



Troop Cookie Link Promising Practices

- Tie your Troop Cookie Link to an existing physical booth sale (traditional booth) to promote pre-sales and a “curbside” model of orders ready for pickup
 - Troop creates a separate “virtual only” booth location/date/time through the Troop Secured Booth feature in Smart Cookies. Simply modify the location name from the physical booth location (example: “Sally’s Beauty Supply VIRTUAL PICKUP” for virtual, “Sally’s Beauty Supply” for physical booth location)
- Display Troop Cookie QR code at all physical booth sales to encourage customers to scan, prepay, and pickup or have the Troop deliver
- Create virtual only booth sales where customers prepay with credit card and pickup via a drive thru model
 - Display Troop Cookie QR code at virtual pickup sites to allow for walkup customers seeking cookies
- If Troop Delivery is enabled, share the Troop Cookie Link within a reasonable delivery area, including audiences like:
 - Home owners association websites, churches, local small businesses, social groups, or locally planned event websites
 - Ask to advertise in a planned local event where the Troop Cookie Link can be shared along side other vendors/participants. Enable Troop Delivery for local delivery or establish location for curbside pickup.
 - Create a virtual booth in Smart Cookies for local businesses to purchase cookies for their customers or employees. Enable Troop delivery and the business can place their orders,. The Troop receives the credit and transfers packages to girls .

