



2006-2007 Girl Scout Cookie Program Activities

Focusing on the Girl Scout Mission Statement:

Girl Scouting builds girls of Courage, Confidence and Character, who make the world a better place.



Dear Girl Scout Volunteers and Parents,

As millions of Girl Scouts gear up to participate in the Girl Scout cookie program activity, I want to take a moment to thank you—our dedicated adults. When you advise girls on the Girl Scout cookie program, you are coaching girls to be leaders who bring the Girl Scout mission statement to life: *Girl Scouting builds girls of courage, confidence and character, who make the world a better place.*

In Girl Scouts, a leader is a girl who **discovers** a strong sense of her own self, **connects** with others by cooperating and teaming up for success, and **takes action** to solve problems in the world around her. This year, as you encourage girls to **Discover, Connect** and **Take Action** using this cookie activity guide, know that you are guiding girls to set personal, group, and community service goals for the cookie program and beyond.

With your guidance and coaching (not to mention your assistance with transportation and logistics!), girls across the country are going to learn how to plan, build teams, speak up, make decisions, solve problems and manage resources. These skills add up, so that ultimately, girls learn to be leaders—in their own lives—and in our communities.

Thank you for your participation, enthusiasm, and contributions to Girl Scouting!

A handwritten signature in dark ink that reads "Kathy Cloninger".

Kathy Cloninger
CEO of Girl Scouts of the USA
(Former Girl Scout Cookie Entrepreneur)

Girl Scout Cookie Program Activity Tips for Adults

The Girl Scout cookie activity affects every girl involved in Girl Scouting in one way or another. All of the proceeds generated from cookie activities stay in your local Girl Scout council to support Girl Scouting in your area, including the portion that goes directly to the troop/group selling the cookies. Many local Girl Scout councils make provisions for individual members to participate in the Girl Scout cookie activity. Proceeds earned are not the property of individual girls—they are distributed according to a council plan to benefit all girls involved in Girl Scouting through program activities, council resources and scholarship funds for girl program participation, service projects, and travel.

YOU Can Make This Year's Cookie Program Activity a Success!

Support the Troop/Group

- Become the troop/group cookie activity coordinator and attend your council training; offer to be a supervising adult when needed; provide transportation for order taking and deliveries.

Follow Safety Rules and Set a Great Example

- Review the GSUSA/Council guidelines and safety rules.
- Remember, adults do not assume the responsibility for selling cookies. Provide transportation and help her network with family and friends, but let her do "the ask."
- Assure that money is turned in on time.

Coach Your Girl Scout

- Build confidence by listening to her practice her sales skills and reviewing guidelines.
- Guide girls to set practical and useful goals about what they want to learn and earn.

Girl Scout Cookie Program Activity Safety Guidelines



Before participating in the Girl Scout cookie program activity, it is imperative for adults and girls to become familiar with and follow the safety guidelines listed below. This not only ensures girls' safety, but also creates a fun and successful experience for all.

Show you're a Girl Scout

Wear the Girl Scout membership pin and/or Girl Scout clothing to identify you as a Girl Scout.

Buddy up

Always use the buddy system. It's not just safe, it's more fun.

Be streetwise

Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies®.

Partner with adults

Adults must accompany Brownie and Junior Girl Scouts when they are taking orders, selling, or delivering cookies. Girls 11–17 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.

Plan ahead

Always have a plan for safeguarding money—avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.

Do not enter

Never enter the home of a person when you are selling or making deliveries.

Sell in the daytime

Sell only during daylight hours, unless accompanied by an adult.

Keep the selling in person

Girl Scouts (or Girl Scout families) cannot sell cookies on the Internet. Girls can use email to promote the cookie activity to family and friends or post information about Girl Scout Cookies® on the group's Web site. Make the sale in person.

Protect privacy

Girls' names, addresses, or e-mail addresses should never be given out to customers. Instead, give the troop/group number and an approved contact phone number and/or e-mail in order for customers to request information, reorder, or give comments.

Be Safe on the Road

Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading cookies and passengers from vehicles.

Girl Scout Cookie Activities

Getting Started



Did you know that selling Girl Scout Cookies® is a tradition that goes back over sixty years?

One day in 1932, two Girl Scouts—Virginia Marley and Midge Meyer—were baking cookies in the Philadelphia Gas & Electric Company's window as part of a community fund-raising campaign for local daycare nurseries. The legend is that passers-by asked to buy the cookies that the girls were making, and that is how the Girl Scout cookie program activity got started.

But the Girl Scout cookie program activity has never been just about selling cookies. This year, the activities are designed to help you **Discover, Connect, and Take Action**—in the Girl Scout leadership development program and your life.

Through the Girl Scout cookie program activity, you and girls across the country and around the world learn skills you can use right now and in the future. In addition to business skills like handling money, making sales and providing customer service, you will have opportunities to:

- Set goals;
- Build a team;
- Solve problems; and
- Manage resources.

When you get to the "Take Action" section of this year's activities, you'll even have a chance to use the cookie program activity as a starting point to figure out how you might want to make a difference in your world this year!

All of this, plus being together and having lots of fun!

So, go ahead:

- **DISCOVER** your skills and your customers' needs
- **CONNECT** with other girls in your team; and
- **TAKE ACTION** to find out what problems you might want to solve!

Girl Scout Cookie Activities

For Girls in Grades 1-5



Earn your **Girl Scout Cookie Program Activity** pin by completing this **DISCOVER, CONNECT, and TAKE ACTION** journey. Your adult coaches will help you tailor the activities for your age.

Discover

Know the cookie

What's your favorite part of the story? Talk, draw or write about it. If you've been involved in the Girl Scout cookie activity before, tell about it. Listen to other Girl Scout stories.

Know your customer

Who will you sell Girl Scout cookies to? Make a list of people you know—in your neighborhood, your friends, your relatives. Put a star next to each person who really likes cookies, and another star next to people who might help you reach customers at work, church, or other places.

Know how to sell

First, practice with a partner, saying the names of each kind of Girl Scout cookie. Make up charts with a creative word for each kind of cookie (especially the new ones), like "Lemony-sweet!" or "Crunch-tastic!"

As a group, role play "Talking to Customers." What do you say—

- to an upset customer
- to a talkative customer
- to a busy customer
- when you forgot your materials
- when the customer asks a question you can't answer

If you want to, you can make stickers with your group/troop phone number or email address on them and put the stickers on the customer copy of your order form so customers can order more.

Or make troop stickers and put them on your boxes at delivery time.

Know yourself

What do you think it means to have confidence in yourself?

What are some examples of times when you felt really confident?

Draw or write a few lines about one of them. Then trade stories with another girl.

Talk with the girls on your team about how you will show confidence when selling your cookies.

Connect

Think about what your talents are

Then draw or write about them. Share your good points with one another.

Now decide how you can use your talents to help your team. Maybe you'll do something, or maybe you'll coach another girl.

Look at the following tasks and decide who should do what task based on each person's talents. This list will get you started.

- Advertising (making flyers or posters);
- Customer Relations (talking to customers, taking orders);
- Marketing (scheduling work times, planning where to sell);
- Finance (making change, keeping tracking of the money);
- Human Relations (reviewing safety rules, keeping everyone excited);
- Fulfillment (making or scheduling deliveries; tracking inventory)

What would you like to do with your cookie money?

Discuss and decide as a group what things you could do.

Maybe there is something you would all like to do to help your community?

Take Action

Focus on community

Over the next few months, your Girl Scout group may start thinking about some service projects you are all interested in doing.

How will you find out about people or groups in need in your community?

Try this: Ask ask your customers some questions and build a "community service idea bank."

- First-grade girls might ask: "What's something I can do to help people?"
- A fourth grader might ask: "If you were the mayor, what would you fix?"

Ask your question and write down the answers and share them with your group. Together, talk about what you learned from your customers. Make lists of the ideas you like—maybe even put them to a vote. Then, make plans to do one thing that can help your community this year.

Have fun and participate in the Girl Scout cookie activity

Draw or write about your favorite part of this year's Girl Scout Cookie program activity. What did it mean for you?

Resources for Girls in Grades 1-5: See Page 8 for some examples of related Girl Scout program activities and awards you might want to check out.

Girl Scout Cookie Activities

For Girls in Grades 6-12



To earn your **Girl Scout Cookie Activity** pin, first read through the activities below, then practice your goal setting skills by choosing the activities that will lead you to **DISCOVER**, **CONNECT**, and **TAKE ACTION**.

Discover

Know about Girl Scout Cookies®

- Find out more about how Girl Scout cookies became so popular. What are the top selling Girl Scout cookies in your council now?
- Share your experiences at selling Girl Scout cookies with a younger group of girls. Make up a fun game to teach younger girls what's important about selling Girl Scout cookies.
- Whether you're at a cookie booth or are selling cookies on your own, you'll have friends and family who will want to buy cookies from you. Make a list of people who might want your cookies and identify the best way to contact each person—postcard, email, phone call, in person?
- Talk with some favorite customers and find out why they like to buy the Girl Scout cookies. Use some of their words in your sales pitch this year.

Know How to Sell

- As a group, design a group "card" to put with the boxes.
- Talk about and create an advertising campaign—E.g., NEW this year: All Girl Scout cookies have NO trans fats! Learn what this means and incorporate this fact into your messages.
- Be prepared for questions that customers may ask you, such as:

What are the cookies made of?
What is your team doing with the money from the cookie sale?
How does the remainder of the money help girls?

- As a group, discuss what questions may come up and practice how you will answer them.

Know yourself

- Do you feel a little confident and a little worried? Trade worries with the girls on your team, then talk about some action steps to overcome those worries. Check back with each other. Is your confidence growing?

Connect

Think about your best skills

- Are you very organized, good at public speaking, super creative? Discuss your group's strengths.
- Next, develop a list of positions related to the cookie activity such as accounting manager, event planner, public relations specialist, graphic designer, etc.
- Match each girl's talent to a position. Remember, it's okay to try on a new hat!

As a team, develop a plan for what you will do with your cookie earnings

- What are the group goals?
- Do you want to include a goal that will help your community?

- How would you like to contribute to your group goals?

What would you like to gain from participating in the Girl Scout cookie activity?

- Develop your personal learning goals. Later, think about the experience. Did you accomplish what you set out to do?

Take Action

Community service

The Girl Scout cookie activity started all those years ago as a community service project.

- Brainstorm ways to find out about community needs. Perhaps you could ask your customers about their concerns.
- Share the findings with your group and talk about what you learned.
- As a group, narrow the needs down to one issue and create an action plan to address that need.

Participate in the Girl Scout cookie activity as advised by your Girl Scout council

- Reflect on your team's goals, accomplishments, and what worked for you in this year's Girl Scout cookie activity
- Perhaps you want to jot this down or share what you have learned with younger girls.

Resources for Girls in grades 6-12: See Page 8 for some examples of related Girl Scout Program activities and awards you might want to check out.

Volunteers: Coaching Girls To Lead



Girl Scouting builds girls of courage, confidence, and character who make the world a better place. The Girl Scout cookie activity is a great place to put the Girl Scout approach to leadership into motion. In Girl Scouts, we approach leadership holistically. A girl learns to:

Discover

A Girl Scout explores her world, envisioning and preparing for a positive future.

Connect

A Girl Scout understands and cares about the needs of others.

Take Action

A Girl Scout acts to make the world a better place.

As you partner with girls to plan fun activities related to discovering, connecting and taking action, you will increase their leadership skills by focusing not just on *what* girls do, but *how* they do it. Make these approaches a top priority to ensure a fun, high quality Girl Scout experience that fosters girl leadership!

By Girls, For Girls

Girls are most engaged in activities when they are highly involved in creating them. □

As an adult partner:

- Make choosing the activities from this guide a part of the group process. Girls can assess their experience and needs, choosing what will give them the courage, confidence and character to achieve their goals.

Find out what part of the Girl Scout cookie activity is most exciting for your girls.

- Is it the selling? Learning how to talk to a customer?
- Being part of a long and fun tradition?
- Setting a goal for the team's proceeds and meeting it?
- Contributing to supporting the Girl Scout council?

Encourage girls who have had experience to coach newer girls.

- Girl-generated stories, games, ads and plans teach girls to learn from each other.

Now use what you hear girls getting excited about to focus their efforts.

Learn by Doing

Girls learn best by doing an activity themselves and then reflecting upon what they've learned. So during the cookie program:

- Encourage the girls to make the sale, talk to customers, count change and so on.
- Make time to reflect after an activity; ask guiding questions.
- Jotting things down—perhaps in journals—as well as group discussions, can be good ways for girls to think things over and plan improvements or next steps.

Cooperative Learning

Through all-girl teams, girls work toward shared goals.

- Instill important team skills in girls
- Encourage the girls to make decisions that work for the group and not only for themselves.
- Encourage girls to collaborate and share tasks

Sample Activity

To work as a team, girls can:

- Work cooperatively on making a troop/group card
- Play charades or role-play to help each other learn how to deal with a difficult customer
- Brainstorm together on issues such as: ways to display or sell cookies; creating work schedules for cookie booths; or keeping track of the money.
- After an activity, you may want to involve girls in making a check-list or "tip sheet" for other girls.

Don't be afraid to use materials from your cookie company to assist you in goal selling, reviewing safety rules, and building team skills, but be sure to use the coaching tips in this guide throughout the Girl Scout cookie activity.

Having Fun? Want to Do More?

Here are some examples of related Girl Scout program activities and awards you might want to check out.

Brownie Girl Scout Try-Its:

Caring and Sharing
Cookies Count*
Girl Scout Ways
Manners
Smart Cookie*

Junior Girl Scout Badges, etc.:

Cookie Biz*
Girl Scouting in the USA
It's Important to Me
The Cookie Connection*
CentsAbility for Girls 9-11 (Kit & pin)

Girl Scout Interest Project Awards:

Cookies and Dough*
Dollars and Sense
Family Living
Leadership
Your Own Business

Girl Scout Focus Books and Awards:

Got Money, Focus: Saving and Investing (In Spanish and English)
Cashin' In
Mind Your Own Business

STUDIO 2B® Insert:

On the Money, Cookies and More...

* Found on the www.girlscouts.org Web site under Girl Scout Central

Girl Scout Challenge Activities Online

The Girl Scout Challenge 1:

Brownie Girl Scouts Making the World a Better Place
http://www.gogirlsonly.org/spotlight/challenge_1.asp

The Girl Scout Challenge 2:

Junior Girl Scouts Living the Girl Scout Law
http://www.gogirlsonly.org/spotlight/challenge_2.asp

The Girl Scout Challenge 3:

Girl Scouts 11-17. Courage, Character, and Confidence
http://www.studio2b.org/lounge/gs_stuff/challenge_11_17.asp

Online Materials Developed by the Bakers Who Make Girl Scout Cookies®

ABC Interbake Foods:

<http://www.girlscoutcookiesabc.com/>

Little Brownie Bakers:

<http://www.littlebrowniebakers.com/>