

SHAC Scout Fair Coupon Book Sales Booths Guidelines, Rules and Procedures 2016

What are SHAC Scout Fair Coupon Booths?

Coupon Booths are direct sales opportunities which generally are located at retail stores, businesses, organization sponsored events, farmers markets, sporting events, or parking lots where Boy Scout Unit's have permission to set up a table/booth to sell Scout Fair to the public. Booth sales are a joint responsibility; parents and Scouts should be included in planning, decision making and participation.

Scout Fair Booths help scouts **Discover** - by setting goals and seeking locations that would be beneficial to meet their goal; **Connect** - by establishing communications to business managers obtaining permission to hold a booth sale; and **Take Action** - by building confidence in themselves and their abilities as they meet people, communicate effectively, and inspire others, discuss goals, deliver the Scout Fair message and make a difference in the world.

GUIDELINES TO OBTAIN A BOOTH:

1. Obtain rules, regulations, and equipment supplied by the booth location organization.
2. To submit a request for Certificates of Insurance go to www.shac.org click on Forms.
3. Booth times should be scheduled in 4 hour block increments indicated in the registration system.

NOTE: ONLY KROGER locations are previously confirmed. Only Kroger locations listed in SHAC.org are available, DONOT contact Kroger Managers directly, SHAC has done this process for you're UNIT for Kroger locations only. ONLY units with CONFIRMED Kroger locations may sell coupon books at that Kroger Location.

5. Unit Coupon Book Chairs must complete the booth registration process on SHAC.org for approval to hold a Scout Fair Kroger Booth Sale. **All Coupon Book Sale Booths must be registered and approved by Council. Please allow at least 48-72 hours for the Council approval process to be completed for each booth request.**
6. Units will comply with local municipal ordinances and obey the Scout Oath and Law.
7. Units are not limited to their District areas, but we recommend trying to sell in your District area FIRST prior to traveling outside of your district area.
8. Units with approval will receive an approval email. **THIS EMAIL MUST BE ONSITE DURING THE COUPON BOOK SALES BOOTH.**

GUIDELINES FOR DAY OF BOOTH SALE:

1. According to the BSA Policies and Procedures, there must be two registered, YPT trained adult volunteers and at least two Scouts at each booth location. Tour Plans must be filled out, but are not required to be filed with SHAC.
2. Scouts must be in Field Uniform (Class A) to identify them as Boy Scouts of America. Activity Uniforms (class B) are not acceptable during Coupon Booth Sales.
3. The Booth/Table MUST be a minimum of 10 ft from the doorway and WILL NOT block any customers entrance to the store. Scouts must stand next to the table and WILL NOT step in front of a customer blocking their path in and out of the store.
4. Tables MUST have a table cloth/covering and appropriate identification signage must be displayed at all times identifying the Scout Fair Sales and the Boy Scouts of America.

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5. Only Unit leaders or Unit Coupon Book Chair's phone numbers may be provided to customers.
6. It is up to the Unit Treasurer whether checks will be accepted by the unit for Coupon Sales, please determine this prior to your Booth Sale. Have a "Cash Box" with change ready and secure it appropriately to avoid theft.
7. Be sure to thank the store manager or business manager for allowing your unit to hold a booth.
8. Be sure to say "Thank you" to your customers and non-customers.
9. Tipping is not accepted, however donations are accepted and **MUST** be turned in to council toward Coupon Book Sales. Please make this clear with parents and Scouts so everyone understands going into the sales event.

SCOUT FAIR COUPON BOOTH SUPPLIES (Several items you may need at your booth)

Coupon Books, tables & chairs, unit displays of activities and events!
Sales Banner / Posters (Scout made ones have the greatest impact!) / Decorations
Coats / Snacks / Drinks
Canopy if not in covered area

BOOTH SALE TIPS

Booth sales are a great way to increase your unit's success.

1. Schedule your booth via shac.org and receive approval email. Print and bring to booth during sales time.
2. Schedule Scouts in blocks no longer than 1-2 hours at a time. Try and rotate as many Scouts in booth to ensure equal selling opportunity. Successful Booths typically have 2-3 Scouts at a time, but higher traffic locations with multiple entrances will require more Scouts.

Kroger Booths will be scheduled in 4 hour blocks. Each unit will be permitted up to FOUR Kroger Booths in their district during the initial registration period Booth registration which opens Feb 1st and continues through April 5th. After Feb 15th, units can then register for multiple Kroger booths after every unit in SHAC has been given the opportunity to get at least one Kroger Booth. ALL Kroger Booths are pending Council Approval. The dates are set in coordination with Kroger, SHAC and Girl Scouts. ONLY THESE DATES AND TIMES ARE PERMITTED AT KROGER AND HAVE BEEN CONFIRMED VIA KROGER CORPORATE OFFICE. UNITS ATTEMPTING TO SCHEDULE/SELL OUTSIDE OF THIS SCHEDULE ARE NOT FOLLOWING PROCEDURES AND SUBJECT TO REMOVAL FROM THE BOOTH AND SCOUT FAIR COUPON BOOK SALES PROGRAM.

3. Encourage Scouts to be POSITIVE and say THANK YOU to everyone. DO NOT block the entrance and never block a customer's path.
4. Create scripted one-liners for the Scouts to use, "Want to save on your purchase today?" "Support Scouts and get OVER \$600 value in coupons." Get creative, yet be truthful.
5. Make attractive table displays. Display a unit goal poster and pictures of activities in which the unit has participated. Advertise your unit, its goal and what the funds will be used for via the booth-use signs!