

## COOKIE BOOTH MARKETING TIPS

### Bling Your Cookie Booth

Have your girls create personalized posters and signage to promote their sales! Check the notes in eBudde to make sure that your Council-sponsored booth locations allow appropriate signage. Remember to include info like price, your troop number, and positive messaging about troop goals or Gift of Caring. Do not include personal info like girls' names, phone numbers, or girl Digital Cookie links. Check out the Little Brownie Bakers website at [littlebrowniebakers.com/printmaterials](http://littlebrowniebakers.com/printmaterials) for sign and banner templates to help bling out your booth!

**Cookie Menu Tip**  
Instead of having customers handle packages to check out cookie information, print out the Cookie Varieties sheet and laminate it so that you can provide an easy visual tool for customers!



### Cookie Booth Resources from GSNEO

Cookie costumes are a great way to draw customer's attention to your booth, plus the girls love dressing up as their favorite cookie! We also have safety vests available to loan for Drive Thru booths, credit card banners, stop/yield for cookies signs.

Contact GSNEO's Customer Care with your booth rental needs and we will try to accommodate you. Remember there are a lot of booths and a limited number of items so the sooner you contact us, the better.

Limit one costume per troop. Be sure to check out the Council Shops for fun cookie swag too!

### Offer a Gift of Caring option

During booth sales, ask customers to donate cookies to a worthy program. Promote the option with posters and a special box (or wagon) for donated cookies or tally donated boxes on a large chart.



### **\$6 for Success Promotion**

Use the \$6 for Success marketing promotion provided by GSNEO with your sales materials. A customer who purchases 5 packages or more at a booth receives a single-entry code to be entered into a drawing at [gsneo.org](http://gsneo.org) for a chance to win 5 cases of cookies.

### **Host a Drive-thru Cookie Booth**

Set up in a parking lot where customers can drive up to your booth, make their purchase and drive away. Safety of the girls is our priority. Choose a location that keeps the girls out of traffic, such as a closed bank drive thru.

Be sure to get permission from council through a My Sale Request and the location. Check out the [littlebrowniebakers.com/printmaterials](http://littlebrowniebakers.com/printmaterials) for sign and banner templates to elevate your drive-thru game!

