

# Booth Checklist

Booths are an important part of the Cookie Program, helping the next generation of girl-entrepreneurs learn essential skills, raise funds for new and empowering experiences, and introduce customers to the entire cookie lineup—encouraging them to branch out and try new cookies. Follow these key steps for a successful sale:

- COMPLETE RECOMMENDED TRAINING** Make sure to review the Girl Scout Cookie program materials and safety documents as well as any council-recommended resources.
- CONFIRM REGISTRATIONS** Remember to obtain signed permission slips and recruit parents for your troop Cookie Network.
- SUPPORT TRAINING AND GOAL SETTING** Your girls are counting on you (and this checklist) for support!
- ORGANIZE SCHEDULES AND REGISTRATIONS** Plan your booth locations, dates, and decorations well in advance, and don't forget to organize small essentials like tables, tablecloths, and chairs.
- PUT SAFETY FIRST** Choose a safe location, and keep a first-aid kit handy during the booth sale along with plenty of water.
- PROMOTE ON SOCIAL MEDIA** Make sure everyone in your extended network knows the date, time, and location of your upcoming sales.
- SHARE YOUR TROOP GOALS** Customers are more likely to make a purchase if they can see your goals and progress.
- BLING YOUR BOOTH** Encourage girls to show their creativity by creating eye-catching decorations to attract and educate buyers.
- MAKE THANK-YOU CARDS** Create thank-you cards in advance to show customers you appreciate their support.
- SUPPORT THE TROOPS** Let customers know if you're participating in the Cookie Share program.
- SHARE THE FUN** Invite friends, family members, and other parents to get involved and show their support.