

Girl Scouts - North Carolina Coastal Pines



2012 Cookie Booth Reference Guide

A troop's guide to cookie booths

Troop Number: _____

Visit ecookiebooths.org to reserve booths

Login: _____

Password: _____

Area Cookie Booth Manager: _____

Area Cookie Manager: _____

Amy Vitale
Product Sales Manager
Girl Scouts-North Carolina
Coastal Pines, Inc
6901 Pinecrest Road
Raleigh, NC 27613
919-600-6343
(800) 284-4475
Fax 919-782-2083
avitale@nccoastalpines.org



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Introduction

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. Each county organizes cookie booths a little differently. Please ask your Area Cookie Manager (ACM) or Area Booth Manager (ABM) for more details about how and when to sign up for cookie booths in your county.

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 all possible customers are never asked!)
- Girls that cannot sell door-to-door can participate in cookie booth sales.

How to 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 one to two 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 Dates

November & December	Troops should begin securing <i>approved</i> independent booths with businesses including Food Lion and Kroger.
January 7	Cookie Sale Begins at 9:00 a.m. - please do not sell prior to 9:00 a.m.
January 10-13	Troops should visit ecookiebooths.org to test login and password in preparation for reserving booths the following week.
January 17	Troops can begin reserving Super Bowl booths through ecookiebooths.org . Please check with your ABM for the <i>exact time</i> the site will go live for your county/area. Don't forget to order Super Bowl cookies at this time.
January 18	Troops can begin reserving Prime and Regular booths, as well as entering independent booths for approval by their Area Booth Manager into ecookiebooths.org . Please check with your Area Booth Manager for the <i>exact time</i> the site will go live for your county/area.
January 31-February 4	Pick up Super Bowl cookies at the pick up time and location your troop selected in ecookiebooths.org
February 3-5	Super Bowl cookie booths
February 6-March 11	Cookie Booths begin February 6th through the end of the sale. (Note that cookies can be sold until June 15th although the sale is officially complete March 13th.)





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)
- Booth confirmation

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 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. 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 wait until they receive a booth confirmation before ordering cookies. To help minimize left-over cookies, we recommend that troops only order enough cookies for one cookie booth or week at a time. Remember, leftover cookies cannot be returned, but 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, incentives, 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.





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 confirmation 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. If 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

REMEMBER

Cookie booths are a privilege, not a right. If your troop fails to follow the rules and guidelines set in this Cookie Booth Reference Guide, your troop will be jeopardizing their cookie booth privileges. Troops 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 ecookiebooths.org

Troops in many counties will be reserving booths via www.ecookiebooths.org this year. Troops will only have visibility to, and be able to reserve booths in, the county in which they're registered until January 23rd when troops bordering other counties will have access to set up booths at the stores they shop at. Please note that AOL browser does not support the features used on this Web site, so users should use another browser, like Internet Explorer or Mozilla Firefox, to make reservations.

There are several "settings" within the Web site that will be unique to each county/area/service unit. Please consult with your Area Booth Manager (ABM) and enter the information for your county/area/service unit here:

- Maximum number of *daily* Regular Cookie Booth reservations: _____
- Maximum number of *daily* Premium Cookie Booth reservations: _____
- Maximum *total* number of Regular Cookie Booth reservations: _____
- Time of day site will go live for Super Bowl booth reservations: _____
- Time of day site will go live for Regular and Prime booth reservations: _____

The Web site will go live on **January 10, 2012** for troops to "test passwords" and to make sure they have access to the site. Troops are strongly encouraged to visit www.ecookiebooths.org between January 10 and 13, 2012 to check their access to the site and complete some other "housekeeping" tasks so that when the site goes live for reservations the following week they can begin making reservations immediately.

- Go to the Web site www.ecookiebooths.org
- Make sure the appropriate council (North Carolina Coastal Pines) is selected.
- Enter your troop number and password. Click **OK**. Troop numbers should be entered exactly as they appear; for example, Troop 6 will enter "6" not "00006".
- Review and accept the terms of the Cookie Booth Agreement. Click **I Accept** to continue.

You will then see the *Contact* screen. Enter your first and last name, email address and phone number.

Important Note: The site goes live for reservations at a pre-determined time for each county/area. Until that exact moment, troops will be able to see the available cookie booth locations but will **not** be able to make reservations. If you accidentally log on to the site prior to the "go live" time (even by 20 seconds) you will not see the *Reserve Selected Booths* button on the *Request* screen. If you cannot see the *Reserve Selected Booths* button, log out and log back in at or after the "go live" time. There is no advantage to logging on to the site prior to the "go live" time.

Passwords

Each troop has a unique login and password for the site. If you have not received either please contact your Area Booth Manager or send an email to cookiebooths@nccoastalpin.es.org. Troops in Wake County can also contact their Area Cookie Manager regarding their ecookiebooths.org login information. We recommend that troops be careful about who is given the login information. Troops will be able to request *and* cancel booths via the Web site, and limiting the number of people with access to your troop's reservations will minimize the likelihood that a booth would be cancelled accidentally. Only one person per troop will be able to access the site at a time.

Logging On and Logging Off

When you are finished entering your contact information or making a booth reservation, it's important to click the **Logoff** button in the upper left corner of the screen. If you accidentally close out of ecookiebooths.org without clicking the **Logoff** button you will automatically be logged off in 20 minutes. If you need to get back into the Web site sooner, contact your Area Booth Manager or send an email to cookiebooths@nccoastalpin.es.org to have your logon status re-set so that you can log back into ecookiebooths.org.





Reserving Cookie Booths in ecookiebooths.org continued

Reserving a Cookie Booth

Once you've accepted the terms of the Cookie Booth Agreement and entered your contact information you'll be able to reserve booths by clicking **Request** from the Main Menu.

Please note: users cannot begin making reservations until the date and time the site goes live for their county/area. If you accidentally log on to the site before that time (per the official US Time – available by clicking the clock in the upper right corner of the Web site) you will not have visibility to the *Request Selected Booths* button. Simply log off and log back on. As soon as you can see *Request Selected Booths* button you can reserve cookie booths.

Location	City	Date	Time	Premium	
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	February 09	12:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	February 09	3:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	February 09	6:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	March 01	3:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	March 02	12:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	March 02	3:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	March 02	6:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	October 16	9:00 AM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	October 16	6:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	October 20	6:00 PM	Premium
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	November 01	9:00 AM	Premium
<input type="checkbox"/>	Harris Teeter	1817 MLK Parkway, Durham	February 09	12:00 PM	Premium

- You can search for available booths by selecting the location, city and/or *date from the drop down boxes*. *Initially you should make a selection from each category, so that "All" does not appear in the location, city or date field.*
- As soon as a choice is made in *each* category all available booths will appear. If no booths are available for the choices selected the site will prompt you to make another selection.
- You can then select "All" from any **one** of the menus to see a complete list of all available booths at that location OR in that city OR on that date (users cannot select "All" in all fields, however).
- Once a list of available booths is displayed click the box(es) beside the booth(s) that you want to reserve and click **Reserve Selected Booths** to reserve those booth(s).
- Repeat these steps to look for booths at another location or on another day. Remember, there are limits to the total number of booths a troop can reserve on any given day. Check with your Area Booth Manager for the limits in your county/area.
- Once you reserve a booth, the site will automatically go back to the **Status** screen and will display all booth reservations for your troop.
- If you're finished making reservations, be sure to click the **Logoff** button in the upper left corner to log off the site properly.

General Information Regarding Cookie Booth Reservations

There is a limit to the total number of booths that a troop can reserve via the Web site. If your troop would like to reserve more booths please contact your Area Booth Manager and provide your name, troop number, phone number and/or email address, along with a brief description of how many booths you would like to reserve and why. (This limit is in place to give all troops a fair and equal chance to reserve good cookie booths and is not intended to limit the booth opportunities for troops that want more cookie booths.). While there is a limit to the number of booths a troop can reserve **each day** there is no limit to the number of cookie booths that a troop can reserve for **any given day**. For example, a troop can visit the Web site five days in a row and reserve booths for February 14th each time.

The clock re-sets for new reservations at 12:01 a.m. (EST- midnight) each day AFTER the initial "go live" day. The clock on the Web site is synchronized with the National Institutes of Standards and Technology Official U.S. Time.

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.

Do not put all your cookies in one basket! Please be aware that if you select one location for most or all of your booths then your troop risks losing all booth opportunities if the booth is cancelled by the business.





Reserving Cookie Booths in ecookiebooths.org continued

Canceling a Cookie Booth

If you know that your troop will not be at a particular booth please cancel it via the Web site as soon as possible so that other troops will have the opportunity to reserve the booth. To do so:

- Click **Cancel** from the main menu. A list of your troop's booths will appear.
- Click the box beside the booth that you want to cancel and click *Cancel Selected Booths*.
- A confirmation screen will appear allowing you to confirm the cancellation. Click OK to cancel the booth or Cancel to retain the booth. If you select OK the booth will be cancelled immediately and you'll be returned to the Status screen. If you select Cancel, the booth will not be cancelled and you'll be returned to the Cancel screen.
- There is no limit to the number of times a troop can cancel booths.

Printing Booth Confirmations

Click **Status** from the main menu then click *Print Official Booth Confirmation Report*. If your troop has multiple booths at the same time, print copies of the confirmations to take to each booth. Reprint your confirmation every time you make a change (add or cancel a booth) in ecookiebooths.org.

Viewing Available Booth Locations

Troops can view a list of all the official booth locations in your county/area by clicking **Locations** from the Main Menu. Please note, this list will display all the booth sites on the Website, including locations where booths have already been reserved.

Booth Evaluations

Troops have the opportunity to provide feedback on individual booth locations by clicking **Evaluate** from the main menu. This information helps us identify the "premium" booth locations, and may enable us to provide historical box sales data to help troops decide how many boxes to take to future booths (if sufficient information is provided in the evaluations).

Evaluations can be entered beginning one day after a cookie booth. 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.

Contact

To update your contact information click **Contact** from the main menu. Enter and/or update your troop's contact information (all fields must be filled in). It is important that contact information be current and accurate.

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.

FAQS

Troops can click on **FAQs** in the main menu to view frequently asked questions and their answers. If you have a question that is not addressed in FAQs send an email to your Area Booth Manager or to cookiebooths@nccoastalpin.es.org.





Reserving Super Bowl Cookie Booths

Many counties will have cookie booths on Super Bowl weekend (February 3, 4 and 5). Check with your Area Booth Manager or Area Cookie Manager regarding the specific arrangements in your county. Please keep in mind, troops interested in setting up cookie booths on this great cookie-selling weekend need to:

- Pre-order cookies and reserve cookie booths by midnight January 24 (maximum of 60 cases per troop) on www.ecookiebooths.org; please get login and password information from your Area Booth Manager or Area Cookie Manager
- Be prepared to pick up cookies on the week of January 31-February 4th at the time and location (official cookie warehouses and traveling trucks) selected by the troop in ecookiebooths.org (*cookies cannot be delivered*).
- Pay for half of Super Bowl cookie order by February 28th.

Logging In to ecookiebooths.org

- Go to ecookiebooths.org.
- Select North Carolina Coastal Pines in the council field.
- Enter your login (your troop number) and password. Click **OK**. Troop numbers should be entered exactly as they appear; for example, Troop 6 will enter “6” not “00006”.
- If prompted, review and accept the terms of the Cookie Booth Agreement. Click **I Accept** to continue.
- You will then see the *Contact* screen. Enter your first and last name, e-mail address and phone number. Information is required in all fields to continue.
- Click **Save Changes**.

Reserving a Super Bowl Cookie Booth

- Click *Super Bowl* from the main menu.
- To Reserve a Cookie Booth at an Existing Location, click *Existing Loc* and choose the location, city and date of your desired booth. All available booths will be displayed.
- Pick the booth that you want to reserve by clicking the box beside the store name and click *Reserve Selected Super Bowl Cookie Booth*. The number of booths that a troop can reserve each day varies by county.
- To Reserve a Cookie Booth at a New Location (Independent Booth) from the Super Bowl menu select *New Loc*.
- Fill in all fields completely and click *Reserve/Edit Super Bowl Booth*. Please note that these locations and booths must be approved by your Area Booth Manager before they will be confirmed.

	Location	City	Date	Time
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	January 30	9:00 AM
<input type="checkbox"/>	Harris Teeter	105 W. NC Hwy 54, Durham	January 30	3:00 PM
<input checked="" type="checkbox"/>	Harris Teeter	1817 MLK Parkway, Durham	January 30	9:00 AM
<input type="checkbox"/>	Harris Teeter	1817 MLK Parkway, Durham	January 30	3:00 PM
<input type="checkbox"/>	Harris Teeter	3823 Guess Rd., Durham	January 30	9:00 AM
<input type="checkbox"/>	Harris Teeter	3823 Guess Rd., Durham	January 30	3:00 PM

Please refer to the Snap User Guide for information on ordering cookies for Super Bowl weekend through ecookiebooths.org.

If your troop would like to set up a Super Bowl cookie booth at a location that is not listed on the official 2012 Booth Locations (referred to as an Independent Booth) please refer to page 10 Independent Cookie Booths.





Independent Cookie Booths

Cookie Booths at stores and businesses listed on the official 2012 Cookie Booth Lists for each county must be reserved using www.ecookiebooths.org. Troops may not make direct contact with these stores regarding cookie booths. To obtain a list of the official booth locations in your county contact your Area Booth Manager.

An "Independent Cookie Booth" is defined as a cookie booth at a location that is not listed on the Official 2012 Cookie Booth List for your county. Troops in some counties are welcome and encouraged to set up independent cookie booths within their own county, but this needs to be cleared through your Area Booth Manager first. To do this, please enter your Independent booth into ecookiebooths.org 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 ecookiebooths.org. Please provide accurate information about the store and the location. **The 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 on the Official 2012 Cookie Booth List*, 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 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 the Area Booth Manager via ecookiebooths.org.

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 the Area Booth Manager via ecookiebooths.org.

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 your ABM.

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, Blockbuster Video, 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.

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.

