



Supercharge Your Cookie Sales with a Walkabout!

In a Walkabout, a Girl Scout walks through a residential neighborhood selling cookies door-to-door, with adult supervision, and visits cookie customers they may have missed or who might need to restock their favorites!

You can begin a Walkabout anytime during March as soon as you get your cookies!

Did you know? Door-to-door sales remain one of the most effective ways to sell cookies.

In a recent national study, 78% of customers who were not approached during a cookie sale stated they would have purchased 2-4 packages if asked.

Here are some Walkabout guidelines and tips for you and your troop to follow while having fun & staying safe:

- Neighborhood sales are only allowed in non-commercial areas and not in shopping centers, parks, or other public areas.
- Commercial areas are considered a booth and must be coordinated through the council, including driveway booths. Most parks require permits in order to sell items.
- Make a neighborhood sale as a troop or with your family!
- Keep moving! You have to keep moving in order for it to be a Walkabout sale.
- Map out neighborhoods for our Walkabout and then cross them off as you walk. Have you or your troop taken pre-orders in your neighborhood? Make it an adventure and try a new area!
- Decorate your wagon or cart for your Walkabout to create excitement for your sale.
- Snap a photo while you're walking and send it to us at marketing@gsutah.org so we can share it on social media! You can also tag us:
 - Facebook: @girlscoutsofutah
 - Instagram: @gsutah
 - Twitter: @gsutah
- Walkabout patches are also available for purchase at any of our GSU shops.

**Visit our webpage www.gsutah.org for more cookie resources.
Contact us with questions at info@gsutah.org or (801) 265-8472**