



2021 Cookie Program Virtual Cookie Booth Guide

About the Virtual Cookie Booth Program:

- In Smart Cookies, each Troop will have ONE Troop Virtual booth link created that will reside at the bottom of their Troop Information page. Virtual Booths are entered as a Troop Secured Booth and the council does not have to approve any Virtual Booth requests.
- The Troop booth link can be copied and shared via social media, email, text, etc.
- Troop Virtual Booth links will NOT appear on the GSUSA booth finder
- The Troop Virtual Booth Link will not be editable in any way – it is merely a place holder to tally sales received via the Troop booth link
- Orders placed via the Troop booth link will be for local pick-up ONLY (delivery optional) and credit card payment is the ONLY payment option available
- Orders received via the Troop booth link must be approved by the Troop Volunteer – if not approved, the order is cancelled and the credit card is not charged
- The individual orders received via the Troop booth link will be captured in the (new) View Booth Credit Card payments menu option (Booths > View Booth Credit Card payments)
- There will be an option to fulfill the order which will be used at the time the order is picked up (delivered optional) to show the order has been completed (delivered optional).
- The packages sold via the Troop Link will be tallied by variety in the Troop Booth entry on the My Troop Reservation page
- At the end of the sale, the Troop volunteer will distribute the packages sold down to the Troop Girls via the Smart Booth Divider Process

Consider the many, flexible possibilities for using the Virtual Troop Booth link and think outside the cookie box!

- Troop volunteers/girls can share the link in multiple formats
- 'Curbside' pickup for booth sales can be arranged. The link gets posted on social media or in an email with messaging to indicate the Troop will be distributing cookies a 'x' location on 'x' date/time. Customers are instructed to place their orders ahead of time, pay with credit card, and the Troop can facilitate a drive through 'touchless pickup'
- At physical booth locations – the current booth sale process would require touching credit cards or phones etc. to complete sales. While that might be ok by the time winter reaches us, consider using the Virtual Troop Link as your touchless booth option when in person. When your customer approaches the booth sale, Troops can text or email the Virtual Troop Booth link instantaneously and the customer can quickly click the link, place an order, pay by credit card, the take their cookies home.
- Non-troop volunteers can support Troop(s) by sharing the link.

Virtual Booths can be conducted during the Direct Sale time period of February 8-March 7, 2021

All packages received via the Virtual Troop Booth link will be allocated using the Smart Virtual Troop booth divider. Troops will NOT see the orders within the manage orders grid until the packages are divided down to Troop Girls using the Smart Virtual troop booth divider.

For more information, visit the following YouTube Video Link: <https://youtu.be/x9SgWQBgiyA>
PLEASE take time to listen to Cindy's video....she includes some fantastic suggestions and you get a step-by-step guide WITH visuals on how Troops should use this feature! Be sure to SHARE the video!

The PowerPoint deck, which contains slide notes can be found at <https://www.dropbox.com/t/MYPbiYWhsnQfzBr9>