

# Cookie Shops

## Three facts you may not know about cookie shops:



1. Troops/groups holding booth sales are twice as likely to reach their goals.
2. Booth sales usually require fewer adult hours.
3. Booth sales reach more customers and girls have more opportunities to practice their communication skills.

Be sure to follow your council's specific guidelines related to cookie shops and booth sales.

## 5 EASY STEPS for your COOKIE SHOP

- Step 1:** Involve girls in picking a place and time when the most people are likely to pass by. Ask store managers or event leaders how many people they expect.
- Step 2:** Stock up! Have plenty of cookies and take orders if you run out. Sell your pre-ordered cookies at the booth if you run out. You can always reorder to fill door-to-door orders.
- Step 3:** Advertise! Encourage girls to brainstorm ways to attract customers to your booth. Decorate with posters, goal charts, photos of troop activities, balloons, cookie boxes and cases. Here are some examples of how to decorate your booth (provide link to booth scenes). Post arrows or draw them in chalk on the cement to direct people to your location.
- Step 4:** Ask girls to help recruit adult help. It's important to have at least two grown-ups present to insure the safety of the girls. It's also important that adults don't take over. Girls learn by doing!
- Step 5:** Be prepared. Help girls to think of fun ways to practice selling and telling customers about their plans and goals. Brush up on money-handling skills. Review safety rules.