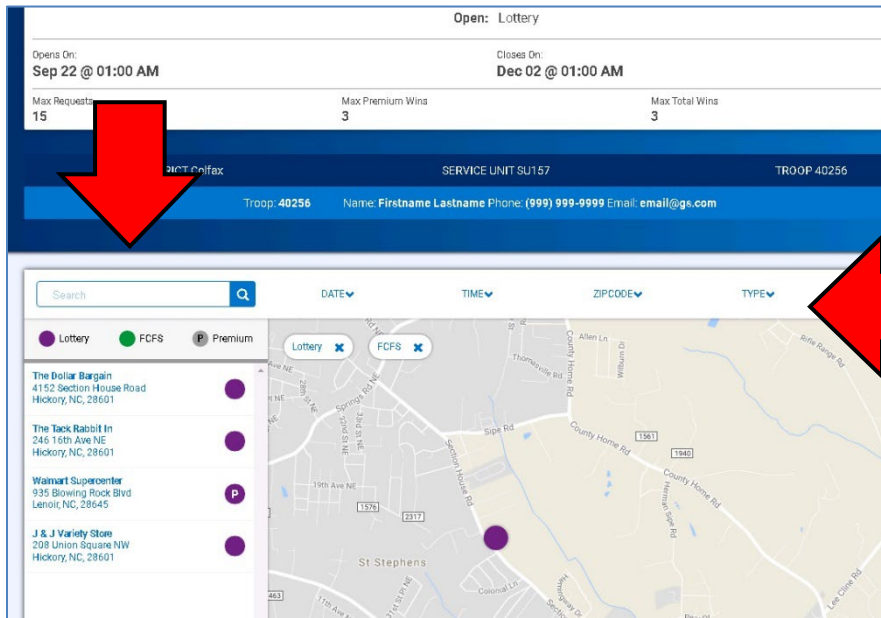


How Do I Select Booth Locations for Entry in the Lottery?

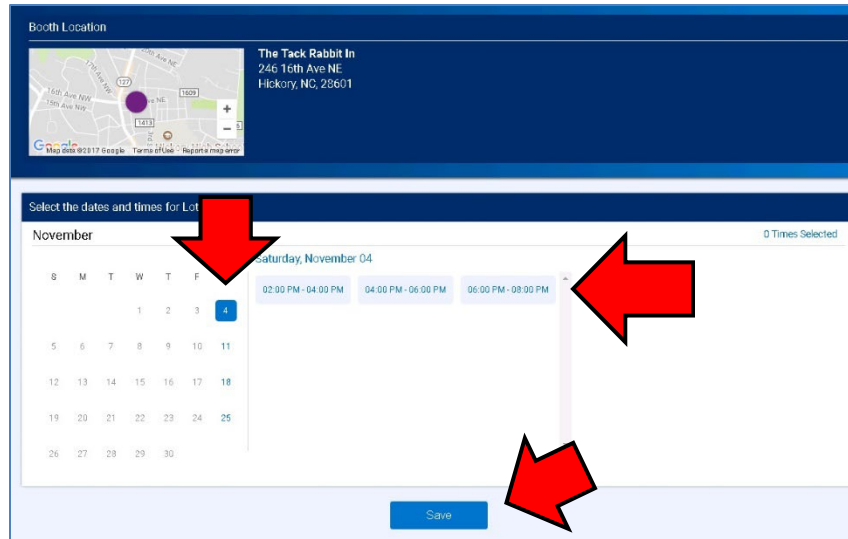
Log into Smart Cookies and then click the *Booths* tab and then click on *Schedule Booths* (see illustration below).



The next screen will be the Schedule Booths screen where you can view all the booth locations that have been secured for the lottery. To narrow down your search, type a location in the Search field and click the magnifying glass or use the other dropdown boxes (enter your criteria) and click apply. After finding a location that you would like to select as a preference for the lottery, click on it.



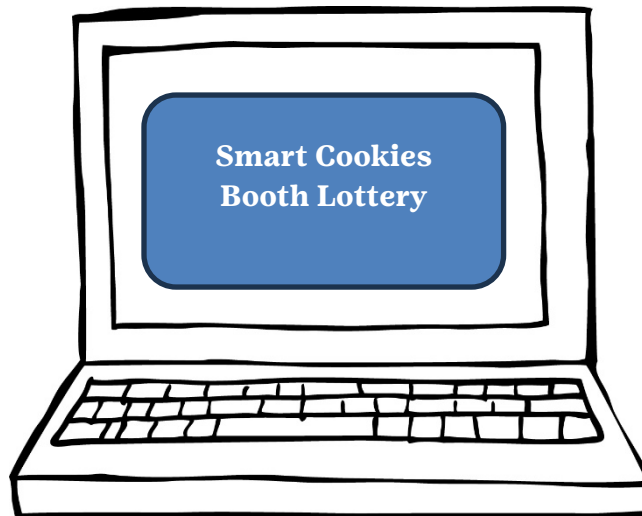
After selecting a location, you will be taken to a calendar that will reflect the date(s) the booth is available. The dates available for a booth will be shown in light blue. After clicking on a date (in blue), the booth time slot(s) available will be displayed. To select a timeslot, click on it and then click Save. You will then receive a confirmation popup that the selection was entered in the lottery.



You may select up to 15 booth opportunities with the potential to secure up to 3.

Note: The lottery is totally random; however, since multiple troops cannot share the same location on the same date/time, only one troop will be assigned to each booth opportunity. Keep this in mind when making your selections and do not “put all your eggs in one basket.” If you only select the most popular locations at the most popular dates/times, your troop may or may not receive any of your up to 3 booth opportunities. Also, the more choices you make, the more likely you are to get more than 1 booth opportunity. We strongly encourage you to pick the full 15 you are allotted.

Once the lottery is complete, troops will be able to select remaining booths on the Booth Scheduler through the end of the sale on a first come, first serve basis through the First Come, First Serve booth selection.



How Do I Schedule First Come, First Serve Cookie Booths?

Once the lottery is complete, on January 9 at 8:00 pm any remaining cookie booths will be available to troops on a first come, first serve basis; however, there will be a limit to two (2) booths per day through Saturday, January 13. Starting Sunday, January 14 at 3:00 pm, there will be no limit to the number of booths a troop can secure.

To schedule your troop for a First Come, First Serve booth in Smart Cookies, click on the *Booth* tab, *Schedule Booths*, to be taken to the Schedule Booths screen. To narrow down your search, type a location in the Search field and click the magnifying glass or use the other dropdown boxes (see illustration below). After finding a location that you would like to select, click on it.

Open: Lottery

Opens On: Sep 22 @ 01:00 AM Closes On: Dec 02 @ 01:00 AM

Max Requests: 15 Max Premium Wins: 3 Max Total Wins: 3

DISTRIC Coifax SERVICE UNIT SU157 TROOP 40256

Troop: 40256 Name: Firstname Lastname Phone: (999) 999-9999 Email: email@gs.com

Search

Lottery FCFS Premium

The Dollar Bargain
4152 Section House Road
Hickory, NC, 28601

The Tack Rabbit Inn
245 16th Ave NE
Hickory, NC, 28601

Wal-Mart Supercenter
935 Blowing Rock Blvd
Lenoir, NC, 28645

J & J Variety Store
208 Union Square NW
Hickory, NC, 28601

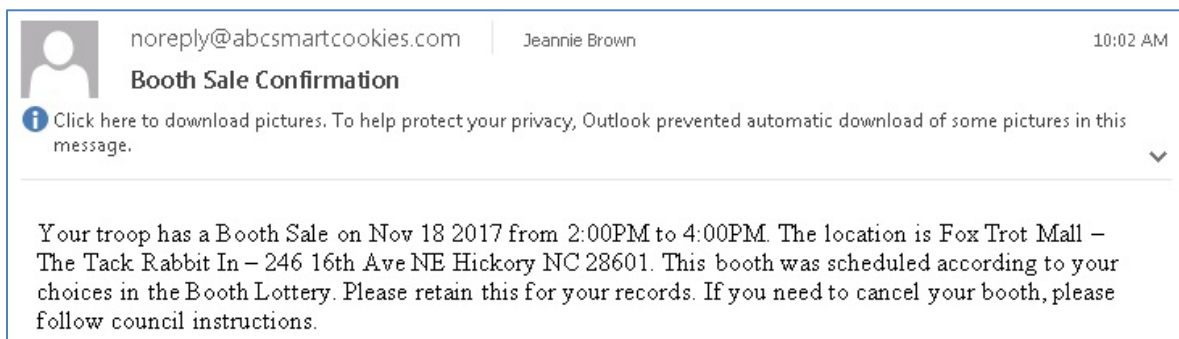


Next, a calendar will appear (see illustrations below). Move to different months by clicking on the name of the month-. The available booth dates are in blue. To select a date, click on it and the available booth time(s) will show up under the calendar. If you want to book the booth, click on the appointment time (timeslot) and click Save. If booked, you will get a popup message that says your booth was successfully booked.

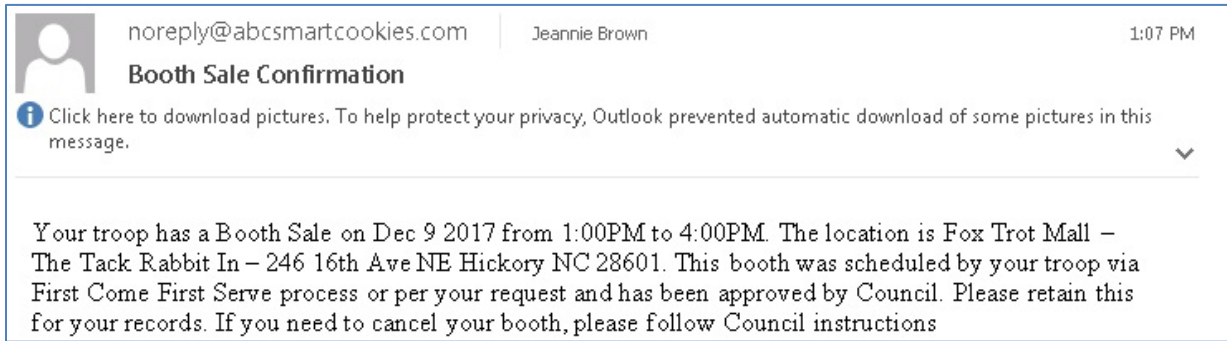
The screenshot shows a web interface for booth booking. At the top, there are two columns: 'Closed: Lottery' and 'Open: First Come, First Served - Reservation 1'. Below this is a 'Booth Location' section with a map and address: 'The Tack Rabbit In, 246 16th Ave NE, Hickory, NC 28601'. A red arrow labeled '1' points to the 'Booth Location' section. Below the location is a calendar titled '1. Select an available time for FCFS'. The calendar shows two months: November and December. A red arrow labeled '2' points to the date '30' in the December calendar. Below the calendar is a section titled '2. Select an appointment time'. A red arrow labeled '3' points to the time slot '01:00 PM - 04:00 PM'. A red arrow labeled '4' points to the 'Save' button at the bottom of the appointment selection area.

How Will I Know If I Received Booths in the Lottery or First Come, First Serve?

When the lottery is complete, you will receive an e-mail like the one below stating the booth your troop received. Please print these e-mails as your troop's confirmation in case there are questions at the booth.



When the First Come, First Serve booth process is open and your troop secures a booth, your troop will receive an e-mail like the one below. Again, please print these e-mails as your troop's confirmation in case there are questions at the booth.



The above emails will be sent to the email address listed on your profile screen. If you can't find the e-mails from noreply@abcsmartcookies.com after securing a booth, check your spam or junk folder.

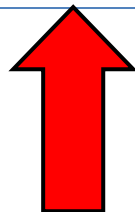
Booth Selection Status

In addition to the e-mails you receive, you can also confirm your booth locations secured by clicking on *Booth, My Reservations*. In the middle of the screen under Results, you will see all your pending and confirmed booth locations. The list will include those booths: 1) Requested via the lottery, 2) Pending troop-secured locations (those waiting on council to approve to be on the booth locator), 3) troop-secured locations (those approved to be on the booth locator), 4) FCFS (First Come, First Serve) locations, and 5) Reserved/secured through the lottery (WIN in Status row). See illustration below. NOTE - If you move your mouse in the booth list area under results, a scroll bar will appear under the last booth listed allowing you to scroll to the right/left to view all the booth details - if you do not use the scroll bar, you will not be able to view the Status row.

The Type column tells how the booth was or is being secured. The Status column shows if the booth was 1) won in the lottery, 2) approved to be on the booth locator, or 3) pending approval, or 4) awaiting/pending lottery selection.

STORE	ADDRESS	CITY	ZIP CODE	DATE	TIME	PREMIUM	TYPE
The Dollar Burgin	4152 Seckon House Road	Hickory	28601	Dec 08	04:00 PM - 07:00 PM	<input type="checkbox"/>	LOTTERY
The Tack Rabbit In	246 16th Ave NE	Hickory	28601	Nov 04	04:00 PM - 06:00 PM	<input type="checkbox"/>	LOTTERY
The Tack Rabbit In	246 16th Ave NE	Hickory	28601	Nov 18	02:00 PM - 04:00 PM	<input type="checkbox"/>	LOTTERY
The Tack Rabbit In	246 16th Ave NE	Hickory	28601	Dec 09	01:00 PM - 04:00 PM	<input type="checkbox"/>	FCFS
Hungry Hoops	208 Urban Square	Hickory	28602	Nov 11	02:00 PM - 04:00 PM	<input type="checkbox"/>	TROOP_SECURED

TROOP CODE	DATE	TIME	PREMIUM	TYPE	STATUS	QTY SOLD	TOTAL \$
28602	Dec 08	04:00 PM - 07:00 PM	<input type="checkbox"/>	LOTTERY	WIN	0	0
28601	Nov 04	04:00 PM - 06:00 PM	<input type="checkbox"/>	LOTTERY	WIN	0	0
28601	Nov 18	02:00 PM - 04:00 PM	<input type="checkbox"/>	LOTTERY	WIN	0	0
28601	Dec 09	01:00 PM - 04:00 PM	<input type="checkbox"/>	FCFS		0	0
28602	Nov 11	02:00 PM - 04:00 PM	<input type="checkbox"/>	TROOP_SECURED	PENDING	0	0



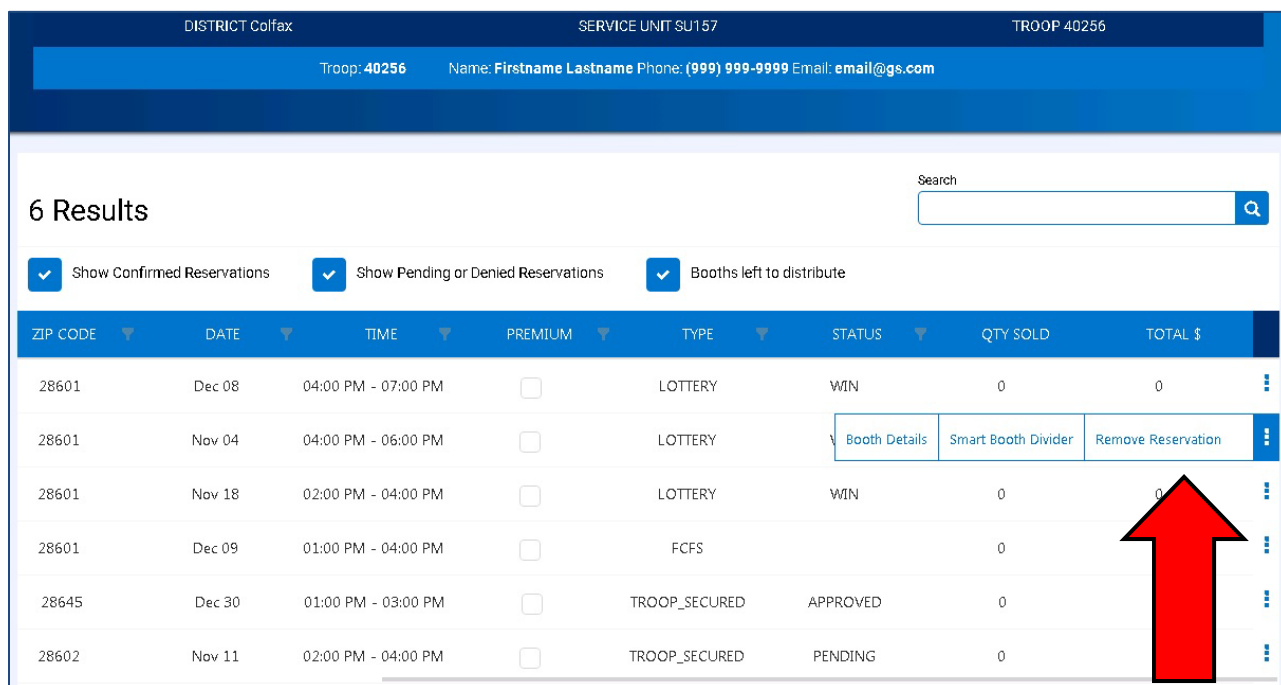
Click in results box for scroll bar to appear to move text left/right to view all

Canceling a Booth

If you need to cancel a booth, cancel it via Smart Cookies as soon as possible. Cancelling it in Smart Cookies will make it available for other troops to secure via the First Come, First Serve process.

To cancel your booth, go to *Booth, My Reservations*, click in the booth list area so that your scroll bar will appear and scroll to the right until you see the menu box (box with 3 circles) on the far right (see illustration below). Click Remove Reservation and confirm that you want to delete the reservation.

Troops are not required to stay at booths for an entire shift. If a troop reserves a booth from 4:00-7:00 pm, it is acceptable for them to leave at 6:30 pm.



DISTRICT Colfax SERVICE UNIT SU157 TROOP 40256
Troop: 40256 Name: Firstname Lastname Phone: (999) 999-9999 Email: email@gs.com

6 Results

Show Confirmed Reservations Show Pending or Denied Reservations Booths left to distribute

ZIP CODE	DATE	TIME	PREMIUM	TYPE	STATUS	QTY SOLD	TOTAL \$
28601	Dec 08	04:00 PM - 07:00 PM	<input type="checkbox"/>	LOTTERY	WIN	0	0
28601	Nov 04	04:00 PM - 06:00 PM	<input type="checkbox"/>	LOTTERY			
28601	Nov 18	02:00 PM - 04:00 PM	<input type="checkbox"/>	LOTTERY	WIN	0	0
28601	Dec 09	01:00 PM - 04:00 PM	<input type="checkbox"/>	FCFS		0	
28645	Dec 30	01:00 PM - 03:00 PM	<input type="checkbox"/>	TROOP_SECURED	APPROVED	0	
28602	Nov 11	02:00 PM - 04:00 PM	<input type="checkbox"/>	TROOP_SECURED	PENDING	0	

Booth Details Smart Booth Divider Remove Reservation

Troop-Secured Booths

A cookie booth that is secured by the troop cookie volunteer is considered a troop-secured booth. Arrangements for the booth are made solely by the troop volunteer who contacts the merchant (or booth sponsor) and obtains permission to hold a booth on a specific day and time and adhere to special instructions.

Locations can be at grocery stores (not Harris Teeter, Lowes Foods or other council or service-unit secured locations), a local sporting event, a church bazaar, a local fire or police station, a restaurant (that has a full restaurant, whose primary business is food and is family-friendly) locally-owned business, etc. There are many locations that may not be comfortable opening up their location to all troops, but may be comfortable authorizing troops that reside in their community or have a personal contact with someone in the troop.

After permission is received from the merchant (or booth sponsor), the troop cookie volunteer should enter the booth information in Smart Cookies.

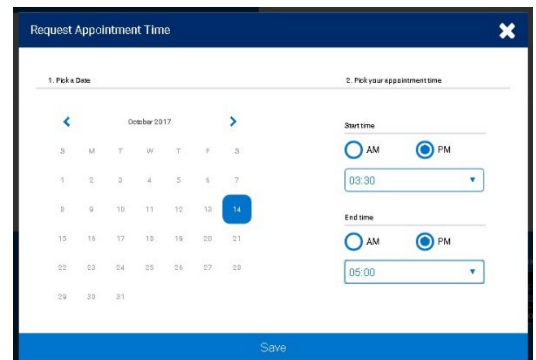
To enter in Smart Cookies:

Select, *Booth, Troop Secured Booths*. You will be taken to the *Request Troop Secured Booth* screen. Fill in ALL fields, including location/merchant contact. NOTE – Do not check the Booth Permission box (leave it unchecked) unless you have cleared other troops to take your place with the Council Product Sales Manager. Enter any notes for council or your reference and click Save.

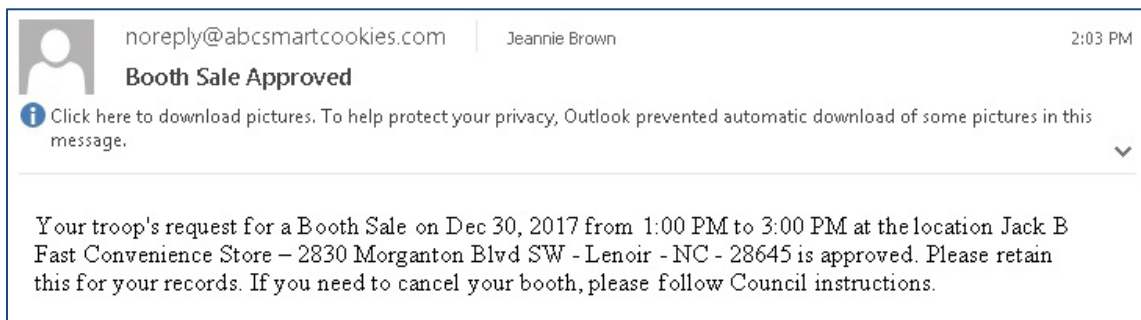
Store Name <input type="text" value="Belk Department Store"/>		
Location Information (Optional) <input type="text" value="Spring Oak Mall"/>		
Booth Location Address <input type="text" value="123 Sunshine St"/>		
Suite/Apt. # <input type="text"/>	City <input type="text" value="Hickory"/>	
State <input type="text" value="North Carolina"/>	Zip Code <input type="text" value="28601"/>	
Troop Contact		
Role <input type="text" value="Troop Cookie Manager"/>	Troop Number <input type="text" value="40256"/>	
First Name <input type="text" value="Jeannie"/>	Last Name <input type="text" value="Brown"/>	
Email (Optional) <input type="text" value="jbrown@girlscoutsp2p.org"/>	Phone Number <input type="text" value="(336) 274-8491"/>	
Location Contact		
<input checked="" type="checkbox"/> Location Contact		
Role <input type="text" value="Customer Service Manager"/>		
First Name <input type="text" value="Sally"/>	Last Name <input type="text" value="Smith"/>	
Email (Optional) <input type="text" value="sally@belk.com"/>	Phone Number <input type="text" value="(237) 890-2240"/>	
Booth Permission		
<input type="checkbox"/> Allow my Council to assign this booth to other Troops for appointment times my Troop cannot attend.		

After saving, you will need to add your booth sale time - click Request Appointment Time. A popup calendar will appear, select the date of your booth and enter the start and end time of your booth, click Save. Your booth will show as Pending on the next screen. Click on Request Appointment Time if you have more dates/times to enter.

Next, click on Request Troop Secured Booth to complete the process. You may need to scroll down the screen to see this box. You will then receive a popup that the request was complete.



After entering your troop-secured booth information in Smart Cookies, it will appear on the *Booth, My Reservations* screen as pending (in the Status row). Within a few days, the Council Product Program Manager will “approve” or “deny” your booth. Approval simply means your booth was approved to be listed on the booth locator; it is up to you to ensure you have permission from the merchant to hold the booth and that council booth requirements are met (see Troop Cookie Handbook). If the booth is denied, this typically means the booth has already been listed on the booth locator or the location might be considered controversial – call the Council Product Program Manager to find out details. Once troop-secured booths are approved, they show as Approved in the Status column on the *Booths, My Reservations* screen. In addition, you will receive an e-mail like the one below.



Troops can begin securing troop-secured booth locations in November; however, they can be secured only in their respective counties. Beginning January 15 at 3 pm, troops can secure booth locations outside their respective counties at locations not included in the council lottery, a location secured by council or service unit volunteer, or outside counties not participating in the council lottery.

Can I Run Reports in Smart Cookies for Cookie Booths?

Yes! There are two Summary reports that you will find helpful: Booked Booth Sales Summary report and the Available Booth Sale Summary. You may find it best to run these in Text_Excel format (change on the Report Criteria screen) to make them easier to read. It may also be helpful to narrow down these reports to specific date ranges.

Are there other kinds of Cookie Booths I should know about?

Yes! There are several other types of booths that a troop or girl might hold. They include:

Mini Booths – a booth with just a girl (or multiple girls who live in the same household) and her/their caregiver. These might be held in a girl’s front yard, at a small locally-owned business or other similar location. These booths do not include any location booked through Smart Cookies. Please see the Troop Cookie Manager Handbook for more information on Mini Booths.

Drive-Thru Booths – these booths follow the same guidelines as a troop-secured booth and can be submitted to Smart Cookies in the same manner. There are additional safety measures that should be adhered to when holding a drive-thru booth. The booth should be in a safe area of parking lot with plenty of room for a line of cars. There should be arrow markers showing entrance and exit, yard signs to alert customers when approaching the booth and traffic cones or a roped-off area. Traffic configuration must be in a drive-thru format so cars don’t have to back up. Permission must be requested from and granted by the property owner. Possible locations include places of worship on a non-worship day, banks that are closed on the weekend, seasonal businesses closed in the winter or business that are closed on certain days of the week. Please see the Drive Thru Booth with Diagram document on our website for further suggestions and safety guidelines.