

Cookie Booth Skits

The BEST and the WORST cookie booths!

From People Skills to Sales/Marketing Saavy to Money Management, a well run Cookie Booth is an opportunity to learn, and to put into practice, a variety of key business skills .



Girls will be inspired as they discover tips on what works (and what doesn't) for their next cookie booth.

Girls want to shine with confidence at a well designed cookie booth, so they can celebrate success. But some troops are far from reaching this goal. Have you ever passed by a cookie booth where the girls were not engaged, the signage was non-existent and the adults were doing all the selling? Well, here is a chance to show girls how fabulous their cookie booth will be when they follow the tips that they'll discover in these fun, interactive skits.



Supplies:

- ◆ Cookie Boxes (can be empty)
- ◆ Cookie Cases (can be empty)
- ◆ Two Tables
- ◆ 3 or 4 Sign Easels
- ◆ Large Easel paper and markers.
- ◆ Girl Scout Table Cloth
- ◆ Chairs
- ◆ Cell phone
- ◆ Table Tents
- ◆ Booth decorations (flag, balloons)
- ◆ Booth signage (good examples)
- ◆ Booth signage (bad examples)
- ◆ Cookie bundle (ribbon around 3 boxes)
- ◆ Girl volunteers in street clothes
- ◆ Girl volunteers in Girl Scout clothes (sash, vest, GS tee, GS pin)
- ◆ Cash box (unsecured, like an open shoe box on a table)
- ◆ Cash belt (cash fanny sack worn on front of adult volunteer)
- ◆ Random distractions for "bad" booth (music player with big earphones, ball, bubble gum, big drink, big bag of another brand of cookies, trash to throw on ground, etc...)
- ◆ Gift of Caring Donation box and/or Donation Tally poster
- ◆ Gift of Caring Cause Poster - promoting program



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Set-up

Set up a “right” and “wrong” cookie booth, staffed by Girl Scout “actors”, where girls in the audience can observe and share their discoveries. It’s eye-opening to see just how good (or bad) some booths can appear. Girls and adults alike will leave inspired to implement these best practices at their next cookie booth! If you have access to a stage with a curtain for the group time, set up the booths behind the curtain - one on each side of the stage, so that you can reveal them one at a time.

“BEST” Booth Suggestions:

- ◆ Set up table with Girl Scout table cloth
- ◆ Place all cookie varieties neatly on display
- ◆ Display sign(s) with troop #, troop goals, and cookie prices
- ◆ Have girls wear Girl Scout ID (vest, sash, GS t-shirt, GS pin)
- ◆ Staff with 2 adults , 2 girls and customers
- ◆ Place a donation box (and/or Tally Chart) on display, that promotes Gift of Caring cause
- ◆ Display promotional Table Tents on table
- ◆ Decorate the booth with flags, sign clip art, balloons or other tasteful attention grabbing decorations)
- ◆ Have one adult volunteer wear a fanny sack on the front for securing cash.

During demonstration do the following:

- ◆ Girls interacting with customers
- ◆ Girls smiling and asking customers if they would like to purchase or donate cookies.
- ◆ Girls collecting money and handing to adult
- ◆ Girls putting boxes in donation box, and/or recording tally on Donation Tally Chart.



“WORST” Booth Suggestions:

- ◆ Set up table with NO table cloth
- ◆ Place 4 cookie varieties in disarray on table
- ◆ Display NO signs OR maybe one poorly done, sloppy sign that says “Cookies Here” (but NO troop #, goals or cookie prices)
- ◆ Have girls wear sloppy clothes - sweats, jeans with holes and NO Girl Scout ID (NO vest, sash, GS t-shirt, GS pin)
- ◆ Staff with 1 adult, 3 or 4 girls (possibly make 4th girl a pre-school sibling) and customers
- ◆ Place open/empty cases on floor, near table.
- ◆ Put a shoe box on table with fake cash.
- ◆ Position chairs behind and next to booth.

During demonstration do the following:

- ◆ Girl 1 sitting in chair, listening to music with headphones and drinking from a big drink cup.
- ◆ Girls 2 and 3 playing with each other - maybe a hand clapping game or throwing ball, or facing each other talking and eating non GS cookies.
- ◆ Volunteer in chair, chewing gum, playing on phone, then stands up and walks away.
- ◆ Customer walks by, is ignored by girls and volunteer, then shrugs and swipes cash box.

Rally Tips:

- ◆ Encourage girls to check out the GSUSA Tools for Selling at http://www.girlscouts.org/program/gsc_cookies/tools_for_selling.asp
- ◆ Set up a Volunteer Resource table and offer Booth Sale Kits with resources and information for a successful cookie booth, including a checklist of what to bring to a booth. and templates for signs and other promotional materials.





Group Time:

- ◆ During group time, begin by asking the girls to suggest what makes a “good” cookie booth. Write down suggestions on the large easel paper.
- ◆ Offer ideas below (from “BEST” list), if needed, to make sure discussion is complete.
- ◆ Open curtain to reveal the “WORST” Booth skit, and ask girls to suggest things they see that are wrong. Write ideas on another page. See list below for things to point out, if needed.
- ◆ Open curtain to reveal the “BEST” Booth skit, and ask girls to suggest things they see that are right. Write ideas on another page. See list below for things to point out, if needed.

“BEST” Booth Observations:

- ◆ Table has table cloth
- ◆ All cookie varieties neatly on display
- ◆ Sign(s) are on display with troop #, troop goals, and cookie prices
- ◆ Girls are wearing Girl Scout ID (vest, sash, GS t-shirt, GS pin)
- ◆ Girls are dressed neatly.
- ◆ Staff includes 2 adults
- ◆ There are 2 Girl Scouts working booth
- ◆ A donation box (and/or Tally Chart) is on display.
- ◆ They are promoting a Gift of Caring cause
- ◆ There are Table Tents on table
- ◆ Booth is nicely decorated with (flags, signs, balloons etc...)
- ◆ Adult volunteer is keeping money secure.
- ◆ Girls are interacting with customers
- ◆ Girls are smiling
- ◆ Girls are asking customers if they would like to purchase or donate cookies.
- ◆ Girls are collecting money and handing to adult
- ◆ Girls keeping track of donated cookies.

“WORST” Booth Observations:

- ◆ There is no table cloth
- ◆ All cookie varieties are not on display
- ◆ Cookies on display are messy/disorganized
- ◆ There are no signs OR maybe sign is poorly done or sloppy.
- ◆ There is no troop #, goals or cookie prices posted
- ◆ Girls are not dressed neatly.
- ◆ Girls are not wearing any Girl Scout ID (NO vest, sash, GS t-shirt, GS pin)
- ◆ There are not enough adults staffing booth
- ◆ There are too many girls at booth.
- ◆ There should not be a sibling at the booth.
- ◆ Empty cases and trash are not put away.
- ◆ Money is not safely secured and supervised
- ◆ Workers/girls are sitting down
- ◆ Girl is listening to music/not paying attention
- ◆ Staff is eating/drinking/chewing gum.
- ◆ Girls are playing with each other - and not interacting with customers.
- ◆ Volunteer is playing on phone and not paying attention
- ◆ Volunteer walked away, leaving booth unsupervised.

More Rally Tips:

- ◆ Reward girls who offer suggestions and input during this activity with a small prize or a box of cookies, (or use prize tickets, and the troop with the most tickets gets a booth kit with a tablecloth and cash bag and other booth resources).
- ◆ If your council loans out cookie costumes for use at cookie booths, communicate this at the end of this activity by having girls walk onto the stage modeling the costumes, and while on-stage share with the group how to reserve a costume for their booth sale.



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