

# 2020 PRODUCT PROGRAMS COVID GUIDELINES

*The below information dated 9.14.20. This information supersedes any previous guidelines for Product Programs.*

Product Programs will move enthusiastically forward in the coming year. Strategies for safe order-taking and delivery in both programs will keep girls and supporters safe, while maximizing success.

There are so many unknowns as we move into the fall and beyond. Our goal is to be just as successful in the 2020-2021 Product Programs as we have been in the past, while adjusting to our new normal.

These guidelines are subject to change. Any changes will be communicated to membership via email and website.

## **General**

Current science does not indicate touching surfaces or objects as a main way the COVID-19 virus spreads, but we are still learning more about this virus and its transmission. Wearing face coverings and practicing social distancing and good hygiene are necessary preventative measures to limit the risk of transmission.

It's important to understand and respect family comfort level with girls' in-person product program participation. If girls are unable to participate in booths or order card sales, find and encourage other ways for those girls to contribute to the troop's success such as the digital program, creating booth marketing materials and promotion.

## **Product Programs Booths**

Securing booth locations is an important aspect of the product program experience, especially the Girl Scout Cookie Program. At this time, Treats & Reads booths are permitted for troop-scheduled booths. Please review these safety guidelines to ensure a safe experience for your troop. This guidance is supplemental to general booth guidelines and subject to change.

## **Securing a Treats & Reads Booth**

The response of retail businesses is unknown at this point. At this time, Walmart has suspended all solicitation requests and we do not yet have any indication if others will follow suit. Cookie Program business partners - including Schnucks, Dierbergs, Walgreens and Lowe's - should not be solicited for Treats & Reads booths due to existing partnership agreements with these businesses.

When reaching out to secure a booth this fall, present the 2020 Treats & Reads Booth Letter to the business. This letter is an assurance to the business, as well as provides you with verification the business has agreed to your booth. It's recommended you bring two copies - one for them to keep and one for you to keep.

We recommend reaching out to your past booth locations early and anticipate that many businesses may have changed or be in the process of changing their policies on outside solicitation.

## Booth Protocol

It will be more important than ever to adhere to the standards of booth staffing. Adults should understand that the booth letter assures location managers that certain guidelines will be followed.

- Participants must follow the COVID-19 Troop Meeting and Volunteer-Led Activity Protocol when planning and determining adult and girl participation
- Due to the space generally allotted for booths and social distancing guidelines, it will be necessary to reduce the number of people at each booth. No more than two (2) Girl Scouts and two (2) Adult Volunteers (two are required) should be at booths. Troops can schedule shifts to give all girls (and adult volunteers) the opportunity to participate in booths
- Girl Scouts of Eastern Missouri requires all participants to wear cloth face coverings during product programs booths. Remind girls that Girl Scouts wear cloth face coverings/masks not only to protect themselves, but to protect others. Girls can bring their own face coverings, but the booth or troop leader should have disposable masks on hand for those who need them
- Limit close contact with others and maintain a distance of at least six (6) feet, even among those working the booth. Remind customers to maintain six (6) feet distance from you and the girls using written signage. It may be helpful to bring painter's tape and mark the spot where customers should stand/wait
- Clean and disinfect frequently touched surfaces such as money boxes, mobile devices used for payment, and tables
- Participants are expected to wash hands with soap and water for at least 20 seconds or use hand sanitizer prior to and after using common equipment and supplies, after each transaction handled, after using the bathroom and after blowing nose, coughing or sneezing. Use hand sanitizer with at least 60 percent alcohol. If using gloves, they must be changed after each customer transaction.
- Encourage customers to use touchless payment options, when available. Minimize cash handling and use credit cards and mobile devices where possible. The CloverGo credit card processing app is the approved option this fall, but needs to be set up at least a week prior to your booth date
- When exchanging paper and coin money:
  - Do not touch your face afterward
  - Ask customers to place cash on the table rather than directly in your hand
  - Place money directly on the table when providing change back to a customer
  - Wipe the table between customers
  - Wipe down the money box/envelope and mobile device used for payment between users
  - Sanitize hands after each transaction
- Troops are responsible for bringing their own table, hand sanitizer, disinfecting wipes, extra masks, marketing supplies, secure cash/check container and trash bags
- Booth sales must not interfere with the business' activity, including the flow of its customers/patrons. Managers have the right to ask you to leave if their instructions are not followed or patrons are bothered
- Ensure the area is clean when you leave. Take all trash and recycling
- Consider a virtual donation booth instead of a product booth. These booths are solely focused on customers supporting Project Thank You - a great way for girls to show the community how important service is to them and minimizes touch points in customer transactions

## **Digital Ordering**

Both the Treats & Reads and the Cookie Programs offer the ideal social distancing order-taking opportunity with the M2 and Digital Cookie platforms for online ordering.

- Set up Account: Every girl should set up digital accounts in both programs
- Troop Link (new this year): Every troop should set up a troop account in Digital Cookie
- Girl Delivery: There is a period of digital order-taking that offers girl-delivery (customer pays no shipping) of orders with both programs. This can be completely contactless!
- Gather emails: Girls can gather email addresses for all their potential supporters so they can share their online store link. Girls will be able to take orders and payment, while maintaining social distance
- Host a Virtual Booth/Product party/Live Event: This can be done on social media for friends and family. The Business Branding Toolkit on the Treats & Reads web page has guidance on how girls can do this
- Social Media Posts: Girls can promote their fall business on social media to friends and family with the help of parents/caregivers. The Business Branding Toolkit includes Treats & Reads graphics and sample posts girls can use to support their virtual efforts
- Supporting adults can tap into their social networks to share their girl's M2 digital link following GSUSA online marketing guidance.
- Other Promotion Channels: If digital ordering is not possible, girls can turn to phone calls, social media and text messaging to contact potential customers, while maintaining social distance and Internet safety. Any in-person interaction with supporters must follow appropriate safety measures as outlined in this guide
- Experimental Entrepreneurs: Girls are encouraged to experiment and get creative with new ways to reach their customers. Whether by creating a fun new marketing video, like stop motion animation, or finding new ways to interact with customers, we encourage innovation and personalization in all our programs. Make sure you stay up to date on current Council guidance around COVID-19 and understand the Girl Scout Internet Safety Pledge

## **In-Person Order-Taking**

Use of the traditional paper order card is encouraged in addition to online marketing. With some planning and flexibility, girls can be successful and safe.

- Girls know their frequent order card customers. If they've kept their customer records from previous years, they can reach out to those customers and let them know they are selling treats to support their troop. Texting and email are great ways to do this. Provide ordering options
- Create a personalized business card in M2. Girls can print them and drop off at customer homes or take a photo of their card and text it to customers
- Print and make copies of the Treats & Reads Product Ordering Sheet. This sheet has product photos and descriptions but doesn't require girls to pass around the same order card from person to person. They can fill in their information, roll it up and place it on door handles
- Parent/Caregiver Workplace: In a time of more people working from home, girls can use the digital platforms to reach their parents/caregivers' co-workers. With permission, girls could send an email to their parents' co-workers, or offer to do a virtual presentation to them, then provide the girl's M2 link for orders. Product will easily be delivered by the Girl Scouts' "delivery service" (her supportive caregivers). This also provides a more girl-led marketing opportunity.

## Product Delivery

Customers can't wait to get their hands on the treats they ordered! To ensure safe delivery of the product to them, here are some suggestions for girls.

- Communicate with your customer to determine where they would like their product dropped off.
- Porch Drop: Girls can use a drop and go delivery plan for their supporters' orders. Knock on the door and leave the product, then back up 10 feet. Have the customer take their product and leave payment. Collect the payment, leaving no less than six feet space between girl and customer.
- Encourage direct shipping for customers who are concerned about safety. Customers have two shipping options when choosing direct ship.
- Girls can work with their parents/caregivers to set up a trunk pick up at a central location, and scheduling customer pick up times to minimize the number of people there at once. Customers can drive up, open their trunk and the girl/adult can place the product in the vehicle. Girls and their adults should wear a mask and the person taking the order to the vehicle should wear gloves or sanitize hands before and after each pick up. If gloves are used, they need to be changed after each delivery. Troops opting for this method of pick up should make sure that adults work with girls to practice safety when approaching vehicles
- Find a special way to say, "Thank you!" – whether through a thank you video or a personalized note, your girls will want to show their customers come appreciation!