

# Cookie Tip Sheet:

## Tips for Socially Distant Cookie Sales

### Virtual Booths

- Learn about hosting successful Virtual Cookie Booths and contact customer care to set up a Troop Digital Cookie Website.
- Encourage your girls to get creative and have fun! This might mean creating flyers, writing sidewalk chalk messages, or by uploading a video.
- Host a Facebook Live party with your friend and family to get them excited about the Great Cookie Comeback.
- Tap into your social network to share your girl's Digital Cookie link following GSUSA online marketing guidance.
- Post Virtual Troop Booth on social media –including community sale sites. Girl Digital Cookie information should never be shared on these sites.

### No-Contact Deliveries

- Communicate with your customer to determine where they would like their cookies dropped off.
- Knock on the door and leave the cookies. Then back up 10 feet, have the customer take their cookies and leave payment. Collect payment no less than 6 ft away from customers.
- Consider scheduling trunk pick-ups at a central location and scheduling customer pick-up times to minimize the number of people there at once.
- Find a special way to say “thank you!” – whether through a thank you video or a personalized note, your girls will want to show their customers come appreciation!



- Wear a face mask.
- Follow all Booth Guidelines.

- Follow state and local COVID-19 guidelines.
- Use hand sanitizer.

### Creative Community Walkabouts

- Get the word out! Let your community know that cookies are back by posting flyers or leaving door hanger notes in your neighborhood to inform them when and how girls are planning to sell.
- Plan to set up a cookie stand in a central location in the neighborhood and invite neighbors to drop by. Share your “open” times and location with your community and on social media.
- Think outside the box to find spots where people might be excited to get their favorite cookies, such as around coffee shops or restaurants with thriving take-out orders. Connect with local businesses to offer cookies as a dessert option for customers!

### Set Up a Cookie Drive-Thru

- Give customers a convenience way to get their cookies by setting up in parking lots and offering a “drive-thru” service.
- Work with your service unit to secure a safe location and collaborate on advertising your drive-thru, including on social media.
- Remember that booths held in public locations must be entered and approved in Smart Cookies prior to hosting.
- Limit the number of girls that are at your pick up location. Ensure that there are at least two adult volunteers on site.

### Payment Options



- Utilize the Smart Cookies/Heartland payment system. Remember there is no additional equipment or apps - payments can be taken through your Smart Cookies account.
- Use other card payment systems your troop has set up. Remember to read Terms and Conditions prior to use.
- Collect money or checks in envelopes from customer porch, doormats, or some other agreed-upon locations.
- If you are at a pick up locations and the customer wants to pay with cash, have them place the money in an envelope, keeping 6 ft apart, return change through envelope, with a gloved hand you can retrieve the money with no customer contact.