

Introduction to Cookie Booths

What is a Cookie Booth?

A Cookie Booth is a place where a Girl Scout troop sets up a table at a business or other approved location to sell Girl Scout cookies.

Why have Cookie Booths?

- Girls and troops can sell a *lot* of cookies in a short period of time because they don't have to deliver boxes to individual homes.
- Girls and troops can reach customers that may have been overlooked or were unreachable during door-to-door sales. Four out of five people would purchase Girl Scout cookies if asked, but nearly 35% of customers are never asked!
- Girls who are unable to sell door-to-door can participate in cookie booth sales.

How do we Have a Successful Cookie Booth?

- Select a location with a lot of "foot traffic." Nights and weekends are generally the best times.
- Take an adequate supply of the best sellers — at least two or three cases each of Thin Mints, Caramel deLites, Peanut Butter Patties, and Lemonades plus 1 to 2 cases each of the other varieties.
- Make an attractive table display to invite customer interest. Balloons and cookie costumes are great.
- Prepare a troop goal poster and display it at your booth. Customers love to help girls reach their goals! Update the poster as boxes are sold.
- Make safety a priority at all booths; girls should stay away from street traffic and be dressed appropriately.



Important Cookie Booth Dates

November & December	Troops should begin securing <i>Troop Secured Booths</i> with businesses including Food Lion and Kroger (see the Troop Secured Booth section of this Reference Guide for the do's and don't of <i>Troop Secured Booths</i>). Troops may enter these into Snap for approval as soon as they receive approval from the businesses. Cookie booths will begin February 1, 2013 (no booths can be arranged prior to this date)
January 14-21	First Snap Booth Scheduler Lottery Selection. Troops should visit Snap January 14 (beginning at 12noon)-21 (before midnight) and select up to 15 booths. The lottery will be held at 12noon on January 22nd with each troop receiving up to 3 of booths from their selection.
January 22	First Snap Booth Scheduler Lottery at 12noon today. Troops will be notified by email per the email address listed in Snap what cookie booths they have received.
January 22-24	Second Snap Booth Scheduler Lottery Selection. Troops should visit Snap January 22 (beginning at 1pm)-24 (before midnight) and select up to 15 booths. The lottery will be held at 12noon on January 25th with each troop receiving up to 3 of booths from their selection.
January 25	Second Snap Booth Scheduler Lottery at 12noon today. Troops will be notified by email per the email address listed in Snap what cookie booths they have received.
January 25-27	Third Snap Booth Scheduler Lottery Selection. Troops should visit Snap January 25 (beginning at 1pm)-27 (before midnight) and select up to 15 booths. The lottery will be held at 12noon on January 25th with each troop receiving up to 3 of booths from their selection
January 28	Third Snap Booth Scheduler Lottery at 12noon today. Troops will be notified by email per the email address listed in Snap what cookie booths they have received.
January 28	At 1pm today the Snap Booth Scheduler will be open for troops First Come First Serve to select cookie booths. There is no max to the number of booths a troop can secure.
February 1	Cookie Booths begin. No cookie booths are allowed prior to this date. Cookie booths are allowed during the Cookie Sale from February 1-March 10; however troops are allowed to secure cookie booths on their own through June 15th which is the last day troops can sell cookies from the 2013 Cookie Sale.

Cookie Booth Basics

Cookie Booth Preparation and Wrap-up:

- Count boxes and money before the cookie booth begins and enter information on a booth tally sheet and place the tally sheet in the cash box
- Count boxes and money after the booth ends and enter information on the booth tally sheet
- During the booth write down any boxes that are opened for samples on back of tally sheet
- Remember to keep money and money box out of sight at all times
- Map your booth location prior to your scheduled booth and confirm you are going to the correct location

Things troops *should* have at all cookie booths:

- Cookies!
- A completed Health History form for each girl and adult
- A minimum of two adults and two girls (for safety reasons so that one adult can be with the girls at the booth at all times in case a girl needs a bathroom break or there is a medical emergency) - and a maximum of four girls
- Card table and chairs (set up approximately 15 feet from entrance), goal poster and marker
- Booth tally sheet and pen(s)
- Cash box and change (start with six \$5 bills, 25 \$1 bills, and a roll of quarters)
- Cookie Booth report from Snap to confirm location if needed

Things troops *should not* have at a cookie booth:

- Other food or chewing gum (coffee and hot chocolate are okay on cold days!)
- Pets, animals, tagalongs
- Adults or girls smoking
- Troop donation jar (Operation Cookie Drop donation jars are allowed)

Additional recommendations:

- Please do not ask stores for change—speak with the store manager only to check in and confirm booth location; remember they are busy running their store
- Booths are set up at one entrance only unless the store manager approves multiple entrances
- Do not talk or text on a phone unless it is urgent
- Only approach customers as they *leave* the store
- Girls should do the selling and adults should handle the money (especially for Daisy and Brownie troops)
- Keep cookies out of the sun and/or rain
- Cookie booths are a privilege granted by businesses. We should demonstrate how grateful we are for their generosity by keeping and leaving the area clean and being polite at all times
- If two troops show up at the same booth, the troop with the correct printed booth report has priority. In the unlikely event that both troops have a report for the same booth the troops should calmly work together to find a solution that is satisfactory with both troops. Notify the council at cookiebooths@nccoastalpines.org if this occurs
- Do not ask the store manager to mediate conflicts between troops; please contact your Area Booth Manager, ACM, or RCM if there is any confusion concerning the booth
- Girls should stay approximately within a foot of the booth. Do not stray from the booth especially in busy areas; *always make safety a priority*
- Begin packing your booth up 15 minutes prior to your end time; never stay past your assigned booth time when another troop is waiting to set up
- Cookie booths may be the only time some people see Girl Scouts in action — remember to be ambassadors for all Girl Scouts. Be courteous to your fellow Girl Scouts, especially those with the booth before and after your booth

How and When to Order Booth Cookies:

Troops should order booth cookies with their Initial Order (place order under Booth Extras in Snap). To help minimize left-over cookies, we recommend that troops only order enough cookies for one cookie booth or week at a time. Troops can place weekly reorders to replenish inventory. Remember, leftover cookies cannot be returned, however they can be transferred to other troops.

Assigning Booth Sales to Girls:

Girls receive sales credit for boxes sold at cookie booths toward patches, recognitions, and rewards. There are no set rules on how to divide girls' sales, but the troop should decide how sales will be divided and communicate the plan to the girls and parents before the first booth and should be consistent and fair when dividing booth sales.

Who Can Sell Cookies:

Only registered Girl Scouts are allowed to sell Girl Scout cookies. Please note that Girl Scout cookies are distributed and marketed exclusively through Girl Scouts and any resale or redistribution is unauthorized.

Cookie Booth Safety

Safety is the number one priority at a cookie booth. It is important for the girls to sell cookies and have fun at booth, but this should be done in a safe environment. Follow these important Safety Basics to ensure a fun and safe environment for your troop.

Cookie Booth Basics:

- Map your booth location prior to your scheduled booth and confirm you are going to the correct location; you do not want to be lost in an unfamiliar area
- Be alert to your surroundings so the girls can focus on selling the cookies; report any concerns to the store management and to either your Area Booth Manager or cookiebooths@nccoastalpines.org
- Remember to keep money and money box out of sight at all times; you do not want to risk having the troop's hard earned money stolen or lost
- When entering the store for booth check-in or for bathroom breaks, do not run, but walk in the store
- When a girl approaches a customer as they *leave* a store, do not run up to them which can cause accidents
- Girls are not allowed to enter the parking lot at a booth location to sell cookies to people in their cars (drive-thru booths are approved as long as the girl's safety is not jeopardized).
- Not only keep cookies out of the sun and rain, but girls and adults as well.
- Girls and adults should be dressed appropriately for the weather conditions
- Keep the cookie booth area clean and clear to avoid accidents
- Card table and chairs should be set up approximately 15 feet from the entrance to ensure customers have a clear path to enter and exit the store
- Girls should stay approximately within a foot of the booth. Do not stray from the booth especially in busy areas
- Girls should not be selling cookies at the curb of a busy street; this can distract drivers and cause accidents

Things troops *should* have at all cookie booths to ensure safety:

- A completed Health History form for each girl and adult
- A minimum of two adults and two girls for safety reasons so that one adult can be with the girls at the booth at all times in case a girl needs a bathroom break or there is a medical emergency
- Booth report from Snap to ensure there are no conflicts at the booth. If two troops show up at the same booth, the troop with the correct printed booth confirmation has priority. In the unlikely event that both troops have a confirmation for the same booth the troops should calmly work together to find a solution that is satisfactory with both troops. Please notify the council at cookiebooths@nccoastalpines.org if this happens as well. Do not ask the store manager to mediate conflicts between troops; please contact your Area Booth Manager, ACM or RCM if there is any confusion concerning the booth

Things troops should *not* have at a cookie booth:

- Pets, animals, tagalongs which can stray easily from the booth and cause safety hazards
- More than four girls as too many girls at a booth can lead to accidents
- Loud music that can distract girls and customers



IT'S COOKIE TIME

REMEMBER

Cookie booths are a privilege, not a right. If your troop fails to follow the rules and guidelines set in this Reference Guide, your troop will be jeopardizing their cookie booth privileges. Troops/ volunteers that intentionally cause conflict with another troop and/or volunteer also risk having their booth privileges removed. Any troop that continues to cause issues even after losing their booth privileges will risk being terminated from the Cookie Sale.

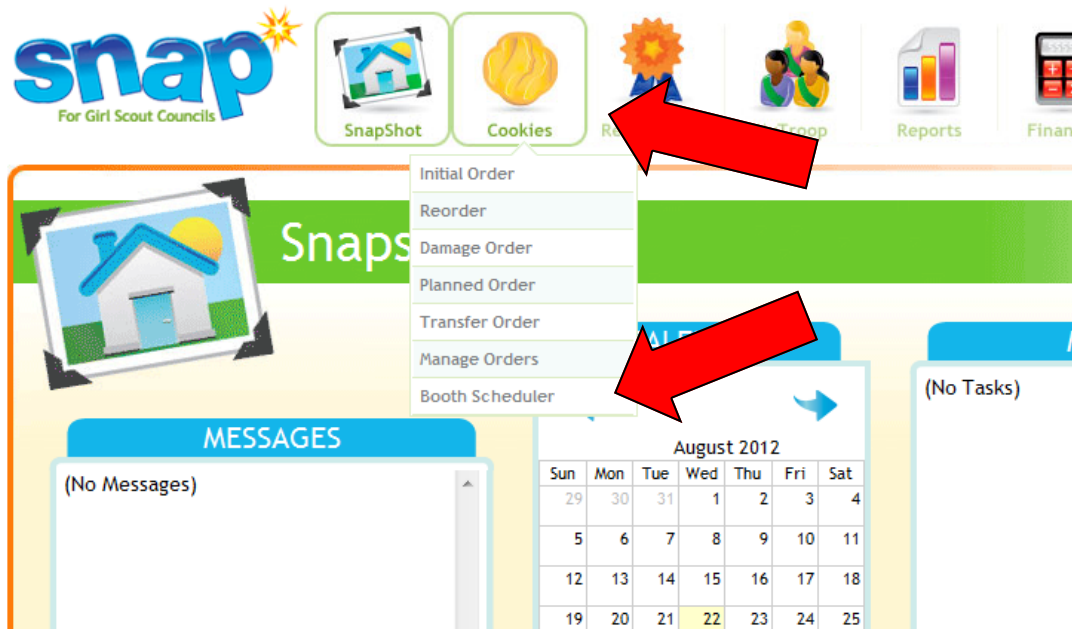
Reserving Cookie Booths in Snap

Reserving cookie booths is a snap with Snap! Troops will receive their logins and passwords at training. Use this login and password to place both your cookie orders and reserve cookie booths.

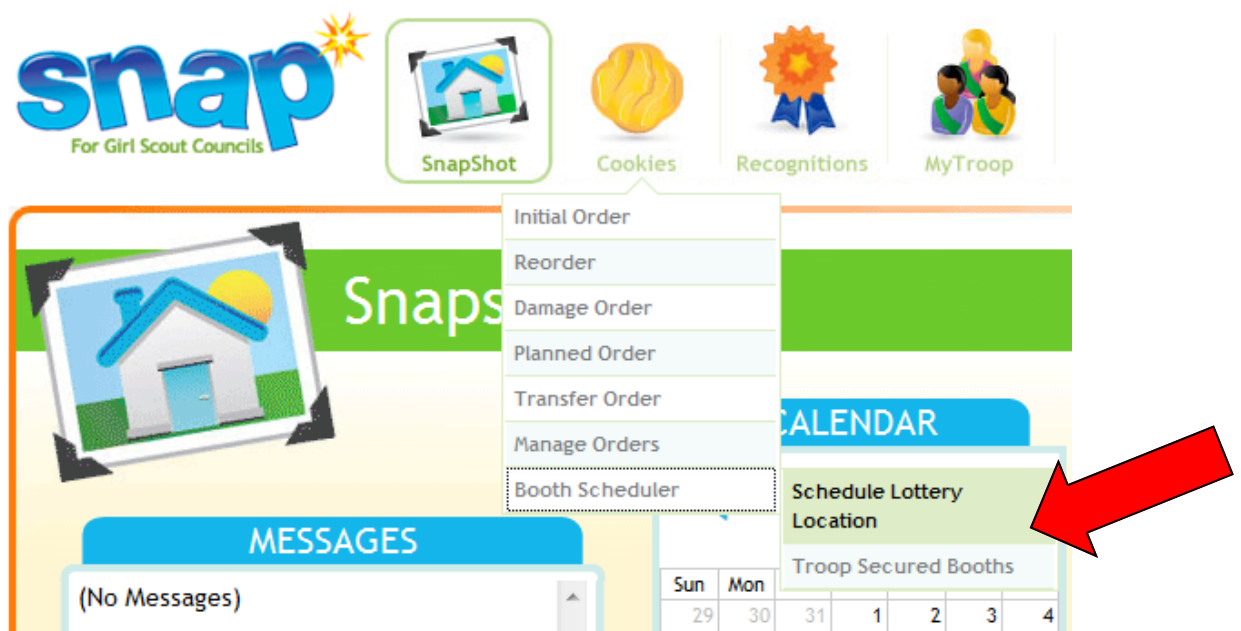
Cookie booths will be reserved several ways. In mid-January (check dates in the previous listing) we will hold a series of lotteries and once these are complete, booths will be open to all troops to reserve any additional booths. In addition, troops can begin securing *Troop Secured Booths* as early as November once they have access to Snap.

Where is the Booth Scheduler in Snap?

Log into Snap and then click the Cookie icon and then Booth Scheduler (see below).



Once you click Booth Scheduler, you can choose either *Schedule Lottery Location* or *Troop Secured Booths*. Click *Schedule Lottery Location* if you want to join one of the lotteries (see previous dates for lottery dates and times). Click *Troop Secured Booths* if you are entering booths that your troop has secured outside of the booths offered in Snap.



Reserving Cookie Booths in Snap

How Do I Schedule Lottery Locations

After clicking *Schedule Lottery Location* you will be taken to the next screen (see example below). You can search by zip code in the Search by Zip box and limit the area by selecting Miles from the zip code. You can also click on any of the column titles such as Name or Address and they will sort in alphabetical order to make finding a location easier. If you need to map the location, just click the map icon to the right of store listing:

Booth Scheduler
SCHEDULE BOOTH SALES

Search Search by Zip Miles

Distance	Chain/Store	Name	Address	State	
5.47	NCCP Coastal Pines	Lowes Home Improve...	106 Wilkes Lane	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	107 Wilkes Lane	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	108 Wilkes Lane	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	109 Wilkes Lane	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	110 Wilkes Lane	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	111 Wilkes Lane	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	112 Wilkes Lane	NC	
9.95	Non Prime	Anywhere	55 South Avenue	NC	
2.36	Sally's Hair Salon	Sugar Hill	6901 Pinecrest Road	NC	

1 / 1 10 9 Row(s)

Once you find a store that you would like to select for the lottery, double click on that store. You will be taken to the next screen to select time(s) (see example below). Move to different months by clicking on the small blue arrows at the top of the screen. Click on Available on the date you would like and the available time slots will appear. For each lottery, you may select up to 15 booth opportunities with the potential to secure up to 3 booth opportunities. We will hold three lotteries between January 14-28. Once the three lotteries are complete, the Booth Scheduler will be open through the end of the sale for First Come First Serve booth selection.

Booth Scheduler
HARRIS TEETER (BRIAR CREEK) BOOTH SCHEDULE

September 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	26	27				
		3	4	5	6	7
	9	10	11	12	13	14
	16	17	18	19	20	21
			22	23	24	25

Available

Booth Scheduler
Schedule
Harris Teeter - Briar Creek
Tuesday, September 04, 2012

- TroopFCFSReserve 10:00 AM - 12:00 PM
- TroopFCFSReserve 12:00 PM - 2:00 PM
- TroopFCFSReserve 2:00 PM - 4:00 PM

Close

Reserving Cookie Booths in Snap

How Do I Schedule First Come First Serve Cookie Booths

Once the three lotteries are complete, the Snap Booth Scheduler will be open on First Come, First Serve. Any booths not secured through one of the three lotteries will be available for troops to select beginning Monday, January 28th beginning at 1pm. There is no max to the number of booths a troop can secure; however please do not schedule booths that interfere with school schedules, Girl Scout and other activities, and most importantly family time.

After clicking *Schedule a Booth* you will be taken to the next screen (see example below). You can search by zip code in the Search by Zip box and limit the area by selecting Miles from the zip code. You can also click on any of the column titles such as Name or Address and they will sort in alphabetical order to make finding a location easier. If you need to map the location, just click the map icon to the right of store listing:

Distance	Chain/Store	Name	Address	City	State	
5.47	NCCP Coastal Pines	Lowes Home Improve...	106 Wilkes Lane	Raleigh	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	107 Wilkes Lane	Raleigh	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	108 Wilkes Lane	Raleigh	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	109 Wilkes Lane	Raleigh	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	110 Wilkes Lane	Raleigh	NC	
5.47	NCCP Coastal Pines	Lowes Home Improve...	111 Wilkes Lane	Raleigh	NC	

Once you find a store that you would like to select, double click on that store. You will be taken to the next screen to select time(s) (see example below). Move to different months by clicking on the small blue arrows at the top of the screen. Click on Available on the date you would like and the available time slots will appear.

Booth Scheduler
NCCP COASTAL PINES (LOWES HOME IMPROVEMENT) BOOTH SCHEDULE

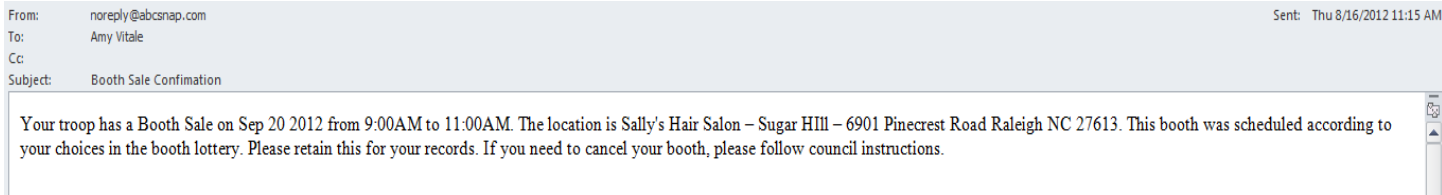
September 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3 Available	4	5	6 Available	7	8
9	10	11	12	13 Available	14	15

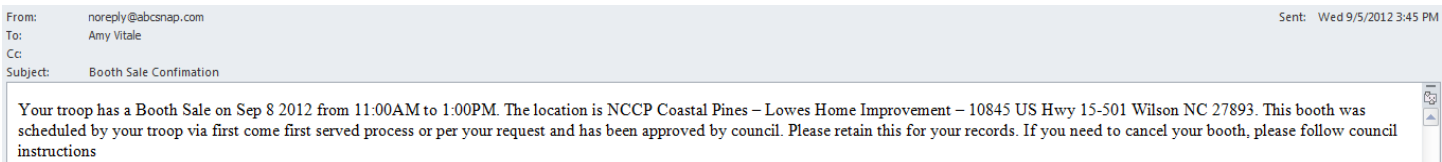
Reserving Cookie Booths in Snap

How will I know if I received booths in the lottery or in the First Come, First Serve selection?

Once the lottery is complete you will receive an email like the one below stating what booths your troop received in the lottery. Please print these emails as your troop's confirmation in case there is any question at the booth.



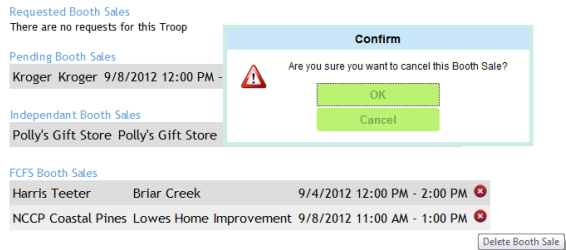
Once the Booth Scheduler is open for First Come First Serve, troops will receive an email like the one below. Again, please print these emails as your troop's confirmation in case there is any question at the booth.



Please make sure you enter a valid email address in Snap so your troop can receive these confirmations and always check your Junk Folder if you do not see them as your service may think these are spam.

You can also confirm your troop's booths by logging into Snap and selecting the Booth Scheduler. Below the list of booths is your troop's booth information including Requested Booth Sales, Pending Booth Sales, Independent Booth Sales, FCFS (First Come, First Serve) Booth Sales, and Reserved Booth Sales.

If you know that your troop will not be at a particular booth please cancel it via Snap as soon as possible so that other troops will have the opportunity to reserve the booth. Cancel a booth selection by clicking the X to the right of the booth you wish to cancel. You will receive the message below:



Troops are not required to stay at booths for an entire shift. For example, if a troop reserves a booth from 4:00 to 8:00 p.m. and needs to leave at 7:00, that is the troop's prerogative.

snap For Girl Scout Councils

Snapshot Cookies Recognitions MyTroop Reports Finances Help

Booth Scheduler

SCHEDULE BOOTH SALES

Search Search by Zip Miles Find Near Zipcode

Distance	Chain / Store	Name	Address	City	State
	NCCP Coastal Pines	Lowes Home Improve...	1101 Beaver Creek C...	Fayetteville	NC
	Harris Teeter	Briar Creek	1 Cookie Road	Raleigh	NC
	NCCP Coastal Pines	Lowes Home Improve...	101 Cleveland Crossin...	Chapel Hill	NC
	NCCP Coastal Pines	Lowes Home Improve...	106 Wilkes Lane	Raleigh	NC
	NCCP Coastal Pines	Lowes Home Improve...	10845 US Hwy 15-501	Wilson	NC
	NCCP Coastal Pines	Lowes Home Improve...	1101 Beaver Creek C...	Jacksonville	NC
	NCCP Coastal Pines	Lowes Home Improve...	1101 Beaver Creek C...	Fayetteville	NC
	NCCP Coastal Pines	Lowes Home Improve...	107 Wilkes Lane	Raleigh	NC
	NCCP Coastal Pines	Lowes Home Improve...	10845 US Hwy 15-501	Wilson	NC
	NCCP Coastal Pines	Lowes Home Improve...	1101 Beaver Creek C...	Jacksonville	NC

29 Row(s)

Requested Booth Sales
 There are no requests for this Troop

Pending Booth Sales
 Kroger Kroger 9/8/2012 12:00 PM - 3:00 PM 1 Main St Raleigh Pending

Independent Booth Sales
 Polly's Gift Store Polly's Gift Store 9/22/2012 10:00 AM - 2:00 PM 28100

FCFS Booth Sales
 Harris Teeter Briar Creek 9/4/2012 12:00 PM - 2:00 PM
 NCCP Coastal Pines Lowes Home Improvement 9/8/2012 11:00 AM - 1:00 PM

Reserved Booth Sales
 Sally's Hair Salon Sugar Hill 9/20/2012 9:00 AM - 11:00 AM

Reserving Cookie Booths in Snap

What are Troop Secured Booths?

Cookie Booths at stores and businesses that are setup in Snap must be reserved in Snap and arrangements cannot be made independently. Troops may not make direct contact with these stores regarding cookie booths. To obtain a list of the official booth locations email cookiebooths@nccoastalpines.org.

An "Independent Cookie Booth" or Troop Secured Booth" is defined as a cookie booth at a location that is not setup in Snap. Troops are welcome and encouraged to set up independent cookie booths within their own county, but this needs to be cleared through council and your Area Booth Manager first. To do this, please enter your Independent booth into Snap for approval. Independent cookie booths must be approved by your Area Booth Manager for many reasons. Your Area Booth Manager needs to confirm that the booth doesn't conflict with another approved booth, is an appropriate booth, and is not already listed in Snap. Please provide accurate information about the store and the location. **Product Sales and your Area Booth Manager requires 72 hours notice to approve all independent booths.**

Council Negotiated Stores:

Troops may not set up independent cookie booths at Harris Teeter, CVS, Lowes Foods, or CiCi's Pizza, *even if a particular location is not listed in Snap*, because all cookie booth arrangements for these businesses must be made through their corporate or regional headquarters. Failure to honor this policy may prevent us from being able to set up booths with these stores in the future. In addition, any arrangements made directly with the store manager at any of these locations will not be honored.

Walmart & Sam's Club:

Some locations within a chain such as Walmart may become Independent booths; however troops are not allowed to contact Walmart or Sam's Club directly until Product Sales and/or the Area Booth Manager has given the troops authorization to do so.

Food Lion:

Requests to set up booths at Food Lion must be sent directly to their corporate headquarters in Salisbury, NC using Food Lion's Solicitation Request form which can be obtained from the council website under Resources & Forms. The booth should also be approved by Product Sales and the Area Booth Manager via Snap.

Kroger:

Kroger has a non-solicitation policy; however each store manager is given the authority to over-ride this policy. Kroger is an Independent booth and troops should work directly with the store manager to receive approval to reserve cookie booths at their location. The booth should also be approved by Product Sales and the Area Booth Manager via Snap.

North Carolina State Campus:

If you are interested in arranging a booth at NC State campus please email cookiebooths@nccoastalpines.org with your contact information and details will be forwarded to you.

University of North Carolina at Chapel Hill Campus:

UNC at Chapel Hill Campus is an independent booth location. Troops wishing to reserve booths at the University of North Carolina need to be sponsored by a UNC organization or department; and must be approved by Product Sales and your Area Booth Manager. Please be aware that UNC may set up multiple cookie booths at the same time in close proximity to one another especially in the Pitt area on campus.

Stores with Non-Solicitation Policies:

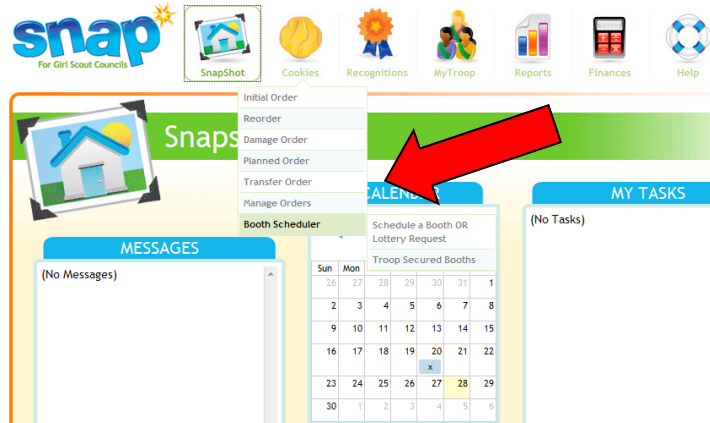
The following stores should not be contacted regarding cookie booths because they have a non-solicitation policy: Auto Zone, Barnes & Noble, Bed Bath and Beyond, Best Buy, Big Lots, BJ's, Dick's Sporting Goods, Fresh Market, Home Depot, Kohl's, Marshall's, Office Max, PetSmart, REI, Target, TJ Maxx, Trader Joe's, WilcoHess, and Whole Foods. This list does not encompass all stores with non-solicitation policies so check with the store manager or email cookiebooths@nccoastalpines.org

Please be aware that your Area Booth Managers is a volunteer just like you. They work very hard to support the troops and the Cookie Sale and deserve your patience and cooperation. If your troop has any issues or concerns with a location, please know they are here to help. You are also welcome to contact cookiebooths@nccoastalpines.org with any questions or concerns.

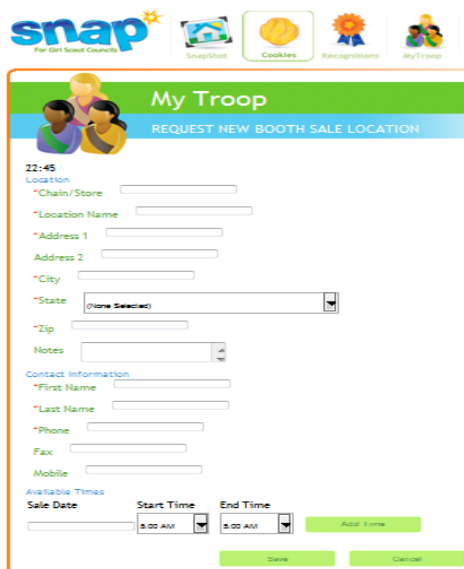
Reserving Cookie Booths in Snap

How Do I Reserve an Independent or Troop Secured Cookie Booth?

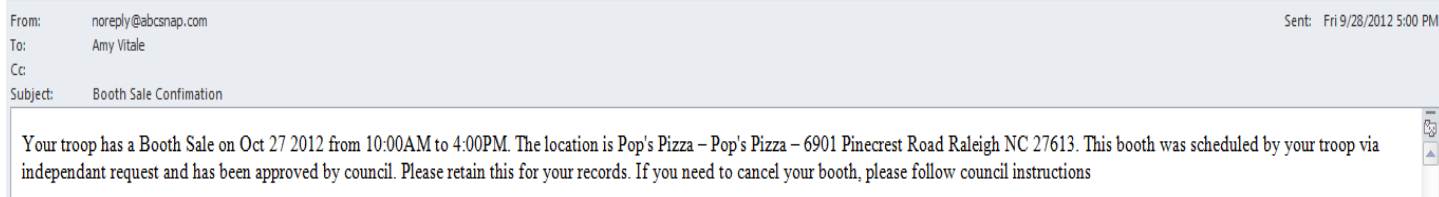
Many troops secure booths on their own and can include such locations as a local sporting event, a church bazaar, or a local-owned business. There are many locations that may not be comfortable opening up their location to lots of troops, but may be comfortable with those that say meet at their church or school. It is very important for the troop that secures one of these locations to enter it into Snap so there are no worries of another troop also securing the location or securing the location close by. To enter a Troop Secured Location into Snap, log into Snap and then select *Troop Secured Booths* under the Booth Scheduler drop-down (see example to the right).



Once you select *Troop Secured Location*, you will be taken to this screen. Please enter all information in the boxes with the red asterisks as this information is required. Enter the date of the booth by clicking in the Sale Date box and a calendar will appear. Next select the Start and Stop Time for the booth using the drop boxes. Click *Add Time* to secure the information and then click *Save*. Snap will ask *Are you sure you want to submit the request?* Once you click *OK* Snap will inform you that *The request was submitted successfully*.



The Troop Secured Booths will next appear under Pending Booth Sales. Product Sales and your Area Booth Manager will approve the requests. Once the Troop Secured Booths are approved, they will move to Independent Booth Sales and you will receive the following email:



Can I Evaluate our Cookie Booths?

Troops will have the opportunity to provide feedback on individual booth locations. Evaluations will not be entered via Snap, but via Survey Monkey evaluations that will be emailed to troops who have secured cookie booths. This information helps us identify what are good and poor booth locations.

Each evaluation should take less than one minute to complete. For each completed booth evaluation your troop will be entered to win a \$25 gift card to Walmart! This is great for troops that need to buy supplies or refreshments for a meeting or activity.

