

Let's get ready for In-Person Cookie Sales! Here you will find tips and tricks and a four-meeting plan to help you and your Girl Scouts get ready for a great Cookie Selling Season. The Girl Scouts will make a plan, practice skills and GET OUT into the Community to sell cookies!



Tips for In-Person Selling

Order Card

The paper order card is the classic method of taking orders that we all know and love. From December 9 through the first week of January, youth members can collect orders on their paper order card. After the initial order, they can use the Goal Getter card to take additional orders.

Following these tips will help Girl Scouts reach their goals:

- Keep holiday season plans in mind when thinking about who to ask and when.
- Keep an extra order card handy in case you run out of space! (If you need more order cards, reach out to Product Program Staff)
- Use door hangers when you're out in the neighborhood to let your community know you're selling.
- Schedule a time where youth members can sell to caregivers' coworkers, at a house of worship, or at an extracurricular gathering.
- Start early!
- Practice your sales pitch and include things like where your cookie funds are going and what your goals are.
- Check your order card from last year and check with prior customers to see if they'd like to order again!
- Make Thank You notes for your customers! This builds a sense of loyalty and appreciation. We have downloadable templates available upon request.
- Do a walkabout later in the season with your cookie inventory - you can sell right then and there! Keep door hangers on you for when people aren't home.

Booth Sales

Set Goals

If you haven't already done so, talk with your troop to set a cookie sales goal for this year. Once you have a goal, share it with the world! Displaying it at booths gives potential customers an idea of what you're aiming for.

Impact of Cookies

These little boxes of cookies can make a big impact in your community. Share with your customers what you plan to do with the money. Don't forget to tell customers about the Gift of Caring program too. Make a Gift of Caring drop box and each time you get a donation add another box of cookies to the bin. Fill the box!

Stock Up!

Stock up on cookies! Remember Thin Mints and Samoas are the two best sellers – make sure you bring extra boxes of those. You don't want to run out of cookies!

Have Fun

Above all else, have fun and enjoy your time selling cookies! Yes, you're running a business but you're doing it with your friends. Draw in curious customers by singing Girl Scout songs or decorating your booth to show off your personality.

Girl Delivered

Throughout the program, customers can purchase cookies online and have them delivered to their door by a local Girl Scout. You still get the person-to-person interaction without having to exchange money with customers. Setting up your Digital Cookie storefront is easy and you can **include your QR code on your door hangers** so when you're going door-to-door, your neighbors can still support your goals even if they aren't home.

Check out the Product Program Linktree for more resources!



Meeting 1 Overview



Cookie Decision Maker

Brownies get to know their Girl Scout Cookie business and decide on their giving goal.

Badge Steps: Brownies learn to think like entrepreneurs by making decisions for their cookie business.

1. Get to know your Girl Scout Cookie business
2. Decide on your giving goal
3. Build your team
4. Practice handling money and tracking sales
5. Show your cookie spirit!

Purpose: When Brownies earn this badge, they will know how to make decisions that help their business succeed.

Activity Overview

Activity 1: Would you Rather?

Activity 2: Opening Ceremony – Promise and Law

Activity 3: Make a Cookie Lanyard

Activity 4: Brainstorm Ideas

Activity 5: Closing Ceremony

Materials Needed

- Girl Scout Promise and Law
- Cookie Order Cards
- Scissors
- Hole Punch
- Drawing/Coloring Supplies
- Paper
- Yarn
- Paper Bags
- Beads – 3 per girl
- Pair of dice

Troop Leader Tip: Have your Troop Cookie Manager help to facilitate this meeting and send follow-up to troop families!

Activity 1: As Girls Arrive: Would You Rather?

Materials

- Cookie packages, order cards, or Digital Cookie open
- Pair of dice

Steps

Welcome Brownies and have them play a game of "Would You Rather" as they arrive. Brownies do not have to wait for the whole troop to arrive to start this activity. They can include others as they arrive.

Brownies can take turns matching two cookie flavors "against" each other in a game of "Would You Rather." They can use the dice to generate a random number of cookies for each cookie flavor to make it interesting! "Would you rather have 6 Thin Mint cookies or 2 Girl Scout S'mores?"

SAY:

Welcome Brownies! The cookie season is finally here! Are you excited? Selling cookies helps us to fund our dreams and do some amazing things together! The money we earn can help us to go on Girl Scout adventures and field trips, do some cool things in our troop meetings and help the community.

It also helps us to grow into entrepreneurs! Who knows what an entrepreneur is?

Selling cookies helps teach us about setting goals, making decisions, managing money, how to work with other people and business ethics (which means how to be honest and fair in business). Today, we are going to start on a new badge—the Brownie Cookie Decision Maker badge. You've been making some hard decisions about which cookie you would rather have as you arrive. Let's try making some more decisions!

Extend the game of "Would You Rather" by facilitating questions and discussions about different scenarios relating to the upcoming cookie season. For example:

- *"Would you rather practice what to say to customers or practice handling money and making change?"*
- *"Would you rather sell cookies at a cookie booth or make a video to share online?"*
- *"Would you rather raise \$100 for the troop or raise \$200 for a community organization?"*
- *"Would you rather go on a field trip to the zoo or visit a veterinarian's office and earn the Pets badge?"*

Some Brownies may have strong feelings and can easily make decisions about some of the questions, while others may be quieter about their feelings or not be as decisive. Brownies can also feel in between about some topics or even change their minds. Tell them that they can share later or just with you if they wish. In the end, tell Brownies that sometimes they may have to choose between a few things, other times they can do it all.

Activity 2: Opening Ceremony

Materials

- Girl Scout Promise & Law

Steps

Gather girls in Brownie Circle and recite the Girl Scout Promise & Law together.

Have Troop Cookie Manager distribute materials and give an overview of the Cookie Program, this year's rewards, and opportunities to sell including Digital Cookie, cookie booths and door-to-door sales.

Activity 3: Cookie Lanyards

Materials

- Cookie Order Cards
- Blank paper
- Scissors
- Hole Punch
- Drawing/Coloring Supplies
- Yarn

Steps

To fulfill Step 1 of the Cookie Decision Maker badge, girls create lanyards to wear while selling with facts about each type of cookie.

SAY:

What kind of information can you find on a cookie order card?

Provide a cookie order card to each Brownie. Some Brownies have seen and used order cards before, while others haven't yet and just need more time-and that's okay! Leave a little "wait time" between taking answers from those with their hands raised. Providing that "wait time" will give all Brownies the opportunity to point out something they see on the order card.

SAY:

As a cookie entrepreneur, you need to know all about your business. In this step, you will get to know Girl Scout Cookies. You can start by looking at your order card or the Digital Cookie/Smart Cookies site to find out about the different cookies and what they cost. Then, you'll be ready to share what you know with your customers! For this activity, you are going to make a cookie lanyard or necklace to keep cookie facts handy.

Instruct Brownies to draw and cut out paper Girl Scout Cookie shapes. One side can be colored in to represent cookie patterns and details, while the other side labeled with cookie names and key words like chocolate covered, peanut butter, caramel, etc. Hole-punch each and string together as a necklace/lanyard that can worn while selling cookies or even repurposed as a decorative garland at cookie booths!

Activity 4: Brainstorm Ideas

Materials

- Paper Bags
- Marker
- Beads – 3 per girl

Steps

To fulfill Step 2 of the Cookie Decision Maker Badge and Step 2 of the My Cookie Customers Badge, girls make decisions on how they would like to use their cookie money.

SAY:

How can our troop use cookie money to give back to our community?

This concept may be new to some Brownies so it's okay if they don't have an idea just yet. Encourage all ideas about how the troop can help their community.

SAY:

In this step, you will decide your giving goal. It's exciting to earn money by running your own cookie business, and it feels great to be able to help others. Your goal is how you'd like to spend your cookie money. Do you want to use it for meeting supplies? What about a field trip? We are going to decide on a troop goal as a group. It's important to have goals for things that you want for the troop, but it's also important to have a troop giving goal. For this activity, you are going to brainstorm ideas for how the troop can give to the community. Does anyone have any ideas or suggestions?

As girls share ideas, label paper bags with different ideas for how the troop would like to give back to the community. After talking about each cause or organization, have Brownies vote for their favorite ideas. Give each Brownie three beads to drop into the bags with their favorite ideas. If there is a tie, have another round of voting where Brownies get one bead to cast their top vote. Set a goal for how much money will be used for that goal. If possible, schedule a visit to the organization's location or invite a representative to speak to the troop at a future meeting to build that connection.

Activity 5: Closing Ceremony

Materials

- None

Steps

Have girls form a Friendship Circle.

SAY:

What part of today's meeting inspired you?

Give all Brownies the opportunity to share their thoughts about the activities, their goals, the upcoming cookie season, etc. with the troop or just with you if they wish to share something more personal.

SAY:

Today you learned about your cookie business and what's new this cookie season. You also learned what is important to the troop and decided on a giving goal together. In the next Cookie Decision Maker meeting, you are going to build up your team, practice playing cookie seller with pretend money, and show your cookie spirit! We are also going to prepare for our field trip where we will go out in the community to sell!

Have girls sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Brownies to choose a song and challenge them to tidy everything up before the song ends!

Meeting Follow-Up

After the meeting, remember to share with families all the great things their Brownie did! Use your troop's preferred communication platform is to:

- Share highlights with families like how Brownies were inspired and decided on a giving goal to help support their community.
- Send information about the next meeting along with important cookie updates and deadline reminders.
- Encourage parents to help their Girl Scout set up their Digital Cookie site, practice their pitch at home, and create a video to promote their business online.
- Send the **Brownie Cookie Entrepreneur Family Pin** requirements so families know how to help their Girl Scout continue the fun and learning at home.
- Be sure to include the **Safety Tips for Online Marketing** and **Digital Marketing Tips for Cookie Entrepreneurs and Families**

Meeting 2 Overview



Cookie Decision Maker

Brownies get to know their Girl Scout Cookie business and decide on their giving goal.

Badge Steps: Brownies learn to think like entrepreneurs by making decisions for their cookie business.

6. Get to know your Girl Scout Cookie business
7. Decide on your giving goal
8. Build your team
9. Practice handling money and tracking sales
10. Show your cookie spirit!

Purpose: When Brownies earn this badge, they will know how to make decisions that help their business succeed.

Activity Overview

Activity 1: Team Building Game

Activity 2: Opening Ceremony – Promise and Law

Activity 3: Build Your Team

Activity 4: Track Your Sales

Activity 5: Cookie Song & Dance

Activity 6: Closing Ceremony

Materials Needed

- Girl Scout Promise and Law
- Paper
- Writing/Drawing materials
- Cardstock
- Pipe cleaners
- Scissors
- Goal Tree Template – 1 per girl
- Tape or glue sticks
- Optional: computer, smartphone or tablet
- Cookie Decision Maker certificate (and/or badge) – 1 per girl

Troop Leader Tip: Have your Troop Cookie Manager help to facilitate this meeting and send follow-up to troop families!

Activity 1: As Girls Arrive: Team Building Game

Materials

- None

Steps

Welcome Brownies and have them form small groups of 2-6 troop members as they arrive. As a group, have Brownies practice using their hands or bodies to form letters for the word "Cookie." Try doing this without making a sound. Now, have each group decide on a word relating to their cookie business or Girl Scouts. Allow each group time and space to prepare. Groups can take turns spelling their word for other small groups to guess. Brownies can choose to strike a pose one at a time or stand in correct order and show their letters all at once for the troop to guess. Don't forget to take photos and share with families!

SAY:

What did you learn about teamwork that can help your cookie business?

Explain that in order to be successful, each member must agree and play their part.

Activity 2: Opening Ceremony

Materials

- Girl Scout Promise & Law

Steps

Gather girls in Brownie Circle and recite the Girl Scout Promise & Law together.

Have Troop Cookie Manager share any updates or important reminders.

Activity 3: Build Your Team

Materials

- None

Steps

To fulfill Step 3 of the Cookie Decision Maker badge, girls help to plan their upcoming field trip to sell door-to-door.

SAY:

In what ways do you work as a team in your Girl Scout Cookie business?

Brownies may talk about how they work together during meetings to learn about Girl Scout Cookies. They may also mention how they work together to reach their troop goals. They work together in so many ways. Keep going until they have exhausted their ideas!

SAY:

You need teamwork to run a business! When everyone plays an active role on a team, the group's success becomes everyone's success. Next time, we will be taking a field trip to sell cookies door-to-door. It's important we know who our team is and what role everyone will play to make sure our outing is a success!

Have your Driver/Chaperone share plans for the field trip and invite the girls to help plan for:

- Diving girls and chaperones
- Buddy system
- Arranging a meet-up location

Activity 4: Goal Tree

Materials

- Goal Tree Template – 1 per girl
- Drawing/Writing supplies

Steps

To fulfill Step 4 of the Cookie Decision Maker badge, girls create a poster to track their sales and progress towards the goals they have decided on.

SAY:

Meet Coral the Dolphin! She is our mascot for cookie sales this year! In addition to achieving the troop goal that we decided on together, you can also earn special rewards with a Coral theme. Coral is going to help us track our sales. Why might it be important to keep track of sales?

Brownies may talk about giving customers money back if needed and how practicing can make it easier. They may mention that keeping track of sales makes sure cookies get delivered to the right customer. Encourage and praise their ideas—they are all important!

Distribute materials

SAY:

Write your cookie season goal at the top of the tree. This can be what you want to learn this year, what you want to do with your troop or your cookie earnings. Then write smaller goals—by 10, 50 or 100 boxes—of how you will get there.

SAY:

Use this poster to track your sales and progress towards achieving your goals. Color the water as you move bright ahead to your cookie season goals!

Activity 5: Cookie Song & Dance

Materials

- Paper
- Writing materials
- Optional: computer, smartphone or tablet to record

Steps

To fulfill Step 5 of the Cookie Decision Maker badge, girls show their cookie spirit!

SAY:

How do you show excitement for something you are passionate about?

Brownies may offer ideas like clapping, shouting, or jumping for joy. They can talk about things they are passionate about or look online to learn more. All of their answers are right!

SAY:

To finish today's meeting, we are going to come up with some ways to show off our cookie spirit when we go door-to-door next time. Have fun with your cookie business. Your customers will love your energy, and they may even be inspired to buy more cookies! Let's come up with some cookie songs & dances!

Before getting started, have Brownies think about their favorite songs or dances and ask if they can share any to get some ideas flowing. Explain that songs or dances don't have to be long or complicated, just fun to watch or do! Have Brownies work in pairs or small teams to come up with a song, dance, chant, or cheer to share with the troop. It can be about cookies in general or a specific flavor they are most excited about. If Brownies really enjoy this activity, they can record their song and dance and upload online with help and support from families!

Activity 6: Closing Ceremony

Materials

- Cookie Decision Maker certificate (and/or badge) – 1 per girl

Steps

Have girls form a Friendship Circle.

SAY:

Congratulations, Brownies! You have earned your Brownie Cookie Decision Maker badge! What was your favorite part about earning your Cookie Decision Maker badge?

Give all Brownies the opportunity to share their thoughts about the activities, their goals, the upcoming cookie season, etc. with the troop or just with you if they wish to share something more personal.

SAY:

By earning your Cookie Decision Maker badge, you made decisions as a troop about your goals, how your troop will give back to the community, and how to help your cookie business succeed. All businesses have teams of people that make important decisions together. By learning to work and make decisions as a team, you are more ready to do this in the future if you choose to run your own business one day!

Congratulate Brownies on earning their Cookie Decision Maker badge and hand out one certificate and/or badge to each Brownie. Then, have them sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Brownies to choose a song and challenge them to tidy everything up before the song ends!

Meeting Follow-Up

After the meeting, remember to share with families all the great things their Brownie did! Use your troop's preferred communication platform is to:

- Share highlights from this meeting like how they worked as a team playing different cookie business roles and how they have earned their Cookie Decision Maker badge!
- Send information about the upcoming field trip with details about meeting location/time, chaperone assignments, and safety information.
- Encourage parents to help their Girl Scout set up their Digital Cookie site, practice their pitch at home, and create a video to promote their business online.

Meeting 3 Overview

Activity Overview

- Activity 1: Door Knockers
- Activity 2: Opening Ceremony – Promise and Law
- Activity 3: Door-to-Door Sales
- Activity 4: Meeting Wrap-Up with Hot Chocolate
- Activity 5: Closing Ceremony

Troop Leader Tip: While not necessary, consider holding this meeting on the weekend of February 17-19, 2022 as Girl Scouts Nation's Capital celebrates National Girl Scout Cookie Weekend with door-to-door sales Council-wide!

Materials Needed

- Girl Scout Promise and Law
- Door Hanger Handout (2 per girl)
- Scissors
- Pens
- Markers
- Clipboards (1 per group or 1 per girl)
- Order forms
- Hot Chocolate
- Cups (if you are serving the hot chocolate)
- FORMS
- Parental Permission Single Activity Form - https://www.gscnc.org/content/dam/girlscouts-gscnc/documents/Frequently%20Accessed%20Forms/1_Parental_Permission_Single_Activity_Form.pdf
- Safety Guidelines <https://www.girlscouts.org/content/dam/girlscouts-gsusa/forms-and-documents/cookie/Resources/Safety%20Tips%20Updated%20Aug%202014%20Final.pdf>

Troop Leader Tip: Have your Driver/Chaperones organize this field trip and manage the collection of permission forms and driving/chaperoning. Meet at a predetermined location near a neighborhood to go door to door, close to a coffee shop or your meeting space. Remind the girls to dress warmly and to wear their vest or sash over their coat. Be sure to have enough registered volunteers to have 2 for each group of girls.

Activity 1: As Girls Arrive: Door Knockers

Materials:

- Door Hanger Handout (2 sheets per girl comes in cookie materials)
- Pens
- Markers
- Scissors
- Glue Sticks (if preprinting info to glue onto hanger)

Troop Leader Tip: Pre-printing the information for the girls to stick on the door hanger makes this easier.

Steps

Fill out necessary information on the hangers. What do you want the girls to put on the card? (Troop email, parent email, parent cell phone, QR code, etc.)

Cut out each card.

SAY:

*We have lots of tools in our cookie toolbox, and this is just one. What do you think we do with this? (Give the girls time to respond) If our customers are not home when you stop by, you can leave this on their door for them to contact you to order cookies. Let's put **(decide ahead of time)** information in the blank space, so they know how to contact us.*

Activity 2: Opening Ceremony

Materials

- Girl Scout Promise & Law

Steps

Gather girls in Brownie Circle and recite the Girl Scout Promise & Law together.

Discuss important safety reminders and plan before heading out for door-to-door sales. (See Safety Guidelines)

Activity 3: Door-to-Door Sales

Materials (per group/per girl)

- Clipboard
- Pen
- Order form
- Completed door hangers

Steps

Divide the girls into groups of 2 - 4 with 2 adults. Have the girls decide which group will go to which houses. Will they take sides of street? Will they skip houses, so one group does one, one does the other?

Girls head out into their community to find and connect with customers through door-to-door sales.

SAY:

Brownies, let's break up into smaller groups to visit each house. We have a lot of doors to knock on. Let's divide them up. How do you think we should divide it up? Which group should go to which houses?

Activity 4: Meeting Wrap up with Hot Chocolate

Troop Leader Tip: This part of the meeting can take place at a local coffee shop or back at your meeting space.

Materials

- Hot Chocolate (any extras you would like with it, e.g., whipped cream, candy canes, etc.)
- Cups, if you are supplying the hot chocolate

Steps

Give girls time to share their experience.

SAY:

Great job today, Brownies! Did you have fun? Did you use the tools that we practiced at our last meeting (cookie songs and dances, sharing your favorite cookies, etc.)? Did you think people bought more cookies, because you used them? What was your favorite thing to do?

Activity 5: Closing Ceremony

Materials

- None

Steps

Have girls form a Friendship Circle.

SAY:

What did you enjoy most about going door-to-door to sell cookies today?

Give all Brownies the opportunity to share their thoughts about the activities, their team, their goals, the upcoming cookie season, etc. with the troop or just with you if they wish to share something more personal.

Meeting Follow-Up

After the meeting, remember to share with families all the great things their Brownie did! Use your troop's preferred communication platform is to:

- Share highlights from the field trip like sales successes, lessons learned, and tips for girls who would like to sell door-to-door as an individual!
- Send information about the next meeting along with important cookie updates and deadline reminders
- Encourage parents to help their Girl Scout set up their Digital Cookie site, practice their pitch at home, and create a video to promote their business online.

Meeting 4 Overview

Activity Overview

- Activity 1: Cookie Poems
- Activity 2: Opening Ceremony – Promise and Law
- Activity 3: Make a Customer List
- Activity 4: Practice Online
- Activity 5: Thank You Cards
- Activity 6: Closing Ceremony

Materials Needed

- Girl Scout Promise and Law
- Plain Paper
- Drawing/Writing materials
- GS Money – 1 per girl
- Scissors
- Computers, smartphones or tablets
- Sentence Starters
- Construction Paper

Troop Leader Tip: Have your Troop Cookie Manager help to facilitate this meeting and send follow-up to troop families!

Troop Leader Tip: Communicate the purpose of Activity 4: Practice Online and share activity directions with families ahead of time. If not feasible to complete during the meeting, instruct families to complete this badge requirement at home as a family.

Activity 1: As Girls Arrive: Cookie Poems

Materials

- Plain Paper
- Drawing/Writing Materials

Steps

Individually, or with a partner, Brownies write the word “COOKIES” vertically down the page. Challenge each girl or group to come up with a letter that says something about their cookie business. For example, C can stand for “community” or “cool.” When each girl or group is done, allow time for sharing their completed poems with the troop.

Activity 2: Opening Ceremony

Materials

- Girl Scout Promise & Law

Steps

Gather girls in Brownie Circle and recite the Girl Scout Promise & Law together.

Have Troop Cookie Manager share any updates or important reminders.

Activity 3: Customer Lists

Materials

- Paper
- Drawing/Writing materials

Steps

Girls create a list of potential customers they can sell to beyond the initial order.

SAY:

Who are your cookie customers?

Brownies may offer some ideas, including family and friends. If any Brownies are new to Girl Scouts or have never sold Girl Scout Cookies before, they may not immediately make that connection-but members are often their first (and strongest) supporters!

SAY:

Last time, we sold to neighbors and community members going door-to-door. While the initial orders, when we can go door-to-door to take orders on our order cards, are almost over, there's still lots of time left to sell cookies! We can sell at cookie booths or continue to sell on our online Digital Cookie storefronts! In this step, you will explore where you can find new customers for the remainder of the sale. People often say they didn't buy Girl Scout Cookies because they were never asked. You can change that! Think of new ways to find customers and inspire them. For this activity, you are going to make a customer list of people to talk to about your Girl Scout Cookie business!

Provide each Brownie with some blank paper. First, they can draw a picture of themselves and how they will look when they talk to customers. Will they be smiling with their order card in their hand? Will they be at a cookie booth outside a store? Help them brainstorm and make a list of people they can talk to about buying cookies, starting with friends, family, and neighbors. They can write names of specific people that come to mind. They can also write general notes like "families at soccer practice" or "Mom's work friends." Have Brownies share their list with the troop to give others ideas for their lists.

Activity 4: Practice Online

Materials

- GS Money handout – 1 per girl
- Scissors
- Computers, smartphones or tablets

Steps

Girls will explore their Digital Cookie website to track sales and make change.

SAY:

As we prepare to deliver our initial order and we get ready for cookie booths, it's important for our business that we know how to handle money. How do you make change for your customers? What do you do if your customer gives you more money than the total of their order?

Brownies may have some background knowledge (whether through personal experience or Girl Scouts), but not all may know how to make change. Also, some Brownies may be more comfortable with working with math, money, or numbers than others. This will be their opportunity to practice!

SAY:

In this step, you will handle money and make change. Part of selling cookies is handling money from customers. When a customer gives more than the total of their purchase, you give them some money back. Let's practice handling money and making change! For this activity, you are going to explore the online cookie buying experience using Digital Cookie website.

Communicate the purpose of this step and activity directions with families ahead of time. With an adult, Brownies will visit the part of Digital Cookie/Smart Cookies that a customer sees and find out how it works. They can put cookies in their cart and use play money to count up to the amount they would need to buy them. By paying with larger dollar amounts than what is in their cart, Brownies will practice finding the difference and giving back change to their customers. Talk to the girls about how customers pay for cookies when they buy online using a credit card.

Have your Troop Cookie Manager also show them where they can track sales and other features of managing their Digital Cookie storefront.

Activity 5: Thank You Cards

Materials

- Sentence Starters
- Plain Paper
- Construction Paper
- Writing, drawing and color materials

Steps

Girls make thank you cards to deliver with the cookies they sold door-to-door during the field trip.

SAY:

How will you connect with your customers? What will you tell them?

Have Brownies go around in a circle and offer an answer to the question or "pass!" Go around the circle twice. If a Brownie passes during the first round, they may think of something for the second round. They may start to repeat or reword some answers-it's all good! If selling cookies is new to any Brownies, they may struggle with ideas about what to say. This strategy can spark great ideas that they can use later.

SAY:

In this step, you will learn how to connect with your customers. When you share your goals and tell people how important they are in helping you reach your goals, they might be inspired to buy more cookies and tell their friends about you! In this activity, you are going to make thank-you cards to deliver with the cookies you sold door-to-door last time.

Talk to Brownies about the importance of recognizing their customers and showing gratitude for their support. Provide sentence starters to help Brownies with their writing such as "Thank you so much for ___;" "With your help, my troop will ___;" and "Please share my story with ___ and ask them to buy cookies from me!" This will help Brownies write and share their thoughts with their customers.

Activity 6: Closing Ceremony

Materials

- None

Steps

Have girls form a Friendship Circle.

SAY:

Great job today, Brownies! What was your favorite part about today's meeting?

Give all Brownies the opportunity to share their thoughts about the activities, their goals, the upcoming cookie season, etc. with the troop or just with you if they wish to share something more personal.

SAY:

You learned all about where to find new customers and how to manage your cookie business on Digital Cookie now that initial orders are done! The success of a business often lies with its loyal customers. By learning how to connect with and inspire your customers, you'll be more ready to do this in the future if you choose to run your own business one day!

Have them sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Brownies to choose a song and challenge them to tidy everything up before the song ends!

Meeting Follow-Up

After the meeting, remember to share with families all the great things their Brownie did! Use your troop's preferred communication platform is to:

- Share highlights from this meeting like how Brownies gained experience and confidence in managing their online cookie storefronts!
- Send information about the next meeting along with important cookie updates and deadline reminders
- Encourage parents to help their Girl Scout set up their Digital Cookie site, practice their pitch at home, and create a video to promote their business online.



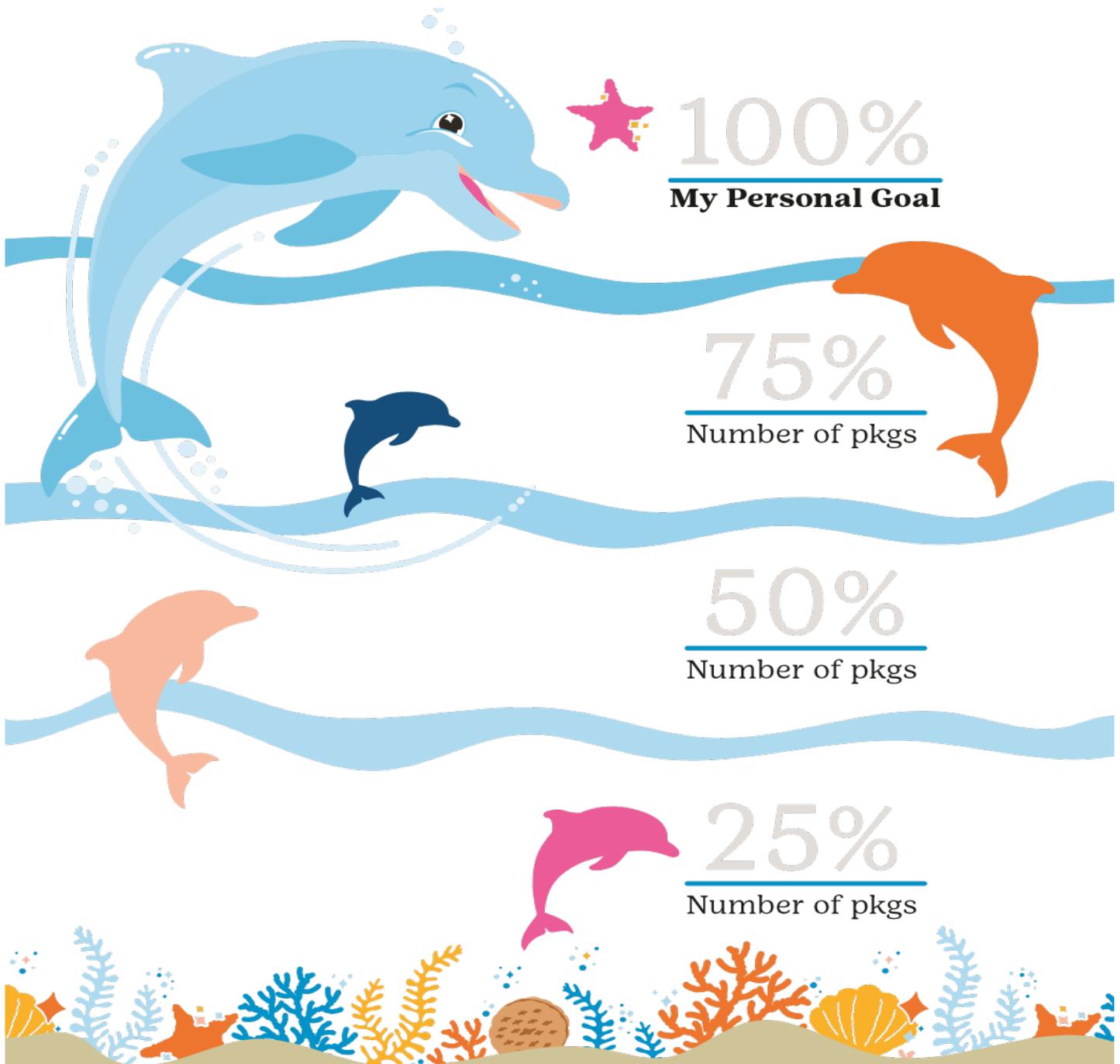
Safety Tips for Product Sales

The following safety tips are adapted from the Girl Scout publications “Volunteer Essentials”, “Risk Management at Girl Scout Councils” and the “Safety Activity Checkpoints”. For more detailed information on these and other safety practices and procedures, please refer to the aforementioned publications.

These safety tips should be shared and discussed with all girls prior to any product sales. They should also be reviewed periodically with the girls, as necessary.

1. **Show you're a Girl Scout**—Wear a Girl Scout membership pin, uniform or Girl Scout clothing (e.g. a Girl Scout T-Shirt) to clearly identify yourself as a Girl Scout.
2. **Use the Buddy System**—Always use the buddy system. It's not just safe, it's fun.
3. **Be streetwise**—Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you're unsure about an area or neighborhood.
4. **Partner with adults**—Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all time during cookie booth sales.
5. **Plan ahead**—Be prepared for emergencies, and always have a plan for safeguarding money.
6. **Do not enter**—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.
7. **Sell in the daytime**—Sell only during daylight hours, unless accompanied by an adult.
8. **Protect privacy**—Girls' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary for the product sale.
9. **Be safe on the road**—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
10. **Be Net wise**—Girls must have their parent's/guardian's permission to participate in all online activities, and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, in order to participate in Digital Cookie girls must read and abide by the Girl Scout Digital Cookie Pledge and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.





100%
My Personal Goal

75%
Number of pkgs

50%
Number of pkgs

25%
Number of pkgs

Set Your Goal and Make a Splash!

Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie™ package goal above the space that says 100%, and be sure to include your smaller goals along the way. (Ask a grown-up to help if you need it.) Celebrate by coloring the water as you move bright ahead.