

Cookie Academy

Facilitator Guide for Girl Scout Juniors

Event Planning Guide

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Activities

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Grades
4-5

ALL-IN-ONE LEARNING KIT





Part 1: Junior Cookie CEO Badge

Badge Purpose: Juniors will know more about the essential aspects of running their cookie business once completing part one of Cookie Academy.

Fun Patch Substitute: Cookie CEO patch

Part One Activities Length: 1 hour 45 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 Cookie CEO 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 Junior Cookie CEO badge plan.

STEP

1 Badge Connection: *Set a Group Goal*

Activity 1: *Great Goals!*

Time Allotment: 20 minutes

Prep Needed: Collect last year's cookie data including number of girls in your troop & sales numbers.

Materials Needed:

- pens/pencils
 - paper
 - poster board
 - markers/crayons
- If your girls sold cookies the previous year, make a poster that says, "Last year, we had _____ girls and sold _____ boxes of cookies. That's an average of _____ boxes of cookies per girl! We had _____ cookie booths and sold _____ boxes of cookies at each booth." Use your records to fill in the blanks.
- Girls brainstorm to develop a troop goal, then work as a team to break the troop goal into smaller, more manageable goals. During the brainstorming session, questions to be explored should include:
- How many boxes do we want to sell each week?
 - How many boxes do we want to sell at our booth sale(s)?
 - How many customers does each girl want to sell to?
 - How many new customers do we want to gain?
- Once the girls explore potential cookie sales goals, it's important to break the goal into steps and create a plan. To create the plan, determine with the girls:
- What is a realistic troop goal for this year?
 - What steps need to be taken to reach the goal?
 - Is it easier or harder to achieve goals once they are broken down?
 - How could this activity be applied to other areas of your life?

Activity 2: *Keeping Our Goal in View*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- beads, multiple colors
 - string
 - safety pins, one per girl
 - scissors
- Once the girls have decided on a goal, have girls divide that number by 100 and take that many beads. For troops with smaller or larger goals, you can also divide the number by 10, 1,000, 10,000, or another number.
- Give each girl a piece of string. Have the girls string the beads and tie the two ends of the string together tightly. Give each girl a safety pin and have her pin the string of beads to her uniform. Tell girls that this will remind them of their part in the cookie goal. Also point out that while they all have the same number of beads, they all have different colors and patterns. This is because they all bring something different to the sale. They can't meet their goal without everyone working together.

STEP 2 Badge Connection: *Explore How a Small Business Works*

Activity 1: *Why Businesses Have "Jobs"*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies. Shuffle each deck of cards.

Materials Needed:

- two decks of playing cards
 - if more than 14 girls, you'll need one additional deck per 7 girls.
- Divide girls into groups of no more than seven girls each. Give each group a deck of cards. Tell the girls that the objective of the game is to sort the cards in order, placing them face up on a table. They should sort them from Ace to King, same color, same suit. The team that finishes first is the winner.
- Before telling the girls to start, take one group to an area where the other girls can't hear you. Assign the girls in this group specific jobs to help them complete the task faster. The jobs you assign them will depend on how many girls are in the group. Possible jobs are:
- placing cards on table
 - organizing cards by color
 - organizing cards by suit
 - placing same colored/suit in order (Ace to King)
 - being the leader by making sure everyone is working, assigning additional duties, or helping if someone is busy
- After the girls complete the task, ask:
- What do you think I told the other group to do in the last activity?
 - Did anyone see what they did differently?
 - Did any other groups assign jobs? Did everyone having a specific job help get the task done faster? Why do you think that is?
 - What does this have to do with our cookie sale? What jobs do you think we could create for our cookie business that would help our sale be more successful?

Activity 2: *Five Steps to Success*

Time Allotment: 10 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- poster board, restickable easel paper, or whiteboard
 - markers or dry erase markers
- Let the girls know that there are **5 Skills** they will learn and develop through the cookie program. Give real world examples of each skill set so they understand why these skills are important in life. Write each goal on the board as you go, and write down the girls' examples of each under the corresponding skill.
- The 5 Skills include:
- Goal Setting
 - Decision Making
 - Money Management
 - People Skills
 - Business Ethics

STEP 3 Badge Connection: *Create a Cookie Sale Job List*

Activity 1: *Discover Strengths and Interests*

Time Allotment: 15 minutes

Prep Needed: Print [Interest & Goal Assessment Worksheets #1-5](#) (one set per girl)

Materials Needed:

- [Interest & Goal Assessment Worksheets](#)
 - pens/pencils
- Explain to the girls that they will be completing some worksheets to help them discover their interests and work values and help develop their own business priorities and goals.
- Distribute worksheets 1-5 and ask girls to complete the worksheets one at a time as a group (i.e. once worksheet one is complete by all girls, they can complete worksheet two and so on).
- Once all worksheets are complete, ask girls to use the worksheets to help them complete the next activity.

Activity 2: *What's in Your Cookie Box*

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- index cards
 - pens/pencils/markers
 - completed Interest & Goal Assessment Worksheets from Activity 1 above
- Girls explore their personal strengths and learn how to apply themselves to divide tasks according to strengths. Review the group/troop goal and the smaller steps broken down in Step 1. Explain to girls that each person has a strength that can help them reach their group goal.
- Ask girls to think about their individual strengths and how they can best serve their troop. Girls can refer to the Interest & Goal Assessment Worksheets they completed. Based on their self-assessments, have the girls assign each other to the tasks necessary to achieve their troop goal according to and based on their individual strengths.

STEP 4 Badge Connection: *Learn to Make a Good Impression*

Activity 1: *Practice Makes Perfect*

Time Allotment: 10 minutes

Prep Needed: None

Materials Needed: None

- Role play in your troop or group, the following skills:
 - Greeting someone new and shaking hands firmly.
 - Greeting customers with a smile.
 - Calling customers on the telephone.
 - Thanking customers for purchasing cookies.

Activity 2: *The HEART of a Customer*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- poster board, restickable easel paper, or white board
- markers or dry erase markers

- Explain to girls that they are going to role play some customer service scenarios. Ask girls to pair up to role play. 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)

- The girls should pretend that they work for an amusement park (let girls pick the park). One girl will be the employee, and the other will be the customer. Girls will switch being employee and customer at each scenario and role play. You could say something similar to, "Ok let's get ready to act! Who's the customer? Who's the employee?" Here are some scenarios for the girls to portray:
 - Scenario 1: Customer complains about waiting in line for a ride too long.
 - Scenario 2: Customer complains that the park is boring, and the park isn't worth the money they paid to get in and would like their money back.
 - Scenario 3: Customer complains the map is hard to read and understand, and they desperately need to use the restroom.

- Ask girls how they could use the H.E.A.R.T. model with cookie sales.

STEP 5

Badge Connection: *Track Your Sales*

Activity 1: *Inspiration Board and Sales Tracker*

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies. Write the names of each Girl Scout Cookie variety along the bottom of the poster board and make columns for each (Thin Mints, Samoas, Trefoils, Tagalongs, etc.).

Materials Needed:

- large poster board
 - pens/pencils/markers
 - magazines
 - scissors
 - glue or tape
 - Optional: colored paper and/or other decorative embellishments (stickers, glitter, etc.)
- At the top of the poster board, write out the group's goal number that the girls decided on earlier. Be sure to leave room on the edges of the poster board for magazine cut-outs and decorations.
- Explain to the girls that they are in charge of their own small business. In order to know how their business is doing, they have to keep track of how many boxes of cookies they sell. Show girls that they can track how many boxes of each cookie variety by placing stickers or making a mark in its respective column on the poster.
- Tell girls that this sales tracker poster is also going to represent a group inspiration board for their cookie goals. Explain that this board is a visual reminder that will inspire them to reach their group goal. Ideas to help girls personalize their inspiration board:
- Instruct girls to find pictures or words in magazines that represent their goal, then create a collage on the poster board.
 - Girls can also draw their own pictures and words. Display the poster for inspiration at each meeting and have girls place stickers or make a mark for each box they have sold. Girls may want to take a picture of it to carry with them or display the board at booth sales.



Part 2: Junior Customer Insights Badge

Badge Purpose: Part two of Cookie Academy offers Juniors the opportunity to take their cookie business to the next level by gaining a better understanding of their cookie customers.

Fun Patch Substitute: Cookie Entrepreneur patch

Part Two Activities Length: 1 hour 45 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 Customer Insights 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 Junior Customer Insights badge plan.

STEP

1 Badge Connection: *Ask an Expert*

Activity: Ask Someone Who Knows

Time Allotment: 20 minutes

Prep Needed: Prior to Cookie Academy, arrange a female guest speaker in the business/sales/marketing fields.

Materials Needed: guest speaker

- Introduce your special guest to the girls. Tell them that your guest speaker will be chatting with them today about how she figures out what customers want.
- Ask the girls to think of questions they might have as the speaker shares her story. Reserve a few minutes of the activity for girls to ask the guest speaker questions. If the girls are stumped about what to ask, here are some possible topics to discuss:
 - Were you a Girl Scout?
 - Did you sell cookies?
 - What skills did you learn as a young girl that you still use today when working with customers?
 - Can you give us some tips about selling?

STEP

2

Badge Connection: *Do Some Research*

Activity: *What Causes You to Want to Buy?*

Time Allotment: 30 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- store flyers/magazine ads
 - pens/pencils/markers
 - poster board
 - scissors
 - glue
 - glitter/decorating materials
- Spread the store flyers and magazine ads out for girls to look at. Have girls look at the various flyers and magazine ads and discuss what catches their eyes first and why.
- Some possible topics for discussion:
- Does it come in a fancy package or wrapping?
 - Is it the words or a catchy slogan in the advertisement that caught your eye?
 - Does it seem like a good deal?
 - Do they support a good cause?
- Using what the girls determined from the advertisements, have girls begin to think about how they can sell more cookies. Have the girls create and decorate signs for their cookie booth and booth sales. Give them some time to create a sign using the insights they've gained from looking over the flyers and ads.

STEP

3

Badge Connection: *Find Out Who Buys Cookies and Why*

Activity: *Survey*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- large poster board
 - paper
 - pens/pencils/markers
- Discuss different ways to survey. In what ways can you find out who buys cookies and why they do? Make a list of potential questions you would ask and what you will need to know to reach your cookie goals.
- Create a survey to share with family and friends and ask:
- Why do you buy Girl Scout Cookies?
 - Why don't you buy Girl Scout Cookies?
 - How many boxes do you usually buy?
 - What kinds of cookies do you buy?
 - Were you a Girl Scout?
 - Did you sell cookies?
- Decide how and when you will use this survey.

STEP 4 Badge Connection: *Learn from People Who Don't Buy*

Activity: *Face the Facts*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- index cards (colored optional)
- pens/pencils/markers

Learn how to be an effective cookie seller by learning what to say if someone initially says “no”. Be prepared by creating handy answer cards to some of the common facts why people don’t buy cookies. You can use these cards as a reference during your cookie sale, if needed.

- **FACT 1:** The number one reason people don’t buy Girl Scout Cookies? They were never asked!

STRATEGY: You might already know that cookies sell well at grocery stores, malls, and other high-traffic areas. Also consider partnering with a sorority to sell on a college campus, selling at sporting events, or asking permission to host a “Cookies and Coffee” break at a corporation.

- **FACT 2:** Customers don’t know which cookie they like.

STRATEGY: When customers approach your cookie booth, offer a cookie sample before you ask them to buy cookies. Arrange an attractive sampler plate so customers can try your varieties.

- **FACT 3:** Customers may ask why they should buy cookies.

STRATEGY: Always tell your customers about your goals. They will want to help you succeed once they know what you are selling the cookies for.

- **FACT 4:** The majority of customers feel it is important to buy directly from a Girl Scout, and they prefer to place an order at home.

STRATEGY: Host a Cookie Walkabout for door-to-door sales. Decorate your car or grab a wagon, fill it with cookies, and you are ready for a Cookie walkabout! Chaperoned teams go door-to-door selling cookies in an assigned area. At a predetermined time, gather for a celebration.

- **FACT 5:** Customers sometimes buy fewer cookie packages because of diet issues.

STRATEGY: Offer a Gift of Caring option so they can buy cookies for donation to a community group, charity, or military serving overseas through Operation: Sweet Appreciation.

STEP 5 Badge Connection: *Listen for Clues and Ask Great Questions*

Activity: *Clues to Great Questions*

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies. Write down potential customers on note cards (one per card). Note cards should include:

- older person/grandparent
- business person
- mom/dad/guardian
- someone who is allergic to nuts
- family member over the phone
- a brand-new customer
- someone who doesn't like chocolate
- someone who has already purchased cookies
- a person who wants to support Girl Scouts but does not want cookies
- a person who does not have cash on them

Materials Needed:

- note cards with customer examples
 - props and accessories or costumes to add fun to the role play (optional)
- Direct girls to get into pairs and give each pair a note card. Have one girl pretend to be the customer written on the card and the other girl pretend to be a Girl Scout selling cookies. For example: the note card reads, "grandparent." The girl with the card will play the role of the grandparent and the other girl will play the role of a Girl Scout trying to sell cookies to her grandparent.
- Have partners switch roles and then switch note cards with other pairs.
- After the girls have tried a variety of scenarios, ask them to think of how they would feel and react to customers who say "no".
- Remind girls that hearing people say no to cookies is a part of selling. Use each "no" to learn more about customers.
 - Ask the girls to think about how to handle a situation when a customer says no to buying cookies. What might they say to this customer?

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)