



# Direct Sale Guide



# Introduction

The Direct Sale phase of the Girl Scout Cookie Program is a fun and exciting opportunity to engage directly with customers. Not only does the Direct Sale teach girls essential skills in entrepreneurship but it also provides the perfect opportunity to educate the public on the amazing ways Girl Scouts are making the world a better place.

## Ways to sell

**Cookie Booth** - direct sale opportunity for Girl Scouts to set up a booth at a pre-approved location

**Cookie Drive Thru** - cookie booth set up like a drive-thru where customers drive up to the booth site and stay in their vehicle as girls fulfill orders

**Walkabouts** - Girl Scouts walk throughout their neighborhood or a high foot traffic area selling cookies directly to customers

**Cookie Stands** - direct sale opportunity for Girl Scouts to set up a booth in their front/back yard

**Online** - direct sale opportunity for Girl Scouts to share Digital Cookie links/QR codes online

**Mobile** - direct sale opportunity for Girl Scouts to use Digital Cookie mobile app to collect orders/payment from customers

## Need help?

**Girls & Parents:** Contact your Troop Cookie Chair

**Troops:** Contact your Service Unit Cookie Chair

**Service Unit Cookie Chair:** Contact your Volunteer Support Coordinator

**For General Support:** 1-800-692-7816 or [memberservices@gshpa.org](mailto:memberservices@gshpa.org)







# General Guidelines

There are specific guidelines put in place for the safety and success of our Girl Scouts. Each individual participating in the Girl Scout Cookie Program is expected to abide by the following guidelines. Failure to abide by these guidelines could result in the cancellation of booths or could cause the booth site to cancel future timeslots for all troops.

## **eBudde Approval**

Anytime girls/troops are selling Girl Scout Cookies in public, Troop Cookie Chairs must receive pre-approval through the eBudde system. eBudde pre-approval is not required for the following Direct Sale opportunities:

- Walkabouts
- Door-to-door
- Cookie Stands (*at private residences*)

## **Approved Locations:**

To stay in accordance with GSUSA Guidelines, certain locations may be inappropriate for young girls based on standards of your local community, may negatively impact the cookie program experience for girls, and/or may negatively impact our brand in your community.

For additional clarity, girls cannot sell in or in front of establishments that they themselves cannot legally patronize on their own. This includes but is not limited to:

- CBD, Marijuana, or hemp dispensaries/pharmacies
- Gun stores
- Liquor stores
- Nightclubs

## **Troop Selling Ratios:**

Anytime troops are selling Girl Scout Cookies in public there must be a minimum of 2 registered Girl Scouts and 2 approved adults in attendance. Troops should coordinate booth shifts so there is never more than 5 registered Girl Scouts at a booth at one time.

*Exception: Juliette's are permitted to coordinate a Cookie Booth as an individually participating Girl Scout as long as they are accompanied by a parent/guardian.*

## **Online Guidelines:**

### **Approved**

- post Digital Cookie link on social media
- promote public cookie booths on social media
- ask customers to share Digital Cookie link with friends and family

### **Not Approved**

- post online without the approval and supervision of a parent/guardian
- collect orders on resale sites (i.e. eBay, Amazon, Facebook Marketplace, etc.)
- post personal information
- direct message anyone you do not personally know



# Safety and Etiquette

## **Booth Safety**

- There must be a minimum of 2 adults and 2 girls at every booth table;
- If a troop is at multiple entrances, each table must have 2 girls and 2 adults;
- Never leave the booth unattended;
- Girls can never be left alone at a booth for any amount of time or for any reason;
- Only Girl Scouts and booth specific adults should be at the booth;
- Additional family members and friends should not be at the booth with the girls;
- Non-Girl Scout attendees are not covered under GSHPA insurance and pose a safety risk to all participants at the booth.

## **Etiquette:**

- Review the Cookie Booth Etiquette Pledge with your Girl Scouts;
- Do not ask the store manager to mediate conflicts between troops;
- Work to resolve any cookie conflict in a calm and respectful way;
- Begin packing up your booth 15 minutes prior to your end time;
- If two troops show up at the same booth, the troop that is approved in eBudde has priority;
- In the unlikely event that two troops have been approved for the same booth slot, the Troop Cookie Chairs should calmly work together to find a solution that is satisfactory with both troops;
- No running around or shouting at any direct sale opportunity;
- Remember to be considerate, caring, friendly and helpful to sister Girl Scouts, customers and businesses;
- No smoking or eating at booth;
- Always cancel a booth in eBudde and notify the business if you cannot attend (customers get frustrated when they show up to a booth and there is not a booth present);
- Girl Scouts and volunteers should refrain from being on their phones during a Cookie Booth unless they are utilizing the Digital Cookie app or promoting the Cookie Booth on social media