

1 Basics

Date: Always held the first Saturday in December

Hours to public: 9:00 am – Noon (volunteers arrive 8:30 am)

Binders of photos: Color photos of previous room setups are available in a container marked Cookie Walk Binders – kept in attic

Cookie Walk Guide – (An instruction guide for CW coordinators and volunteers)

available on website at: [] and hard copy in Cookie Walk binder box

2 Camerata Musica Madrigal Singers

Contact: Beth Hopper

- Immediately following Cookie Walk, e-mail Beth Hopper to thank her, and include an invitation for next year. Beth's e-mail is talktomebeth@hotmail.com
- E-mail Beth the following September to confirm their appearance.
- The cost for the group is \$200. E-mail Beth two months ahead requesting an invoice by e-mail and include Cindie Baker's e-mail address on the request. The invoice can be sent directly to Cindie, copy to CW coordinator. Cindie Baker is Treasurer of Parish Life. Her e-mail is: clbakerpt@gmail.com
- On the Friday before CW, place a tray with plastic cups and a box of red wine (can already be opened) at the back pew of the church. The wine soothes vocal chords in cold weather.
- When setting up the table for the soup station in the Cadwalader Room, be sure to leave space for the group to assemble just outside church entry door. The group consists of 10-12 singers.
- On CW day be sure parking attendant at entrance directs singers to reserved parking in spaces behind the back church door
- The singers will arrive at 9:30 am and rehearse for ½ hour ahead of time in the back of the church.
- The performance begins at 10:00 for about one hour.
- Cindie Baker will have a check to give to Beth, group leader

3 Cashier's Table

Cashiers sit at the far (Sunday School) end of the room. Tables needed: Two rectangles. There is a

Four cashiers needed – two for credit card sales and two cash/checks

Cookie boxes will have price already recorded – this is done at the weigher's station

4 Communications

4.1 Facebook Ads

Peter Threadgill places ads on Facebook, beginning about 4 weeks before the CW date. These ads highlight aspects of the event and are targeted for specific geographical limits around the church. Peter provides periodic reports that include detailed data on ad results. The budget for this advertising for 2018 was \$250.

4.2 Flyer

Adric and Colby Hawks revised the CW flyer in 2016. Adric has access to it on his computer and can update with CW dates for the current year. The flyer looks best on legal size paper (8 ½" X 14") however it can also be modified to letter size. It is printed in color and copies are made available on the coffee hour table for distribution to local store or apartment/condo bulletin boards a few weeks before the event. CW coordinator needs a PDF version to send out to Parish Life e-mail list.

4.3 Community Newspapers

Dick Huffman will contact the Towson Times to have CW included in their listing of community events.

5 Cookie Walk Clean-Up

When setting up signup sheets, be sure to include a sheet for cleanup crew

Basic cleanup instructions (also available in separate file – to be distributed at clean up time) are:

5.1 Cadwalader Room (Lobby/Coffee Hour room)

1. Take down Children's area/box up items to keep for next year
2. Move Santa's Christmas tree to corner by sliding glass courtyard doors
3. Take Bishop's chair back to altar
4. Remove roping from Santa's grotto/ pack up
5. Move small cabinet back to space under Fr. Guy's portrait
6. Move big coffee hour table to other side of room

5.2 Quimby Room (Parish Hall)

- Pack any left-over cookies in containers for sale on Sunday morning
- Move all cookies to Adric's 1/3 of the space on tables
- Consolidate gifts not sold to one table for sale Sunday
- Take down hanging and table signs
- Stage tables in hallway until Sunday School supplies are moved out of aux kitchen

- Once Sunday School is set up, move extra tables back into kitchen storage space
- Leave enough long tables in Adric's space to sell cookies/gifts on Sunday
- Be sure to replace one round and chairs in Adric's space for the choir

- PLEASE DO NOT TAKE ANYTHING TO ATTIC
- INVENTORY WILL BE DONE NEXT WEEK AND ITEMS LABELED AND STORED
- DO NOT DISCARD EMPTY BOXES
- BOXES CAN BE STORED UNDER TABLES WHERE COOKIES AND GIFTS WILL BE SOLD

6 Children's Gift Table

- A children's table is set up in the Cadwalader Room in front of the windows by the driveway.
- When donations are made for the gift table, that coordinator will sort through items and box items that would be appropriate for the children's table
- Children's table is set up the day before CW when the decorations are completed
- Children's table has its own cash box
- Items need to be priced at least \$.25 since no smaller coins are available for change.

7 Cookie Boxes

Various boxes have been used over the years, including styrofoam and bio-degradable. In 2018 we tried a cardboard ½-cake size box which Cindie Baker ordered . The boxes were attractive and easy to handle. They do need to be assembled ahead of time, leaving one end open so they can be stacked behind the sales tables. A sheet of bakery-type tissue is placed at the bottom of each box. (A student volunteer can do this job at CW) as they are handed to sales staff.

Extra boxes and tissue containers can be stored in the attic ONLY if they are housed in a plastic container with a tight-fitting lid. Otherwise, they need to be stored at someone's house.

8 Cookie Sales

Containers of cookies will be dropped off at church on Thursday and Friday. They should be stored in the auxiliary kitchen. Cookies should be labeled as to the type of cookie. The displays are set up on Friday. As much as is possible, the same cookies are put on both sides of the center aisle so that customers do not need to move from side to side as they make their cookie selections.

8.1 Notes to Cookie Sales staff

Gloves must be worn while handling cookies.

Cookies are \$12.00 per pound

Cookie inventory is controlled so that inventory is put out as cookie boxes empty. Please consolidate cookies as they sell. Some inventory is kept under the table so customers coming after 10:00 am will have a reasonable selection.

White ½ cake paper boxes will be available behind the counter. A sheet of bakery tissue should be in the bottom of the container.

The line starts at the entrance side of the room. Mostly, the same cookies are on both sides so customers don't need to move from side to side – however, if they do so, another sales staff will help them on the other side.

Sales staff holds the box while customer moves along the tables and makes their cookie selections. All cookies will be labeled.

Customers can have multiple boxes. Red grocery baskets are available at the entrance.

After selecting cookies and any other items they wish to purchase, customers go to the WEIGH STATION where their boxes are weighed and the price written on top.

Customers then proceed to the CASHIER STATION. Cash, check and credit cards are accepted.

Two baggers are available at the cashier station to wrap glass or gifts. Plastic and paper bags are available. Baggers can help customers to the car with their purchases.

A runner takes the red basket back to the entrance.

Small white bags are available for children who only want to purchase a few cookies.

The busiest time is 9:00 – 10:00 am. During slower times, feel free to leave sales station and shop.

Thank customers for coming!

After clean up, leave empty cookie containers on a hallway table for pickup.

9 Gift Table Donations

- Near beginning of November, two long tables need to be placed against the hallway side of the room in Adric's third of the space.
- As items are brought in, gift table coordinator needs to price them.
- Once the item is priced, it is placed in boxes under table
- There are signs for "items to be priced" and "items already priced."
- Coordinator needs to sort those items which will be sold vs. those to be donated to Jacob's Well or Salvation Army. Also sort out items which would be more appropriate as jumble at the Garden Party.
- Gift table items need to be Christmas-themed or lightly-used Christmas gifts

10 Gift Table

The Gift Table coordinator is responsible for:

- Sorting items during the week as they come in
- Selecting items for the gift table vs those to be donated
- pricing items during the week and packing in boxes
- Setting up gift table Thursday before CW
- Staffing table day of Cookie Walk
- Three tables are designated for gift table – covered with red cloths. Items not sold are available for sale the two Sundays following CW in the front of Quimby Hall. Before packing up the gift items not sold, select those which should be donated to a charitable organization

11 Greens

11.1 Greens Coordinator

Greens coordinator

- One person needs to be responsible for calling contacts for donations of greens for arrangements.
- Contacts who donate greens are: Anne Horner, Ellen Reather (magnolia), Jamie Blomeier (magnolia), Suzie Henneman (variety of greens)
- Will Gorman has a truck to pick up from various locations
- Greens need to be at the church no later than Sunday before Cookie Walk
- Greens not used for arrangements are sold in bags at CW

11.2 Greens arrangements – wreaths and table arrangements

Check supply inventory list (from previous year) in mid-September – wholesalers start selling about end of September

Floral supplies include:

- Box of oasis
- Wooden pics with wire
- Spools of floral wire
- Floral putty to secure liners in containers
- Clear plastic liners in various sizes
- Wire cutters
- Pruners
- Scissors
- Floral tape for taping down oasis to container
- Containers for floral arrangements/baskets, green plastic containers from wholesaler
- Candle holders for arrangements
- Ribbon
- Various decorative ornaments in red, gold, natural (blue/silver does not sell as well)
- Christmas tree balls in various sizes

Always inventory supplies and decorations after CW and before they go to the attic.

Suppliers for ornaments include:

- Dollar stores
- JoAnn's Fabrics
- Michael's craft stores
- Pennock Floral (now located in Laurel, MD but a good source for ribbon, oasis, and other decorations at wholesale prices)

Recruit volunteers specifically to do greens arrangements and wreath arrangements

Purchase 30 wreaths early (Home Depot – can get for \$6 on Black Friday ONLY!)

Confirm schedule for the set up week

Price arrangements once they are completed.

Place small white label with instructions on how to water at home – Paul Douglas has made these in the past.

There are small printed green tags which say not to leave candles unattended. If there are candles in any of the arrangements, be sure these tags are included on the arrangement.

Place decorated wreaths outside under tents in the courtyard

Place completed arrangements on tables in the hallway

Water arrangements during the week. Watering can must have a narrow spout.

12 Parking

- Coverage should be provided from 8:30 – 10:00 am
- Four people – three people needed outside, one for relief shifts
- Three green safety vests are available - stored in the attic.
- One person needs to stand at the entrance to the driveway to greet customers – other two at front and back lot.
- Two 2-way radios are kept in the church library in a shoebox marked “radios”
- Radio box contains plug-in charger for the batteries. Should be checked two weeks prior to the event

13 Pricing

2018 Cookie Walk Price List

Bag of Greens	\$10 each
Bean Soup Mix	\$5 each
Bows – Wired Ribbon	\$3 or \$5 as priced
Christmas Puddings	\$10
Cookbooks	Free
Cookies	\$12 per pound
Dog Biscuits	\$3
Hard Sauce	\$2
Jams and Jellies - 8 oz.	\$6
Peanut Brittle	\$5 per bag
Spiced Pecans	\$5 per bag
Centerpieces	As priced
Welsh Cakes	\$4 for six
Wreaths – Fresh	\$35
Wreaths – Everlasting	\$20

14 Set-up of Quimby Hall

14.1 Attic contents — When to bring down

14.1.1 Three weeks before

Large banners from attic

Small signs

14.1.2 Two weeks before

Boxes of gift items left over from last year. (The gift tables are the first tables to be set up during prep week.)

Boxes of decorations for greens

14.1.3 One week before

Christmas tree ornaments

Santa's Grotto boxes (2 or 3)

All other boxes

14.2 For Set-Up during Week of Preparation

14.2.1 Sunday Before

- Enlist help of Sunday School staff to break down so that they know where items are stored during the week
- Staff should also assist with set up of Sunday School area on Saturday afternoon following CW
- To move Sunday school tables, etc. put up a rectangular table in the auxiliary kitchen in the far under shelving. Move all Sunday school tables etc. in that corner.
- Place 3 long tables in hallway outside of Qwimby Hall.

14.2.2 Monday Before

- 9:00 am – 6 people needed
- Primary goal this day is to set up for greens arrangements and wreath decorations on Tuesday

- Rectangular tables set up on both sides – four tables along each side – no covers
- Five large round tables set up in a line in center of room for arranging
- Basket in center of each round table with scissors, pruners, floral wire, wire cutters, floral tape
- Put up banners – see past photos in CW binders for locations
- Banners are hard cardboard with Velcro on back – stick onto flannel banner and are placed on wall with nails/hangers
- Place one long table under Sunday School play area window
- Place 25 Oasis blocks in water in gray bussing bins (four bins) on table along with a cutting board and large kitchen knife for cutting oasis
- Purchase lunch supplies from Sam's (multi-grain bread, 24 Martin's potato rolls, broccoli salad) and Graul's (3 lbs chicken salad, 1 lb egg salad) – use lunch supplies during the week and replenish as needed
- Put up a 10X10 tent in courtyard over the large round table – this area used to stage completed wreaths – they need to be kept outside
- Move large dining room table in the common room to the opposite side of the room, directly in front of the court year windows. If soup samples will be available, the slow cooker needs to be near an outlet.

14.2.3 Tuesday before –Decorate wreaths/Create greens arrangements

9:00 am - 8 – 10 people needed

- Double check that all tables have a basket with supplies
- Put down large tarp between two round tables
- Greens will be piled outside back door sorted by type – these need to be brought in Tuesday morning as needed
- Bring in undecorated wreaths from woods area as needed
- Complete 30 wreaths and at least 35 arrangements
- As completed, wreaths go outside to courtyard – wreaths can be stacked as long as nothing is stacked on the ribbon
- Completed arrangements are staged on long tables in hallway – price these on Thursday
- Clean up of greens can be done on Wednesday

14.2.4 Wednesday before –Final greens cleanup/Room set up for CW day

9:00 am – 6 – 8 people needed

- Take all greens still usable to back lawn beside steps

- Greens scraps should be thrown into the woods
- Gift table items that we have identified and boxed as Garden Party “jumble” rather than Christmas gifts can be taken to the attic
- Separate all left-over decorating items for wreaths/arrangements by color and type. Complete a written inventory of these items and box up as they are recorded. Check this last next year before purchasing any decorations.
- Pack all tools into one container – leave out scissors, tape, etc for use
- Arrange room for sales – long tables down either side
- Cover tables with paper tablecloths – these can be re-used for a few years, then will need to be replaced – purchase at a Dollar Store
- Put up large signs in room (painted signs that go on felt backing)
- Set up Santa’s Grotto
- Set up Children’s table between two pews in Cadwalader Room
- Put large baskets at ends of tables for
- Two lanes of cookies – same cookies on both sides
- Same merchandise available on both sides of the room – cookies as well as jams, puddings, etc.
- Nothing should go in the middle of the room.
- Leave room for patrons to exit the hall. Don’t run cookie tables all the way up to the doors near the checkout.
- Leave room for sales staff to move around behind the tables.

14.2.5 Thursday before

- Complete any set up to cookie room
- Get out scales and test them – put in batteries
- Get out red plastic baskets from the container
- Set up tabletop signs
- Put out other items for sale such as jams & jellies, Welsh cakes, peanut brittle
- EVERY ITEM FOR SALE MUST HAVE A PRICE STICKER. Use the small white 1” dots which are used for mailings.
- Place price lists (printed on green paper) at cashiers station. And at a few locations near items for sale.

14.2.6 Friday before

- Put out covered boxes/tins of cookies on tables
- Complete any final prep work for displays on gift table and cookie tables
- Check that all items have a price tag

14.3 Sunday After: Additional Sales

- Parish Life treasurer needs to coordinate this function, as cash box goes back to that person.
- Most of the tables will be taken down Saturday. Leave up enough for a U-shaped gift area as gifts will continue to be sold the following week
- All remaining cookies and gifts should be displayed in the 1/3 of Quimby Hall next to the choir room.
- Leave a small table up with the cash box, gloves, cookie boxes for sales on Sunday morning
- Cash box should be left in upstairs Treasurer's office after sales.
- Items not sold at CW are ½ price on the Sunday following CW and one additional Sunday. After that, they are re-packed and boxed, labeled as gifts and stored in the attic, or donated to a charitable organization.

15 Santa's Grotto

Lee Riley has for several years dressed up in a Santa costume for Cookie Walk. His chair is the red velvet Bishop's chair which is placed in the church narthex in front of the doors leading into the church.

A garland is roped over the doorway and decorated.

There is a tree for the right front corner (standing in narthex facing inside doors.) A new tree was purchased in December, 2016. It has lights attached and is stored in a long cardboard box in the attic. This is one of the last boxes to go in the attic and should be first coming down the following year.

There is also a plastic container marked "Santa's Grotto" with the garland and ornaments in it. There are also lights for the tree.

Sometimes we set up a display in the corner (see photos from 2016).

In the past we have had someone with an on-site printer take photos of children with Santa and print them out. In recent years, we have had someone take photos on a Smartphone and e-mail them to an address given. Also, people take their own photos of their children with Santa.

After CW, everything is removed from Santa's Grotto. The decorated tree is placed in the Cadwalader Room against the courtyard sliding doors. Decorations are left up until [12th night.?)

The boxed tree is kept in the container.

16 Signage

For changes to existing signs, or for new signs, contact:

Signs by Tomorrow

2105-B Greenspring Drive

Timonium, MD 21093

410-252-8235

timonium@signsbytomorrow.com

16.1 Large Banners

Dates need to be changed each year

Order new dates from Signs by Tomorrow

Peel off old laminate and apply new dates

Large banners are placed at:

- 1) Intersection of Timonium and Jenifer
- 2) Intersection of Mays Chapel and Jenifer (corner of the church property)
- 3) Intersection of Padonia and Mays Chapel
- 4) Mays Chapel gazebo on Padonia Rd (permission must be granted by Homeowners Association – we did this a few years but may no longer be available – worth checking)

There are metal stakes in the metal container. Signs should have a wooden dowel along top for stability.

Big signs should be set up three weeks before Cookie Walk

16.2 Small Signs

- There are 27 small signs (25”X 18”).
- These signs are placed along Jenifer Rd and also along Mays Chapel. They cannot be put near the townhouses on Mays Chapel due to HOA restrictions.
- Signs should also be placed in other surrounding neighborhoods.
- All of the signs need to be picked up at the conclusion of Cookie Walk.
- Signs indicate Cookie Walk date as “first Saturday in December” so dates do not need to be

changed each year

17 Volunteers from Church

For 2017, the decision was made to change the Cookie Walk hours to 9:00 AM – Noon. This eliminates the need for two shifts and frees up more volunteers.

In October begin making calls for volunteers based on last year's volunteer list

Try to invite a few newer church members for a specific volunteer position

Sign-up sheets will be available on the small table in the Cadwalader Room.

Volunteer positions include:

- Early a.m. greens set up – outside, 2 people
- Parking – begin at 8:00 am – 2 people
- Greeter at front door – 1 person
- Greeter at room entrance with baskets – 1 person
- Soup sales – 1 person
- Children's table – 1 or 2 people
- Santa – 1 person
- Gift table – 1 or 2 people
- Greens/wreaths outside sales – 4 people
- Contact/supervisor for St. Timothy's student volunteers – 1 person
- Cookie sales – 4 – 5 people on each side
- Sales assistants to put boxes together – 2 students, 1 on each side
- Weighers – 4 people, one needs to be coordinator
- Weighing assistants – 2 students
- Cashiers – 4 people
- Baggers – 2 students
- Clean-up day of CW – 8-10 people

Make copies of the sign-up sheets periodically and add to the volunteer list kept on-line by the overall CW coordinator.

Final volunteers list with assignments for each job should be completed by the beginning of CW week and sent out by e-mail to all volunteers.

18 Volunteers from St Timothy's School

In the past we have contacted St. Timothy's School to seek an additional 6 – 8 students who will come help at Cookie Walk. The contact is:

Tessa Trach

Associate Dean of Student Life for Leadership & Student Programs

St. Timothy's School

8400 Greenspring Avenue

Stevenson, Maryland 21153

ttrach@stt.org

(410) 486-7400

Arrangements are made through e-mail. Initial contact with Tessa should be made in the first two weeks of October. The students will be bused to our church and arrive about 8:30 am. Lunch is not provided but they will receive a goody bag with decorated cookies. Include a bag for Tessa as well.

In 2018, the student volunteers were assigned the following: (total of 7 students)

Putting together boxes – 1 on each side

Taping boxes shut – 1 at each weighing station

Bagging clerks to wrap glassware and place cookies boxes in bags – 2 behind cashiers

Runners – 1 (return red baskets to entrance)

Other schools which could be contacted in the future include St. Paul's and Oldfields.