

COOKIES ON THE GO PLANNER



To boost cookie sales, think outside the booth. Get creative and go mobile to help meet your goals and make your cookie season Altogether Awesome! Use this Cookies on the Go Planner to capture your ideas and create a plan for your mobile cookie booth.



Location:

1. Where can you take or set up your mobile cookie booth?

Is there a local sporting event that's sure to draw a crowd? A popular park? A neighborhood festival?

2. Do you need to get permission before setting up in this location?

Signage/Marketing:

3. How will you promote your mobile cookie booth?

*Will you craft some eye-catching signs? Text friends and family? Post on social media? **

4. What kind of signs will you need?

Walking sandwich board signs? Magnetic car decals? Bold banners?

5. Can you display your signs ahead of time to promote the event?

**Remember to use safe internet practices and never give out personal information online.*



Mobile booth theme:

6. Will your mobile booth have a theme? If so, what is it?

Will you transform your booth into a food truck or a carnival? Will you swoop in like superheroes and save the day? How about dressing like your favorite TV show or movie characters?

7. How can you use your theme to have fun and increase cookie sales?



Booth design:

8. What will your mobile cookie booth look like?

*Will you sell out of a car or van? * Set up a drive-thru for speedy service? Pull a wagon with cookies in tow?*

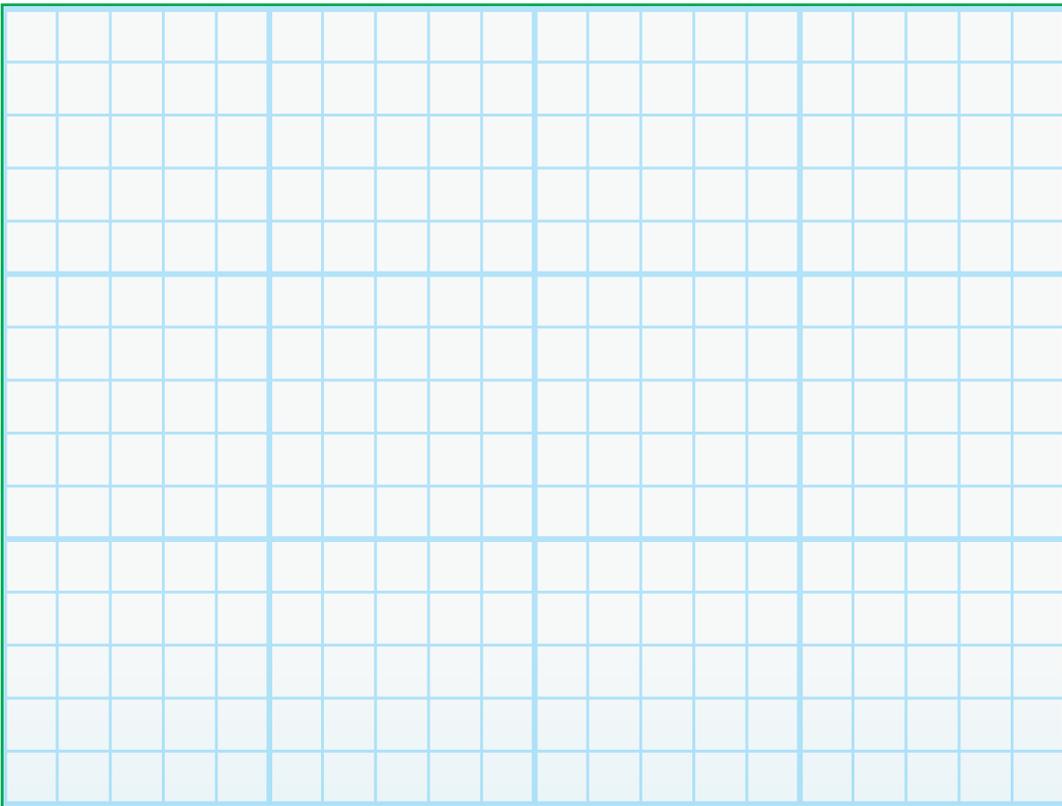
9. How will you decorate it?

10. What supplies will you need for your mobile cookie booth?

Consider using some tried-and-true supplies like traffic cones, a tent, a canopy, tables, chairs and posters.

11. Draw a diagram of your mobile cookie booth in the planning grid provided.

**Remember to clearly mark your car with Girl Scout signage so customers know who you are.*



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