

# Cookie Academy

Facilitator Guide for Girl Scout Cadettes

Event Planning Guide

Facilitator's Guide

Activities

Resource Links

Grades  
6-8

ALL-IN-ONE LEARNING KIT





# Part 1: Cadette Business Plan Badge

**Badge Purpose:** Cadettes will learn how to write an effective business plan for their cookie business after completion of part one of Cookie Academy.

**Fun Patch Substitute:** Women in Business patch

**Part One Activities Length:** 1 hour 30 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 Business Plan 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 Cadette Business Plan badge plan.

## STEP 1 Badge Connection: *Write Your Mission Statement and Business Goals*

**Activity:** *Cookie on a Mission*

**Time Allotment:** 10 minutes

**Prep Needed:** Print copies of the Cookies on a Mission worksheet at the end of part one of this guide.

**Materials Needed:**

- pens/pencils
  - Cookie on a Mission worksheet, one per girl
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- The first thing your cookie business plan needs is a mission statement. A mission statement is a short, clear description of your business's purpose.
  - Businesses large and small use these questions when writing their mission statements, and you can too:
    - What do we do?
    - How do we do it?
    - Whom do we do it for?
    - What value do we bring?
  - Use the Cookies on a Mission worksheet at the end of the activity plan to write a short statement of your mission for your cookie business.

(STEP 2 is combined with STEP 5 on next page.)

## STEP

# 3

## Badge Connection: *Get into Details*

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## STEP

# 4

## Badge Connection: *Make a Risk Management Plan*

### Activity: *Goal for It!*

**Time Allotment:** 30 minutes

**Prep Needed:** Print copies of the Goal for It! worksheet at the end of part one of this guide.

**Materials Needed:**

- pens/pencils
  - Goal for It worksheet, one per girl
- Nothing is impossible if we dream big, right? Only if we have a plan with goals! The next step in creating your business plan is to develop S.M.A.R.T. goals to achieve your cookie business dreams. A S.M.A.R.T. goal is:
- S = Specific: What exactly will you do?
  - M = Measurable: How will you know if you meet your goal?
  - A = Achievable: Is there anything that can stop you?
  - R = Relevant: What about your goal makes it important to you?
  - T = Timely: When do you want to complete your goal?
- Read the sample goals below aloud with the troop to see if you can tell which ones are S.M.A.R.T. goals and which are ordinary goals based on the S.M.A.R.T. questions above.
- I will get good grades.
  - I will eat healthy.
  - I will read for 20 minutes each day.
  - I will turn in my homework on time for the rest of the year.
  - I will make a new friend.
  - I will eat a fruit and vegetable every day for one month.
  - I will be more active.
  - I will learn karate by taking lessons in February.
- Which goals are more likely to be accomplished from this list? For the ordinary goals, how can you edit them to be S.M.A.R.T. goals? What's missing?
- What does your troop want to do with your cookie money? How much will it cost? Can you set smaller sales goals to help you reach your team's larger goal? Keep the big picture in mind and make a plan that works for the whole troop to achieve your goals. Use the Goal for It! worksheet at the end of this activity plan to write your S.M.A.R.T. goals.
- While you're planning, take some time to think about the logistics of your cookie sale. Are you doing cookie booths? Will you need decorations and signs for the booths? Who's going to do what? Use the handout to help you sort out and record these details.
- A good business plan also has a risk management plan included in it. Risk management means assessing what could go wrong with your cookie sale (the risks) and making a plan for preventing those things from happening or making a back-up plan (how you will manage any potential problems).
- Write your risk management ideas on the worksheet.



## **STEP 2** Badge Connection: *Increase Your Customer Base*

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## **STEP 5** Badge Connection: *Gather Expert Feedback on Your Plan*

### **Activity 1: *Where Are Your Customers?***

**Time Allotment:** 30 minutes

**Prep Needed:** Print off copies of the Business Plan worksheet at the end of part one of this guide.

**Materials Needed:**

- pens/pencils
  - girls' completed Cookies on a Mission worksheets and Goal for It! worksheets
  - Business Plan worksheet, one per girl
  - a healthy snack, optional
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- Customers are the most important part of your cookie business! Without them, you wouldn't get very far with sales. So, where are they?
  - While having a healthy snack, talk about the following questions:
    - Where will you sell cookies this year?
    - Are there new sites where you could have a cookie booth?
    - Are there new events in your area that could support a cookie booth?
    - How will you reach previous customers? Will you use social media?
    - Don't forget to make a plan to thank your customers!
  - Next, brainstorm people you could ask to review your business plan and offer suggestions to you for improving it.
    - Do you know someone who runs her own business?
    - Can you connect with older Girl Scouts or girls from another troop who have sold cookies before?
    - Share your individual selling goals and action plan steps with the troop for feedback from each other.



# Goal for It! Worksheet



Write your goals in the spaces below:

<p><b>My goal for selling cookies is:</b></p>	<p><b>S.M.A.R.T. goal checklist:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Specific</b></li> <li><input type="checkbox"/> <b>Measurable</b></li> <li><input type="checkbox"/> <b>Achievable</b></li> <li><input type="checkbox"/> <b>Relative</b></li> <li><input type="checkbox"/> <b>Timely</b></li> </ul>
<p><b>My troop's goal for selling cookies is:</b></p>	<p><b>S.M.A.R.T. goal checklist:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Specific</b></li> <li><input type="checkbox"/> <b>Measurable</b></li> <li><input type="checkbox"/> <b>Achievable</b></li> <li><input type="checkbox"/> <b>Relative</b></li> <li><input type="checkbox"/> <b>Timely</b></li> </ul>

Write the steps required to achieve your goals below:

Action	Who is doing it?

Make a Risk Management Plan addressing the following questions:

<p><b>What can go wrong?</b></p>	
<p><b>What can you do to keep this from happening?</b></p>	
<p><b>What plans need to be in place if things don't go as you expected?</b></p>	



# Business Plan



**Write your mission statement.** A mission statement is a short, clear description of your business's purpose or reason for being.

1. What is your product?
2. Why are you in business?
3. Who are your customers?

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**Increase your customer base.** Name at least three things you are doing to reach more customers during initial order and booth sales.

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**Decide what you want to do with your cookie money, figure out how much that will cost, then set some smaller sales goals that will help you reach your team's larger goal.**

1. How much is this activity per girl?
2. Is there a discount for being a Girl Scout?
3. What other expenses will we have while there (eating, parking, etc.)?

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**Make a risk management plan.**

1. If it rains or the weather is bad at our booth sale, how can we work around that?  
Name at least two options.
2. Name at least two things the might happen at our booth sale that could affect the sale.
3. Name two things that might go wrong during initial orders.

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**Get expert feedback on your plan.**



# Part 2: Cadette Marketing Badge

**Badge Purpose:** Part two of Cookie Academy offers Cadettes the opportunity to create a marketing plan for their cookie business.

**Fun Patch Substitute:** One Smart Cookie patch

**Part Two Activities Length:** 1 hour

**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 Marketing 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 Cadette Marketing badge plan.

## **STEP 1** Badge Connection: *Find Out More About Brand Identity*

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## **STEP 2** Badge Connection: *Check Out the Competition*

### **Activity: Household Brand Identity**

**Time Allotment:** 15 minutes

**Prep Needed:** Gather supplies and materials.

**Materials Needed:**

- pens/pencils
  - device with internet access
  - current magazines
  - paper
- You've probably noticed by now that the Girl Scout Cookie brand is very well known. There's a good chance that most people have heard of Girl Scout Cookies, and a few "famous" flavors come to mind when they hear them mentioned (Thin Mints, anyone?). How did this become a household brand?
  - A brand identity is how a product or company looks to the outside world or how they project their image. Think about your favorite well-known brands, including clothing stores, food items, or restaurants. What is memorable about the brand? Do some research on the internet or flip through current magazines to see examples of brands and products.
  - Research the history of the brand that you chose. Does it have a catchy logo or one with a hidden message? (Check out the logos of Amazon or Fedex to find hidden messages.) If the brand you chose has packaging, what is unique about it?
  - Next, check out the competition. Look through magazines and on the internet to see examples of different cookies offered for sale. Do they look tasty to you? What are the messages conveyed in their logos and advertising? Does the packaging look appealing? How much do they cost?
  - Now think about Girl Scout Cookies. How do they compare with the brand or product you chose? What is similar? What is different?
  - Make a list of things that define the Girl Scout Cookie brand and make it special. You're on your way to creating your unique marketing message for your cookie sale!

## STEP 3 Badge Connection: Research Other Products That Have a Philanthropic Angle

**Activity:** *Giving Back*

**Time Allotment:** 15 minutes

**Prep Needed:** Gather supplies and materials.

**Materials Needed:**

- pens/pencils
  - computer or phone internet access
  - current magazines
  - paper
- There's more to Girl Scout Cookies than just delicious cookies. The Girl Scout Cookie Program also supports girls in action by helping them gain real-world business experience, and by funding the amazing projects and activities that make up the Girl Scout experience. That's a pretty awesome box of cookies!
- Research another company or product that also gives back to the community by donating funds or supporting causes with in-kind donations.
- For instance, the company TOMS shoes has a one-to-one donation program. You buy one pair of shoes from them, and they donate one pair of shoes to people in need.
  - Other companies give a percentage of their sales to causes that are important to them. Research the company or product you chose to find out more about their philanthropic mission. ("Philanthropy" means giving generously to good causes)
- What did you learn about your company or product you chose? How does Girl Scouts give back through its cookie program? Use this information to help you create your marketing message for your cookie sale.

## STEP 4 & STEP 5 Badge Connection: *Develop Your Marketing Message* Badge Connection: *Create Your Marketing Campaign*

**Activity:** *Ready, Set, SELL!*

**Time Allotment:** 30 minutes

**Prep Needed:** Gather materials and supplies.

**Materials Needed:**

- poster board
  - pens/pencils/markers
  - paper
  - video recording device, optional
  - device with internet access, optional
- Now that you've done your research about brand identity and philanthropic missions, you're ready to create your marketing campaign for your cookie sale!
- Consider these things when you create your campaign:
- Who is your audience?
  - What kind of message will be special for them?
  - What is the Girl Scout Cookie brand all about?
  - How are people helping girls when they buy Girl Scout Cookies?
  - Where will you share your campaign? If you're using technology, will a social media campaign work for your marketing? (Be sure to follow internet safety guidelines and get permission first.) If you're making signs and posters, will they be for your cookie booths or elsewhere?



## Part 3: Cadette Think Big Badge

**Badge Purpose:** In part three of Cookie Academy, Cadettes will learn how to set bigger, creative goals for your upcoming cookie sale.

**Fun Patch Substitute:** I Love Cookies patch

**Part Two Activities Length:** 1 hour

**Girls Take the Lead:** While completing part three 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 Think Big 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 Cadette Think Big badge plan.

### STEP

## 1 Badge Connection: *Come Up with a Big Idea*

**Activity:** *What's Your Big Idea?*

**Time Allotment:** 20 minutes

**Prep Needed:** Gather supplies and materials.

**Materials Needed:**

- pens/pencils
- computer or phone with internet access, optional
- The money you earn selling Girl Scout Cookies can be used to support your troop activities and projects. With this badge, it's time to take your cookie business plan to another level by coming up with a big idea that will challenge you to stretch your selling even farther.
- It's time to brainstorm! What is your troop planning for this year? Next year? Beyond? Sometimes, a big idea takes more time to earn and save the funds for it, so don't be afraid to make a long-range plan with achievable goals along the way.
- Here are some ideas to get you started:
  - Silver Award project
  - Take Action project
  - Travel within the United States or overseas

## **STEP 2** Badge Connection: *Take Your Sales to The Next Level*

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## **STEP 5** Badge Connection: *Share Your Experience in a Big Way*

**Activity:** *Selling Outside the Box*

**Time Allotment:** 20 minutes

**Prep Needed:** Gather supplies and materials.

**Materials Needed:**

- pens/pencils/markers
  - paper
  - computer or phone with internet access, optional
- Big dreams require big thinking, and that means thinking outside the box. Your usual methods for selling Girl Scout Cookies are awesome for regular goals. How can you take it up a notch in your selling plans to help you hit that big goal?
- Brainstorm ways that you can increase your sales in ways that you've never tried before. Have you considered:
- Selling cookies by the case to local businesses to give to their staff or customers?
  - Increasing your cookie booths? Or strategically placing your cookie booths in locations or near events that draw a lot of people?
- Write down your ideas for big selling and make a list of action steps to achieve your goals.

## **STEP 3** Badge Connection: *Sell Your Big Dream to Others*

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## **STEP 4** Badge Connection: *Ask Experts to Help You Take Your Plan Up a Notch*

**Activity:** *Selling Outside the Box*

**Time Allotment:** 20 minutes

**Prep Needed:** Gather supplies and materials.

**Materials Needed:**

- pens/pencils/markers
  - paper
  - computer or phone with internet access, optional
- Now that you've got your big idea set and your plans to increase your cookie sales to reach your goals, it's time to connect with people about it!

## STEP 3 and 4 continued ...

- Write an action plan for how you will share your goals with your customers.
  - Will you invite them to an open house where you will make a presentation about your plans? Or is social media the way to go, by sharing emails and videos of your plans and progress? (Be sure to include internet safety considerations in your plan and get permission from adults.)
  - Don't forget to stay in touch with your customers! It could take more than a year to reach your big goal, so you'll need to come up with regular ways to let them know how you're doing on your goals and ask them for their continued support.
- It's also a good idea to get advice from a businesswoman who knows about sales, customers, and achieving big goals. Brainstorm some business leaders you could contact to get feedback on your cookie business plan.

# 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

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

# 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.....				\$ _____	\$ _____	
<b>Total</b>				\$ _____	\$ _____	
<b>Variation</b>				\$ _____	\$ _____	

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)