

Checklist

for Guide Biscuit-selling stands



People

- Are the people selling wearing appropriate and tidy uniform?
- Are helpers representative of Guides NZ membership - lots of girls if possible.
- Are helpers giving the right messages about Guiding?
- Are helpers well prepared to give accurate and positive information about Guiding in response to questions from the public?
- Do you have enough helpers to serve the amount of customers you have?

Professional

- Does your stand look professional? Use computer rather than hand-written signage, navy and aqua balloons, helpers should stand rather than sit etc.

Props

- Is all equipment well maintained, clean and presentable, with current branding?

Promotion

- Do you have clear signage directing people to your location? (e.g. signs on nearby roads if appropriate).
- Are you using bright and attractive posters and photos? E.g. Griffins posters

Pricing

- Is the price clearly and prominently displayed?

Placement

- Are your displays tidy and appealing? Tidy piles are better than individual packets.

Product

- Is "Guide Biscuits" prominently displayed, so people know what you're selling?
- Are there samples available for people to try?
- Can helpers explain about potential for peanut allergies etc?
- Do you have product use suggestions e.g. recipe ideas?

Pamphlets

- Do you have information and order forms for people who may like to order large quantities, or order later?
- Do you have information for people interested in joining Guiding?

Proactive

- Be proactive - encourage girls to approach potential customers, rather than lurking around behind the table.

Purpose

- Can everyone explain where the money raised will be used, if asked?

Please & thank you

- Encourage girls and helpers to remember to use their manners, especially when someone declines to buy biscuits.
- Remember to thank everyone who helped on the stand for their time.

For more information, check out "A Bigger Bite" - ideas for selling biscuits
www.guidesn.org.nz



Radical Rules!

for Guide Biscuit-selling stands

Place

- Is your location highly visible, with good foot traffic?
- Are you protected from the elements, particularly wind and rain?

Permission

- Have you gained permission from the relevant businesses or authorities?

Publicity

- Have you advertised ahead of time that you'll have a stall there? e.g. posters in shop windows displaying date and time.

Personnel

- Do you have enough helpers, and do they know what to do?
- Are there enough people to cover breaks?

Product

- Do you have sufficient stock of biscuits, or someone nearby to deliver more if needed?

Placement

- Are biscuits stored appropriately? i.e. in the shade, in a cool area - no-one likes melted chocolate biscuits!
- Are biscuit supplies secure, and out of reach of passers-by?

Payments

- Do you have a calculator, or cheat-sheet with biscuit prices already worked out, to help people add it all up?
- Do you have a supply of change, and somewhere to change money into smaller denominations if you need more?
- Is all money kept securely and out of sight of passers-by?
- Do you accept cheques? With what identification? Who are they made out to?

Purchasing

- How can you encourage people to buy a little more?
- Do you have plastic bags for people who buy multiple packets?

Protection

- Do all helpers have sun-screen/sun hats/raincoats, where appropriate?
- Are all girls 'road-safe', and away from potential hazards such as busy roads?
- Do you have a plan in case of incident or emergency?

Pen & Paper

- Do you have a way to record requests for more information?

Packing up

- Do helpers know what to do at the end of the day?
- What happens to all the money and left over biscuits at the end of the day?

For more information, check out "A Bigger Bite" - ideas for selling biscuits
www.guidesnzs.org.nz