



## 2011 Election Day Booth Sale Guidelines

### IDEAS FOR A SUCCESSFUL BOOTH SALE

- Election Day Booth Sales are the first time in 6 months the community is able to purchase their favorite Girl Scout Cookies – what a great opportunity to be our best and help the girls reach their goals!
- Have your troop create a poster (or posters) that tell what the troop has accomplished in the past and what their current goal is (include colorful pictures from [www.littlebrowniebakers.com](http://www.littlebrowniebakers.com)).
- Make sure that your girls can tell customers what their GOAL is. Customers will buy more cookies if girls can clearly describe what the proceeds will be going toward – i.e. camp, service project, and/or a trip, etc.
- Educate the girls about the cookies. Make sure each girl knows which cookies contain nuts, chocolate, etc. For example, there are zero grams of trans fats per serving in all of our Girl Scout cookie varieties. Please refer to [www.littlebrowniebakers.com](http://www.littlebrowniebakers.com) – “Cookies” tab – “Cookies Consumers Love” for more cookie facts.
- Remind girls to be POLITE. ALWAYS say, “Thank you” whether or not the customer makes a purchase.
- Try bundling cookies by *Timeless Classics*: Thin Mints, Trefoils, and Samoas or try *Chocolate Lovers* with Thin Mints, Tagalongs, and Samoas. How about a *Café Bundle* with Thank U Berry Munch, Savannah Smiles, and Trefoils? Tie bundles with a great big bow and have them at your booth sale to help boost Troop sales.
- Remind customers that Girl Scout Cookies freeze well and are only available during limited times each year.
- Show your support of our military troops! Participate in the Military Gift of Caring (GOC) program. It is so easy! **Simply record the number of GOC boxes sold and the Council, with our partners, will ship the cookies for your customers. You don’t have to handle a single box!** Remember to post signs at your booth to let your customers know about the program. GOC orders are recorded on the Booth Consignment Order and Report form and shipped directly from the Council’s inventory. You do not have to reserve these cookies from your supply.

### PREPARATION FOR THE BOOTH SALE

- Review and follow *Safety Activity Checkpoints* ([gsofct.org](http://gsofct.org) > Membership > Form Library > For Volunteers)
- Be sure and **get the word out about your booth sale!** Some ideas include sending out a press release to your local newspaper, posting flyers around town, or asking a business with a marquee to promote your sale.
- Gather your booth sale supplies, equipment, and first aid kit.
- Bring a table to set up cookies and displays, cash box to secure the money, beginning cash to provide change for customers, poster boards, markers, pad and pencil. A possible Election Day booth sign could read, “Thank you for voting. We are all working to make the world a better place. Please support Girl Scouts of Connecticut”. Also, don’t forget your Troop’s Cookie Goal Chart. Let customers see the Troop’s goal and how the Troop will be using the cookie proceeds!
- **Remember – If your Troop sells 20 cases at their booth sale, you get a \$20 bonus!**
- If you do not have a volunteer coordinating booth sales for your Service Unit, call the owner/manager of the site to confirm the date and time of the booth sale and to thank him/her, in advance, for the support.
- Arrange a schedule for the girls and adult volunteers. Make sure there is an appropriate girl/adult ratio at all times. Schedule just a few girls for a shift – too many girls will invite too much chatter, game playing, may not be safe, and girls may ignore customers.
- Any adult responsible for Troop money must be a registered Adult Girl Scout, have submitted a Volunteer Application, and have had their background check. For more information and/or forms, Troops may contact their Service Unit Manager.
- Girl Scouts (adult volunteers and girls) must adhere to the rules applied to each polling site by strict election laws. Girls and adults will not be permitted inside the polling area (even to use the restroom). Troops should ask if there will be a secondary entrance to the facility far enough away from the restricted polling area open with restroom facilities or make other arrangements if necessary.

**NOTE:** If you must cancel a booth sale, please notify the Product Sales Department at (800) 922-2770 ext. 3305.

## AT THE BOOTH SALE

- The Troop is responsible for all of its own equipment. **Do not ask** the manager of the site for supplies or change.
- The adult in charge of the booth must check in with the owner/manager before the booth is set up.
- Place your table in the area assigned by the site's owner/manager and make sure the girls do not block walkways, entrances or exits, or stand in the way of the merchant's customers.
- Have a sheet where customers can sign up to be contacted in January when Girl Scout cookie order taking begins. It is a great way to build your customer base!
- Neither girls nor adults should eat or drink at the table.
- Girls should wear a membership pin, uniform, or Girl Scout clothing (e.g., Girl Scout T-shirt) to clearly identify themselves as Girl Scouts.
- Uniforms are always appropriate and are encouraged. If a girl or adult does not own a uniform, she should wear appropriate attire with the Girl Scout pin.
- **Remind your girls to be courteous and respectful to the public. Be friendly and polite to each and every customer regardless of whether he or she purchases cookies.**
- Be Alert! Adults must be responsible for the cash box at all times.
- The booth area must be kept clean and left spotless. Cases of cookies should be stored securely and elevated off the ground. Empty cartons should be collapsed, neatly stacked, or put in a vehicle to prevent accidents.

*Thank you for being a positive role model for our girls!*

## AFTER THE BOOTH SALE

- **Election Day Booth Sale cookies must be returned to the SAME site where cookies were picked up on Monday, November 14, 2011, or Tuesday, November 15, 2011, as assigned.**
- If your booth is a sell out, please contact the cupboard manager as detailed in your confirmation letter.
- Have girls write a thank-you note to the owner/manager of the site.
- Your Troop must deposit the council portion (\$3.25/box, minus bonus money earned) into the GSOFACT Webster Bank Product Sales account. Your Troop should retain the 75¢/box proceeds plus \$20 bonus if 20 cases are sold. Bring a copy of your receipted deposit slip(s) or online banking confirmation with you when you return your unsold cookies. You may access the online banking system via the website [www.gsofact.org](http://www.gsofact.org). Deposit all money into your Troop's account and then make an online payment to GSOFACT for the amount due. If your Troop sells all of their cookies, the receipted deposit slip(s) or online banking confirmation must be submitted to the Cookie Cupboard where cookies were picked up by Monday, November 14, 2011. Be sure your 5-digit Troop number is on the deposit slip(s).

## AND REMEMBER...

- **People will judge all Girl Scouts based on the impression they get from the girls at a cookie booth sale.**
- Girls (not adults only) must be present at booth sales. Selling Girl Scout cookies is an activity for Girl Scout Troops and **members of the public need to be aware that they are benefiting girls by purchasing Girl Scout cookies.** The best way to increase this awareness is by having girls take the lead at booth sales.

## The Product Sales Department is here to help you.

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