



# Your 2024 Cookie Booth Kit

## What Is A Cookie Booth?

Cookie booths are girl-operated direct sale opportunities where customers from the general public can buy cookies directly from troops. Cookie booths are allowed between February 16 and April 7, 2024.

## What's Inside This Kit?\*

- Drive Up Booth Tips Sheet
- FAQs for Customers
- Cookie Booth Tally Sheet
- GSSEM Bling Your Booth Flyer
- Virtual Cookie Booth Tips Sheet
- Year of Yum Contest
- Allergen Information
- Gift of Caring Tags
- Cookie Menu Flyer
- Door Hangers
- 5 for \$20 Table Tent

## How to Find Cookies

Customers can find booths online at [www.gssem.org/findcookies](http://www.gssem.org/findcookies).

## Where Can I Find Other Resources?

- Troop Cookie Manager Handbook
- Cookie Seller Resources - [www.gssem.org/csr](http://www.gssem.org/csr)
- LBB Website - [www.littlebrowniebakers.com](http://www.littlebrowniebakers.com)

## Cookie Booth Sleuth Program

Adult product program volunteers and Girl Scouts from GSSEM's top seller committee will visit cookie booths as undercover booth sleuths to secretly search out good cookie booth behavior, and if they find it, award the girls with a special patch. This program aims to reward troops who are spotted doing an exceptional job. Booth Sleuths will be looking for:

- Girls wearing Girl Scout apparel
- Girls smiling, making eye contact and being approachable
- Girl who are thanking customers
- Girls knowledgeable about cookie varieties
- Troops with visible goals

For all of your Cookie Program needs, please check out our Cookie Seller Resources page at [www.gssem.org/csr](http://www.gssem.org/csr).

