



Girl Guides
of Canada
Guides
du Canada
Ontario Council

GIRL GUIDE COOKIES

It's amazing what a cookie can do!

Sneak Peek! - Learn about the Cookie Rising Badge program

Welcome to the Cookie Rising Badge program. This program is designed to better integrate cookie selling into regular Girl Guides of Canada-Guides du Canada programming, while helping girls develop important life skills through fun activities that will enhance their skill level in a cumulative way.

Girl Members from Sparks to Pathfinders will participate in the Cookies Rising Badge program annually, working on different activities and skills every year and earning recognition yearly. Together, girls and Guiders will review the program objectives and brainstorm to choose activities that are of interest to them, while meeting the needs of the unit. This allows the girls to be involved in the process from the very beginning and ensures that they are being engaged in a meaningful way. If your unit is having difficulty brainstorming an activity idea for their chosen outcome, this document offers suggested activities for each outcome.

A badge is earned when a girl completes two of the Cookies Rising Badge program outcomes. The girl receives the Cookies Rising Badge that corresponds with the year she is presently participating in. For example, after completing the activities as a group, a first year Spark will receive the Spark Cookies Rising Badge with the number one on it while a second year Spark will receive the Spark Cookies Rising Badge with the number two on it. The Cookies Rising Badge program is based on specific outcomes that encourage girls to develop their skills in an age-appropriate way and build on those skills each time they participate in a cookie campaign. This process helps ensure that cookie programming incorporates opportunities for girls to participate in a way that best suits the interests and abilities of their age group.

[Complete Cookie Rising Badge program](#)





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SPARKS

Customer base:

- Identify family, friends, neighbours and safe strangers to sell cookies to
 - Explain to the unit the significance of cookie sales and how many times a year GGC sells cookies. What kind of cookies do they sell? Most importantly, explain to the girls the importance of being a safe cookie seller.
 - Also, talk with the girls about how important cookie sales are – use examples like cookie sales will help our unit pay for craft supplies, pay for some of our camp trip, visit to museum, or other examples applicable to your unit.
 - Next, have the girls stand in the centre of the room. Explain to the girls that one side of the room is for “safe customers” and the other side is for “dangerous customers”. Ask a Guider or guest helper to yell out possible customers (teacher, grandmother, man in park, soccer coach, etc). Have the girls run to the side that best represents the customer: safe or dangerous.

Being a good citizen:

- Meet others in the community and share cookies with them
 - Visit a local business, community service group or a special person and offer them a dish that has been made with Girl Guide cookies. For example, cupcakes topped with crushed up chocolaty mint cookies.

Exploring Career Options:

- Understand cookie-related jobs in the community
 - There are lots of jobs connected to cookies. Find a cookie-related job in your community that interests your unit and take a trip to visit where someone like that works. For example, visit a bakery and explore how cookies are made and packaged.





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BROWNIES

Handling money:

- Learning to properly make change
 - Divide your unit into smaller groups of three or four girls. Give each group play money - \$5, \$10 and \$20 bills and a handful of various coins (pennies, nickels, dimes, quarters, loonies, and toonies). Choose a dollar amount, for example \$8.00, and announce it to each group. The objective of the game is to work as a group to come up with the correct change to equal \$8.00. For example, one group may come up with \$8.00 using a five dollar bill and three loonies whereas another group may use four toonies. Once each group is finished, compare the different ways they came up with that particular amount. Complete the activity a few times, to allow them to understand the concept clearly.

Goal setting:

- Understanding the importance of setting a goal
 - Using a piece of chart paper ask the girls to brainstorm activities they would like to do within the year. As a group, choose two activities to complete. Explain to the girls the importance of goal setting as a unit or individually and the significance of cookie sales. Explain to the girls how many cases of cookies the unit would need to sell in order to reach their goals. As a unit try and work towards that goal when selling cookies. Remind the girls of the importance of selling and what will be achieved if they reach the goal. This activity should only be done if your unit has the option to complete the girls' activity requests.





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GUIDES

Handling money:

- Understand proper ways to carry and handle money
 - What's a float? How do you keep track of all the money coming in and going out? Guides need to learn how to properly handle money when they are out selling so that they come back with the right amount of money. Questions to ask the Guides are things like, when cookies cost \$5.00 and most people have \$10 or \$20 bills, how do you make sure you can give them the change they need? What's the best way to store the money so that you can easily take money and give change without quarters spilling all over the place? How do you make sure that at the end of the day, you actually have the amount of money you are supposed to have?
 - Invite someone who handles a lot of money – a server, a cashier, a teller to come in and talk to the girls about handling money and the responsibilities she has. Girls should find out how she handles the money and ask her what suggestions she has for when they go out to sell cookies. Plan a system to use on cookie selling day for keeping track of the cookies and the money – remember that a case of cookies costs \$60. If girls are going to sell two cases, they need to have \$120 plus the money from their float at the end of the day. If they don't have that much and they have no cookies left, something went wrong! Set up a time to practice their system in the unit with play money before they go out to sell.

Importance of cookie sales:

- Understand where cookie money goes and how it supports GGC
 - Girl Guides of Canada sells 4 million boxes of Girl Guide cookies every year. That's a lot of money going to support a lot of Girl Guide activities, programming and events. Help the Guides to understand how important Girl Guide cookies are to the functioning of your unit by creating visual representations, like pie charts.
 - First, have girls draw pie (or cookie!) a chart, showing how much cookies cost your unit and how much money the unit makes from selling cookies. Then, ask the girls to draw pictures of all the things the unit does with the cookie money (go camping, buy new equipment and supplies, fund community service projects) Have the girls talk about how to be able to do more things – for example, that pie chart can't change. How does the pie get bigger? Get the girls to post their pie charts and pictures of all the things the unit does with their cookie money around the meeting place.





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PATHFINDERS

Marketing:

- Find creative ways to reach customers
 - Go on a trip to a marketing company or invite a marketing professional to come to your unit to talk about her job. Ask questions to find out things like how market research is done, how advertising and promotions are developed and how products are promoted. Come up with a creative way to reach your customers.

Conflict resolution:

- Identify difficult situations that can arise with customers and with the cookie sales team and identify ways to resolve them.
 - Sometimes it can be really hard to keep that salesperson's smile on your face when you are out selling cookies. There can be a number of difficult situations that come up and you have to handle them in ways that keep both you and the customer happy. How do you keep yourself safe and happy?
 - With your unit, brainstorm all the difficult situations that can come up, including ones you've already experienced. Then come up with a list of things you can do and say when these happen. Write them down in a booklet so you can carry this with you when you are out in the community. If something happens and you feel unsure of yourself, check your booklet, respond in whatever way your unit felt appropriate and leave the situation.

Goal setting:

- Understand how cookie sales play a large role in financing unit events
 - Gather all the Pathfinders together and talk about the different activities you are planning on doing this year (if you have a really big unit, you might want to break into smaller groups for this activity). Are you going camping? Taking a trip to the local museum? Going to the rock climbing gym? List three activities on a piece of flip chart paper and write down how much it will cost. Talk to your Guider for help figuring this out if you don't know. Be sure to write out how much it will cost the unit and then calculate how much it will cost per girl.
 - Now, how many cases of cookies will your unit sell during this cookie campaign? How much money will this bring in to the unit? Ask your Guider if you are unsure. Write this number on the top of piece of paper. This is how much money you have to go towards your three activities.





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PATHFINDERS (cont'd)

Goal setting:

- Now, you have to decide where that money will go. Will the money cover all the expenses for a movie night so the Pathfinders don't have to pay anything? Will it cover part of the cost of the weekend trip to the city so that it is less expensive? Here are things to think about when deciding how to use the cookie money:
 - How important is it that all Pathfinders attend this event?
 - How expensive is the event in the first place?
 - Why does the unit want to do this event?
 - Is it better to have lots of subsidized (where the unit pays a bit and the participant pays a bit)?
 - Is it better to have one big free event and participants pay for the inexpensive events themselves?
 - How will the most Pathfinders benefit from this money?
 - Do you have enough cookie money to cover what you want to do? Could you do more exciting things if your unit had more money?
- Once you have made your final decisions about how and where to spend the cookie money, present your ideas to your Guiders. See if they have any other suggestions to help you budget the cookie money.

GGC Ambassador:

- Understand what it means to represent GGC while selling cookies
 - Make a unit scrapbook. Have all the Pathfinders bring in photos from their Guiding adventures and make pages for the scrapbook. (You may want in September to start taking pictures throughout the year.) As you work on the scrapbook, talk about the pictures you have, what was happening in the picture, why that event or activity was important to you and why it is important to share your Guiding experiences with others? This is also a great opportunity to send your pictures in to Girl Guides of Canada!

