

Cookie Academy

Facilitator Guide for Girl Scout Ambassadors

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Grades
11-12

ALL-IN-ONE LEARNING KIT





Part 1: Ambassador Research and Development (R&D) Badge

Badge Purpose: After completion of part one of Cookie Academy, Ambassadors will know how to research and develop new ways to build their cookie business.

Fun Patch Substitute: Cookie Entrepreneur patch

Part One Activities Length: 1 hour 50 minutes

Girls Take the Lead: While completing part one of Cookie Academy, look for and create ways for the girls to take the lead. This can be done in small group(s) or as individuals.

Customize It: If your troop or girls want to change or expand on this badge, go for it! There are many ways to complete the Research and Development badge, including alternate activities, council-sponsored programs, service unit events, or customizing the activities provided.

Resources: This program includes the steps outlined in the GSUSA Ambassador R&D badge plan.

STEP

1 Badge Connection: *Analyze Sales Trends*

Activity: *Track It!*

Time Allotment: 25 minutes

Prep Needed: Gather materials and supplies. Gather data from previous years' cookie sales, such as numbers of cookies sold, types of cookies sold, initial order vs. booth sales. Make copies of the data.

Materials Needed:

- pens/pencils
 - paper
 - grid paper
 - calculator
 - copies of previous years' cookie sale data
-
- Explain that part of research and development (R&D) for your cookie business begins right with your own sales. Tracking different aspects of your sales can help you discover what's working—and what's not working—so you can improve your strategies along the way.
 - Hold a group discussion on the aspects of the cookie sales that girls could analyze. Give the girls time to discuss, and then share these aspects they could track:
 - Do you sell at different locations and want to know which one has the highest sales?
 - What about tracking response rates to different customer communications (emails, flyers, etc.)?
 - How do certain marketing efforts affect sales (i.e. if you use credit card swipers at one location and not another).
 - Which cookies sell better than others?
 - Once girls have decided what aspect of the cookie sale they want to measure, discuss the best way to track this information (for example: keeping track of details while selling can be as easy as having a tally sheet on a clipboard and making a check mark for each response you're tracking).
 - Next, practice entering data and analyzing results. Using your previous year's results, enter the data on the grid paper and analyze the results. You may be surprised at what you learn!
 - This data can help you make a strong strategy for next steps in your cookie sales. Keeping good records and researching your own data can highlight which parts of your cookie selling strategies were successful and which parts need tweaking.

STEP 2 Badge Connection: *Research How Other Companies Innovate*

Activity: *Cookie Business Research*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- pens/pencils
 - paper
 - magazines/newspapers
-
- Say, “Have you ever noticed a unique way that a company has marketed their product? You don’t have to have an airplane with a banner flying behind it to get the word out about your product (although, that’s perfect in some cases!). There are plenty of innovative ways to spread the word to customers about your product, including social media, websites, and good old word of mouth.”
 - Using magazines and newspapers, find three advertisements for companies who use innovative means to market their products. For example, you might find a company that is using social media to build word-of-mouth buzz or a jewelry artist who created a website to show examples of her custom-made rings and necklaces.
 - Discuss the following:
 - What was unique about their method or message?
 - How did their message make you feel? Why did it work (or not work!) on you?
 - Brainstorm how you could use these innovations—or a variation of them—to market your cookie business. Can you use or adapt any of these innovations for your cookie business?

STEP 3 Badge Connection: *Find Out How Companies Use R&D to Improve Their Products*

Activity: *Back to the Drawing Board*

Time Allotment: 30 minutes

Prep Needed: Invite a representative from a local company to be a speaker. Ask the speaker to discuss how they develop new products at their company. They should speak about the products that they are working on, how they chose the product, how long they’ve been working on it, challenges, how they test it, and how it gets approved.

Materials Needed:

- paper
 - pens/pencils
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- Explain that developing a new product is a complex process that can take several years. Introduce your special guest to the girls. Tell them the guest speaker will be sharing how their company develops new products at their company.
 - Encourage girls to take notes and write down questions.
 - After speaker is done, give girls the opportunity to ask questions.

STEP 4 Badge Connection: Explore Possible Projects During Your Cookie Sale

Activity 1: A Captive Audience

Time Allotment: 20 minutes

Prep Needed: Gather supplies and materials.

Materials Needed:

- paper
- pens/pencils
- If you're considering several different Gold Award or Take Action projects, use your customers as a sounding board.
 - Discuss upcoming Girl Scout projects like Gold Award and Take Action projects.
- Getting community feedback is crucial to the success of any Girl Scout Take Action project or higher award. Have the girls break into small groups based on projects they are working on.
- Write down project goals and ideas.
 - Create a list of questions to ask their customers so they can get advice on their projects.
 - Find out which projects they think fill the biggest need in the community.
 - Let girls know that during the cookie sale they will need to ask their customers these questions.
- If you've already decided on your project, ask your customers for advice on making it have the most impact.
 - This is a great opportunity to network, too. One of your customers may be able to connect you to someone who will offer help or guidance on your project!

STEP 5 Badge Connection: Develop a Fun New Way to Use Girl Scout Cookies

Activity 1: Develop New Ideas

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- paper
- pens/pencils/markers
- Girl Scout Cookies
- index cards
- Research and development (R&D) isn't always just about coming up with new product ideas. It's also about improving existing products or finding new ways to use them.
- Now it's time to move on to the "D" of R&D—development. We all know that Girl Scout cookies are delicious on their own, but are there other ways that they can be used in recipes to make an even tastier dessert?
 - Develop an idea for a new use for Girl Scout cookies. Putting a personal spin on your cookie sale with a unique use for cookies will help connect you with your customers in new and exciting ways.
- Divide girls into groups. Have them come up with ideas that would use Girl Scout cookies in new ways to catch customers' interest.
- Once you come up with your idea(s), create a recipe card or other promotional material to share with a target audience.
 - You could post the idea or recipe online, give a card to your customers, or even ask a local restaurant to feature it on the menu during cookie season.



Part 2: Ambassador Promise and Law (P&L) Badge

Badge Purpose: Part two of Cookie Academy shows Ambassadors how to translate their Girl Scout values to their cookie business.

Fun Patch Substitute: Cookie Entrepreneur patch

Part Two Activities Length: 1 hour 30 minutes

Girls Take the Lead: While completing part two of Cookie Academy, look for and create ways for the girls to take the lead. This can be done in small group(s) or as individuals.

Customize It: If your troop or girls want to change or expand on this badge, go for it! There are many ways to complete the Promise and Law (P&L) badge, including alternate activities, council-sponsored programs, service unit events, or customizing the activities provided.

Resources: This program includes the steps outlined in the GSUSA Ambassador P&L badge plan.

STEP 1 Badge Connection: *Find Out More About Business Ethics*

Activity: *What Does P&L Have to Do with Ethics?*

Time Allotment: 20 minutes

Prep Needed: Gather supplies and materials.

Materials Needed:

- paper
 - pens/pencils/markers
 - copies of the Girl Scout Promise and Law
 - newspapers
-
- Explain that P&L in the business world means “profit and loss.” It’s a way to account for your sales and expenses to track your business progress. P&L in the Girl Scout world means “promise and law.”
 - Review the Girl Scout Promise and the Girl Scout Law. These are the backbones of our ethics as Girl Scouts, and they support everything we do.
 - Ask, “How can the Girl Scout Promise and Girl Scout Law relate to business profit and loss?”
 - Explain that business ethics refers to how a businessperson or a company behaves, which can cover everything from how they treat employees to how they treat the environment.
 - Have girls look through the newspapers to find examples of businesses whose ethics and strong business practices have enabled them to give back to the community in some way.
 - Then find a couple of examples of companies who have taken heat from the public for unethical practices.
 - Discuss what you’ve learned about business ethics (good and bad), and how these examples can apply to your cookie business.

STEP 2 Badge Connection: Create Your Own Cookie Promise

Activity: *On My Honor*

Time Allotment: 20 minutes

Prep Needed: Gather supplies and materials.

Materials Needed:

- paper
 - pens/pencils/markers
 - copies of Girl Scout Promise and Law
 - card stock
- Girl Scouts are very familiar with the importance of a promise, since the Girl Scout Promise is the center of all that we do. Businesses make promises to their customers about their products and services, too.
- Discuss what makes a good promise? The sky's the limit? Good service? An excellent product?
- Have girls create and write a “My Promise to You” aimed toward their cookie customers. Don't forget to keep the Girl Scout Promise and Law in mind.
- Write the cookie promise on small pieces of cardstock and add it to the cookie boxes you give to customers.

STEP 3 Badge Connection: *Pass Your Customer List On*

Activity: *Share the Love*

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- pens/pencils
 - paper
- Discuss: If you've been selling Girl Scout Cookies for years, you've built up a solid customer base.
- What will happen when you're no longer selling cookies?
 - Who can they purchase them from? Who will take over?
- Have girls develop a transition plan so their customers will still be taken care of.
- Some ideas could include: inviting younger Girl Scouts to help with the cookie sale or contacting your regular customers and asking if they would like to be connected with a younger Girl Scout or troop, then pass on your customer list. This will ensure that your customers continue to have access to tasty Girl Scout cookies and will also give a boost to younger Girl Scouts!

STEP 4 Badge Connection: Teach Younger Girl Scouts about the Business Ethics of the Cookie Program

Activity: *Share the Wealth of Knowledge*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- paper
 - pens/pencils
- After selling cookies for years, you've probably learned a few tricks that you could share with other Girl Scouts.
- In small groups, come up with an age-appropriate way to teach younger Girl Scouts about how to run a fair cookie business.
- You might design a game for Girl Scout Daisies, Brownies, or Juniors, or do a role-playing exercise or panel discussion with Girl Scout Cadettes and Seniors.

STEP 5 Badge Connection: Leave a Legacy

Activity: *Leave a Legacy*

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- paper
 - pens/pencils
- Giving back to your community through your cookie money is a wonderful way to leave a personal legacy and ensure that future girls will be able to experience Girl Scouts just like you have.
- Have a discussion with the girls:
- Do you have cookie money you could donate to your favorite Girl Scout camp or to your service unit? What about planting a tree (a living legacy!) or donating money to a scholarship or endowment fund?
- Think about the businesses you researched in Step #1 who use their good business ethics to give back to communities and people.
- What inspiration can you draw from their stories as you think about leaving your personal legacy?

Planning Your Cookie Academy Event

Information for the Event

Budgeting for the event:

Fees should be based on estimated budget costs of the event. Event directors should know what the break-even point is (for number of participants) and may choose to publish minimum and maximum numbers on the flyer. It is important to develop the budget first, and then set the price.

Items to budget for Cookie Academy:

- Program supplies: supplies needed for Cookie Academy
- Girl Scout badges and fun patches
- Site: location fees
- Food: A good guideline is \$1.75-\$2.50 per person, per meal, depending on the size of group (the smaller the group, the more cost per person); \$.50 per girl for snack or \$1.00 per girl if the snack includes a beverage.
- Printing and Postage: This may be the flyer, promotion, confirmation letters, or thank-yous to volunteers. Figure five cents per side for printing and add postage. Generally \$1 per girl will cover a school/town with flyers and allow a one-page confirmation mailing.

Please see event planning worksheet and budget at the end of this guide.

Registration and fee collection:

Appoint an event registrar and set a deadline for registration and fee collection. Create a registration form, and determine the event's cancellation/refund policy.

Payment for the event should be paid by check, and the check should be made out to the service unit or troop managing the event. If participants will be registering as troops, request one check per troop. The event registrar should give registration fees to the service unit or troop finance manager in a timely manner.

During the event, set up a table where girls and their families check-in.

There may be walk-ins, although members are recommended to register for the event in advance. Have a secure location to store any monies that you collect the day of the event, and be sure to bring change with you.

Program Aides:

Many Cadette Girl Scouts have attended Program Aide training and are trained to work with younger girls in a Girl Scout setting. If your event involves younger girls, this is a perfect opportunity for these Cadettes.

You can reach out to the Cadette troop leaders in your service unit and offer the opportunity, giving them the details and asking them to respond within a certain time frame. Ask those girls who commit to come about 45 minutes early, so they can help set up and you can go over the activity they are leading. If they are still working on their Program Aide requirements, you can ask them to plan an activity to lead at your event, so it can count toward their training hours. It's a win-win!



How to Ask for In-Kind Donations:

Many local businesses are often happy to donate supplies for a Girl Scout event! In-kind donations are items or services given without receiving some form of payment in return.

Here are some tips for asking for in-kind donations:

- Know what you're asking for. Be prepared with a list of the quantities and items you are asking for.
- Explain why you are asking.
- Sketch out a script and practice. Create a basic outline of how you will make your ask and practice.
- Some corporations may request a written letter outlining your request. Create the letter and have it on hand.
- After receiving a donation, write a thank you letter.

How to Advertise:

Begin advertising as soon as you have all of the necessary information. Use a variety of communication methods:

- Attend service team leader meetings and announce your event.
- Distribute flyers via e-mail, to local libraries, and to the Chamber of Commerce.
- Service unit Facebook pages—You can even create an event on your service unit Facebook page.
- Notify the local community newspaper about the event. This is especially useful if the event will involve recruiting girls.

Girl Led:

Girl involvement in planning and leading service unit events is not only possible, it is an essential component of a successful Girl Scout event. The key to successful girl planning is being aware of girls' current abilities and providing constructive mentoring throughout the process.

Badges and Patches:

After completing the activities from each step, visit or call a Girl Scouts Western Pennsylvania retail shop at 800-248-3355 to purchase your badges or patches.

EVENT PLANNING WORKSHEET AND BUDGET

To be used for planning events of any size, at any level and all money earning projects.

Name of Event Organizer: _____

Email: _____ Phone: _____

This Event is For

- Girl Scout Daisies
 Girl Scout Brownies
 Girl Scout Juniors
 Girl Scout Cadettes
 Girl Scout Seniors
 Girl Scout Ambassadors
 All Levels

Registration Start: _____ **Registration Deadline:** _____ **Cost:** _____

How will you be handling registration? _____

Attendance numbers

Minimum # of girls _____ # of adults _____

Maximum # of girls _____ # of adults _____

note: ensure that the number of girls and adults attending meet current girl/adult safety ratio recommendations.

Please provide a brief description of your event and planned activities: _____

Is this event a money earning activity? Yes No

If Yes, have you completed an Additional Money-Earning Request? Yes No

INCOME					<i>Estimated Income</i>	<i>Actual Income</i>
Fees	\$ _____	x	# of Girls _____	=	\$ _____	\$ _____
	\$ _____	x	# of Adults _____	=	\$ _____	\$ _____
Other	_____			=	\$ _____	\$ _____
				Total	\$ _____	\$ _____

EVENT PLANNING WORKSHEET AND BUDGET

EXPENSES

					<i>Estimated Expenses</i>	<i>Actual Expenses</i>
Food	\$ _____	x	# Participants _____	=	\$ _____	\$ _____
Programming Fees.....					\$ _____	\$ _____
Marketing/Printing Costs.....					\$ _____	\$ _____
Volunteer Recognition.....					\$ _____	\$ _____
CC Processing Fee.....					\$ _____	\$ _____
Medical Supplies.....					\$ _____	\$ _____
Activity Supplies.....					\$ _____	\$ _____
Equipment Rental (Latrines, Canoes).....					\$ _____	\$ _____
Transportation.....					\$ _____	\$ _____
Site Fee.....					\$ _____	\$ _____
Extra Insurance.....					\$ _____	\$ _____
Other.....					\$ _____	\$ _____
Other.....					\$ _____	\$ _____
					Total	
					\$ _____	\$ _____
					Variation	
					\$ _____	\$ _____

To ensure you have enough income to cover expenses, determine the cost per girls. Be sure to factor in expenses such as: building usage/site rental, DJ, patches, food, craft supplies etc. Always base your income/expense on the minimum number of participants needed to cover the event.

What is the minimum number of participants you would need to make this event break even? _____

What will you do if your registration falls below the above minimum paying participants?

- Cancel Event
 Re-Structure Budget
 Open event to other Service Units
 Cover with SU funds (SU Events)
 Cover with Troop funds(Troop Events)