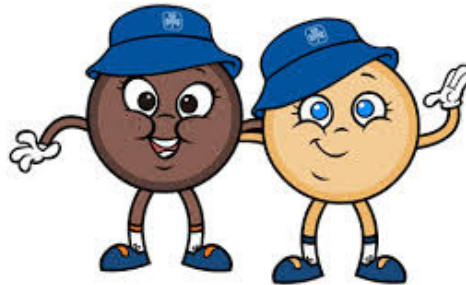




Cookies Galore!



Guide Super Program

November 21-23, 2014

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Purpose of Cookies Galore!

- In this session, you will learn about the importance of Girl Guide cookies and how to implement the theme of cookies into unit meetings so that it is meaningful for girls.
- We will examine the Cookies Rising Badge Program as well as how to use cookies as the base theme for other program areas.



Objectives

By the end of the session Guiders will:

- Understand the history of cookies and why we sell them
- Know methods of engaging girls in cookie selling initiatives
- Compile ideas on how to implement the Cookies Rising Badge Program into their unit meetings in a fun and creative way
- Be able to use the theme of cookies in a number of different program areas



Outline

This presentation is divided into 4 sections:

- I. The 5 Ws of Cookies
- II. Implementing Cookies Rising Badge Program
- III. Cookies in Other Program Areas
- IV. Engaging Girls in Selling Initiatives





I.A. The 5 Ws of Cookies

- WHAT are they?
- WHY do we sell them?
- WHO sells them?
- WHEN do we sell them?
- WHERE do we sell them?



I.B. The 5 Ws of Cookies

- WHAT are they?
 - The selling of Girl Guide cookies is a semi-annual tradition with two campaigns: Chocolatey Mint (in the fall) and Classic Vanilla and Chocolate (in the spring)
- WHY do we sell them?
 - Cookies are our primary fundraising effort. Proceeds from the sale of cookies support Guiding activities – both in local communities and nationally.
 - Money raised through cookie sales:
 - Helps us provide diverse and exciting programs and activities
 - Allows girls the chance to discover new interests, learn valuable leadership skills and make lasting friendships
 - Assists girls and leaders in attending camps and events
- WHO sells them?
 - All members of Girl Guides of Canada Guides du Canada sell cookies
- WHEN do we sell them?
 - Chocolatey Mint are sold between September and December
 - Classic Vanilla and Chocolate are sold between March and June
 - Cookie Days in Canada hosted by Sears Canada is a nationwide cookie sales event held twice a year (in April and October)
- WHERE do we sell them?
 - Individual units decide how they will sell their cookies. Some decide to sell door-to-door, at community events, at storefronts and local businesses, office buildings, and to friends and family.
 - Nationally, we have two cookie sales events hosted by Sears Canada (April and October)
 - The National Cookie Finder Map is designed to show where cookie sales are being held across Canada each campaign. Units can complete the Cookie Sales Event Form at girlguides.ca to add their planned cookie sale to the map.



II.A. Implementing Cookies Rising

- Cookie sales do more than simply provide essential fuel that makes Guiding go.
- Cookies help girls develop important life skills like team building, customer service, marketing, money management and many more that come from participating in the two annual campaigns





II.B. Implementing Cookies Rising Badge Program

- The Cookies Rising Badge Program requirements can be found in the Girl Guide Program Book and Member Zone. It gives clear outcomes to help girls build their skills with every cookie campaign they participate in.
- The outcomes are: Financial, GGC, Business, and Social
- In order to complete the module each year, girls must complete 4 activities – if you cannot find an activity that will fit the needs of your unit, look at the goals listed under each section and plan accordingly to create a best fit for your unit.





III.A. Cookies in Other Program Areas

- You and Others – Learn How to Plan
 - # 2: Create a marketing campaign for selling Girl Guide Cookies
 - # 4: Managing money – think of things you would like to do as a unit (e.g. Using cookie profits as base to achieve financial goals for activities)
- You and Others – Learn About Leadership
 - # 1: Help others learn a new activity (e.g. Older Guides helping teach younger/new Guides safe selling practices through skits and scenarios)
- You and Others – Learn About Safety
 - # 4: Be safety wise (e.g. Create posters of safe and unsafe practices when selling Girl Guide cookies)
 - # 5: Make a be prepared plan for an outing (e.g. Unit cookie selling day)
- Discovering You – Understand How to be Responsible
 - # 3: Setting SMART goals (e.g. Using cookies as a foundation for setting goals; cookie selling goals, financial goals, etc)
- Beyond You – Try New Things
 - # 5: Build your confidence – choose an activity you are good at and teach it to a younger branch (e.g. Teaching safe cookie selling practices, etc)
- You in Guiding – Learn About Guiding
 - # 3: Participate in a large Guiding event with girls in other Units (e.g. Cookie Day selling events)



IV.A. Engaging Girls in Selling Initiatives

- The Cookies Rising Badge Program and linking cookies as the foundation for other program areas is a way to engage Guides in the selling of Girl Guide cookies
- Engaging Guides helps us develop an understanding of the reasons why we sell cookies and how it benefits the girls and our organization as a whole.





IV.B. Engaging Girls in Selling Initiatives – Cookie All-Stars

- Cookie All-Stars is a National cookie selling rewards initiative, where girls have the opportunity to earn rewards for achieving exceptional cookies sales.
- Girls are recognized for achieving their own individual selling goals as well as with their units.
- How it works:
 - Cookie All Star Rewards are based on a girl's total cookie sales throughout each Guiding year, from the Fall Chocolatey Mint campaign through to the Spring Classic campaign.
 - Guiders keep track of the number of cases sold individually and as unit sales. The Unit Tracking feature of the National Cookie Ordering System is an excellent resource to use when tracking girls' cookie sales and payment collection
 - Rewards are delivered to the Guider responsible for Cookies following the completion of the spring campaign
 - Rewards include a special crest, movie voucher, Indigo and Future Shop Gift Cards or a credit for GM2016 (\$150 or \$300)