

Girl Scouts Louisiana East



Buddle★
Booth Sale
Software Module★

User Manual

January 2010

Important Dates:

- **January 8th:** Troops may begin to solicit non-council sponsored booth locations.
- **January 25th:** Booth Scheduler will open for a “look see” so that TCM’s may preview and strategize the stores available and prepare a list of choices.
*A quick note on chain locations: Wal-Mart, Lowe’s, Home Depot, Rouses and Winn-Dixie are all examples of chain locations. *(Wal-Mart and Wal-Mart Marketplace are considered the same store chain.)*
- **January 30th:** Booth Scheduler opens at 7 a.m. TCM’s may select 3 sites (2hr time frames) from any of the three weekends of booth sales. Sites may **NOT** be the same chain location. Booth Scheduler will be open until February 1, at 7 p.m.
- **February 6th:** Booth Scheduler will open at 7 a.m. TCM’s may schedule three additional locations from any of the three weekends of booth sales. Sites **MAY** be at the same chain location. Booth Scheduler will close on February 8th at 7 p.m.
- **February 13th:** Booth Scheduler opens at 7 a.m. TCM’s may select as many locations as desired. Booth Scheduler will close on March 14th at 7 p.m.

General Information:

- Remember we are all Girl Scouts. Be courteous at all times and practice the Girl Scout Promise & Law.
- **Daisy** Troops are **NOT** allowed to participate in Booth Sales.
- **If for any reason a troop is not able to participate in a booth sale at any time throughout the sale, please deselect the time frame on eBudde Booth scheduler and press the submit button. We want to be sure that all locations are occupied.**
- Booth sales are a team activity—include parents and girls in the planning and decision making process.
- Booth sales should take place within the 23 parishes served by Girl Scouts Louisiana East.
- With eBudde Booth Scheduler troops may select booth sales anywhere in Girl Scouts Louisiana East jurisdiction. Hence, you are not limited to the area covered by your service units; *however you are encouraged to stay within your local communities.* Girls should have a presence in their own community and people enjoy supporting their local troops.
- Council Sponsored Booth Locations:
 - *NOTE: All solicited and approved council organized booth locations are **NOT** available for non-council booth locations.
 - A Council organized booth sale is an agreement between the Council and a Corporation (e.g. Wal-Mart, Winn-Dixie etc...) where store locations in the Council area can be brought into approved locations and time slots setup by Council representatives. Troop simply sign up for a time slot and then show up with their girls and cookies at the place and time of their choosing.
 - Time slots at any council organized Booth Sale locations are available on a *“first-come, first served”* basis via the eBudde sign up mechanism. To ensure fairness to all, eBudde arms the council with a simple yet powerful rule-based system.

- Using this rule based system the council can limit the number of slots a Troop may acquire at a given location, and the total number of sale slots available to a Troop. The council is free to provide multiple rules to accommodate different time frames within the sale calendar. This ability to open or restrict slots is a powerful management tool with which the council can ensure that *prime sale* locations and times are made available to **any** and **all** Troops who desire them.
 - **So what are the rules?**
 - **January 30th:** Troops may select 3 sites (2hr time periods) from any of the three booth sale weekends. Sites may **NOT** be at the same chain location.
 - **February 6th:** Troops may select an additional 3 sites (2hr time periods) from any of the three booth sale weekends. Sites **MAY** be at the same chain location.
 - **February 13th:** Troops may select as many sites and times frames desired from any of the three weekends.
- Non-Council Sponsored Sales on Booth Scheduler:
 - *eBudde Booth Scheduler offers troops the ability to set up and receive Council approval to organize their own sales. This aids the council in keeping track of where our girls are; ensuring their safety by providing insurance at all approved locations.

The Process:

1. Identify potential booth locations, outside of council sponsored locations, to host a troop booth sale.
2. *ASK* local pastors, school principals, etc...for their support of your troop in the attaining your goals. Use a *GSLE Troop Booth Sale Request form* to record the signature and approval of the leader who granted the troop's request.
3. Next, submit your request on eBudde Booth Scheduler under **My Sales**.
4. Await the approval of the council before showing up to the booth sale.
Please give the council 48 hrs to review and respond to troop request.
5. Lastly, have a wonderful and safe booth sale. *Remember a Girl Scout always leaves a place cleaner than she found it, and always says "thank you"!*

Booth Sale Tips:

Booth sales are a great way to increase your troop's success. Remember, you must have the appropriate permission from the Council before the booth sale.

- Booth sales cookies are all cookies ordered or picked up from cupboard locations by a troop over and above individual girl orders. These cookies are extras ordered to fill customer's reorders and those sold through "booths" set up at a local business and other locations within your community.
- Booth sales increase public awareness of Girl Scouting and allow customers the chance to support the troop and Girl Scouts by purchasing their favorite cookies a second, third, and fourth time.
- The cookie program is all about the girls and girls are what people want to see. It's important that the girls stay active and out front. They should ask every consumer to help their troops by purchasing cookies. Leaders and parents work best assisting as needed.
- Troops should participate in booth sales as supplement to, and not a replacement of individual girl sales.

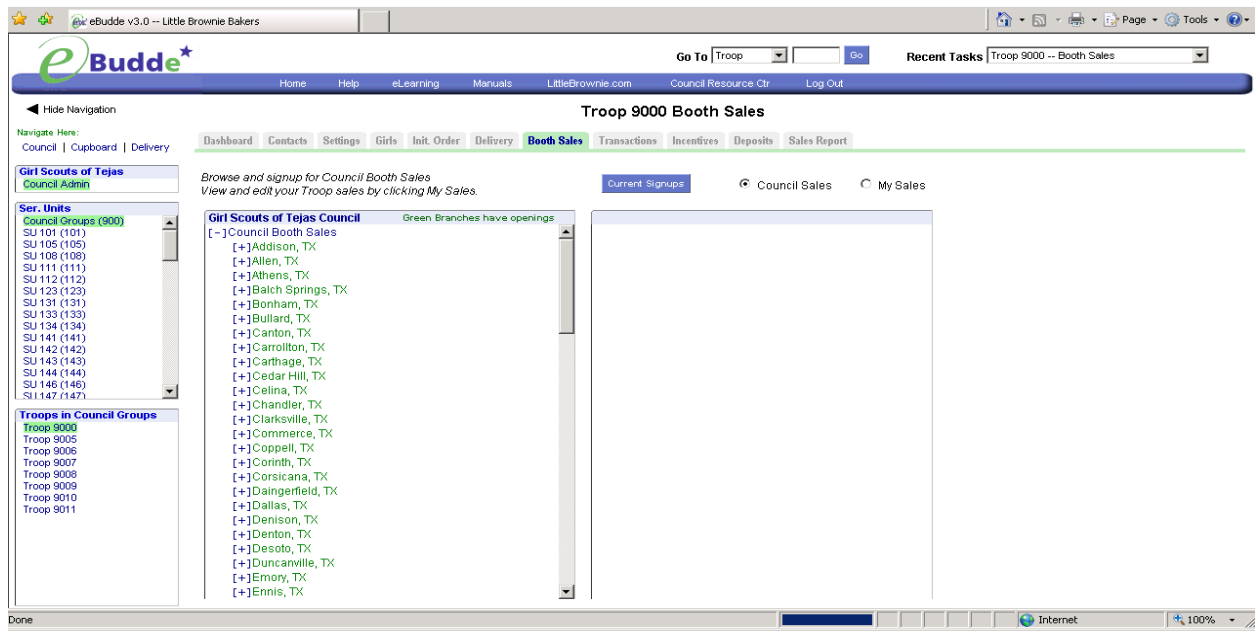
- On average, troops sell between 20–25 boxes per hour. This of course varies depending on the location, customer traffic, and weather.
 - a. A good mix of cookies to bring might be 24% Thin Mints, 23% Samoas, 15% Do-Si-Dos, 12% Trefoils, 11% Tagalongs, 6% Lemon Chalet Crème, 5% Dulce de Leche and 4% Thank U Berry Munch.
- To maximize success, consider these proven tips:
 - a. If some varieties are not selling, open a package (which your troop must purchase) break them into bite size pieces, and let customers take a sample. This sample will likely spark interest among customers and increase your sales.
 - b. Make an attractive table display to gain customer interest.
 - c. Bring along your troop goal poster and pictures of activities in which you have participated.
 - d. To encourage multi-package purchases, suggest that girls bundle packages.
 - e. Encourage Gift of Caring purchases.
 - f. Dress in uniform! It's amazing what effect this has on your supporting public.
 - g. Decorate! Be creative and colorful. Use balloons, streamers, posters and the cookies themselves. Remember to promote your individual Gift of Caring organization or group.

Getting Started:

You can log in to the Girl Scouts Louisiana East sale software module by going directly to eBudde at <https://ebudde.littlebrownie.com/>. You must have an eBudde ID and password in order to access the module.

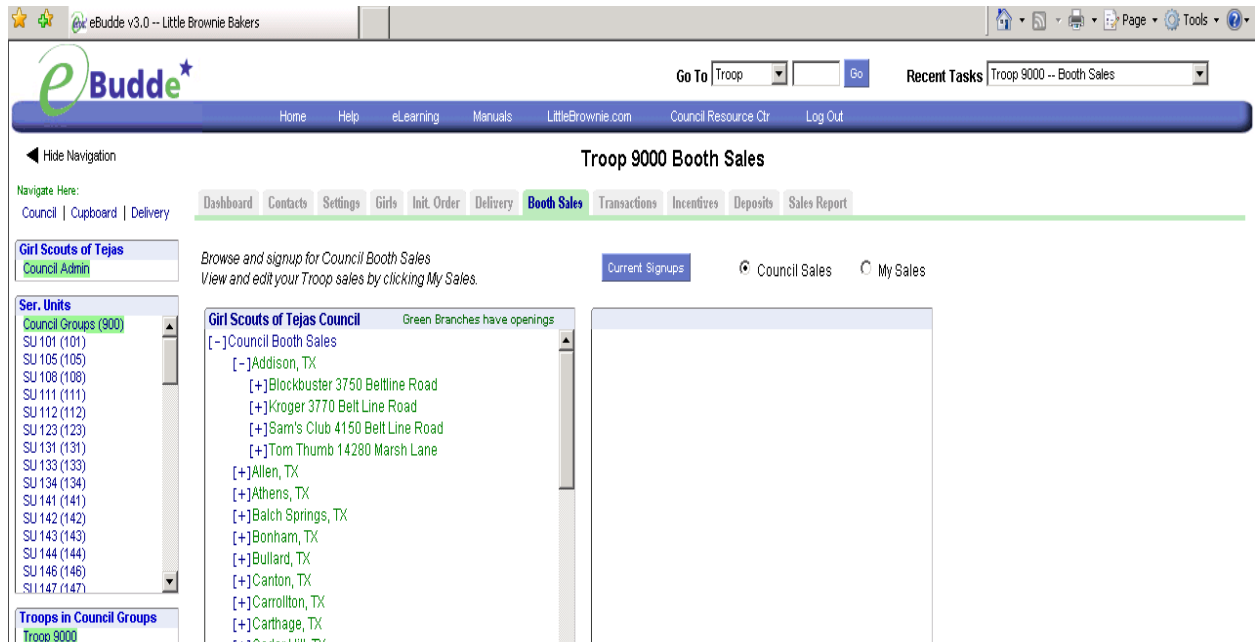
The screenshot displays the eBudde v3.0 web application interface. At the top, there is a navigation bar with the eBudde logo and a search field. Below the navigation bar, the main content area is titled "Troop 9000 Dashboard". A "Messages" section contains a notice about archived 2006 data. An "Important Dates" section lists several deadlines for the 2007 sale. The left sidebar provides navigation for "Girl Scouts of Tejas" and lists various units and troops.

Click on the Booth Sales tab to access the module. This will bring you to the Council Organized Booth Sales page.

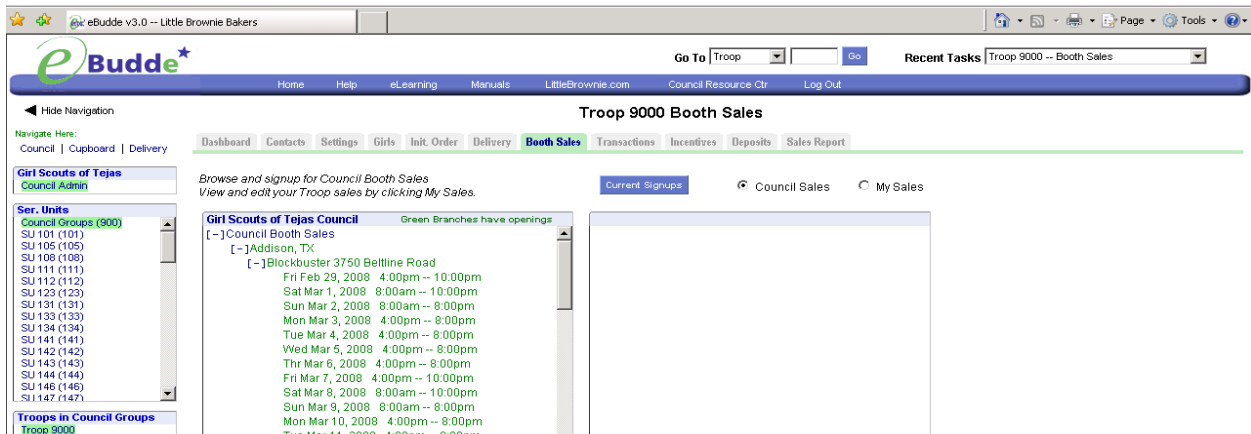


Council Organized Booth Sales

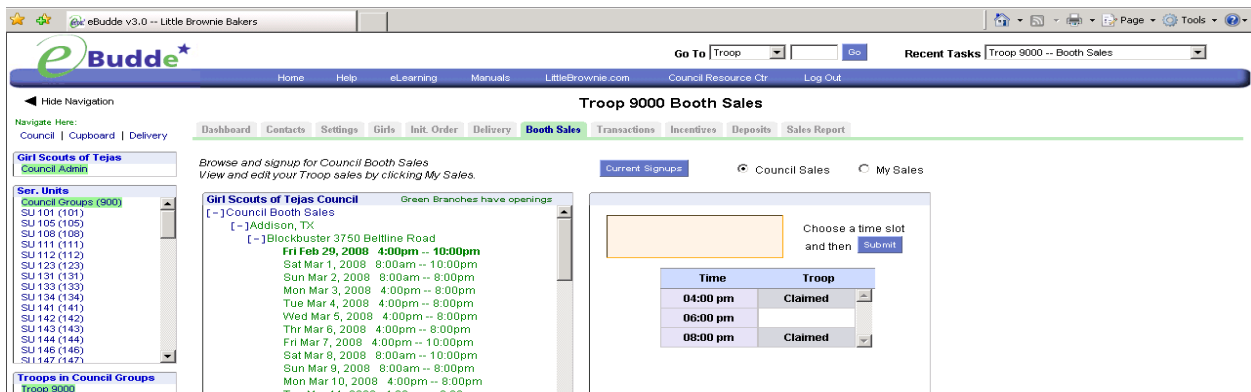
To begin setting up your Council Organized Booth Sales, click on the plus sign next to the city in which you are interested in holding a booth sale.



Then choose the store locations by clicking on the plus sign next to it.

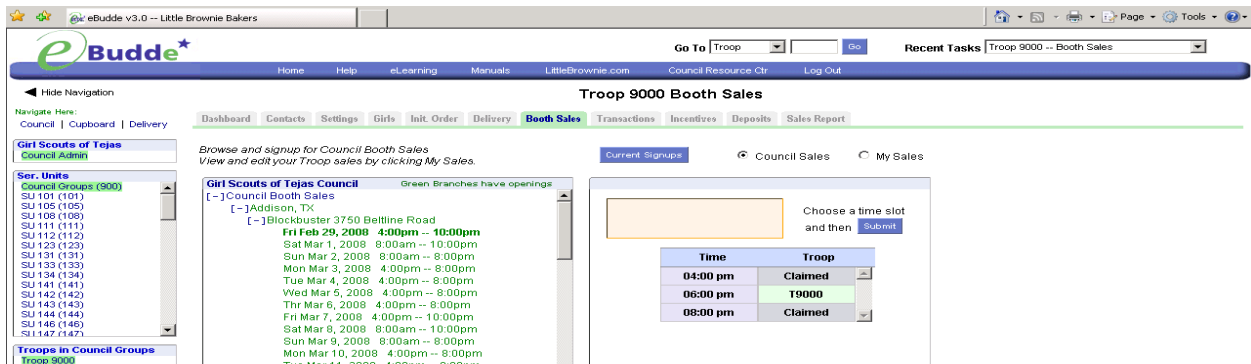


Choose the date and time range you are interested in by clicking directly on the text.



This will bring up a small screen on the right which will show the available time frames.

To select the time period, click on the space next to the time that you are interested in. To deselect it, you just need to click the space.



Once selected click on the submit button to reserve your location and time. You will receive a message that your time is reserved. Click OK on the message window to proceed.

To check on your troop's booth sale locations at any time, click on the Current Signups button. A separate window will pop up to show you your locations.

Business	Location	Notes	Date	Start Time	End Time	Duration
Wal-Mart	10617 E. Washington St. Indianapolis, IN 46229	Both must be outside, at least 15 feet from the door.	03/07/09	10:00am	1:00pm	03:00
Lowe's Home Improvement	8002 N. Shadeland Ave. Indianapolis, IN 46250	Set up at the exit vestibule.	02/27/09	4:00pm	6:00pm	02:00
Kroger	4445 E. 10th St. Indianapolis, IN 46201		03/14/09	3:00pm	6:00pm	03:00
Kroger	4445 E. 10th St. Indianapolis, IN 46201		03/15/09	1:00pm	4:00pm	03:00
Kroger	680 Twin Aire Dr. Indianapolis, IN 46203	Check in with management upon arrival.	03/07/09	12:00pm	3:00pm	03:00
Kroger	680 Twin Aire Dr. Indianapolis, IN 46203	Check in with management upon arrival.	03/07/09	12:00pm	3:00pm	03:00
Kroger	680 Twin Aire Dr. Indianapolis, IN 46203	Check in with management upon arrival.	03/07/09	3:00pm	6:00pm	03:00
Marsh	1015 Albany Street Beech Grove, IN 46107		02/27/09	3:00pm	6:00pm	03:00

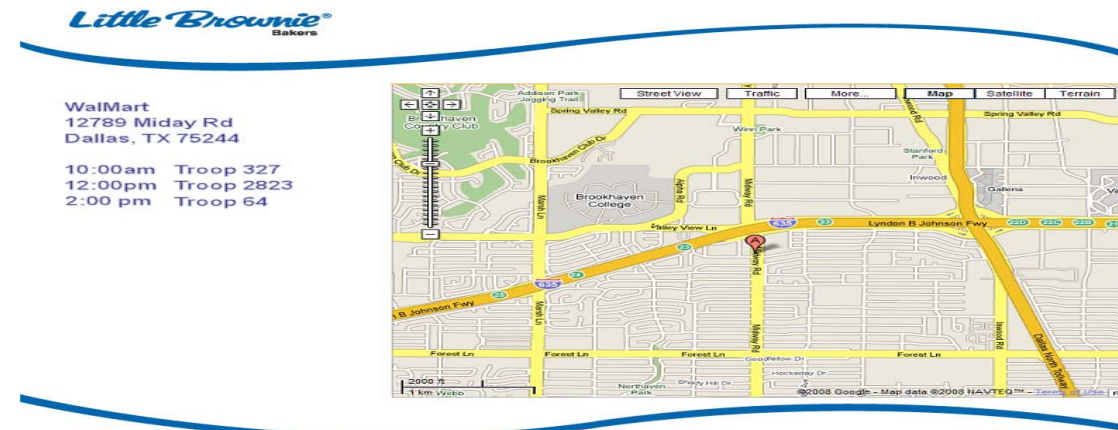
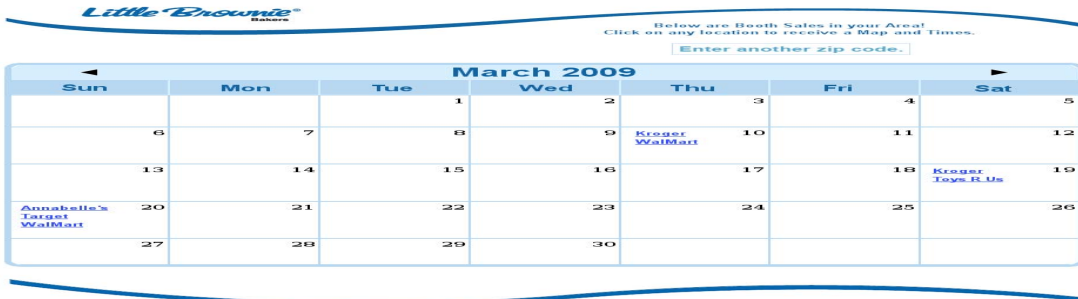
Note: Please be sure to review and adhere to the notes section of your troop's confirmation page; as these are instructions directly from the management of our business partners.

Cookie Locator:

Booth Scheduler works in tandem with Cookie Locator. Cookie Locator enables consumers to find booth sales in requested areas. This fascinating tool was created by Little Brownie Bakers to aid councils in driving consumers to booth sales within their respective jurisdictions consumers can place a request by zip code plus an additional 25 miles outside of their requested area.



The Cookie Locator will display a monthly calendar; consumers can click on specific days to read the details of the day. In addition, users can “view all sales” to see every booth sale in that zip code in one big list. Each location display has a link to an online map so consumers can find booth locations quickly.



FAQ's

Why is the Council going to this type of booth sale sign-up system?

In Girl Scouting the average leader serves in many different roles simultaneously. In an effort to make the process more efficient, we have partnered with Little Bromine Bakers to streamline our "booth sale" procedure for greater efficiency and ease. We are confident that these changes will create a fair and efficient process for everyone including Troop Cookie Managers, Service Unit Cookie Managers and Booth Coordinators. The eBudde Booth Scheduler allows troops to sign up for many popular locations from the comfort of their home and allows Booth Coordinators more time to focus on creating more booth opportunities, instead of hosting a lottery and mailing out confirmation letters. Moreover, our community partners also benefit from our new-found technology. Since eBudde Booth Scheduler works in tandem with Cookie Locator, Booth Coordinators will be able to provide each store manager with a comprehensive calendar of dates, times and troop assignments.

If my Wal-Mart is not on the Council Sales list, can I still set up a booth sale there by entering it into the MY SALES?

NO. You **may not** set up a booth sale on your own at any of the Council Organized stores/chains regardless of whether or not it is on the list of approved locations. **(This includes ALL Council Organized locations).** If you set up a booth sale on your own at a Council Organized location, enter one in eBudde under MY SALES or you are found to be selling cookies at one of these locations without proper approval, you will not be allowed to participate in any booth sales for the remainder of the 2010 Cookie Season.

I have a very large troop. Can I sign up for more than a two hour slot at Council Organized Booth Sale locations?

During the first week of sign up, troops may "claim" up to three 2hr time slots. Each must be at a different store chain. During the second week of sign up, troops will be allowed to sign up for three additional slots, at any chain. These can be contiguous 2hr slots so that troops will have a longer time period to sell. The last week of sign ups troops may "claim" as many locations and time slots desired and accessible.

Do I have to fill out the Booth Sale Authorization form before I set up a booth sale under MY SALES?

Yes. You must have a completed form signed by the store manager or other designated store leader before entering your own booth sale information into eBudde. Council policy requires that each location be properly authorized in order to for it to be covered by the Council's liability insurance.

Where do I get a Booth Sale Authorization Form?

The Booth Sale Authorization will be available on Girl Scouts Louisiana East website www.gsle.org. Click on the link "cookies" and look under forms.

Will any locations be added after January 30, 2010?

Yes! We are approving more locations every day. Keep checking the site for "new" locations.