

Cookie Academy

Facilitator Guide for Girl Scout Brownies

Event Planning Guide

Facilitator's Guide

Activities

Resource Links

Grades
2-3

ALL-IN-ONE LEARNING KIT





Part 1: Brownie Meet My Customers Badge

Badge Purpose: Brownies will be able to understand their cookie customers more once completing part one of Cookie Academy.

Fun Patch Substitute: Cookie Diva patch

Part One Activities Length: 2 hours 55 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 by small group(s) or 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 Meet My Customers 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 Brownie Meet My Customers badge plan. For more cookie information and resources visit the Little Brownie Bakers website: <http://littlebrowniebakers.com>.

STEP 1 Badge Connection: *Find Out Where Your Customers Are*

Activity 1: *It's Cookie Time*

Time Allotment: 10 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- pens/pencils
 - white board/poster board
 - [Cookie Name Images and Descriptions PDF](#) (Print in color 1-sided)
- Explain that the Girl Scout Cookie Program is about to start and you will be learning more about the program, exploring potential customers, and starting to set the troop selling goal.
- Questions to ask:
- Do you have a favorite Girl Scout Cookie?
 - What do you like best about the Girl Scout Cookie Program?
- Using the [Cookie Name Images & Description PDF](#), review the types of cookies and their descriptions. (If you have several new girls, you might want to spend more time on this activity.)

Activity 2: *Customer Exploration*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- pens/pencils
- post-it notes/index cards
- white board/poster board
- [Cookie Name Images & Description PDF](#) (optional as prop)

Activity 2 - continued

- Start by discussing what customers are and how they will help cookie sales for your troop.
 - Ask girls to think of where they found cookie customers in the past and/or where they think they could get cookie customers this year.
 - Write down the answers on a white board/poster board.
- After the discussion, have the girls write down three potential customers on three separate index cards/post-its. Have the girls also write down three potential locations to find customers on three separate index cards/post-its.
 - These customers could be family members, neighbors, friends, teachers, or people at your place of worship.
 - The locations could include places of worship, school, a neighbor's house, a college campus, or your parent's workplace, etc.
 - Encourage the girls to think about new and different customers and locations.

STEP 2 Badge Connection: *Talk to Some Customers*

Activity: *Just Be It*

Time Allotment: 25 minutes

Prep Needed: Gather materials and supplies, including index cards/post-its from Step #1 Activity #2.

Materials Needed:

- a large bowl
 - customer index cards/post-it note girls filled out in Step #1
 - location index cards/post-it notes girls filled out in Step #1
- Fold your index cards/post-its with customers on them and put them in a large bowl. Mix the names up well.
 - Put the girls in pairs. Have them take turns picking names from the bowl and pretending to be the people listed on the slips of paper.
 - For example, one partner will pretend to be grandma while the other partner practices telling her about the selection of cookies.
 - Remember to mention the price, different kinds of cookies, and what your troop plans to do with its cookie money.
 - Next, fold your index cards/post-its with location on them and put them in a large bowl. Mix them up well.
 - Explain to the girls that they can find cookie customers in all sorts of places. It's also important to practice what you would say when you approach a cookie customer.
 - Split the girls into pairs. Pass out one location index card to each pair. One girl will be the customer and one will be the Girl Scout.
 - Give the pairs a few minutes to create a short skit. Their skit would describe their location and give examples of how to talk to a cookie customer in that location. Make sure they know not to reveal the exact location, as the other girls will try to guess what it is.
 - Have each pair perform for the group. See if the other girls can guess their cookie selling location!

STEP 3 Badge Connection: *Practice Handling Money & Making Change*

Activity 1: *Wise Owl Change Counting Tree*

Time Allotment: 30 minutes

Prep Needed: Gather materials and supplies. Print out and follow preparation guidelines from the [“Wise Owl Change Counting Tree” activity](#).

Materials Needed:

- paper cups
 - wooden sticks
 - clipart
 - scissors
 - markers
 - glue dots/glue
- Complete [Wise Owl Change Counting Tree” activity](#) as instructed.

Activity 2: *Money Matters*

Time Allotment: 15 minutes

Prep Needed: Gather supplies and materials. Check with your troop cookie manager or council to confirm the current cost for one box of Girl Scout cookies.

Materials Needed:

- small boxes, such as cookie boxes or shoe boxes
 - play money
- Tell the girls what the cost of one box of Girl Scout cookies is.
- Have girls set up their own pretend cookie booth using small boxes as pretend boxes of cookies.
- Girls will take turns “purchasing” and “selling” boxes of cookies to each other, using play money.
- Have girls practice making change.
 - Pretend a customer has a \$5 bill and asks for one box.
 - Then, pretend the customer has a \$10 bill and asks for two boxes or \$20 for four boxes.

STEP 4 Badge Connection: *Role-play Good Customer Relations*

Activity 1: *Great First Impressions*

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- poster board, re-stickable easel paper, or white board
 - markers/dry erase markers
- Explain to girls that they are going to role play some customer service scenarios. Explain to the girls that great customer service is as easy as H.E.A.R.T. Write on the poster board/paper/white board:
- H = Hello, my name is.... (introduce yourself)
 - E = Empathize (I can understand...)
 - A = Apologize (I'm sorry this happened to you...)
 - R = React (do something to help)
 - T = Thank You (thank the customer for their feedback)
- Role play and practice the following skills in your group:
- greeting someone new and shaking hands firmly
 - greeting customers with a smile
 - calling customers on the telephone
 - thanking customers for purchasing cookies
- Check in with the girls as a group and determine what their initial responses are to the following questions. This will help guide the following role-playing activity, so feel free to add in some of your own questions as needed.
- A customer asks which type of cookie they should buy. What do you say to them?
 - A customer tells you that she was once a Girl Scout. What would you say to her?
 - A customer asks if you could come back another day so she can buy more cookies. What would you say?

Activity 2: *Talk the Talk*

Time Allotment: 30 minutes

Prep Needed: None

Materials Needed: [Cookie Sale Skit Scenario Cards](#)

- Have the girls practice asking people to buy cookies. Begin as a large group by asking the girls for ideas on how to ask people or what to do.
- You might need to add additional suggestions and/or point out why something won't work.
 - Using the list below, practice saying the answers as a group.
 1. Practicing saying, "Please" and "Thank you."
 2. Smile when you interact with customers and potential customers.
 3. Ask nicely, "Would you like to buy some Girl Scout cookies?" (Note: Saying "some" is better than asking for just a box.)
 4. Tell the customer about your troop goal: "Every cookie helps girls do great things! The money we earn will help us _____!"
 5. Tell them: "We are Girl Scout Brownies, and we help lead the largest girl-run business in the world."

- After discussing as a group, have the girls practice in pairs or small groups using the [Cookie Sale Skit Scenario Cards](#). Below are two options for this activity depending on time and number of girls:
 - Have each pair/group choose a scenario or two. Have them practice and then perform their scenario to the whole group.
 - Have the girls talk about what they liked or what they might change after each presentation. (This option is good for large groups.)
 - Have each pair/group practice all of the scenarios.
 - Talk about each scenario before the girls practice and have them offer ideas, then practice in the pair/group. This is a good option for small groups or if you have more time.

STEP 5 Badge Connection: *Thank Your Customers!*

Activity: Many Thanks

*(**This activity fulfills Step #5 for both the Meet My Customers and Give Back badges.)*

Time Allotment: 30 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- construction paper/card stock/blank cards
 - pens/pencils/markers
 - magazines
 - scissors
 - glue or tape
 - colored paper and/or other decorative embellishments, such as stickers, glitter, etc. (optional)
- It is important to thank customers for many reasons. Thanking customers can build customer loyalty and create return customers. Moreover, they are helping you and other girls enjoy the Girl Scout program. Say thank you by creating thank you cards to hand out to each customer.
 - As group, brainstorm ways to say thank you. (For example: a poem, quote, testimonial as to what their purchase will help the girls achieve, sharing a couple activities the girls have done in the past or will do in the future with their cookie proceeds. etc.)
 - Make sure that you have plenty of colors, stickers, and other fun ways to decorate your cards. Each girl should create at least four cards that can be handed out to customers.
 - Once complete, collect the cards and have them available for the girls during the cookie sale. If possible, photo copy some cards to have extras on hand for additional customers.



Part 2: Brownie Give Back Badge

Badge Purpose: Part Two of Cookie Academy helps Brownies learn how important it is to give back.

Fun Patch Substitute: I Gave Back patch

Part Two Activities Length: 1 hour 5 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 Give Back 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 Brownie Give Back badge plan.

STEP 1 Badge Connection: *Find Out About Businesses That Give Back*

Activity: *Those That Give*

Time Allotment: 20 minutes

Prep Needed: Gather supplies and materials. Research some local businesses that give back to the community (for example, Target, etc.).

Materials Needed:

- plain or colored index cards
 - white board/poster board
 - pens/pencils/markers
-
- It is important to ask girls, “What does it mean to give back?” Explain that giving back is a way of helping people or supporting causes that you care about. Individuals and businesses can give back to their communities or to specific causes.
 - With the girls, create a list of some examples of businesses that give back to their communities and/or ways they could. Tell girls that there are several different ways people and businesses/organizations can give back. For example, the United Way has many volunteers within the community. Target gives money to schools. Other companies may donate items such as food or school supplies to people in need.
 - On the white board/poster board, draw a line down the middle. On one side, write “community” and on another side write “home.” Help the girls brainstorm different ways that they can give back to their community and how they can give back at home.
 - Pass out index cards to the girls and let them know that they will be creating a “Give Back Coupon” to give to a family member. This could be something such as a chore they do not normally do (like sweep the floor, sort the laundry, help wash the dishes, etc.).
 - Provide time for the girls to create the coupons. If there’s time, allow the girls to share their coupons with everyone.

STEP 2 Badge Connection: *Set a Giving Goal*



STEP 3 Badge Connection: *Involve Your Customers*

Activity: *Giving Survey*

Time Allotment: 30 minutes

Prep Needed: Gather materials and supplies, including the Community Improvement Survey (provided on page 10 of this guide). Have information about cookie proceeds available.

Materials Needed:

- Community Improvement Survey, one per girl
 - white board/poster board
 - pens/pencils/markers
- Look at the current cookie program materials for information about how cookie proceeds are distributed. For additional assistance, contact your troop cookie manager or service unit cookie manager.
 - Now that the girls have learned about giving back, it's time to think about their own community.
 - Ask the girls how they think their community could be improved, and write their ideas on the white board/poster board.
 - Have the girls think of places to give money from their cookie proceeds, give their time, or give items that are needed.
 - Once the girls have generated a few ideas, have them narrow it down to the top five. This can be done through a process of elimination, focusing on what's realistic or doable, or voting.
 - For each of the top five ideas, have the group determine a goal, such as giving \$100 to the local animal shelter, spending five hours cleaning up a park, collecting 25 pounds of food for a food bank, etc.
 - Have the girls write the top five ideas on their surveys under the "Community Improvement Ideas" column.
 - Explain that they will take this sheet with them when they sell cookies in the community.
 - They will ask customers what they think is the most important community improvement idea. They may also ask their family, friends, neighbors, and teachers.
 - Show girls how to make tally marks in the voting column of the survey. Girls can make their first tally mark by choosing for themselves which project they like best.
 - Ask the girls to bring back their surveys to the next meeting and share what their customers said. Tally the votes as a whole to decide what should be the troop's way to give back to the community.

STEP

4

Badge Connection: *Practicing Giving Back*

Activity: *Set a Giving Goal*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- pens/pencils/markers
 - large poster board
 - white board or paper
-
- Decide as a group how you want to help others through your cookie business.
 - Brainstorm different organizations within your community where you may want to donate some of your cookie money.
 - Do you want to care for homeless animals? Do you help to feed the hungry?
 - After you have picked somewhere to give back to, set a goal of a dollar amount that you would like to donate to the chosen charity.
 - When that number is set, figure how many packages of cookies you have to sell to donate money to your charity.
 - Once the girls have determined how they will use their cookie money to give back, have the girls create a giant, colorful poster starring the charity and the goal.

STEP

5

Badge Connection: *Tell Your Cookie Customers How They Helped*

****Completed with STEP #5 of Meet My Customers Badge**

More to Explore

Field Trip Ideas:

- Visit an older girl troop's cookie booth for customer tips.
- Visit a bakery to find out how cookies are made.
- Practice giving back by volunteering in your local community.
- Visit a local non-profit organization and learn how they work to make a difference in the community.
- Participate in a cookie booth as a troop and involve customers in your giving back plans.

Speaker Ideas:

- Invite an older Girl Scout to your meeting to talk about customer service tips and how they have used their troop cookie money to help their community.
- Invite a baker to your meeting to talk about baking cookies.
- Invite a representative of an organization to tell the troop how they help people in the community.

Community Improvement Survey

Community Improvement Needs	Votes

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)