

Non-traditional Cookie Booths and Troop Cookie Link

Cookie Booths traditionally are an opportunity to sell cookies to customers at high traffic retail locations. Non-traditional Cookie Booths and use of the Troop Cookie Link are a positive result of the pandemic as entrepreneurial Girl Scouts and troops searched for alternate methods to reach customers and hold Cookie Booths!

Virtual Cookie Booth

Virtual Cookie Booths are organized by a troop for selling cookies online utilizing social media. These are a great inventory risk-free option. The first step is the Troop Cookie Chair or Leader [sets up Troop Cookie Link](#) in Digital Cookie (see more information below).

- Use Troop Cookie Link* on social media promoting pre-booth online orders with a date and time of a public location for customers to pick up their girl delivery orders.
 - This type of virtual cookie booth should NOT be entered into eBudde as a Troop booth.
 - Permission for the pick-up location must still be received from the property owner/manager.
- Use Troop Cookie Link and utilize the [Troop Pick up Orders](#) feature to allow customers to choose their pick-up location.

Next, promote the Virtual Cookie Booth

- Following [social media polices](#), post Troop Cookie Link on local social media outlets to promote the Virtual Cookie Booth.
- Set up a Facebook event. Use best judgement when setting as public or private.
- Set up a Troop Social Media page to promote the Virtual Cookie Booth and/or the Troop Cookie *ship only* Link.
 - When setting up this type of page, it cannot be listed as a not-for-profit organization per GSUSA requirement.
 - Use best judgement when setting as public or private.
- Have girls create videos about what they are learning in the Cookie Program to include in the post.
- Offer to send [recipes](#) using Girl Scout Cookies to people who visit the site or make a purchase.
- Talk about the girls' and troop's sales goal and how the troop determined their goal.
- Remind customers 100% of cookie proceeds stays local.
- Explain how the troop plans to use their troop proceeds.
 - Saving for a big trip or activity. Supporting a community service or take-action project. Completing Bronze, Silver or Gold awards. Supporting troop expenses.
- Explain what Girl Scouts are learning by participating in the Cookie Program.

Always thank your customers, whether in-person when delivering order, individual thank you notes mailed or emailed, or thank you email sent through Digital Cookie.

*Individual Girl Scout Digital Cookie links may also be used for a Virtual Cookie Booth. However, GSNI encourages the use of the Troop Cookie Link as booths are typically run together as a troop and for safety purposes.

Cookie Stand

Similar to a lemonade stand, girls set up a booth in front of their residence or another property. Adult supervision and permission of property owner required. A Cookie Stand booth must be entered into eBudde™ as a My Sales booth** for approval, use the title Cookie Stand as the business or location name.

Drive-thru Cookie Booth

Unlike a traditional Cookie Booth, a drive-thru booth is not held at the door of a retail location but instead in a parking lot. Troops use a tent, signage, and traffic cones to safely direct cars to drive-up to their booth so customers can purchase cookies from the convenience of their vehicle. Parking lots at churches, schools, retail strip malls, etc. are potential locations for Drive-thru Booths. Always receive permission from the property owner or manager. A Drive-thru Booth must be entered into eBudde™ as a Troop booth** for approval.

**See page 14 of the [Troop Cookie Manual](#) for instructions to enter Troop booth for approval into eBudde.

Troop Cookie Link

The Troop Cookie Link was first introduced last year in Digital Cookie. The Troop Cookie Link offers two URLs—the primary link that works similar to a Girl Scout Digital Cookie Link with all delivery methods available including girl delivery and in-hand with mobile Digital Cookie app and an alternate link to be used for shipping and donation orders only. Review the [tip sheet](#) for more details to set up the site and find both URL links.

There are multiple uses for the Troop Cookie Link once [set up](#) by the Troop Cookie Chair.

1. Use the shipping only link and post on social media. This is a safe way to post/solicit support for the whole troop and not share individual girl information. [Social media policies](#) still must be followed.
2. [Set up the site](#) and without any other work by troop volunteers, Girl Scouts, or parents, the link will be available February 27-March 19 on [Cookie Finder](#). Customers enter a zip code and Troop Cookie Links set up for that zip code will be available for customers to place shipping and donation orders. ***It's that easy!***
3. Use for credit card sales at an in-person cookie booth. Using the Digital Cookie Mobile app login as the Troop Cookie Link “girl” and take in-hand Digital Cookie orders. This allows for the credit to go to the troop to be distributed between girls later instead of to an individual Girl Scout. All parents who have worked with their Girl Scout to set up her Digital Cookie Link can access the Troop Cookie Link through the Mobile app so it can be used at multiple booths at the same time.
4. Host a Virtual Cookie Booth (see more information on first page).

Troop Cookie Link Procedures

1. Starting on Friday, February 3, one volunteer (Troop Cookie Chair or Troop Leader) [sets up the Troop Cookie Link](#).
2. Starting Monday, February 27, all published Troop Cookie Links will be available for customers to search by zip code on [Cookie Finder](#) to place online shipped or donation orders of cookies.
3. Troops can find and use the primary Troop Cookie Link on the troop view in Digital Cookie.
 - a. As with all Digital Cookie girl delivery orders, orders must be approved within 5 days of the order being placed. The Troop Leader/Cookie Chair assuming the role of “parent” for the Troop Link/Site should carefully approve these orders and clearly communicate safe order pick-up/delivery instructions.
 - b. Cookies needed for girl delivery orders, come from the troop’s inventory. If inventory needed is not available, a cupboard order would need to be placed to receive additional cookies.
4. All packages on the troop link should be distributed to girls in eBudde before the end of the program for credit towards girl rewards and overall troop PGA calculation. The troop “girl” in eBudde does not count towards a girl for PGA, but the packages will also not count towards the troop PGA calculation if not distributed to girls in the troop. Follow [these instructions](#) to distribute Troop Cookie Link orders to Girl Scouts in the troop.

