

Cookie Academy

Facilitator Guide for Girl Scout Seniors

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Grades
9-10

ALL-IN-ONE LEARNING KIT





Part 1: Senior Customer Loyalty Badge

Badge Purpose: After completion of part one of Cookie Academy, Seniors will know how to build their cookie business by increasing customer loyalty.

Fun Patch Substitute: Cookie Boss 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 Customer Loyalty 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 Senior Customer Loyalty badge plan.

STEP 1 Badge Connection: *Show How Cookie Money Helps Girls*

Activity: *How the Cookie Crumbles*

Time Allotment: 20 minutes

Prep Needed: Gather information on where cookie money goes.

Materials Needed:

- pens/pencils
 - paper
 - poster board
 - markers/crayons
 - cookie money stats
-
- One way to encourage repeat business is to make customers feel that they're part of something bigger.
 - Create a poster, flyer, video, or presentation about where cookie money goes, including financial aid and cookie credits for girls, program activities and services for members, and camp or property improvements.
 - Display your creation at your booth sales or share it with younger girl troops (who are having booth sales) to display in their booth!

STEP 2 Badge Connection: *Connect with Former Cookie Sellers*

Activity: *Cookie Timeline*

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies, including the [Girl Scout Cookie History Article](#).

Materials Needed:

- pens/pencils
 - paper
 - poster board
 - markers/crayons
 - index cards
 - copies of [Girl Scout Cookie History Article](#)
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- Making a personal connection with customers keeps them coming back—and there’s nothing more personal than talking to someone who sold cookies as a Girl Scout herself.
 - Create a poster or flyer showing images of girls selling cookies from the 1910’s to the present, using images from the [Girl Scout Cookie History Article](#).
 - Display your creation at your booth sales or share it with younger girl troops (who are having booth sales) to display in their booth!
 - Brainstorm with the girls, and create a list of conversation starters to use when a customer says that she used to sell cookies. Have girls put the starters on index cards to reference when needed.

STEP 3 Badge Connection: *Build Your Customer List*

Activity: *Create a Personalized Distribution List*

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies. Have girls bring email addresses and phone numbers of their past and current cookie customers.

Materials Needed:

- paper
 - pens/pencils
 - contact information (emails & phone numbers)
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- Have the girls make a list of their past cookie customers. Girls should add personalized information that they can remember about each customer, such as the customer’s favorite cookie, whether she’s a former Girl Scout, whether she likes buying cookie boxes to give as gifts, etc.
 - Brainstorm with girls about how they want to gather this information about future cookie customers.
 - Do they want to create an excel spread sheet? Text disruption list? Messaging group?
 - How will the girls gather the personalized information for their new/future customers? Take a notebook or index cards to cookie sales? Create a customer profile survey?
 - Once all the information is gathered, girls should communicate updates to their customers about their cookie sales and goals using the distribution list and preferred methods (i.e. email, text, etc.) they created.
 - Once Digital Cookie is accessible, girls can enter their collected customer emails into their Digital Cookie account. This will make emailing much easier, and customer details will follow girls from year to year.

STEP 4 Badge Connection: Create a Customer Appreciation Program

Activity 1: *It's All About Thanks*

Time Allotment: 20 minutes

Prep Needed: Gather supplies and materials.

Materials Needed:

- paper
 - pens/pencils
 - construction paper or card stock
 - stickers
 - markers
- Think about the ways you can thank your customers for supporting you through the cookie sale. Be creative and think about your customers specifically and how they may want to be thanked.
- One way to thank your customers is to create handwritten thank you cards out of materials provided.
- Design and write thank-you cards that are personal and tailored to your customers.

Activity 2: *Recycled Cookie Box Bookmarks*

Time Allotment: 20 minutes

Prep Needed: Gather supplies and materials.

Materials Needed:

- empty cookie boxes
 - markers
 - scissors
 - rulers/straight edge
 - bookmark template (optional)
 - yarn/string/ribbon/embroidery floss
 - paper punch
 - art supplies/embellishments
- Girl Scout Cookie boxes are distinctive and have pictures of all the awesome cookies the girls are selling! Reusing these cookie boxes is a great way to reuse that package, reduce waste, and create interesting promotional and thank-you items.
- Girl Scout Cookie bookmarks are a perfect way to reuse your empty cookie boxes and promote the love of reading.
- Create a template of the shape and size of the bookmark they would like to make. Cut the box open flat and use template to create the bookmarks.
 - Punch a hole at the top and add ribbon, yarn, string, etc.
 - Let girls express their creativity on the back with embellishments, stickers, quotes, personal notes, etc.
- Decide on ways to use these bookmarks. For example, they can be donated to the local library or elementary school as part of a service project, used as promotional items, or incorporated in a customer appreciation plan.

STEP 5 Badge Connection: Keep Your Customer Connection Going All Year Long

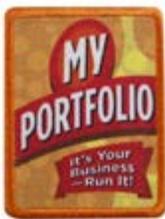
Activity 1: Customer Updates

Time Allotment: 15 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- paper
 - pens/pencils/markers
-
- Tell girls it's important to stay in touch with customers to let them know what you're doing with your cookie money, how your projects are progressing and, of course, when the next cookie sale is scheduled.
 - Create a timeline for when you will have news to share.
 - Decide what news you would like to share.
 - Decide in what way(s) you would like to convey that news to your customers.
 - Create an email template to share your experiences with your customers.
 - Things to include in the email could be: when you've taken your trip, enjoyed your party, or whatever you have chosen to do with your cookie money, share your pictures or write up a synopsis of the event(s).



Part 2: Senior My Portfolio Badge

Badge Purpose: Part two of Cookie Academy offers Seniors the opportunity to show college admissions officers and employers what they've learned from their cookie program experience.

Fun Patch Substitute: One Smart Cookie patch

Part Two Activities Length: 1 hour 50 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 My Portfolio 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 Senior My Portfolio badge plan.

STEP

1 Badge Connection: *Create a Cookie Resume*

Activity: *Cookie-Fueled Resume*

Time Allotment: 20 minutes

Prep Needed: Gather supplies and materials. Print off copies of at least five job descriptions from the newspaper or from job advertisement websites.

Materials Needed:

- paper
 - pens/pencils/markers
 - copies of at least five job descriptions
- Have girls read at least five job descriptions.
- What have the girls learned from the job descriptions?
 - What do they think the descriptions are meant to convey?
 - What are the expectations and/or skills necessary to qualify for these jobs?
- Discuss what these potential employers are looking for in a model employee.
- During this discussion, help girls discover skills they have that employers need. What skills do the girls believe employers are looking for? (Some answers include organization, effective communication, public speaking, etc.)
- Time to write a résumé!
- Girls should write a résumé that features their skills and shows how they have demonstrated their abilities as part of the cookie program.

STEP 2 Badge Connection: Put Together a Cookie Portfolio

Activity: *Share Your Accomplishments*

Time Allotment: 20 minutes

Prep Needed: Ask girls to bring materials from previous years of selling cookies including photos, awards, testimonials, etc.

Materials Needed:

- photos from cookie booths
 - thank you notes from customers
 - marketing pieces that were developed for cookie sales
 - scripts written for cookie presentation
 - portfolio folders
 - pens/pencils
- Say, “Now that you have your résumé completed, your portfolio will be the key that sets you apart from other perspective employees. A résumé tells someone what you’ve done. A portfolio shows examples of your work.”
- Girls’ portfolios may include marketing pieces they developed for their cookie sales, a DVD with videos that they made, a script they wrote for a presentation, or photos of their cookie booth or events they organized around the cookie sale.
- Have girls gather portfolio materials and arrange them in a way that showcases their personalities and accomplishments. This can be in folders, a binder, etc. Have them include explanations of materials they incorporated.

STEP 3 Badge Connection: Get Feedback About How to Market Yourself for a College or Job Interview

Activity: *Share Your Résumé and Portfolio*

Time Allotment: 30 minutes

Prep Needed: Gather materials and supplies. Invite a guidance counselor, college admission officer, businessperson, or hiring manager to speak. Ask the speaker to talk about the best ways for girls to market themselves for a job or college interview.

Materials Needed:

- girl’s cookie résumés
 - girl’s cookie portfolios
 - speaker/special guest
- Introduce your special guest to the girls. Tell them the guest speaker will be sharing the best ways for girls to market themselves for a job or college interview.
- Encourage girls to take notes and write down questions.
- After speaker is completed, girls should be encouraged to ask the speaker questions about how they can improve their résumé and portfolio in order to tell their story in the most compelling way possible.

STEP 4 Badge Connection: Learn How to Ace an Interview

Activity: Practice Makes Perfect

Time Allotment: 20 minutes

Prep Needed: Ask your speaker to prepare a list of common interview questions, or print some out prior.

Materials Needed:

- paper
 - pens/pencils
 - copies of interview questions from your speaker or that you have gathered
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- Share the questions with the girls.
 - Girls should review essay questions and write down answers to these questions that showcase their cookie program experiences.

 - Practice role-playing an actual interview in groups.
 - One girl should play the employer/college admissions officer and then switch roles once completed.

 - If you have a speaker, ask them to give tips and pointers on their interview answers.

STEP 5 Badge Connection: Write an Essay About What You Learned from the Cookie Program

Activity: Essay Time!

Time Allotment: 20 minutes

Prep Needed: Gather materials and supplies.

Materials Needed:

- paper
 - pens/pencils
 - girl's cookie resumes
 - girl's cookie portfolios
-
- Explain that here is a chance for each girl to express herself on paper. Girls will be writing a short essay that should describe everything they learned from many years of the cookie program. This essay would be a great cover letter or essay for college applications.

 - Don't forget to remind the girls to have their essays edited by a family member, teacher, or another adult.

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)