

Virtual Booths/Curbside Pickup for Troops

“Virtual Booth Guide”

This is the only type of booth available for the first part of the cookie program.

What is a virtual booth?

A virtual booth is an online, pre-order, pre-paid booth opportunity for troops to safely participate and sell cookies. Customers can pre-order cookies in advance for a specific pickup date, time, and locations and pay for their cookies, with a credit card, in advance via the Smart Cookies virtual booth link.

Step 1 – Arrange for locations in the community where a troop can hand out cookies for at least a 2-hour window.

Examples: Church lot on a Saturday, community centers, business parking lots, school parking lots.

Step 2 – Create a Virtual Troop Booth in Smart Cookies - this can be done at the troop level.

1. Select Troop Secured Booth on the booth menu under the Booth Tab on the troop dashboard.
2. Enter the curbside pickup location information for the booth event (remember this is where your customers will go to pick up their purchases)
3. Check the “Is this a Virtual Pick-up Booth?” checkbox to create the virtual booth link that will allow customers to pre-order and enter their credit card information.
4. Add the date/timeslots as needed (remember this is for pick-up of orders so usually 1-2 hours will be enough time for customers to drive up and receive their orders)
5. Delivery can be added as an option when creating a Virtual Booth event.
Each Virtual Booth event order received will require approval by the troop volunteer.



Each Virtual Booth event created will populate on the Troop Reservations page. Edits can be made to the information if needed.

There will be only one Online Booth Sale link that will show all the Virtual Booth Event opportunities for customers to choose from.

- The Troops' Virtual Booth Link will reside on the Troop information page.
- The Troop Volunteer will set their booth dates and share the Virtual Booth URL (or hyperlink) via email, text, or social media. **All active Virtual Booth locations will be visible when the customer clicks on the URL (or hyperlink)**



Step 3 – View Orders Received

- Orders received for each booth event will be visible on the View Booth Credit Card Payment screen – they will be in the Pending Approval Status
- Orders approved will initiate an order confirmation to the customer and charge the credit card.
- Orders declined will initiate an “orders canceled” email to the customer that will have a link to direct ship and the credit card will not be charged.
- An excel report will be available to sort each virtual booth event by location/date to prepare orders for distribution/pickup.
 - Customer email and mobile number is available in case the troop needs to contact the customer.

Step 4 – Pre-sort your cookies into the orders to have ready for customers to pick-up on the day of the event.

- Run your report and tally up the total number of packages needed by variety.
 - **If you need additional cookies, place a Planned Order in Smart Cookies or you can go to a GSEP Unplanned location to use a T8 form for pickup...remember there is a 48 hour turnaround now so please plan accordingly.**
- Sort orders by customer and then place the orders into individual bags/boxes.
- Put customers name/phone number on each bag/box so you can easily identify which order goes to which customer.
 - **Best practice – list out the customer’s order on a slip to verify order and check off as you go along to help assure accuracy of order.**
 - **Girls can write thank you notes to put in each order! This will help connect girls to the virtual booth process and with customers.**
 - On the thank you note, girls can add their Virtual Troop Booth link so customers can easily find them again for another order!
- Show up early to the event location for distribution time! Make sure everyone in the troop and volunteers are wearing masks and social distanced.

Step 5 – Use the Smart Cookie Divider to credit girls in the troop the packages sold.

Best Practices

- Partner with locations that can advertise for you! The location can advertise the Troop Booth link on their page/social media to help distribute to a larger audience.
- Virtual Booth event locations should be in a public and well-lit area.
- Be sure to give yourself enough time to pack orders before the event date.
- Advertising your troop booth link and keep girls involved by creating Facebook Live and Instagram Live events!
- Maintain social distancing.
- Wear masks at all times!
 - All participants - adults/girls and customers should have masks on while cookies are being picked up.
- To help maintain social distancing and keep gatherings to a minimum no more than two adults and two girls should be at the distribution event.
 - Adults should place cookies into customers cars.
 - Girls make thank you signs!

Participants – troop activity to make signs for the pick-up.

- Must stay in car.
- Orders will be placed into designated location (truck preferred)
- Wear masks while in the car



Check out our website for updates! www.gsep.org/cookies