

## Introduction

This guide is designed to help you host a 2-hour Cookie Academy event for Girl Scouts who are new to selling cookies. Throughout the event, girls will be introduced to different components of Girl Scouting and the importance the cookie program plays in helping girls achieve their Girl Scout goals.

The event is presented as a day in the Cookie Academy, with the girls going to different classes and doing cookie-related activities. The sessions tie in marketing elements of the 2012 cookie program theme of *What Can A Cookie Do? More Than You Can See.*

This event can also be used as a Bring-A-Friend for Daisies or Brownies, or as a recruitment event.

**WHAT  
CAN A  
COOKIE  
DO**



## Welcome/Homeroom (20 minutes)

### Supplies

- Giant Pearl sheets—one for each girl (photocopy template in this guide)
- Coloring materials—crayons, markers, color pencils
- Safety scissors—a few for girls to share (optional)
- Faux pearl bracelet or necklace for each girl (optional)

As the girls come in, give them a Giant Pearl sheet to decorate using the coloring materials. (You may want to cut out pearls prior to the girls arriving.) Invite each girl to write her name on her pearl and to think about what makes her special. Girls can write her thoughts or draw pictures on her pearl.

When all of the girls arrive, read the “Daisy’s Pearls” story (copy in this guide) about Juliette Low’s selling of her pearls to help keep Girl Scouts going. Following the story, tell the girls that Juliette invested in girls just like them and have the girls take turns showing the others their pearls, and sharing about themselves. If you have the space, after each girl shares give her a piece of tape to post her pearl on the wall to make one giant pearl necklace. Once the necklace is complete, you can give each girl a faux pearl bracelet (or necklace) to take home to remember Juliette’s investment in girls.

After everyone shares their beautiful and unique pearls, ask the girls:

- What does being a Girl Scout mean? What activities do Girl Scouts do?  
What are things that pop into your head when you think of Girl Scouts?

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It is likely that “cookies” will be one of the things that is said throughout the discussion. If not, wrap up the discussion by saying, “Another important part of Girl Scouts is cookies! Selling Girl Scout Cookies helps troops earn money to pay for supplies and activities.” Follow up by asking:

How many of you have seen Girl Scouts selling cookies in your communities? How many of you have tasted a Girl Scout cookie? What kinds of cookies have you tried?

Tell the girls that today they are going to learn more about cookies!

### **Jumping Jills/Gym Class (10 minutes)**

#### **Supplies**

- Small pieces of paper—one piece for each girl
- Pens or pencils—one for each girl

Ask the girls if they think eating cookies for every meal every day is a good idea. Would that be healthy? Do they think exercising is important? What are some ideas for ways that they can exercise? Have 2 or 3 girls demonstrate some of their ideas – running in place, doing sit-ups.

Now tell them that they are going to get in some of that important exercise!

- Give each girl a small piece of paper and something to write with.
- Have them stand up and spread out.
- Ask girls to see how many Jumping Jills (jumping jacks) they can do in 20 seconds. They should count silently while you time them.
- At the end of 20 seconds, ask the girls to write down on the piece of paper how many Jumping Jills they did.
- Have everyone go around and share their numbers.
- Challenge the girls by asking them to cross out the number they have and increase it by at least two. Do the girls think they can reach this goal of more Jumping Jills in the same amount of time?
- Have them get up and try to reach their goal.
- Have them share whether or not they were able to meet their goal. Did having a goal to aim for help them do more Jumping Jills? How did achieving the goal make them feel?

Tell them that troops use fun activities, such as going to the aquarium, as a goal to help them sell cookies. They can also earn prizes! How many cookies do they want to sell?

## **Goal-Sharing T-Shirt Design/Art Class (25 minutes)**

### **Supplies**

- T-shirt Design Planner sheets—one for each girl (photocopy template in this guide) (optional—ask girls to bring shirts to decorate or provide shirts for the girls to customize)
- Coloring materials—crayons, markers, color pencils

Explain to the girls that now that the Gym Class showed them how setting a goal can help them sell more cookies, they need to figure out what to do with the money they earn from their sale.

Take a few minutes to brainstorm with the girls ideas for what they want to do with their cookie money. Ask the girls to think about the different kinds of things they can do through Girl Scouting—maybe there’s a certain council event they’ve heard about, a local hospital that needs games for kids, or do they want to save up to visit a special Girl Scout place such as the Juliette Low House and Museum in Savannah, Georgia? Ask the girls to keep two questions in mind:

- What can we do with our cookie money to help others?
- What can we do with our cookie money for fun and learning?
- Once they come up with some different ideas of fun activities and service projects they could use their cookie money to support, ask the girls:
  - Do you think your customers might want to know what you’re going to do with the money you earn?

Explain to the girls that T-shirts are a great tool for sharing the message about their goals to potential customers and give each girl a T-Shirt Design Planner sheet and let them use the coloring materials to show customers exactly “What A Cookie Can Do” by making their own special shirts promoting what they’ll do with their cookie earnings.

When they get home, they can use the design sheet to make their real shirt. Encourage girls to wear their shirts often to build support for their project and motivate generous customers to purchase cookies to help earn the proceeds needed to do MORE for the community.

(If the group of girls is a troop or will likely form a troop, it may be a good idea to have the girls pick one of the goals and all decorate their shirts based on that one idea to show that they are going to work together to reach a common goal.)

(If there are actual T-shirts involved in the session, you can have the girls color directly on the shirt, or practice on the T-shirt Design Sheet first and then transfer their idea to the real shirt. Provide fabric markers, fabric crayons and/ or other embellishments for girls to design their real T-shirts.)



## Snack/Lunch Period (25 minutes)

### Supplies

- Pre-prepared food—sandwiches, cut up pieces of fruit, juice and a cookie for dessert. Be aware of food allergies in your troop.
- Giraffe-print placemats (optional)

Have the girls sit at tables for their lunch period. Serve them the finger foods you have prepared.

## Internet Safety/Computer Class (10 minutes)



### Supplies

- Information on the following page. Make a copy for each girl to take home.
- Girl Scout Internet Safety Pledge for All Girl Scouts. Make a copy for each girl to take home using the pledge included in this guide.
- Cookie Club Card for each girl (make copies using template in this guide)

Safety is a priority in anything that Girl Scouts do.

Explain to the girls that there may be some customers—people who buy cookies—that they can't reach face-to-face. Though they live far away, they may still want to help the girls reach their cookie-selling goal. Tell the girls that phone calls are a good way to reach people who do not live nearby.

Ask the girls if they can think of other ways to reach far away customers.

Chances are computers, internet, email or something similar will come up, and if not, mention sending emails using the internet is another way to reach out to people who you don't see everyday to let them know you are selling cookies.

Girl Scouts has created this great new club that you can join. It's called the Cookie Club! Once you become a member, you can email people you know and they can tell you how many boxes of cookies they promise to order, and it gets stored on the computer. Isn't that easy! Then ask the girls:

- Name a few people who they would like to email.
- How many cookie boxes do they think each person will promise to order?

Then ask:

- Doesn't this sound like a club you want to join?
- Give girls each a copy of the Cookie Club Card to take home. It has more information about the program and how to get started.

Wrap up the Cookie Academy session by talking with the girls about how to be safe when marketing cookies and other Girl Scout products online. Give a copy of the Internet Safety Pledge to take home and read over with her parents.

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Please make it clear to girls that it is not required for girls to use the internet for the cookie sale, but those who do need to follow special safety practices. Go over the following safety rules with the girls and remind them to review the rules with their parents at home. All girls should be aware of internet hazards and sign the Internet Safety Pledge, whether or not they intend to use the internet for the cookie sale.

### **Girls who use the internet to help with their cookie sales can:**

- Use GSUSA-approved vendor email tools to inform friends, family and former customers within council zip codes when they will be selling cookies.
- Use a group email overseen by an adult or an adult's personal email to send messages to friends and family.
- Use a static group Web page for marketing, making sure to tell people what zip codes are covered by the council.

### **Girls who use the internet to help with their cookie sales cannot:**

- Make transactions—exchange money for cookies—online.
- Accept commitments for cookies outside the council's zip codes unless they are from family members.

### **Girls can tell their cookie customers:**

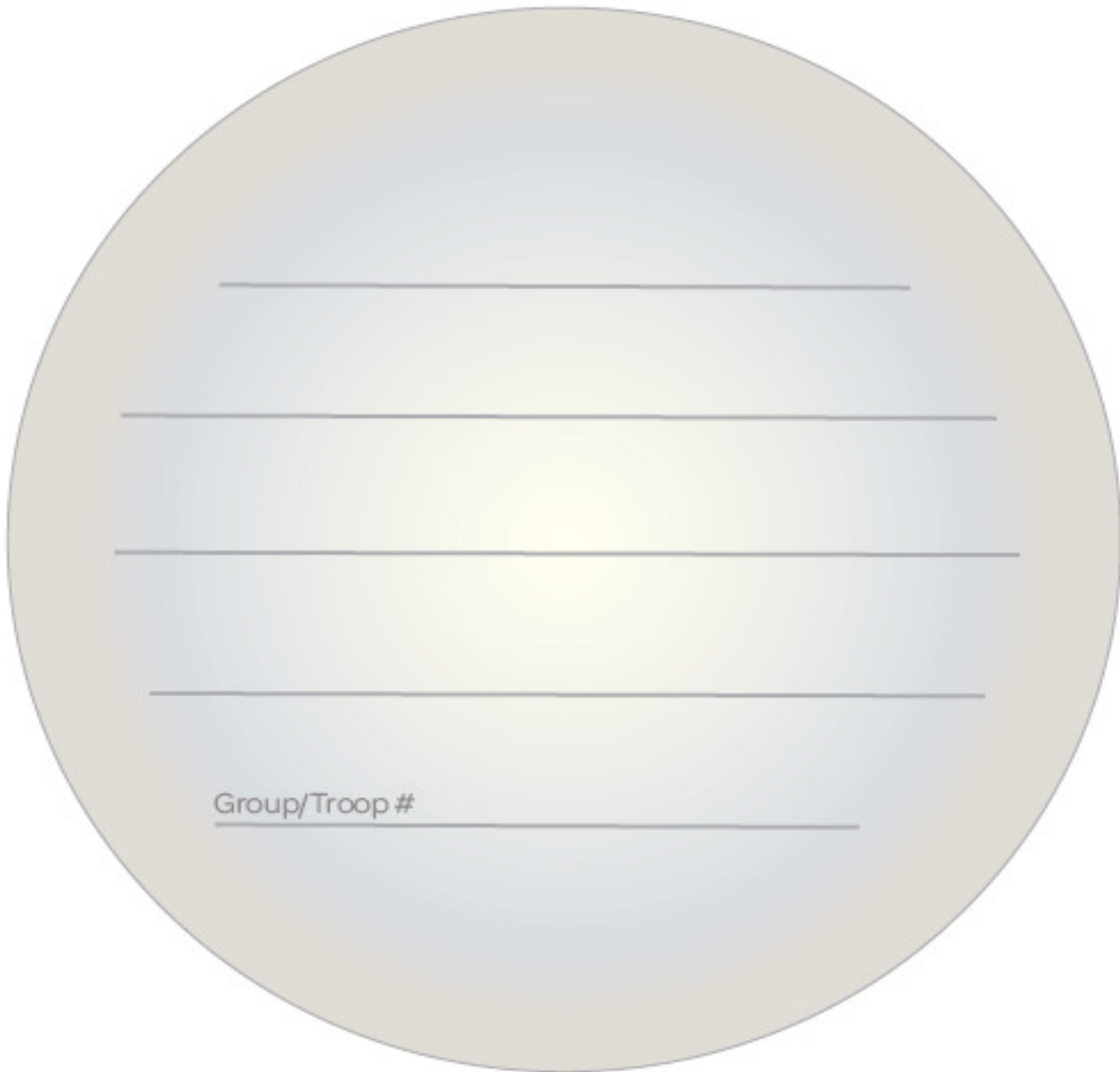
- Who they are (a Girl Scout, friend, relative, daughter of a friend, etc.)
- Why they are selling cookies—personal goals as well as how their troop and council benefits.
- How much a box of cookies costs
- How customers can purchase cookies as a gift for others
- How customers can purchase the product. This may include asking customers to tell girls what type of cookies they want and how many boxes of each to set aside for them, telling them when the cookies will be delivered, when and where booth sales will be taking place. Girls should never deliver cookies alone, but always with an adult's supervision.

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### **Closing/Dismissal (15 minutes)**

Have the girls hold hands and stand in a friendship circle to sing "Make New Friends." "Pass the Squeeze" around the friendship circle, each girl squeezing the hand of the girl next to her until the squeeze reaches the person who started it. Thank the friends for coming and encourage them to join a Girl Scout troop. Check girls out to their parents and speak with any adults who are interested in getting their girls involved in a troop.

**Giant Pearl Coloring Sheet**



**When Girl Scouts was in trouble, Juliette Gordon Low sold a pearl necklace to earn the money she needed to keep Girl Scouting going. She did this because she knew all girls were special and deserved a place where they could explore new things!**

**What makes you special? Decorate or write on your Giant Pearl to show why you're special. What makes you who you are? Share with others why Juliette made a good decision by investing in you.**

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**T-Shirt Design Planning Sheet**



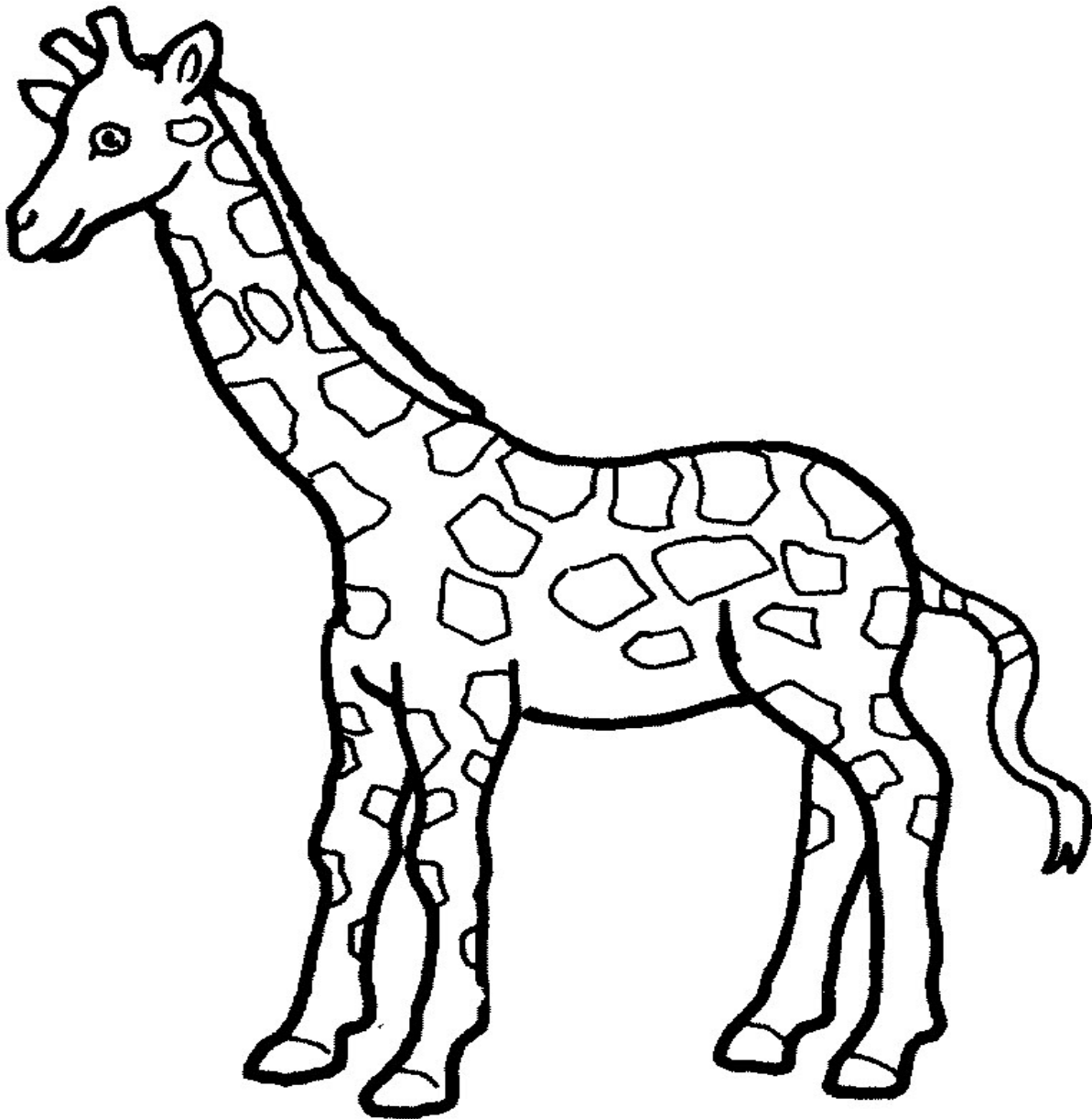
**Customers want to know about your goals so they can help you reach them. Express yourself with a cool T-shirt design. It's like a giant billboard for your dreams!**

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### Daisy's Pearls Story

Juliette Gordon Low was the lady who started Girl Scouts back in 1912. Her nickname was Daisy. When she started Girl Scouts, Daisy used her own money to pay for everything, including paying the office workers who helped her with Girl Scouts. In the year 1915, she really needed more money to keep running the Girl Scouts. To get the money she needed to run it for another year, she sold a magnificent pearl necklace that she dearly loved. No sacrifice was too great. She gave generously of her time and money so that girls could experience everything Girl Scouting has to offer.

### Georgia Giraffe Coloring Sheet



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### Cookie Club Info Cards

(make enough copies of this sheet so that you can cut out enough cards for each girl to have one card to take home)


\*Email friends and family and keep track of all your sales online with the help of an adult!

\*Go to <https://cookieclub.littlebrownie.com> to sign in!

\*Click on "New Member Registration" and enter your info and your parents' info to become a member!

Name: \_\_\_\_\_ Troop #: \_\_\_\_\_ 


\*Email friends and family and keep track of all your sales online with the help of an adult!

\*Go to <https://cookieclub.littlebrownie.com> to sign in!

\*Click on "New Member Registration" and enter your info and your parents' info to become a member!

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Name: \_\_\_\_\_ Troop #: \_\_\_\_\_ 

## **Girl Scout Internet Safety Pledge for All Girl Scouts (Revised for 2009)**

- I will not give out personal information such as my address, telephone number(s), parent's or guardians' work address/telephone number(s), and the name and location of my school without the permission of my parent or guardian.
- I will tell an adult right away if I come across or receive any information that makes me feel uncomfortable.
- I will always follow the rules of Internet sites, including those rules that are based on age of use, parental approval and knowledge, and public laws.
- I will never agree to get together with someone I "meet" online without first checking with my parents or guardians. If my parents or guardian agree to a meeting, I will arrange it in a public place and bring a parent or guardian along.
- I will never send a person my picture or anything else without first checking with my parent or guardian.
- I will talk with my parent or guardian so that we can set up rules for going online. We will decide on the time of day that I can be online, the length of time that I can be online, and appropriate areas for me to visit. I will not access other areas or break these rules without their permission.
- I will not use the Internet to collect money for Girl Scout products, and I will follow all safety guidelines related to Girl Scout product sales.
- I will practice online "netiquette" (good manners) at all times when online.
  - I won't spam others.
  - I will not bully nor will I tolerate bullying (and I will always tell a trusted adult if this is a problem).
  - I won't use bad language.
- I will be guided by the Girl Scout Promise and Law in all that I do online.

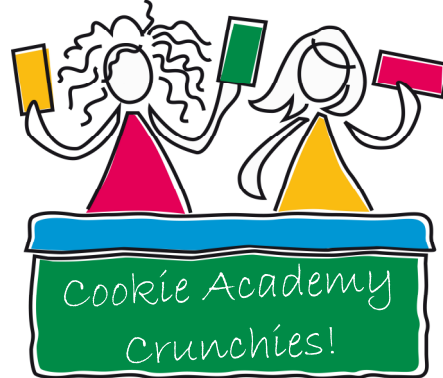
Signed,

Girl Name \_\_\_\_\_ Date \_\_\_\_\_

Parent or Guardian \_\_\_\_\_ Date \_\_\_\_\_

The GSUSA Online Safety Pledge is based upon the Online Safety Pledge developed by the National Center for Missing and Exploited Children.

# Girl Scout Cookie Academy Event



Girls are invited to “enroll” in a 2-hour Cookie Academy and be introduced to different components of Girl Scouting and the importance the cookie program plays in helping girls achieve their Girl Scout goals by attending mini classes and doing cookie-related activities.

When:

Where:

Send Registration and Payment  
To:

Due Date:



## Questions? Contact

Email:

Phone:

# Girl Scout Council of the Nation's Capital

Girl's Name \_\_\_\_\_ Age \_\_\_\_\_ Birth date \_\_\_\_/\_\_\_\_/\_\_\_\_  
Address \_\_\_\_\_ Phone \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_  
Mother/Guardian \_\_\_\_\_ Day phone \_\_\_\_\_  
E-mail \_\_\_\_\_ Evening phone \_\_\_\_\_ Cell or pager \_\_\_\_\_  
Father/Guardian \_\_\_\_\_ Day phone \_\_\_\_\_  
E-mail \_\_\_\_\_ Evening phone \_\_\_\_\_ Cell or pager \_\_\_\_\_  
School Attending \_\_\_\_\_ State \_\_\_\_\_ Grade \_\_\_\_\_  
Troop # \_\_\_\_\_ Level \_\_\_\_\_

**The registrant's racial background is:** *(optional)*

American Indian or Alaskan Native  Asian  Black or African American  White  Other \_\_\_\_\_  
 Hawaiian or Pacific Islander *(please check one)*  Hispanic or Latina  Not Hispanic or Latina

**Must have information for emergency contact** if parent(s) cannot be reached (please print clearly):

Name/ Relationship: \_\_\_\_\_ Phone: \_\_\_\_\_

Name/ Relationship: \_\_\_\_\_ Phone: \_\_\_\_\_

**HEALTH HISTORY – All Information provided will be kept confidential**

**Describe allergies, details of chronic conditions, or health restrictions on additional sheet if needed.**

Are all immunizations up to date? \_\_\_ Yes \_\_\_ No If no, please state reason: \_\_\_\_\_

Please provide comments where applicable: Medication being taken \_\_\_\_\_

Special dietary needs/restrictions: \_\_\_\_\_ Weight of camper for dosage purposes: \_\_\_\_\_

Specific information including physical, psychiatric or behavioral problems: \_\_\_\_\_

Insurance company: \_\_\_\_\_ Policy Number: \_\_\_\_\_ Group # \_\_\_\_\_

Family physician: \_\_\_\_\_ Phone: Day \_\_\_\_\_ Eve \_\_\_\_\_

**Parent Permission Statement**

† The health history is correct as far as I know, and the person herein described has my permission to engage in all events activities except as noted. If she appears ill, I will not send her.

† **EMERGENCY AUTHORIZATION:** In the event I cannot be reached in an emergency, I hereby grant permission to the program director to secure proper treatment for my child.

† The Girl Scouts may use any photo in which my child appears to promote Girl Scouting. For the purpose of liability insurance, my daughter has my consent to become a member of the Girl Scouts.

**Parent/Guardian Signature required:**

Signature \_\_\_\_\_ Date \_\_\_\_\_