

# Show Stopping Spectacular Booth Events and Caravans

A Cookie Booth Event is defined as a place where a Girl Scout Troop sets up at a business to sell Girl Scout Cookies. A Cookie Caravan is when a group of Girl Scouts takes extra cookies and goes door to door in a neighborhood selling cookies.

## Why Have Cookie Booth Events?

- Girls and Troops can sell lots of cookies in a short period of time and collect money immediately because they don't have to deliver boxes to individual homes.
- Girls and Troops can reach customers that may have been overlooked or unreachable during door-to-door sales (four out of five people would purchase Girl Scout Cookies if asked, but nearly 35% of all potential customers are never asked to buy Girl Scout Cookies).
- The public can see girls in action and ask questions about the cookies and Girl Scouting.
- Girls who cannot sell door-to-door can participate in Cookie Booth Events.
- Girls learn advertising, goal-setting, marketing and financial responsibility skills that will last a lifetime.

## Booth Event Guidelines and Etiquette

1. Every booth is to have a minimum of 2 girls and 2 adults per GSUSA standards. Adults cannot conduct a booth sale by themselves.
2. Take all needed supplies with you to the booth.
  - Card table for cookie display, chairs for adults, display signs or any decorations for table area.
  - First Aid kit, health histories, permission slips.
  - Container for money, plenty of change, record keeping forms for the sale.
3. Girls do the selling not the adults.
4. Smile and make eye contact. Speak politely. Never yell out to customers. Thank people whether they buy or not.
5. Stay at the booth and do not roam the store or area. Never approach people in the parking lot or drive-thru areas. Decide if you will be asking customers as they enter or exit the store so you do not ask the same person twice.
6. Leave your booth area cleaner than you found it. Take all empty boxes and garbage with you, don't put it in the store's garbage cans or dumpster.
7. Businesses may have their own requirements.

