

# Cookie Rally Curriculum 2017



## Suggestions on Breakout Sessions:

1. Direct Sales
2. Goal Setting
3. Good Manners
4. Dollar Divas
5. Safety
6. Promise and Law
7. Know Your Cookie
8. Cookie Booth Bling
9. Recognitions
10. Pep Rally

be unique.  
be you.

Cookie Rallies on the Service Unit level should be held during the month of December and January. Cookie Rallies should concentrate on educating the Girl Scout about all aspects of the cookie sale (listed above.)

This year is the perfect year to hold a Cookie Rally in your Service Unit since it's the **100<sup>th</sup> anniversary of Girl Scouts selling cookies!** There are numerous ideas at [www.abcsmartcookies.com](http://www.abcsmartcookies.com) but here are some suggestions that other Service Units have done in the past:

## Suggested ways to hold a cookie rally:

1. The Cookie Rallies could be held on a Saturday. Girls would do 5 rotations in the morning, break for lunch and complete the other 5 after lunch.
2. A shortened evening Cookie Rally could have a goal of completing the first 5: Direct Sales, Goal Setting, Good Manners, Dollar Divas, and Safety. Cookie Rallies also should share information about the new cookie and cookie incentives.
3. Pep Rally for Cookies. Plan some fun carnival games, cookie tasting and a training on the direct sale, safety and how to be a super seller by setting goals.

## Suggested way for Service Units to recoup expenses for the cookie rally:

Service Units may charge \$1.50 or \$2 per girl or per person.  
Cookie Rally patches are available at a cost of 50 cents each.

*An "Intent to Participate" form to order patches and cookies for the event should be completed and sent to Carolyn McNerney at [cmcnerney@gswrc.org](mailto:cmcnerney@gswrc.org) at least 2-3 weeks PRIOR to your cookie rally in order to have the cookies you need for your event. Please note that the council offices will be closed between December 24<sup>th</sup> - January 2<sup>nd</sup>.*

## **GAMES:**

If you add in Carnival Games to the program, you can search the web for companies that allow you to rent or borrow games for your specific area. For the Lexington area, games can be borrowed from Kremer's in Lexington ([www.kremerwholesale.com](http://www.kremerwholesale.com).) Make sure you use the Girl Scout Tax Exempt number which is D4526.

You can also make your own games or have troops create their own game. There are plenty of suggestions you can find on Pinterest or just by searching the web.

## **Sample Agenda:**

### **Check in for Cookie Rally**

1. Troop Leaders check in for the cookie rally. The event planners have already divided the group into 10 or 5 smaller groups. Troops receive a group assignment name tag or sticker.
2. Troop Leaders receive a bag for carrying things during the event, patches and schedule.

### **Direct troops to an area to wait for the event to start**

- Volunteer Cadette – Ambassador Troops lead Girl Scout songs while girls are waiting.  
Or
- Plan your carnival games for the first hour that the troops are there.

Borrow some Cookie Costumes for your volunteers to wear.

Small group workshops should be at least 20 minutes long. Allow a couple of minutes for groups to switch.

Serve Girl Scout cookies for a dessert during lunch or have cookie sampling in the workshop – Know Your Cookie.



## SUGGESTIONS ON TOPICS/SESSIONS:

### 1. Direct Sales

Educating the girls about our sale module and DIRECT SALES:

#### Consider the Benefits

Direct cookie sales, where the consumer receives their cookies immediately upon undertaking a transaction with a Girl Scout, can have a huge positive impact on your cookie sale's success.

#### Direct sales offer advantages for both customers and Girl Scouts.

##### For Girl Scouts:

- Saves time by eliminating order taking and delivery visits to customers
- Effort can be spent finding new prospects and increasing sales rather than taking orders for cookies
- Groups have a greater incentive to hold Booth Sales, which tend to be more productive than door-to-door order taking.
- Older girls have more freedom to develop and implement innovative sales and marketing plans.
- Families don't have to support order taking visit – only the delivery visit.
- Consumers are more likely to make repeat purchases during the council's sales period because they receive their cookies immediately
- Impulse purchases rise

##### For Customers:

- Customers can enjoy their cookies immediately
- Customers have an opportunity to buy additional cookies during the sale
- Customers that don't know a Girl Scout have more chances to buy Girl Scout Cookies
- The Booth Locator makes it easy to find booth sales in the area during cookie time

Find your list of last year's customers and tell them you will have cookies a whole month earlier than usual. Say that you hope that they will continue to purchase their Girl Scout Cookies from you. Contact **new** friends and neighbors and ask them to support Girl Scouts by buying Girl Scout Cookies. Tell them the dates of the sale. Re-contact your early customers to see if they want to re-order.



One way to boost your sales is to do a direct sale to a targeted neighborhood. After the cookies arrive stack them up in a wagon or mini van and go door to door asking potential customers if they have purchased Girl Scout cookies yet.

Set up this activity near a door, - or have a fake door. Girls practice what to say to customers. Remember they aren't taking orders they are selling the product. Girls choose a buddy and knock on the door and deal with whatever is on the other side.



The volunteer behind the door has costumes, wigs, dolls, etc to use as props. Volunteers can choose different scenarios –

- Mother with screaming baby
- Older person who can't hear
- A rude neighbor
- The person full of questions
- Woman in curlers
- Don't forget a polite costumer who buys cookies, too!

Cookie booths are also a type of direct sale. What are the council's guidelines for direct sales?

Some great sites to consider are malls, grocery stores, sporting events and even college campuses. The council has a list of pre-approved sites for cookie booths.

Some booths are council sponsored and can be requested in SNAP. Most booths are arranged by the Service Unit Cookie Manager.

## 2. Goal Setting and Marketing

- Daisy – Making Choices, Step 2*
- Daisy – Talk It Up, Step 1 and 2*
- Daisy – Count It Up, Step 3*
- Brownie – Give Back, Step 2*
- Junior – Cookie CEO, Step 1*



Develop a plan for what to do with cookie profits. Cookies are \$4.00 a box.

Brainstorm ideas about trips to take, events to attend, camp to attend and decide how much money that the troop will need to make.

Figure out how many boxes the troop needs to sell.

How will cookie sale help you reach goal. Use goal posters that are updated after each group. Include council goal and how each troop will help achieve goal also how cookie crumbles.

Create a troop goal and an individual girl goal online at [www.abcsmartcookies.com](http://www.abcsmartcookies.com) then CoCo.

Troops can make a poster and display each of the girl's goals and potential awards.

## 3. Good Manners

- Daisy – Talk It Up, Step 3*
- Brownie – Meet My Customers, Steps 1, 2, 4, 5*
- Junior – Cookie CEO, Step 4*
- Junior – Customer Insights, Step 1*



Always be polite with the customer.

Make cards with typical responses from the public that the Girl Scout cookie seller will encounter. Girls pick a card and respond.

Selling cookies requires skills in areas such as customer service, public speaking, and perseverance. Role-playing different scenarios that might occur during the sale. You might want to include the customer who is cranky, obnoxious, or very inquisitive. Remember to say thank you.

Role Play scenarios:

1. Sweetie I remember when I sold cookies for 50 cents a box.
2. Do you have a sugar free cookie?
3. What's your favorite cookie and why?
4. What is your troop going to do with the money?
5. The Kentuckiana Council sells their cookies for \$3.00 – why?
6. I already bought cookies from another Girl Scout.
7. Cookies are fattening and I am on a diet
8. Why don't you go door to door anymore?
9. When is the last day of the cookie sale?
10. What if the customer is too much in a hurry to buy cookies.
11. What do you say to customers that pass buy your cookie booth?
12. A customer is having a hard time deciding on the different types of cookies to buy.
13. I am so tired of always being asked to buy things.

The Girl Scout Promise and Law are shared by every member of Girl Scouting. The Girl Scout Promise is our commitment to try to live by the values in the Girl Scout Law, while the Girl Scout Law outlines a way to act towards one another and the world. Together they form an ethical code to live by. Many successful women consider their participation in the Girl Scout cookie program activity one of the most valuable learning experiences of their Girl Scouting years – no matter what career path they follow.

Practice writing thank you notes – have note cards for troops.

(Practice thank you notes to customers. Take home info with ABC website to access more examples)

Send thank you notes to major supporters or helpers of your cookie campaign and share with them one project that came about as a result of the cookie sales

**Good Manners**-decide how you and your friends can practice good manners. Write thank-you notes to cookie customers.

Practice thank you notes to customers. Take home info with ABC website to access more examples.

Some communication that might boost your sales.

If you can't eat them – treat them! (Customers may donate their cookie purchases to Operation Cookie Drop. The cookies will be sent to a military base in Kentucky.)

Girl Scout Cookies – the perfect Valentine present! (This year we will have them on Valentines Day – February 14 is on a Friday.)

## 4. Dollar Divas

*Daisy – Money Counts, Step 1, 2, 3*  
*Brownie – Meet My Customers, Step 3*



Look at the different types of money. \$20, \$10, \$5, and \$1.

How many pennies, nickels, dimes and quarter make up one dollar?

Did you know that there are 294 ways to make change for a dollar?

With a friend figure out a least 10 different ways of making change for a dollar.

Practice buying and selling cookies and making change.

Set up a pretend Cookie Booth and practice making change with different bills. Practice giving change to customers.

Learn how to fill out deposit tickets. Find out where the money goes.

U.S. Treasury web site – interactive games. <http://www.bep.treas.gov/kids/start.html>

List a variety of part-time or summer jobs available to you. Compare the actual take-home pay from at least three different types of jobs. Also compare career growth from each job for increased earnings in the future. For example, a part-time job as a sales clerk in a department store now will help you later to be a manager, a buyer, or display artist.

## 5. Safety

Every parent and guardian knows that the world can be a scary place. The good news for Girl Scout families is that safety has been a priority for the Girl Scout organization since it was founded in 1912. By following safety basics, parents and volunteers can ensure that the cookie experience for girls, but also a safe one.



Designate one side of the room / area to be the "truth" side and the other side of the room / area the "false" side. When girls agree that the statement is true – they stand on the true side. If girls believe the statement is false they stand on the false side.

- (T) Parent / Guardian permission to participate in the cookie sale activity is essential.
- (F) Girl Scouts should sell cookies alone.
- (T) Girls should always wear a membership pin/ or Girl Scout clothing to identify you as a Girl Scout.
- (F) Brownie and Junior Girl Scouts can sell in familiar areas using the buddy system.  
(False because an adult must accompany girls)

- (T) Daylight hours are best for selling cookies and selling cookies after dark in the neighborhood is risky.
- (T) Girl should be able to tell customers all about each cookie variety.
- (F) Customers buy more cookies if girls do not wear a Girl Scout uniform/t-shirt.
- (F) When girls know the person in the neighborhood, girls can enter that person's home alone.
- (T) Approaching cars to sell cookies is dangerous.
- (T) Always say thank you, even if the people you ask didn't buy your Girl Scout cookies.
- (F) Girls should carry large sums of money to make change.
- (T) Girls should be prepared to give a designated adult name and phone number if asked and never give their own phone numbers, addresses or last names to customers.
- (F) Girls may sell Girl Scout Cookies by themselves at a booth outside of a grocery store.
- (T) Save your order card – next year review it and make sure to contact all the people who ordered cookies from you this year.
- (T) Girls can use email to promote the cookie sale to family and friends.

## **6. Promise and Law – Customer Service Guidelines**

*Junior – Cookie CEO, Step 4*

*Junior – Customer Insights, Step 4, 5*

1. Review the Girl Scout Promise and Law. How can the Promise and Law guide your actions during the program activity? Many businesses, from stores to fast food restaurants to hospitals, create customer service guidelines for their employees to follow. Why is this important? What are some of the business practices you expect as a customer? What happens if you feel ethical practices are not being followed?

2. Situations to Discuss or Role Play. Based on your understanding of the Girl Scout Promise and Law and the program activity guidelines, discuss the following scenarios and how you might address them.

- You are visiting your aunt in another part of the city. Should you sell cookies in her neighborhood? Why or why not?
- A customer asks: Are the cookies fattening?
- You are at the mall and don't have any personal money on you, but you do have Girl Scout cookie money. Can you "borrow" the cookie money to buy a CD?
- What do you do if there is a disagreement about whether to use part of the cookie money for a service project?
- Someone suggests that you can ask for more money for each box of cookies.
- Your parents say "We'll sell cookies at work for you – you don't have to do anything."
- You discover that you have given a customer the wrong change as she/he is walking away.
- A customer asks: Can I donate to your group without purchasing cookies?

## Meeting People

- Practice introducing yourself to others. Include a smile, handshake, and a friendly greeting. Say something like "Hi my name is...."
- Practice introducing other people. You say "Ms. Lewis, I'd like you to meet Alexis Smith. Alexis, this is Ms. Lewis."
- Practice introducing a new in your troop, or a friend to a parent.

Public relations professionals must be able to relate to a wide range of people. Imagine being a spokesperson for your favorite cause. What would you say to your audience to get their support for your cause? Choose two of the following people or groups and role play your pitches with friends: a community association, your peers, a potential funder, or someone who opposes what you stand for. Ask one or two of your friends to observe the role-play and critique your presentation. Try the role-plays again, this time incorporating the suggestions of your friends on how to improve your sales pitch.

## 7. Know Your Cookie

Girls must be familiar with the product that they sell. Girl Scout Cookies are one of the most recognized brands in the United States.



Show the girls the box of cookies and talk about the packaging.

1. What message is on the box of cookies? (Girls earn badges and the Gold Award is the highest Award in Girl Scouting.)
2. The Goals of the Girl Scout Cookie Program – learning 5 skills that girls have throughout their lives.
  - a. Goal Setting
  - b. Decision Making
  - c. Money Management
  - d. People Skills
  - e. Business Ethics

What is the "new" cookie for this year? S'MORES How does that relate to the Girl Scout camping tradition?

Plan a "Cookie Walk". What you need: DVD player, numbers for floor, the same numbers on small pieces of paper, bowl, cookies.

Print large numbers 1 – how big your group is and tape the numbers to the floor in a circle. The numbers are placed on small paper or cards and drawn randomly after the music stops. Call out the number on the card. The girl standing on the number answers a cookie question. If correct she receives the cookie as a treat.

How well do you know your cookie?

Cookie with a layer of fudge on bottom

(Thanks –A-Lot)



Buttery	(Shortbread)
Toasted Coconut	(Caramel Delights)
#1 selling cookie	(Thin Mints)
Spoonful of peanut butter	(Peanut Butter Patties)
Chocolate, Marshmallow and graham cracker	(S'Mores)
Tangy Lemon icing	(Lemonades)
Cookie that says "Merci"	(Thanks-A-Lot)
Only sandwich cookie	(Peanut Butter Sandwich)
Burst of Peppermint	(Thin Mints)
Caramel and fudge	(Caramel Delights)
Campfire tradition cookie	(S'Mores)
Cookie that is Trans Fat Free	(All cookies)
Cookie smothered with chocolate coating.	(Peanut Butter Patties)
Cookies with Caramel	(Caramel Delights)

**Cookie Talk-** practice what you would say to a customer and what would you say about the cookies?

Do you know what they taste like and how much they cost?

Be able to tell the customer what your troop or group plans to do with the money earned and some other special things Girl Scouts do.

## 8. Cookie Booth Bling

This workshop could be led by an Interior decorator or artistic person.

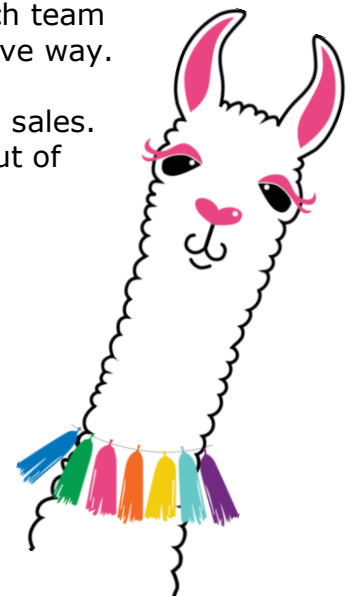
What does a great cookie booth look like?

Divide group into two or three teams. Give them a set time and tell them to decorate a cookie booth, using cookie materials and anything else they would like. At the end of the session, acknowledge each team with an award for their effort – each team should be recognized in a positive way.

Brainstorm with girls and keep a running chart of great locations for booth sales. Share alternative sales ideas as well such as Red Wagon sales or selling out of Mom's Mini Van.

Materials:

- ABC Cookie materials, posters, order cards.
- Different colors of plastic table cloths
- Blank poster board
- Magic Markers
- Making Tape
- Pictures of Girl Scouts (use old GS Calendars)
- Crepe Paper Streamers
- Cookie Boxes
- Plates



### **Boosting booth sales**

What a good booth looks like. Set up display of booth—you can play memory game with items essential for a booth sale. You can also brainstorm with girls and keep a running chart of great locations for booth sales. Share alternative sales ideas as well.

## 9. Recognitions

Display all cookie recognitions. Your SU Cookie Manager would have received some samples at council training. Colored pictures of recognitions can also be found on the website at [www.gskentucky.org](http://www.gskentucky.org).

Explain and show Cookie Dollars.

Explain and describe the Troop Cookie average recognitions.



This game could be an interactive booth with recognition display. Girls can set goals depending upon which recognition they want to earn.

What is a Cookie Dollar?

The Cookie Dollars is a reward that may be requested by the cookie seller.

A sheet of 10 \$1.00 Cookie Dollars is printed on a brightly colored piece of paper. The dollars may be separated to pay for items and used just like cash in the WRC Girl Scout Council shops or Resident Camp Trading Post.

Cookie Dollars may be used to pay for any event in the TAP Calendar, Resident Camp, Day Camp, Membership Registration or GSUSA destination.

## 10. Pep Rally

There are several great videos that can be downloaded from You Tube.

The Council goal is **1,122,300 packages!**

Why are Girl Scout cookies so popular? What are the top selling Girl Scout cookies in Kentucky's Wilderness Road Council?

1. Mint
2. Caramel Delight
3. Peanut Butter Pattie

Pep Rally of cookie cheers and songs.

<http://www.youtube.com/watch?v=xGvCrb0Mc2I> (3.40 minutes long)

<http://www.youtube.com/watch?v=5dRjQDCdE5c> (14 seconds long)

<http://www.youtube.com/watch?v=iu3y-VjmvR8>

(GSUSA video 5.11 minutes long)