

Troop 798 Booth Training Vyond Storyboard

Business Purpose: Troop 798 is a Girl Scout Troop in Moore, Oklahoma. The troop is made up of girls in grades K through 12. They have multiple leaders for each level as well as adults that oversee various operations of the troop.

During Winter each year the troop has their main fundraiser where they sell cookies. Each individual girl along with the assistance of their parent/guardian sets an individual goal for selling cookies. The troop has a specific process for ordering, selling cookies, collecting money, and turning in money. There are also specific rules that must be followed by every person involved in the selling of cookies.

Before the cookie sale each year the troop hosts an in person training session in which the policies and procedures are discussed. Approximately 10% to 20% of the girls/families are new to selling cookies each year. Leaders have noticed that new parents often have trouble with understanding the policies and procedures. They also have an issue that when new policies are implemented that veteran parents struggle with those new policies. They also have trouble making sure all parents have access to the same training when some parents are unavailable to attend the meeting.

Approximately 25% of families participate in Booth Sales. The leaders have also noted that many parents, new and veteran, have trouble with certain aspects of the Booth Sale paperwork. These challenges lead to policies not being followed, upset parents, and frustrated leaders. Leaders are spending a good amount of time having to explain procedures to parents after the fact and fixing mistakes from those procedures not being followed.

The goal would be to provide equal access to training for all parents in order to decrease the number of policies not being followed to five percent. This will lead to less parent frustration and confusion. This will help parents be better able to help their girls in goal setting and selling cookies. It will also lead to better booth sales. Parents will also be able to understand the process for submitting money, leading to less money being due at the end of sales.

Target Audience: The target audience for this course is leaders and parents/guardians of Troop 798 who are helping their daughters sell Girl Scout cookies. This would include parents who are experienced selling cookies and parents who are new to selling cookies.

Learning Objectives:

By the end of the training, learners will be able to:

1. Recognize the important rules for operating a booth sale.
2. Select needed supplies to bring to have a successful booth sale.
3. Determine the correct place to put information on the Booth Sale Tracker Form.

Time: 3 min

Outline:

- Title
- Introduction
- Unsuccessful Sale
- Successful Sale from start to finish
- Behind the scenes introduction
- Behind the scenes clips
- Learning Objectives
- Conclusion

Color Palette:



Global Comments:

- All Scene Backgrounds are dark blue from the color palette.
- Neutral Audio plays the entire length of the video at 10 percent volume.
- Text in [brackets] should not appear on the screen or be recorded in voiceover (VO). This text indicates information for the developer including placement of transitions.
- Any time photos, videos, or other assets are mentioned below, use the assets in the folder provided.

Directions:

- As you review this Storyboard, pay particular attention to the tie from this video to the rest of the course.

- Any questions that are specific for reviewers are highlighted in green. Any questions that reviewers have should be highlighted in pink. All questions will be addressed before content creation begins.
- The text in the Narration/Voice Over Column will be narrated audio.
 - As you review this text, please be aware that there may be additional words needed to help the flow of the audio. Try reading it aloud and make any notes of changes when needed.
 - Any formatting to this text is used to help the voiceover talent. This text will also be used to create Closed Captions for the video so it does require correct capitalization, punctuation, and grammar.
- Text in the Slide Text column requires correct capitalization, punctuation, and grammar as this will be seen by the learner.

Scene: Title			
Visual/Display	Slide Text	Narration/Voice Over/Audio	Animation
Background- Outside of a grocery store [1]Title- Large white rectangular shape in the middle of the screen with green writing.	[1] Troop 798 Booth Sales Training	Background Audio begins at 10% volume and plays for the remainder of the video.	
Notes:			

Scene: Introduction			
Visual/Display	Slide Text	Narration/Voiceover	Animation
Background- Cookie Booth- Blank wall with a table and sign set up.- Applies to all scenes. Wagon full of cookies and table fully covered in cookies.		[2] [Girl 1]: Thank you for purchasing Girl Scout cookies! Have a wonderful day!	[1] Scene Zooms onto screen [2] Girl 1 lips sync to VO. [3] Narrator walks onto the screen from the right as Customer 1 walks off the screen to the left. [4] Narrator talks and lips sync to

Avatars present when scene starts: Female avatar seated behind table. Male avatar seated behind table. Girl 1 on the right side of screen. Customer 1 to the right of Girl 1 holding a bag. Girl 2 on the left side of screen. Additional Avatars: [3-4] Narrator stands on the right side of the screen where Customer 1 previously stood.		[4] [Narrator]: Running a booth sale can be one of the easiest and fastest ways to help your daughter reach her cookie sale goal. Let's watch the girls as they go through the process of selling to another customer.	VO.
Notes:			

Scene: Unsuccessful Sale			
Visual/Display	Slide Text	Narration/Voiceover	Animation
All visuals/avatars remain as they were at the end of the previous scene with the exception of the Narrator. Narrator Avatar is now located in a circular shape on the top left of the screen. Additional Avatars: [2-5] Customer 2 avatar on the right side of Girl 1.		[3] [Girl 1]: Would you like to buy some Girl Scout Cookies to help me reach my goal of going to summer camp? [4] [Customer 2]: No, thank you. [5] [Girl 1]: Thank you, have a good day.	[1] Scene Zooms onto screen [2] Customer 2 walks onto the screen from the right. [3-5] Customer 2 listening. [3/5] Girl 1 lips sync to VO. [4] Customer 2 lips sync to VO. [6] Customer 2 walks off the screen to the left.
Notes:			

Scene: Successful Sale- Part 1			
Visual/Display	Slide Text	Narration/Voiceover	Animation
<p>All visuals/avatars remain as they were at the end of the previous scene.</p> <p>Additional Avatars: [2-6] Customer 3 avatar on the left side of Girl 2.</p>		<p>[3] [Girl 2]: Would you like to buy some Girl Scout Cookies?</p> <p>[4] [Customer 3]: I would love to buy some cookies. I remember when my daughter sold them years ago.</p> <p>[5] [Girl 2]: Perfect! Let me tell you about our cookies.</p>	<p>[1] Scene Zooms onto screen</p> <p>[2] Customer 3 walks onto the screen from the left.</p> <p>[3] Customer 3 standing.</p> <p>[3/5] Girl 1 lips sync to VO.</p> <p>[4-5] Customer 3 excited listening.</p> <p>[4] Customer 3 lips sync to VO.</p>
Notes:			

Scene: Successful Sale- Part 2			
Visual/Display	Slide Text	Narration/Voiceover	Animation
<p>All visuals/avatars remain as they were at the end of the previous scene with the following exceptions:</p> <ul style="list-style-type: none"> Customer 3 and Girl 2 now stands in the middle of the screen directly in front of the table. Girl 1 now stands more to the right side of the screen closer to the 		<p>[2] [Girl 2]: Okay so you want 5 boxes. Five boxes times \$6 would equal \$30. Right Dad?</p> <p>[3] [Male avatar]: That's right.</p> <p>[4] [Girl 2]: Would you like to pay with cash or card?</p>	<p>[1] Scene Zooms onto screen</p> <p>[2-6] Customer 3 standing holding bag.</p> <p>[2/4/6] Girl 2 lips sync to VO.</p> <p>[3] Male avatar lips ync to VO.</p> <p>[4] Customer 3 lips sync to VO.</p>

audience.		<p>[5] [Customer 3]: Let's do cash.</p> <p>[6] [Girl 2]: Thank you so much for supporting our troop! I put a card in the bag with our troop information on it in case you need some more cookies before the end of cookie sales. Have a fantastic day!</p>	
Notes:			

Scene: Behind the Scenes Intro			
Visual/Display	Slide Text	Narration/Voiceover	Animation
All visuals/avatars remain as they were at the end of the previous scene.		[2] [Narrator] There is much going on behind the scenes of this booth sale that you as a parent will be doing.	<p>[1] Scene Zooms onto screen</p> <p>[2] Narrator lips sync to VO.</p>

Scene: Behind the Scenes Intro			
Visual/Display	Slide Text	Narration/Voiceover	Animation
All visuals/avatars remain as they were at the end of the previous scene.		[2] [Narrator] There is much going on behind the scenes of this booth sale that you as a	<p>[1] Scene Zooms onto screen</p> <p>[2] Narrator lips sync to VO.</p>

		parent will be responsible for doing.	
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Scene: Behind the Scenes Intro			
Visual/Display	Slide Text	Narration/Voiceover	Animation
<p>Background- Same grocery store background as Scene 1 zoomed out to see the store and parking lot with cars in it..</p> <p>Avatars are small in the bottom left corner next to a vehicle. Between the avatars are several piles of cookies and a wagon.</p> <p>Female avatar stands with a clip board. Male avatar holding paperwork. Girl 1 and 2 standing beside cookies.</p> <p>[2] Narrator in top left corner.</p>		<p>[2] [Narrator] There is much going on behind the scenes of this booth sale that you as a parent will be responsible for doing.</p>	<p>[1] Scene Circular Reveals onto screen [2] Scene zooms into the bottom left corner.</p> <p>Narrator lips sync to VO.</p>