

## Booths 101

Troops are invited to secure their own community-centered booths (*Troop Secured Booths*) in November. GSNI-M Secured Booths will be covered in Booths 201 later in this appendix. Troops are encouraged to reach out to businesses in their area and ask if they would allow a cookie booth at their location. Booths may be held beginning January 15, 2021. Troops work with the businesses, to determine dates, times, and set up space indoors or outdoors.

*Businesses you may **NOT** contact at this time:*

*Kroger, Wal-mart/Sam's Club, JoAnn's, Dunkin Donuts, GNC, Lowe's, Rural King, University Park Mall, Glenbrook Mall, and Fort Wayne Office Depot locations.*

- ❖ Review GSUSA's Virtual Cookie Booth Guidelines as well as ABC's Troop Cookie Booth Link Tips, uploaded to gsLearn, for creative booth ideas.
- ❖ GSNI-M does not secure most Walmart or Sam's Club booths. However, because of the GSUSA contract, troops may not contact them until those contracts are in place. Watch for "Booth Updates" in gsLearn for up to date status on these partnerships.

Due to uncertainties surrounding COVID-19, businesses may not be willing to commit to having troops inside. We encourage you ask if they are willing to allow your troop to have the booth outside of the main doors (not blocking customers) or in the parking lot. (Additional guidelines will be provided for parking lot booth sales at it becomes available) The answer is always "no" if you don't ask!

Discuss with the manager how to handle a booth cancellation, whether they need to cancel with you, or if you need to cancel the booth because of illness, change of schedule, etc.

Note the name of the manager you spoke with, date/time of communication, and their phone number. You will also need to know the businesses complete address for [abcsmartcookies.com](http://abcsmartcookies.com).

As soon as you are uploaded into [abcsmartcookies.com](http://abcsmartcookies.com), you may begin to enter your Troop Secured Booths for approval and publishing.

Although you are not required to enter troop secured booths into abcsmartcookies.com, there are many benefits for your troop:

- 1) Customers use the “find cookies” app or link to find cookie booths. Only troops who have their booths in abcsmartcookies.com can be found by those customers.
- 2) Ensuring that locations are not double-booked. Access to the spot will be given to the troop who had theirs “approved” in abcsmartcookies.com first.
- 3) Troops can use the abcsmartcookies.com app to take credit cards at booths that have been entered, and GSNI-M covers 100% of the credit card fees associated with those transactions.
- 4) Corporate donors will be randomly selecting booths entered into abcsmartcookies.com, to purchase large quantities of cookies from troops.
- 5) Abcsmartcookies.com offers a “smart booth divider” function. More information can be found in the Smart Cookies Appendix.
- 6) Abcsmartcookies.com offers detailed reports (additional reports added this year)

♣ There is a video “HOW TO: Troop Secured Booth Request” on abcsmartcookies.com.

## Booths 201

A *GSNI-M Secured Booths* are secured between the business corporate level and GSNI-M.

**\*As with any booth sale, it is a privilege to be able to hold booths at businesses. It is imperative that Girl Scouts respect their rules and guidelines, to keep the relationship positive.**

**Starting December 11<sup>th</sup>**, all troops can log into abcsmartcookies.com and request up to 10 booth slots. Booths will be added as partnerships and contracts form. New booths may be added up to the end of the sale.

It is recommended that you request at least 7 booth slots. GSNI-M will pull the first list at **7:00am EST on December 14<sup>th</sup>**, awarding troops up to 3 booths. Notification will be sent via email. The lottery will reopen again at 9:00am EST. Troops request booths the same way. Another 3 booths will be awarded at **7:00am EST on December 16<sup>th</sup>**. This process will repeat again, at 9:00am EST. Another 3 booth assignments will be awarded at **7:00am EST on December 18<sup>th</sup>**. This process will repeat every Monday, Wednesday, and Friday (excluding December 25<sup>th</sup>, 2020).

♣ The video, “HOW TO: Schedule a Booth in the Lottery” can be found on abcsmartcookies.com.

First Come First Serve (FCFS) booths will replace Lottery booths starting **January 11, 2021**. FSCS booths allow troops to claim booth slots from what is available in [abcsmartcookies.com](http://abcsmartcookies.com). We will communicate the maximum number of booths that troops can secure during these “open” periods.

- FCFS will open at 9:00am EST January 11, and troops will have until 7:00am EST January 13 to claim the booths.
- It will re-open at 9:00am EST for troops to secure more booths before 7:00am EST on that Friday.
- It will re-open again at 9:00am EST, and will continue that way every Monday, Wednesday, and Friday through the end of the sale.

🍀 The video, “HOW TO: Schedule a First Come First Serve (FCFS) Booth” can be found on [abcsmartcookies.com](http://abcsmartcookies.com).

## Booths 301

**Booth space is a privilege, not a right.** By respecting the business’ rules, we maintain and ensure the positive relationship continues. We try our best to note any outdoor booths in [abcsmartcookies.com](http://abcsmartcookies.com). Please be prepared for cold weather and dress in layers, just in case a booth has to be outside, or is near an entryway.

Booth locations may change at any time. GSNI-M is not responsible to secure troops another booth if a business cancels. Think outside the box, be creative, and use the Booth Resources uploaded to gsLearn.

Some customers go out of their way or drive multiple hours to purchase cookies found by using the Booth Finder. If a troop is not there, it is frustrating for the customer and reflects poorly on our organization. In the event you or your troop cannot attend a scheduled booth, it is **IMPERATIVE** that the following steps be taken:

- If the booth is **less than 24 hours away**, delete it and email [Jennifer.bradford@gsnim.org](mailto:Jennifer.bradford@gsnim.org) immediately, with your troop #, booth name, location, date, and time.
- If the booth is **24-48 hours away**, do **NOT** delete the booth!
  - Post the booth to the Volunteer Scoop Facebook group and/or your SU social media page. When you have another troop who can take it, email [frontdesk@gsnim.org](mailto:frontdesk@gsnim.org) with your troop #, booth name, location, date, time, and the troop # of who will be doing the booth.
  - **OR**, email [frontdesk@gsnim.org](mailto:frontdesk@gsnim.org) with your troop #, booth name, location, date, and time. Product Program staff will reach out on social media to find another troop to do it, and then will delete the booth from your [abcsmartcookies.com](http://abcsmartcookies.com) booth list.

- If the booth is **3 or more days away**, delete the booth in [abcsmartcookies.com](http://abcsmartcookies.com) so other troops will have opportunities to select and take the spot. Do not post the booth to social media to secure another troop, and do not contact GSNI-M.

☘ **Booth etiquette** includes the behavior of girls and adults while working the booth, arriving at or leaving a booth, and handling adverse situations.

#### **Girl and Adult Booth Etiquette:**

- Girls should be in uniform or wearing a Girl Scout shirt
- Girls and adults should be clean in appearance
- Arrive on Time
- No eating at the booth
- Girls are not allowed to sit at the booth
- The only time an electronic device should be in a girl's hand is to take credit card information from the customer
- No yelling or running around
- Stay within arm's length of the booth
- Be courteous and respectful, say Please and Thank you (even if they say no)
- Girls and adults work together loading/unloading, counting, and setting up/tearing down
- Take ALL trash with you when leave (leave it better than you found it)
- If you have a disagreement with a store employee, you must abide by their rules, even if they ask you to leave – if this happens email [Jennifer.bradford@gsnim.org](mailto:Jennifer.bradford@gsnim.org) immediately, with your phone #, troop #, location, employee name, and problem.
- There are sample Booth Etiquette “contracts” on [gsnim.org](http://gsnim.org) under the Cookies+ tab.

#### **Troop Transition:**

- If another troop is scheduled before you, do not crowd the booth space
- Notify the other troop 5 minutes prior, that you are there and will wait out of the way to set up when their time is up
  - If a troop is late, the previous troop may continue selling until the troop arrives – customers are expecting Girl Scouts to be at the booth during the times entered into [abcsmartcookies.com](http://abcsmartcookies.com)
- When your shift is ending, start packing and counting 5 minutes before
- If you cannot complete counts prior end of shift, quickly move to the side so the next troop can set up while you finish.
- Do not argue with another leader or store employee – step away from the booth to discuss any issues, and/or immediately notify [Jennifer.bradford@gsnim.org](mailto:Jennifer.bradford@gsnim.org).

## Handling Difficult Situations:

- If a customer makes a comment about something unrelated to purchasing of cookies, do not engage them in an argument.
- It is best to ignore the comment. If they persist, politely tell them you do not discuss sensitive topics in front of girls and they can contact the GSNI-M office to discuss the concern.
- If something escalates, ask a manager to intervene and email [Jennifer.bradford@gsnim.org](mailto:Jennifer.bradford@gsnim.org) with your name & phone # right away.

Use booth log sheets at your booth to track the # of cookies, by variety, you start with, and the number you end with. Tallies are good for busy work, or to double check. They should not be the only way you track what is sold at the booth. Also make note of the money you are starting with as change. Recommend \$50: (1- \$10, 4- \$5, 20- \$1). Have a pouch or apron instead of cashbox so it is on your person and easier to secure.

The adult in charge at the booth, is responsible for financial discrepancies. It is ok for a Girl Scout to handle the money between the adult in charge and the customer. The adult in charge, ultimately verifies and is in possession of the money before and after the Girl Scout/customer exchange.

- ♣ You can find a helpful video on how to take a [credit card payments](#) at a booth, on our [gsnim.org](http://gsnim.org) website, under Cookies+, as well as on ABC's youtube channel: <https://youtu.be/roUoI4p3E7k>
- ♣ Booths uploaded into [abcsmartcookies.com](http://abcsmartcookies.com) can be shared to social media! Watch the video, "HOW TO: Booth Share on Social Media" found on [abcsmartcookies.com](http://abcsmartcookies.com).

If your troop wants extra cookie booth opportunities, pull the [Available Booth Sale Summary](#) report.

- It can be filtered by area or location, to see what booths are available.
- Any available GSNI-M Secured Booths that have not been taken within 48 hours of its scheduled time, are available (even if the lottery or FCFS options are closed).
  - Do not show up at a booth because you see the time open in the report
  - Contact [Jennifer.bradford@gsnim.org](mailto:Jennifer.bradford@gsnim.org) with your troop # and the date/time/location of the booth desired, and it will be assigned to you.
- ♣ Starting [February 19, 2021](#), and running through the end of our Cookie Program, GSUSA, will offer a "virtual booth" opportunity for troops. There is nothing you need to do to participate. When customers enter their zip code to purchase cookies, it will automatically pull a troop from within that zip code and allow the customer to submit a direct ship order. The only thing leaders will then need to do is allocate the cookies to a girl in the troop! No payment to collect, no cookies to deliver, just money in the bank and more sales for the girls and troop!