



COOKIES RISING BADGE PROGRAM

INTEGRATING COOKIE SELLING INTO GIRL GUIDES OF CANADA-GUIDES DU CANADA PROGRAMS



Girl Guides
of Canada
Guides
du Canada

Cookies Rising Badge Program

Introduction

Welcome to the Cookies 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 Guide cookies is the official fundraiser of Girl Guides of Canada. The money we raise from the sale of Girl Guide cookies is the essential fuel that makes Guiding go. Cookie sales are the main ingredient we use to build Guiding in Canada. Last year alone we sold over 4 million boxes of cookies so that girls and women can continue to enjoy great Guiding experiences.

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.

Don't forget to look closely at the program book – you may have achieved more than expected! Once you have completed the program work you can buy the badge online and present it to the Unit.



Cookies Rising Badge Program Outcomes

We've always known that selling cookies helps girls develop important life skills. We see them planning cookie sales, interacting with customers, representing Girl Guides of Canada, learning about Unit finances and all the other activities that come from participating in our two annual cookie campaigns. But how can you ensure you are providing an experience that prepares girl Members to meet the challenges of life? By planning activities that are based on a coordinated, progressive series of outcomes and experiences.

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.

The sample activities outlined for each branch in the following pages make it easy for Guiders to help girls gain valuable life skills through activities that are suited to every age and branch.

Cookies Rising Badge Program Outcomes:

<p>Financial</p> <ul style="list-style-type: none"> ○ Handling money ○ Budgeting cookie money ○ Goal setting ○ Customer base 	<p>GGC</p> <ul style="list-style-type: none"> ○ Being a good citizen ○ GGC Ambassador ○ Public relations ○ History of GGC cookies
<p>Business</p> <ul style="list-style-type: none"> ○ Initiative ○ Etiquette ○ Project planning ○ Explore career Options ○ Marketing 	<p>Social</p> <ul style="list-style-type: none"> ○ Creativity ○ Safety ○ Teamwork ○ Leadership ○ Conflict resolution

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 chocolatey 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.

Creativity: explore arts and crafts through cookie themes

- Make homemade play dough for or with your Unit. Here is an easy recipe:

PLAY DOUGH

Ingredients

1 L (4 cups) of flour
250 ml (1 cup) of salt
Food colouring
Water to moisten

Directions

1. Mix flour and salt together.
2. Add food colouring to water.
3. Add enough water to dry mixture to achieve the desired dough texture.

This dough will air-harden if desired. If you want reusable dough, add 30 ml (2 tbsp) cooking oil as you mix the dough.

- As you make your dough talk about Girl Guide cookies. What makes them yummy? How do you sell them? What do people say when you give them a cookie? Talk about some of the cookie selling or cookie events your Unit has had. Talk about what was fun and interesting about them.
- Give the Sparks some dough. Girls can either work on their own or in groups of two or three. Ask them to sculpt their own Girl Guide cookie. Once complete, let those who wish to, share their cookies with the Unit.
- Using your Units craft supplies, allow the girls to create their own unique cookie craft! It could be a cookie box mask, or even a cookie selling poster. Let their imagination run wild! Provide items such as Popsicle sticks, pipe cleaners, tissue paper, construction paper, etc. Give the girls an opportunity to share their craft with the Unit.

Handling money: introduce the concepts of money

- Set up a “pretend” bakery and practice making change. Put price tags on cookies that you are selling. If you have a large Unit, you could have a variety of cookie selling stores. Break the group up into shoppers and store owners. You can use pennies or cookie dough dollars (available on Member Zone under Cookie Selling Resources) to buy the products. Change roles so that every girl has an opportunity to play both roles.
- Another version of the above activity could be to ask the girls to buy all of the ingredients to make the cookies – flour, sugar, eggs, chocolate.

GGC Ambassador: introduce the idea of properly presenting yourself in your uniform while selling cookies

- As a Unit, spend a few minutes discussing the importance of looking clean and tidy. As a GGC representative, what should you be wearing as a uniform when selling cookies? Pair up the Sparks. Have one large piece of paper and crayons per pair. One Spark lies down and the other traces the shape of her body on to the paper. Then ask each pair to draw in a happy Spark face and clothing to complete the uniform they would wear when selling cookies!

Etiquette: understanding the importance of being polite while selling cookies

- Ask the Sparks about all of the people they sell cookies to – family, neighbours, people at stores. Ask the girls to describe the way they ask people if they would like to buy cookies. Talk about polite and impolite ways of selling cookies. Play the game “Simon Says” using the impolite and polite ways of selling cookies. For example, “Simon says...smile, Simon says...say thank you”, etc.

Safety: understanding the importance of staying safe when selling cookies

- As a group brainstorm a list of *Safety Do's and Don'ts*. Hang the list up in your Unit meeting space to remind the girls of how to stay safe when selling cookies. Before the meeting cut out enough handprints for each girl. Once you have completed the safety list, have the girls pledge their promise by coloring a paper handprint and sticking it around the sheet.



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 where as 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.

History of Girl Guide cookies: understand the history of Girl Guide cookies

- Read the story of Girl Guide cookies to your Unit. It is online at http://www.girlguides.ca/cookie_story. Then, ask girls to pick one part of the Girl Guide cookie history – e.g. Astronaut Roberta Bondar takes cookies to space; our cookies become nut-free; cookies are sent to soldiers, etc. Then, with the craft supplies, ask the girls to draw that part of the cookie history and put them together in a book etc. Plan a meeting where your Unit can visit a Spark Unit to share the book with them. If you can't visit, mail it to them along with pictures of all the Brownies.

Initiative: brainstorming different ways to sell Girl Guide cookies

- As a Unit, brainstorm unique and fun ways to sell cookies. Have the Brownies tell you all the fun things they do in the community – soccer, swimming lessons, art classes, choir, etc. Using these fun community activities, get the Brownies to think up a fun way that they can combine cookie selling with something they are already doing in the community. For example, they could sell cookies at the music recital. Make a list of these ideas and choose two cookie selling ideas your Unit can try.

Teamwork: introduce the idea of teamwork when selling cookies

- Equipment: Three newspapers and a large open space
- Objective: Using three pieces of newspaper (aka. cookies) to get the whole team from one side of the room to the other side without falling into the “Milky Lake” (a.k.a the floor). It is recommended not to use anymore than three or four people per team. Therefore break the Unit into smaller groups.
- Lay newspaper #1 down on the ground. Make sure every team member is standing on the newspaper #1.
- Next, set newspaper #2 on the ground and move the team from newspaper #1 to newspaper #2 without touching the milky lake. If a team member falls into the Milky Lake, the group will have to start again. Remember this is an activity that focuses on teambuilding and working together!
- Make sure the last person leaving newspaper #1 takes it with her. You will use this piece of newspaper again.
- Place newspaper #3 on the ground and move your team from newspaper #2 to newspaper #3 without touching the milky lake. Make sure the last person leaving newspaper #2 takes it with her. You will use this piece of newspaper again.

- Repeat the above steps until you get to the other end of the room.
- The main rule of the game is one person must always be on a cookie that touches the ground.

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.

GGC Ambassador: understand what it means to represent Girl Guides of Canada while selling cookies

- Have the girls bring in an object, picture or item that is part of one of their great Guiding moments. For example, they could bring in their camp hat, a picture from a community trip they took, a knot they learned to tie, etc. Allow the girls time to explain why this item is important to them. As a group, talk about why Brownies is important to them and how they can share their love of Brownies and Guiding with others.
- Another option would be to ask the girls to create a list of all the things they have done in Brownies to help the community. For example, picking up litter at the local park, collecting food for the food bank or visiting the senior's residence. Post up the list in your meeting spot to remind the girls of all the wonderful things they do in their Brownie meeting!

Etiquette: learning the polite language to use when selling cookies

- Using two large sheets of paper, write the words "polite" on one and "impolite" on the other. Tape each piece of paper to opposite sides of the room. On small pieces of paper jot down polite and impolite phrases and scenarios. Use words and situations familiar to them such as what happens at Brownie meetings, while selling Girl Guide cookies, at home or in the community. For example, one piece of paper could read *saying thank you to the customer* and another piece could read *walking across the grass*. Create at least one scenario or phrase for each girl in your Unit. One at a time, ask each girl to read one piece of paper. The group must work together to decide which side of the room it should be on. Then, the girl can tape it up on the 'polite' or 'impolite' sheet of paper. If you have a

large group of Brownies you could divide them into two groups and make it a race between them! Note: Please encourage the girls to say thank *you* to the people who may not buy cookies.

Creativity: explore arts and crafts through cookie themes

- Contact a local bakery that does cake or cookie decorating. If the bakery owner agrees, take the Brownies to the bakery to learn how to decorate using icing sugar on cookie shapes. They can let their imaginations fly as they create fun designs on the cookies or cakes.



Goal setting: learn goal setting techniques

- Create a chart for the Unit with each girl's cookie selling goals listed on it. Help the Guides to break down the goals into small chunks, like three or four boxes at a time. Keep this chart posted at the Unit meetings, and as girls sell their cookies, they can mark off how far they have come in their goals. Have the Guides brainstorm fun ways to encourage each other to achieve their goals. For example, maybe when a girl has reached the half way point, she gets to bring in her favourite song to share with the Unit during snack time. Come up with something that will motivate your Unit! Make sure to use these ideas to celebrate the progress the Unit is making at each meeting.

Being a good citizen: respecting your neighbours and the community while selling cookies

- Citizenship begins at home and in the community. And cookie selling takes Guides out into the community, where they can demonstrate what good neighbours they are. So, with the Unit, talk about what they can do to show respect for their neighbours and community when they are out selling Girl Guide cookies. Ask the girls to brainstorm together a list of 10 things that you think make being a good neighbour such as not cutting across someone's grass or garden, following road and safety rules when out selling, asking permission from a local business before selling in front of their store, or teaming up with a local organization like a senior's centre or youth centre and asking people to purchase cookies for them if they don't want any themselves. Then, create skits that

illustrate these good habits and put on these skirts for the other patrols – or even for Brownies and Sparks!

Initiative: brainstorm new and different ways to sell cookies by assessing the resources available in your community

- Post two large sheets of paper on the wall. Ask the girls to brainstorm a list of all the places in your community where they could go to sell cookies and write them on the first sheet of paper.
- Then, brainstorm a list of the interests, hobbies and things the girls like to do in the community and write them on the second sheet of paper.
- Now, carefully cut each place in the community off the first list, fold each one individually and put it in a bag. Then do the same thing with the interests, hobbies and activities and place in another bag. Shake the bags.
- Next, divide the Unit into patrols or small groups. One girl from each group will come up and choose a piece of paper out of the first bag (community places) and a piece of paper out of the second bag (interests and activities).
- Each group should then come up with a plan for how to run a cookie selling event combining the place and activity they picked from the bags. For example, if your group pulled out “Town park” and “Basketball” you might plan a three-on-three basketball tournament where kids in the community could form teams of three and pay a registration fee (say \$5.00-\$10.00 – enough to cover the cost of the box of cookies and any costs you might have such as booking the basketball court and buying prizes) to play. The team gets a box of cookies when they register and the chance to play basketball and win a prize.

Safety: understand safety issues that can arise while selling cookies

- Here’s something the Unit can do that is a fun way of practicing safe cookie selling.
- How to make your game:
 - First, brainstorm a list of all the safe things you should do when selling cookies such as always sell with an adult, carry money in a cookie dough envelop or special “cookies only” wallet.
 - Then make a list of all the unsafe things girls should never do when selling cookies such as criss-crossing the road from house to house or going into someone’s house.
 - Talk about what makes these safe or unsafe.
 - Give the girls lots of sheets of paper in different colours. Have them write the safe and unsafe things – one on each piece of paper. Write on the bottom of the safe things, move ahead two squares. Write on the bottom of the

unsafe things, move back two squares. Have some blank pieces. You could even write up some silly pieces like hop on one leg for one minute.

- Now, the floor of your meeting space becomes your game board! Choose a starting point and an end point. Randomly arrange all the pieces of paper. These become your game squares.
- If you want you could make big dice (look for instructions online at places like <http://www.dltk-kids.com/Crafts/mardigras/mdice.html>), or you could just use regular ones.
- How you play the game:
 - In this game, Guides don't have a game piece – they are the game pieces!
 - First they have to figure out who's going to go first. That person rolls and moves ahead that many spaces (or pieces of paper!).
 - If there is something on the paper, she reads it out and does what it tells her (moves back or forward or jumps up and down!). Then the next person gets to go.
 - The first person to the finish is the winner!

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 \$4.00 and most people have \$5, \$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 \$48. If girls are going to sell two cases, they need to have \$96 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!) charts 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.

Marketing: find creative ways to get more people to buy more Girl Guide cookies

- Have you ever watched or heard of the TV show "The Apprentice"? In it, teams compete to create the best business plan. Plan an "Apprentice" type activity to inspire the Guides to create unusual cookie selling events. Patrols will develop a marketing plan (i.e. what you want to achieve and how you will achieve it), present it to the Unit, and each plan will be voted on! The winning plan can be used by the Unit for this campaign!
- Each patrol can create a marketing plan by answering these questions:
 - What is your product?
 - What makes it a great product?
 - Why would someone want to buy it?
 - Are there any negative points about the product?
 - How does your product compare to other similar products?
 - What are your short-term goals? (How many cases do you want to sell?)
 - What are your long-term goals? (What will you be doing with the cookie money raised from this campaign?)
 - Who is your customer?
 - Why would your customer want your product?
 - What is your organization?
 - What are your Unit's strengths?
 - What are your Unit's weaknesses?
 - What specific opportunities do you have for reaching your customer?
 - What could get in the way of you reaching your customer?
 - What can you do to get your product to your customer?

- What resources or supplies do you need to be able to sell to your customer?
- What people can help you?
- How will you advertise your product?

- Once each patrol has completed their marketing plan, have each patrol choose someone to speak for the patrol and present the plan to the entire Unit. The other patrols and the Guiders can ask questions about the plan to assess which one would be most appropriate for the Unit. A fun idea might be to invite parents to come to this meeting so they can see the different marketing plans and vote with the girls on the winner!
- During the next meeting, have all the patrols work together to start working on the plan to develop the sales activities for the Unit.

Leadership: take responsibility for personal cookie sales

- Here's where you can encourage each girl to shine as a salesperson! Work with the girls and encourage them to talk with their family to help them set a goal for this cookie campaign. Help each Guide to figure out what resources she will need in order to follow up on that goal. The key here is that this isn't a cookie box or dollar amount goal. This is a self-improvement goal! What skills does she you want to focus on? Does she want to be a better public speaker? Does she want to be better organized? Does she want to manage her time better? Does she want to have more customer service skills? Help her to focus on this one goal and lay out a plan that will help her work on this goal over this cookie campaign and know when she has successfully achieved this goal.

Budgeting cookie money: learn ways to budget cookie money

- Have the girls look at the specific dollars and cents received from the cookie sales. Using their target goal (how many cases for the unit), ask the girls to calculate how much income the Unit will receive from cookie sales. From that income, budget one dollar from each case to go towards your community service or the Canadian World Friendship Fund. Then girls can make a chart that they can post on the wall of the meeting place so everyone can track their sales, income and donations.

Public relations: connect with local media to enhance cookie sales

- Contact your local tv station, radio station or newspaper to see if the Unit can visit them in order to learn all about being a reporter and go on a tour of their offices and newsrooms. Girls can take all that they have learned and use it at your Unit cookie selling event by having their own news team. Have someone who will film or

tape and someone who will interview. Girls should have interview questions prepared in advance. They can interview customers, cookie sellers, parents and anyone else they think would like to participate.

If you don't have any local media that could help out, talk to your local high school or community college to see if there are media students who would like to help the Guides to "report" on their cookie selling event.

Project planning: take the lead in Unit cookie sales

- Have the 3rd year Guides lead the discussion of what the Unit has to do in order to sell cookies. They should come up with a list of all the jobs and tasks necessary for the Unit to sell cookies such as placing the order, picking up cookies or delivering to the girls. Have the girls make a chart showing what the task is and who is going to do each task and by when. Make sure they add a column where they can check off when a task is complete. Girls should include the Guides and parents in their chart, highlighting what it is that adults need to do as well as what girls need to do to make the cookie campaign a success. Post this chart up in the meeting space so that everyone can be reminded of their tasks and when they need to be completed.

Teamwork: understand the importance of working together

- Before the meeting you need to prepare the alphabet – one letter on one piece of paper. If you know someone with little kids, they might have alphabet mats you could use instead. You will also need to get a stop watch.
- At the meeting, take a piece of rope, tape or even use markings on the floor to create a large circle in the middle of your meeting space. Place the 26 letters of the alphabet randomly inside the circle. Don't have them in order!
- Gather all the Guides around the circle. Here is where they work together as a team. Their goal as a team is to touch each letter of the alphabet in order as fast as they can. But, there are two restrictions. One, only one person **at a time** (or their hand, arm, foot, leg...) can be inside the circle. Two, everyone needs to participate.
- Give them these directions and give them a little time to talk about what they are going to do. What strategies can they use to ensure that they complete the task and meet the restrictions?
- Once they are ready, time them on their first attempt. Tell them what their time is and ask them to set a goal as a group. What time would they like to be able to complete this task in and how many times do they think it will take them to get to this time? Give them time to discuss their plan and set their goal. After each attempt, tell

them what their time is and give them some time to discuss their strategy.

- Once they have reached their goal, debrief the experience. Some things you can ask are:
 - What did it feel like to work in a team?
 - How did you organize yourself to set your goal?
 - Did you all work evenly together or did some people take a leading role?
 - How did you feel about people taking a leading role?
 - Did you disagree with any of the decisions of the group?
 - How did you express that disagreement?
 - How do you think this game is like our Unit cookie sales?
 - How do you think this game is unlike our Unit cookie sales?



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.
- 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 events (where the Unit pays a bit and the participants pay 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.

Being a good citizen: use cookies as a way to connect with your community

- Selling cookies is a great opportunity for you to get out in the community and meet people. But what if cookies could do more? Talk to someone at your local seniors' centre, military base or other community service organization to see if you can partner with them. Then when you are selling cookies, ask people if they would also like to buy a box of cookies for the people at the seniors' centre or soldiers serving overseas (or other community service organization). Keep track of how many of these boxes you sell, since you won't actually be giving those boxes to the customers. Instead, you will take those boxes to the organization you are supporting. You could plan a tea party and serve cookies and tea as you donate the boxes to the seniors, soldiers or other community members.

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.

Leadership: understand shared leadership and all of the roles necessary for a successful cookie campaign

- With the other Pathfinders in your Unit, brainstorm a list of all the jobs, duties and responsibilities involved in the cookie selling process for the Unit. This includes the cookies that Pathfinders sell individually and together as a Unit. Once you have decided on all the roles, write these on a piece of chart paper and post it in your meeting place. With your Unit and your Guiders, decide who will be responsible for each aspect of the cookie sales. Everyone in the Unit should take on at least one item. After your cookie campaign, talk about the roles and what people liked or didn't like about the role they had. What would you do differently for the next campaign?

Customer base: assess and identify your customer base

- Before you begin selling your Girl Guide cookies, you have to identify who your customers are. This might seem like a silly thing to do, but if you can be specific about who you are selling to, you can avoid a lot of extra work trying to sell cookies to people who don't want to buy them.
- Have a group discussion with Pathfinders to talk about the questions below. Have someone taking notes so you can remember all your points afterwards.
 - Who have you sold cookies to in the past?
 - Why have they bought the cookies?
 - Of those people, who have stopped buying cookies from you in recent years?
 - Why would they do that?
 - What do the people you all sell to have in common?
 - How are they different?
- Now, using all this information, can you get a picture in mind as to who your customers are? Create a list of 10 new locations in your community where you can sell cookies to your customers. Choose one of these locations and sell cookies there.

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!

Exploring career options: explore careers that affect cookie sales and production

- The creation of cookies, like our Girl Guide cookies, takes a lot of people doing all sorts of jobs. Brainstorm all the different jobs involved – think of everything from the farmers who grow the ingredients to the accountants who help determine price and the marketing people who advertise the product and everyone else who is involved along the way from raw food product to your dessert plate.
- Think about the resources in your community and choose two different people you could go to or who could come talk to your Unit about their

careers – responsibilities, education or training, benefits and other things that you have questions about.

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.

Business Etiquette: understand the appropriate language, appearance, behaviour, etc. for successful business dealings

- Contact your local Better Business Bureau, Women's Business Association or Chamber of Commerce to see if they can connect you with a woman entrepreneur in your area.
- Contact her and ask if you can visit her in her workplace to find out what it takes to be an entrepreneur. Make sure to come up with good questions in advance of your visit so that you can learn all about how to be successful in business.
- After your visit, discuss what you learned and how you can apply this to your Unit's cookie sales.

Importance of cookie sales: understand where cookie money goes and how it supports GGC

Invite a Girl Guide cookie adviser or other adult cookie volunteer to come to your Unit to talk about cookies, cookie money and the way Girl Guide cookies make our organization run. You can find a hand out that will help you plan having a guest speaker in your Unit on the Ranger page on the Girl Guides website at:

http://www.girlguides.ca/the_place_for_rangers#info_sheet

Project Planning: take the lead in Unit cookie sales

Work with your Guider to keep track of the cookies that come into your Unit, how many each girl is taking and where you are selling. Here are some suggestions of things you can do.

- Collect the girl order forms on the night they are due. Send an email reminder a couple of days before so everyone remembers!
- Work with your Guider to transfer the information from the girl order forms to the Unit tracking form.
- Work with your Guider to enter the information from the Unit tracking form to the cookie order website.
- Once the cookies arrive, distribute the cookies to the girls and their parents – making sure to get a parent signature confirming they took the cookies. Your Guider probably has a form you can use.
- If your Unit is going out into the community to sell cookies, fill in the Activity Plan (SG.1) and email out to all the girls, or bring them in to your meeting to hand out before the cookie event.
- Work with your Guider on any set up or take down requirements for your community cookie sales events (tables and chairs, posters, cookie cases, etc.)

Teamwork: understand the importance of working together

Gather your Unit on one side of your meeting space. Put a rope or tape a line on the floor in front of them. Explain you are going to play a game that will ask them to think about teamwork, the Unit, Girl Guides, cookie selling and their own strengths and goals.

Read out the statements from the list below one by one. If they agree with the statement, they cross the line. If they sort of agree with the statement, they can stand on the line. If they disagree, they can stay where they are. They shouldn't worry about the movements of the other girls, just move (or not) depending on how they feel. Here are some statements:

- I feel that our Unit is a safe space.
- I feel that I get to learn new skills in our Unit.
- I feel that being on a team is an important part of Guiding.
- I know what my role is in our Unit.
- I feel that my Unit is an important part of the bigger picture of Guiding.
- I feel selling cookies is important for Girl Guides of Canada.
- I feel selling cookies is important for my Unit.
- I think that selling cookies is hard.
- I do not feel safe selling cookies.
- I think that I learn new skills when I sell cookies.

When you have asked all the questions, debrief the activity by asking everyone what they noticed about the activity.