



Cookie Sale News

FEBRUARY 2018

GSUSA's Cookie Pro Contest

GSUSA's Cookie Pro 2018 contest will name six girls nationwide, one per Girl Scout grade level, to be a Top Cookie Pro 2018. Girls will enter by completing their own Cookie Pro Resume Survey online. By entering the contest girls unlock the limited-edition patch, and get a chance to travel to NYC and be featured on the Girl Scout Cookie box. See more information on page 24 in your Troop Cookie Manual. Details available at girlscouts.org/cookiepro. Entries accepted January 2, 2018 through April 30, 2018.

5 FOR FIVE! CUSTOMER PROMOTION

Boost your booth sales with this fun contest and customer promotion. See page 22 in your Troop Cookie Manual for GSEOK details. Print the 5 for Five! sheets and table tents from our website, Cookie Sale Resources (For Sellers).

MOBILE CREDIT CARD READERS

For Troops - The following guidelines are provided to enable troops to use mobile card readers to accept payment for cookies at booth sales via credit cards. We have heard positive results from troops who took advantage of this payment method in previous years.

GSEOK recommends the Square Mobile Card Reader, which comes with a free card reader, free software, and no monthly fees. The fees for use are 2.75% for all swiped cards. The Square Mobile Card Reader supports iOS and Android devices. There is a chip card reader for \$49, with the same 2.75% fee for dipped or swiped cards.

Important Considerations - Utilizing the Square Mobile Card Reader is optional. Troops considering the use of a card reader must decide if it will be beneficial to the girls' goals, or whether the fees will present a hardship. Fees are entirely the responsibility of the troop, and no additional cost may be passed on to the customer. See page 12 in the Troop Cookie Manual for **Requirements for Use**.

Setup Information - Square provides device support, setup instructions, and troubleshooting advice via its website, <https://squareup.com/>. GSEOK is not responsible for, and does not provide technical support for the Square Mobile Card Readers. Please contact Square for all related questions and issues relating to the use of their card readers. Transaction questions and disputes as well as bank deposit questions must be directed to Square support staff.

For Girls - the Digital Cookie app makes it super simple for customers to order their favorite cookies online, pay by credit card, and have cookies shipped right to their home! Girls can also accept credit card payments for cookies sold in person. Girls must have set up their site in Digital Order Card to use this app. Find the Digital Cookie app for iOS and Android in the App Store or Google play.

BOOTH SALES: FEBRUARY 16 - MARCH 18

BOOTH SALE PROCEDURES

Reminder - **Form #307F, Booth Sale Approval**, must be completed for each cookie booth sale, **except those being coordinated by the council or your service unit**. All booth sales will be managed through the eBudde Booth Scheduler. See your cookie manual or December's Cookie Sale News (also available online) for detailed instructions on reserving the two types of both sales - council-coordinated or troop-selected.



Some retail businesses have a corporate policy prohibiting solicitation or will not allow sales inside. Some procedures vary from location to location within the same company. Contact the store manager at the individual location you are interested in to see what their policy is (as long as it is not part of the locations being coordinated by the council). Check with your service unit cookie coordinator or council cookie team if you are unsure about locations in your area. Schedule only one or two dates at popular locations until everyone has a chance; you can check back later in the month to see if dates are still open.

All booth sales at Walmart and Sam's locations must follow the specific 2018 rules agreed upon between GSUSA and Walmart corporate headquarters. You may read or download these rules online on our website Cookies page. You may also pick up a copy at a council office or request a copy to be emailed to you. The exact dates and hours of approved booth sales are negotiated exclusively by the council with each participating location, and are coordinated through the eBudde booth scheduler. Troops must comply with these rules and any further direction from the store management. If you have any questions about these rules, or need help while you are at a particular location, contact Christie Boyd, cboyd@gseok.org.

BOOTH SALES = PUBLIC RELATIONS

Troop booth sales are public displays of Girl Scouts at their work. This is the first thing the public usually thinks of when they hear the words Girl Scouts. Follow all council rules for troop outings and proper adult/girl ratio. Troops should make themselves visible without being a nuisance. Follow any rules set by the management as to greeting the customers only on the way in or out, etc. Greet people in a courteous way but do not call out or rush up to them as they walk by.

Include some activities for when there are few customers. During that time have a planning session, sing Girl Scout songs, or demonstrate a craft. This will attract attention in a positive way. Idle time often allows energy to be released in a non-productive way. The public will report bad behavior to the management, and then a good booth site is lost.

Daisy troops are not encouraged to participate in booth sales, due to the attention span of the girls. Daisies will benefit most from a family and friends approach, with emphasis on learning and fun.

Be sure to clean up after your booth sale. All empty cookie boxes must be taken with you, as well as trash, signs, etc. Remember, Girl Scouts leave a place better than they found it. Thank the business representative and send appropriate thank you notes.



BOOTH SUPPLIES

Cookie costumes are available to use for your booth sales. Make your reservations through the Girl Scout Store in plenty of advance notice.

You may borrow Gift of Caring boxes from your service unit, or have girls make their own.

Also, be sure to use your troop's Operation Cookie Drop (virtual gift of caring) box wrap.

Decorate with goal posters, table-top displays, and anything the girls design to call attention to your booth. Participate in the and 5 for Five! customer promotion.



COOKIE LOCATOR

Remind people to download and use this free app. Once your booth sale is approved in eBudde it automatically appears in the Cookie Locator. When booth sales begin, any customer searching for cookies can enter their zip code and find all the booth sales available. Simply call **GSCOOKIES (**472665437) from your mobile phone to get the app. Get more information at www.littlebrownie.com/app. Remember, booth sites will not show up until booth sales begin. Customer may also find cookies at GirlScoutCookies.org.



BOOTH SALE PATCH PROGRAM

To qualify for the Booth Sale Patch hold a troop booth sale (or sales) and follow all the steps listed on the evaluation/order form. The patch costs 99 cents each (plus tax) and will be available in the Girl Scout Store. Look for the evaluation and order form in this month's takeouts.

VISIT OUR COUNCIL WEBSITE

Go to the Cookies page, For Cookie Sellers, at www.gseok.org frequently for updates, forms and helpful links during the Cookie Sale activity.