

Cookie Tip Sheet:

Tips for Socially-Distant Cookie Sales

Virtual Booths

- Learn about hosting successful Virtual Cookie Booths.
- 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 friends and family to get them excited about cookie season.
- Tap into your social network to share your girl's ABC Smart Cookie link following GSUSA online marketing guidance.
- Post Virtual Troop Booths on social media. Girl ABC Smart Cookie links should never be shared on resale 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
- Don't touch your face

- Follow your community's social distancing 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 convenient way to get their cookies by setting up in parking lots and offering a "drive thru" service.
- Work with local businesses to secure a safe location and collaborate on advertising your drive thru, including on social media.
- Share your drive thru location with your community and invite individuals to visit your drive up location while keeping a safe distance.
- Limit the number of girls that are at your pick-up location.



Payment Options

- Utilize ABC Smart Cookies Credit Card processing on the app. Remember, you can scan their card without ever touching it if you have an iPhone.
- Collect money or checks in envelopes from customer porch, doormats, or some other agreed-upon locations.
- If you are at a pick up location 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.