



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 the cookie season as soon as you have cookies in hand!

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 two to four 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 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.
- Snap a photo or take a video while you're walking and tag us on social media:
 - Facebook: @GSMWcouncil
 - Instagram: @girlscoutsmtwy
 - TikTok: @girlscoutsmtwy

Visit gsmw.org/cookieresources for more cookie resources.

Contact us with questions at customer care@gsmw.org or 406-252-0488.