
Smart Box Guide

A Step By Step Manual for the Smart Box Program



Introduction:

A Smart Box is a box which is “smart.” It knows exactly what cure the materially diseased people need in this age of Kali. It therefore distributes the most potent medicine – Srila Prabhupada’s transcendental books - to whoever is interested in taking it.

The Smart Box Project is an initiative taken to increase book distribution, sponsored by Friends of the BBT (www.friendsofthebbt.org) under the guidance of Vaisesika Dasa, ISKCON North America’s National Sankirtan Strategist ably assisted by Sri Venkatesh Chembrolu of ISKCON Silicon Valley.

The project has now completed a pilot phase with the help of ISKCON Silicon Valley Sankirtan Team (Team ISV) through which 50 Smart Boxes have been placed in the field. The results have been encouraging during this trial period with the boxes averaging from 5 to 20 books per week.

This document outlines the steps to implement Smart Boxes by individuals, congregational teams, and ISKCON centers.

Forming a Team

Placing Smart Boxes is best done as a team effort. The team approach helps in dividing the work for ordering and assembling the boxes, along with placing and monitoring the boxes. Much more can be achieved as a team than individually.

The team should include one or two devotees who are the overall coordinators of everything related to the smart boxes, starting from purchasing, arranging them, getting the books, placing price tags on them, getting the graphic inserts ready and making the smart boxes available to other members of the team.

Anyone can be involved in this effort as the time and skills required are minimal. If someone is shy on approaching stores, etc. they can help monitor the boxes, collect funds, or help order and assemble the boxes.

Purchasing and Assembling Smart Boxes

Smart Boxes are assembled from readily available acrylic display components. For your convenience we have put together purchasing and assembly instructions for two standard systems with components from Beemak Plastics:

Beemak Plastics, Inc.

13921 Bettencourt Street Cerritos,
CA 90703
Ph: 800-421-4393,
Fax: 310-764-0330

If you would like to experiment with other configurations you can choose from a complete catalog of their products online at www.beemak.com (click on download catalog from the main menu). You can also order a free catalog by mail from their site. Be sure to measure the dimensions of the books you want to display and order a rack accordingly. If you need help with designing larger units, email us at smartbox@friendsofthebbt.org.

Overview

A standard smart box consists of:

1. One or more Literature Holders
2. A donation box.
3. A graphic display frame, which holds a graphic to draw people's attention.

The base Model 1 is the current model, tested in the field by Team ISV. The original model had a larger donation box but the lock was not sturdy enough and there was a case of pilfering. This current model is both secure and convenient and can hold 15-20 small books or 3 soft-bound Bhagavad-gitas.

The larger Model 2 can hold twice the number of books and is meant for high volume locations. The components for these 2 models can be combined into other varieties. For example Model 1 can be expanded to have two literature holders with the donation box in the middle.

In places where the donation box is secure but the money is not frequently collected a larger box can be used called the CBS-C (see appendix).

Ordering

The components for both models can be ordered online at www.beemak.com using the model specification sheets in this guide.

Simply type in the Beemak Model No. from the sheet into their web site search box and you can then select the item for your shopping cart. Be sure to order the same quantities for each component.

There is no minimum quantity when you order online, but the total order must be at least \$25 before shipping.

Beemak provides a 20% discount to non-profits if you order in case lots. These orders must be sent by faxing a purchase order mentioning the discount.

If you do not order a full case you have to pay a \$20 fee. The case lots and prices can be found in our abridged price list in the appendix.

Assembling the Smart Box

The components come separately and must be connected. For this purpose, we have found Scotch Mounting Squares (double sided adhesives), available in any office supply store, to be effective.

Graphics

The donation box has a header to hold a 5" x7" graphic. You can make your own graphic or download our graphic templates from www.friendsofthebbt.org/smartboxguide.

The graphic design should be printed with the correct dimensions, so that it will fit just right in the graphic display frame.

Make sure to put your contact information on the reverse of the graphic, with details on who to contact if the box needs refilling before your scheduled visit.

Books

Choose an assortment of small books (see our recommended list) and rubber stamp or label them with the temple address and contact information.

Place appropriate price tags on them and arrange them in the book rack either before or after delivering it to the location. Team ISV recommends Avery Item 5462 - CC Round 3/4" Yellow for Laser/Ink Jet available at Office Depot and other major office supply stores or online.

Placing the Smart Boxes

After creating the boxes they need to be placed in appropriate places. Here's a step by step guide.

Make A List

Create a list of potentially good places for placing the boxes. ISV has had success placing boxes in the following locations:

1. Indian Grocery Stores
2. Indian Restaurants
3. Hair and Nails Shops
4. Vietnamese Restaurant
5. Boutique shop
6. Chinese Restaurant
7. Electronics Store
8. Dry cleaning and alteration shop
9. Tax services office
10. UPS store
11. Deli Sandwich place.

Indian stores and restaurants are the prime category and are the most receptive. But non-Indian locations can also be convinced to accept the Smart Box in their establishment.

Most stores which are part of a large franchise company (for example, gas stations, 7/11's or other convenience stores, motels, etc.) usually do not allow any literature other than their own.

Stores which are privately owned by individuals have worked best for us so far. Familiarity with the location owners definitely helps in getting their approval.

Place with the Owner/Manager

First, it is best to go with the smart box in hand. The owner/manager can see how much space it will occupy and you can complete the installation in one step.

Talking points:

1. Introduce yourself and the program. Explain how you come from a nearby Hare Krishna temple and would like to place some books like the Bhagavad-gita in his store, so that people who come for shopping can have a look at them and can take a book if they are interested.
2. This is often enough overview, but you can also describe the benefits of the books for their customers.
3. Describe the Bhagavad-gita, Krishna consciousness, its importance and the importance of spreading this knowledge.
4. Especially for non-Indian locations stress how the books are based on ancient Vedic texts and rich with spiritual knowledge. Our mission is to share this knowledge with as many people as possible and in order to do so we would like to place a small stack of books and a donation box in their store.
5. Describe that there is a small donation box along with the books, so if someone wants to donate, he can put money in that box. Point out that the donation is voluntary and goes for printing and distribution. In other words there is no commercial, profit making motive.
6. Tell them that they do not have to worry about the box; we will go there regularly and check if more books are needed and so on.
7. Ask for a place which is prominent so that people's attention is drawn to it easily. A place near the cashier is ideal, as people can have a look at the books while waiting to make the payment.

Once you have set up the box, put some money in the donation box to start with. This will encourage other people to put in more as they take the books.

And most important, offer the owner/manager and all employees some of your best, specially prepared prasadam.

Finally make sure to invite them to your temple programs, give your contact details and ask him/her to contact you if there is any problem.

Recording and Checking the smart boxes:

Each location should be recorded with the team coordinator and team members should thereafter check their respective smart boxes regularly.

The experience of Team ISV indicates that the books will need to be restocked about once every 7-10 days. Location managers should have a number to call in case the books run out before your scheduled visit.

When collecting the donations it is best to leave some behind so the box is not empty.

New books can be added as needed. The types of books should be changed on a regular basis with new titles.

Each visit should be recorded with the program coordinator including

- 1) Who visited the location
- 2) Date of visit
- 3) Name of Contact

- 4) Name of Store
- 5) Address , phone and email information
- 6) The number and type of books distributed
- 7) Seed money placed
- 8) The money collected
- 9) Money left
- 10) Comments

A recording template is provided as an appendix.

Appendices

Recommended Books and prices

Here is a list of books that can be used in the book racks along with a recommended price.

Perfection of Yoga (English and Spanish)	\$2
Bhakti – The art of eternal love	\$2
Civilization and Transcendence	\$2
Beyond Birth and Death	\$2
Nectar of Instruction	\$2
Chant and Be Happy	\$2
Coming Back	\$3
Sri Isopanishad	\$3
Higher Taste	\$3
Life comes from life	\$3
Soft bound Bhagavad-gita	\$5

Abridged Price List

Beemak Plastics, Inc.
13921 Bettencourt Street
Cerritos, CA 90703

Ph: 800-421-4393,
Fax: 310-764-0330

www.beemak.com

Category	Model No.	Description	Price per pc - Online	Number Per case	Price per pc - Case lots
Literature Holders	BPS 803 CI	3 compartment – 4 ½ " wide	\$ 4.88	20	\$ 4.65
Literature Holders	TK 8.5-4 CI	4 compartment – 8 ½ " wide	\$ 14.46	4	\$ 13.77
Literature Holders	RTK6-4-2CI	8 compartment - 6" wide	NA	6	\$ 16.73
Coin Box	66601 CI	Coin box with header and lock on back	\$ 9.79	2	\$ 9.32
Coin Box	CBS-C	Large Coin box with lock on top	\$ 17.48	12	\$ 17.48
Coin Box Header	CBS-C HD	Header for CBS-C	\$ 4.23	40	\$ 4.23

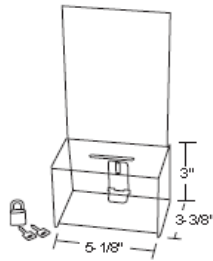
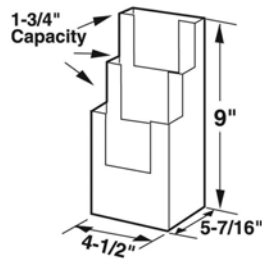
Smart Box Reporting form

Date of visit	Name of person who visited the location	Name of Contact at location Name of location Address phone and email information	Book Name	Quantity	Seed money placed	Money collected	Money left	Comments

Smart Box Model 1

3 compartments with small donation box - Holds 10 – 20 small books

- Literature holder for material up to 4 ½ " wide. 3 compartments.
- Clear acrylic donation box. Locks in the back for security.
- Header holds graphic material up to 5"W x 7"H.



Components

Beemak Model #	Description	Qty	Price	Total
BPS 803 CI	Multi-Pocket Brochure Holders	1	\$4.88	\$4.88
66601 CI	Coin Box with Lock	1	\$9.79	\$9.79
	Total Cost			\$14.67

Single Quantity order:

Order online at www.beemak.com (minimum \$25 order excluding shipping).

Case quantity (multiples of 20 units per order) with 20% discount:

Fax purchase order, mentioning the non-profit discount.

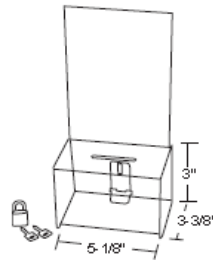
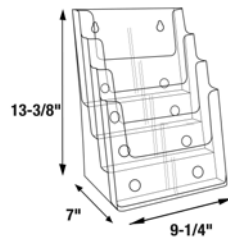
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Smartbox Model 2

4 large compartments with small donation box - Holds 25– 55 small books

- Literature holder for material up to 8 ½" wide. 4 compartments.
- Small clear acrylic donation box. Key lock on back
- Header holds graphic material up to 5"W x 7"H.



Components

Beemak #	Model	Description	Qty	Price	Total
TK 8.5-4 CI		Multi-Pocket Brochure Holders	1	\$14.46	\$14.46
66601 CI		Coin Box with Lock	1	\$9.79	\$9.79
		Total Cost			\$24.25

Single Quantity order:

Order online at www.beemak.com (minimum \$25 order excluding shipping).

Case quantity (multiples of 4 units per order) with 20% discount:

Fax purchase order, mentioning the non-profit discount.

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