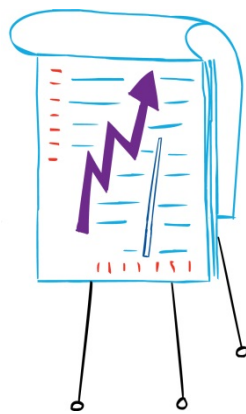


# Forget the Cookie Cutter Approach: Successful Cookie Sales for all ages

GSSNE Cookie Kick – Off 2016



# Welcome to Cookie College!

## OVERVIEW

At Cookie College Girl Scouts earn their diplomas in everything cookies! Girls will learn about food science, the business of selling, new ways to market Girl Scout cookies, and much more. At the end, girls will graduate and receive their official Cookie College diploma. How does it work? Troops rotate through 6 classes: Art, Drama, Math, Marketing 101, Science and History\*. Each class is approximately 30-35 minutes in length.

## Distributive Requirements:

- \_ Matriculation/Registration: Check-in and learn about basic cookie selling safety
- \_ Art: Decorate your Graduation Mortar Board and create a poster for your troop's booth sale.
- \_ Drama: Practice cookie sale scenarios and brush up on your presentation skills!
- \_ Math: Do a Goal-Setting exercise.
- \_ Marketing: Be your own "She-E-O" and learn how to market your business effectively.
- \_ Science: What is the science behind cookies and other tasty treats?
- \_ History: Learn the history of Girl Scout Cookies!
- \_Key note Speaker: Find a community partner to come talk to your troop about selling and marketing.

\*Although any age group can participate in the program listed, more difficult curriculum designed for older scouts can be found in purple

# MATRICULATION/REGISTRATION

(Introduction)

(20-30 minutes, depending on if you have a keynote speaker)

## Space Needed:

Table for registration as girls enter the program. Large meeting room to hold all girls for the introduction to the program.

## Supplies Needed:

1. Registration list
2. Pens/pencils
3. Safety Quiz Handout/**Business Ethics Worksheet** (see Appendix)
4. Assorted colorful ribbons – cut to 9"
5. Small pieces of white paper (approx. 2.5"x1.5")
6. Tie tacks\* – can be purchased at fabric or hobby stores.

\* Safety pins can be used in place of tie tacks

## Description:

- As girls check in for the program, check their names off on your registration list. Then give them a "Safety Quiz handout", and ask them to sit down and work on filling it out. You can do this during registration/check in, so that the girls who arrive early have something to keep them busy. Also hand them a ribbon, and a small piece of paper.
- Once you have all the girls there, welcome them to their "Campus", and introduce yourself as Dean \_\_\_\_\_. Go over the answers to the quiz or worksheet.
- For older girls : have them complete the "Business Ethics worksheet" . Once completed have them discuss why they chose the answers they did and how having good business ethics coincides with selling cookies.
- Encourage girls to think of a service project that would make the world a better place, targeting either their community or the planet. Projects might range from "Help the Hungry" to "Protect the Environment." Have the girls write a service idea on the small piece of paper you gave them at check-in. Then have adult volunteers go around and help the girls press a tie tack through the paper, form the ribbon into a loop, and press the tie tack with paper through the crossed ribbon as well. The girls then pin the ribbons to themselves to promote awareness. Have them share their project ideas with one another and inspire each other.
- Finish by outlining the schedule for the day and dividing the girls into 6 different groups to rotate through the classes (or however many classes you choose to have).If you want, you can also have a kick-off keynote speaker for the day.

# ART CLASS

## Space Needed:

Large room with chairs and tables so girls can create their projects.

Design a booth sale poster

Design business cards

Make a "Cookie Booth" model

## Supplies Needed:

1. Poster board
2. Markers
3. Stickers
4. Paper cut to "business card" length
5. Shoeboxes (optional)
5. Laptops (optional)

## Description:

Girls should design a poster or display that represents the Cookie Campaign.

They should create a design that is colorful and that includes information about the cookies and about the program activities that are supported by selling cookies.

## Possible examples:

- o Service Projects
- o Troop Trips
- o Camping Trips
- o Program Activities
- o Hometown Heroes
- o Gift of Caring

Encourage the girls to incorporate this year's theme into their poster design. Also have them brainstorm memorable slogans that describe the Girl Scout cookies. Examples: 'Sensational S'mores!' 'Think Thin Mints!'

For older girls: Have them design a business cards that will not only attract business but insure that they are memorable in the eyes of their consumer. This can be done by hand or digitally on a laptop using free business card templates on Microsoft Word or Avery.com. Next using the shoe boxes, have them design a scaled model of a "Blinged out Booth". Have them pitch to the group why they chose their design and how they think it would increase visibility/business.

## Activity 2

Make your own Graduation Mortar Board Cap (15-20 minutes)

## Supplies Needed:

1. Styrofoam/Plastic Bowl
2. Square of poster board – 8x8 sections
3. Yarn
4. Glue
5. Markers
6. Stickers
7. Instruction sheet (see Appendix B)

## Description:

Each girl will create and decorate her own graduation mortar board to wear to the graduation ceremony at the end of the day.

Directions can be found in Appendix B

# DRAMA CLASS

## **Space Needed:**

Large room with no chairs or tables so the girls can practice and set up their skits.

## **Supplies Needed:**

Each team gets a box filled with:

1. Scenario Card (see the 5 scenarios below – print them out individually onto cards)
  2. Different dress up/prop supplies -for example a feather boa, clipboard, etc
- Also give each individual girl:
3. Post-it note/small piece of paper
  4. Pen/pencil

## **Objective:**

Girls will have a chance to expand on goal-setting and also come up with an original skit for a short performance on different cookie selling situations.

## **Activity 1**

Jumping Jills (5 minutes)

Directions: (This is great for older girls too!)

Give each girl a small piece of paper or sticky note. Invite girls to do Jumping “Jills” (jumping jacks) for 20 seconds and ask them to silently count how many they do. Time them, and at the end of 20 seconds, instruct them to write down how many they did. Have the girls share their numbers.

Now give the girls a challenge: Cross out the number and increase it by 2 or 3 or 5 more. This is their new goal. Time the girls again and see if they can reach this goal the second time they do Jumping Jills.

Discussion Questions:

Did anyone achieve their second goal? Did anyone go over their goal? How did you feel? What difference did it make having a goal? If having a number goal helps you do more, what are some other goals you could set for yourself? Should we set some number goals for the Cookie Season? Why?

## **Activity 2**

Acting Out (25-30 minutes)

Description:

Each team of about 5 girls will be given their scenario on a card. They will have 10-15 minutes to come up with a two minute skit. They will then perform their skit.

Sample Intro:

Welcome to Drama Class, I will be your teacher, Professor \_\_\_\_\_. Today we will be using our creativity and acting ability to solve problems that may arise while you're out selling cookies or at a cookie booth. Your team will be given a scenario to act out.

Your team will have 10-15 minutes to come up with a two minute skit to present to the group. Your skit can be funny, serious and everything in between. The only rule is it must revolve around the scenario on your card. Be as creative as possible. You can write a musical, use team members as props, or maybe the whole group will be mimes! Although the theme of your skit has to be based upon the scenario you are given, you may change it a bit to include new characters, change names or places...be creative!

## **DRAMA CLASS Continued**

Divide the class into 3-5 groups. Have scenarios on a card to give one to each group)

Scenario #1- You have only three boxes of cookies left to reach your goal but house after house keeps saying no. You have to get creative to convince someone to buy cookies to help you reach your goal.

Scenario #2- The year is 3030 and your neighborhood is home to several aliens from Mars. They are happy to support you but don't understand what a Girl Scout is, or why you are selling things called "thin mints".

Scenario #3- Mrs. Lovesumcookies is one of the nicest ladies on the block and invites you to come in while she gets her money. She sure loves visitors!

Scenario #4- You and your friends are at a booth sale and it seems like everyone is on a diet! What will your troop do?

Scenario #5- There are a lot of Girl Scouts in your troop's area so the competition is tough! Sales are going a bit slowly but everyone is determined to reach their

For older girls: Place girls in groups of 2 or 3 and have them create scenarios they've encountered selling cookies before or are worried about encountering. Have them switch scenarios with each other and create a skit/short story about how they would deal with the situation.

# MATH CLASS

## Space Needed:

Large room with multiple tables and chairs

## Activity 1

Cookie Count-Off (15-20 mins)

## Supplies Needed:

Each team should get a baggie with:

1. Scenario Cards (make them from the 3 examples below)
2. Play money – coins and bills

## Objective:

Girls will have a chance to find multiple ways to make change for transactions

## Description:

Each team of about 5 girls (you can give more than one team the same scenario if you have a large number of girls, and then maybe there will be multiple answers to counting change) will be given their scenario on a card and be given money. They can act out the purchase and count back change from the dollar.

## Sample Intro:

Welcome to Math Class, I will be your teacher, Professor \_\_\_\_\_. Today we will be making change, just the way you will at cookie booths. Your team will be given a scenario to act out and the money to exchange.

Scenario #1- Mr. Grumpy wants to buy one box of Thin Mints. He gives you \$10.

Try to find at least 5 ways to give him change.

Scenario #2- Ms. BusyBee wants to buy 3 boxes of cookies – one box of Peanut Butter Patties, one of Thanks A Lots and one of Thin Mints. She gives you \$20. Try to find at least 5 ways to give her change.

Scenario #3- Mrs. Lovesumcookies buys 3 boxes of cookies. She gives you \$11. Try to find at least 5 ways to give her change.

For older girls: Using these scenarios or others, see who is the fastest CORRECT change maker. See how fast they can make change in 5 minutes, 3 minutes, 1 minute, and then 30 second increments. Have the person who explains how they figure out the change so fast and correct each time. Ask the girls what they would do if they found they gave the wrong change or received the wrong amount.

## Activity 2

Catching Goals (15 mins)

## Supplies Needed:

1. Plain white paper plate – one per girl
2. Scissors
3. One-hole punch
4. Yarn
5. 10 Beads each
6. Feathers – three per girl
7. Pens/crayons

## Objective:

Girls create a goal catcher to remind them of their goals while selling cookies. Girls should be encouraged to share their goal catcher with family, friends and even customers. Support of their local Girl Scout Council through cookie purchases helps build girls of courage, confidence and character that make the world a better place.

## **MATH CLASS Continued**

### **Description:**

Each girl will create a goal catcher as a reminder to tie in their goals to their cookie sales. This is a take home as a reminder of her cookie-selling goals.

### **Sample Intro:**

Part of knowing how many cookies to sell is knowing what activities your troop wants to do with your cookie money. Can anyone tell me your plans for using your cookie money? How many cookies will you have to sell to reach that goal?

### **Prompts if necessary:**

- o Going on a troop trip
- o Funding a service project
- o Paying for Girl Scout journey projects
- o Buying resources for Girl Scout Bronze Awards
- o Buying supplies for take action projects
- o Trips to visit local organizations
- o Any other plans you and they might think of!

One way to help yourself stay motivated to achieve your goals is to have a reminder. We're going to create a goal catcher to remind ourselves of our goals. Does anyone know why we're making goal catchers? Dream catchers were used by Native Americans to catch good dreams. Goals are your dreams and you just have to catch them. Your goal catcher will serve as a reminder to make sure your high cookie-selling goal is tied in with a service and/or fun and learning goal too!

### **Directions:**

- 1) Give each girl a plate and instruct them to cut out the center leaving a 1-2" ring on the outside (you may also precut a stack using a box cutter).
- 2) Girls should write their cookie goal in the rim – include personal goals if you want.
- 3) Punch holes around the inside of the rim, about 1" apart.
- 4) Randomly thread yarn through all of the holes – crossing center often and adding beads along the way. Every girl's path towards their goal is different – there is no right or wrong way to create your goal catcher!
- 5) When all holes are threaded tie off and knot the yarn.
- 6) Punch 3 holes near the bottom and tie on three pieces of yarn (3-4" long)
- 7.) Using math have the girls break their goal into 3 parts (divide by 3). Explain that each feather represents  $\frac{1}{3}$ <sup>rd</sup> of their goal. When they reach each  $\frac{1}{3}$ <sup>rd</sup> they should add both beads and a feather to the bottom.
- 7) Punch one hole at the top and loop a long piece of yarn so it can hang.

### **For older girls:**

#### **Space Needed:**

Large room with multiple tables and chairs

### **Activity 1**

Price That Program! (15-20 minutes)

#### **Supplies Needed:**

1. Posters with programs from the program guide that would interest your girls with the cost for all girls to attend.
2. Calculators
3. Pens/scrap paper

#### **Objective:**

Girls will determine how many boxes of cookies they need to sell as a troop in order to attend a council program.



## **MATH CLASS Continued**

### **Description:**

Each team of about 5 girls will choose an activity from the posters around the room, and determine how many cookies they need to sell as a troop in order to achieve this goal as a group. They will share their plans to sell the number they need with the entire group.

### **Sample Intro:**

Welcome to Math Class, I will be your teacher, Professor \_\_\_\_\_. Today we will be looking at the cost of activities, and seeing how many boxes of cookies you would have to sell in order to attend the activity of your choice. Once you have decided on your dream activity, figure out how many cookies you need to sell for your group to go, and decide how you can sell that many. Once girls look at posters, let them go back with their groups and calculate how many cookies they would need to sell for the group to attend the program of their choice. Ask each group to share their decision of which program to attend, and their plan to sell that number of cookies.

\*Girl Scout troops earn a minimum of 46 cents for each package of cookies sold. This is how they will figure out their calculations. They should not use \$4.00 as their total per package price. Examples can be found in your Cookie Sale Program Guide.

# MARKETING CLASS

## Space Needed:

Room with chairs and tables for girls to sit.

## Objective:

Girl Scouts need to be able to talk about their business at a moment's notice no matter when or where they might find themselves.

## Activity 1:

Elevator Speech 101

## Description:

Girls will come up with a 30 second "pitch" that they can recite regardless of where they might be.

## Supplies:

1. Index Card
2. Pencil/Pen for each girl

## Sample Intro:

Welcome to Marketing Class, I will be your teacher, Professor \_\_\_\_\_. Today we will be learning about the newest way to market your Girl Scout Cookies! Because Girl Scouts are always on the move, your cookie business could become the topic of conversation at any moment. How will you market your business, through an elevator speech or a personal jingle? As a "She-E-O" you decide!

## Directions:

1. Have each girl take an index card
2. Explain how talking about your business can get them that much closer to their goal
3. Encourage them to write a 30 second speech that would explain who they are, what they their selling, why should someone buy Girl Scouts and what makes their business unique or special.
4. Have each girl "pitch" their business to the troop.

## Activity 2:

Jingle all the way!

## Space Needed:

Room with chairs and tables for girls to sit.

## Objective:

Every time you turn on your television, radio or online websites music is playing. Learn how music can make your business memorable!

## Supplies:

1. Index Card
2. Pencil/Pen for each girl
3. Instruments (optional)

## Directions:

1. Have each girl take an index card
2. Explain how music can affect your business and keep it in the mind of your customers.
3. Have each come up with a well-known jingle they can remember  
Example: "National Wide is on your side", Meow Mix song, "Five Dollar Foot Long", "I don't wanna grow up"
4. Place girls in small groups and encourage them to come up with a 30 second Jingle. Have the girls present their jingles so that they can be used at Cookie Booths and door to door sales.

# **MARKETING CLASS Continued**

For Older Girls: (This is specifically geared for ages 13 and up) \*

Space Needed:

Large room with chairs and tables for girls to sit. This might be a perfect time to have a key note speaker!

Objective:

Girl Scouts are allowed to market cookies online! Girls need to understand how to be safe on the Internet, keep their parents involved and what girls can and cannot do during the Girl Scout Cookie Sale.

Activity 1

Online Safety Quiz (~10 minutes)

Description:

Girls need to know how to stay safe in the virtual world... the Internet. Have girls take the Online Safety Quiz and go over the answers with them. Help them understand that their privacy is the best safety practice with telling a parent/trusted adult in close second.

Supplies

1. Online Safety Quiz Handout – one for each girl (see Appendix)
2. Pencil/Pen for each girl

Sample Intro:

Welcome to Marketing Class, I will be your teacher, Professor \_\_\_\_\_. Today we will be learning about the newest way to market your Girl Scout Cookies...online! Because Girl Scouts are allowed to market cookies online, we need to cover some important information. First, we'll have a pop quiz to see how much you know about online safety. Then we'll take an Internet Safety Pledge and learn more about how to market the cookies.

Activity 2

Girl Scout Internet Safety Pledge (~5 minutes)

Description:

Get the girls to be smart cookies and take the Girl Scout Internet Safety Pledge. Before marketing cookies online, Girl Scouts are required to read and sign the pledge. Go over the Internet Safety Pledge and ask girls to go over it again with their parents and get a signature.

Supplies:

1. GS Internet Safety Pledge Handout – one for each girl (see Appendix )
2. Pencil/Pen for each girl

\*Girl Scouts over the age of 13 are allowed to promote the Cookie Sale Program on Social media (Face Book, Instagram, Twitter etc.). Parents and leaders may advertise for their scout(s) on social media but they may not solicit orders online.

Acceptable: My daughter's Girl Scout Troops is taking orders for cookies. If you are interested, please let me know and I'll have a scout contact you.

Not-Acceptable: My daughter's Girl Scout Troop is taking orders for cookies. Send me your order and we'll make sure your get them!

**REMEMBER: KEEP THE GIRL IN THE GIRL SCOUT COOKIE SALE PROGRAM!!!**

All girls are encouraged to utilize Coco Command, the ABC Bakers online resource for promoting the cookie sale program and sending out personal email invitations for customers near and far to place orders for cookies.

Coco Command has lots of social media shout outs that parents and leaders can utilize to promote the cookie sale program for their daughter and troop.

# SCIENCE CLASS\*

\*This is great activity for older girls too!

## Space Needed:

Large room with multiple tables and chairs

## Supplies Needed:

1. Copies of the three handouts for each girl - Taste Centers on the Tongue, and Your Own Tongue Map (see Appendix)
2. Cups of water for each girl
3. Cotton swabs – 4 per girl
4. Small cups with different tasting materials (see “Before Class”)
5. Crayons
6. Scissors
7. Glue or glue sticks

## Objective:

Girls will learn that the tongue can only sense four basic flavors – sweet, sour, salty, and bitter – and locate these four types of taste buds on their tongues and how smell affects taste.

## Activity 1:

Mapping the Tongue (~30 minutes)

## Description:

After learning a little about taste buds and where they are typically found on the tongue, each girl will “map” her own tongue by touching different tastes (sweet, salty, sour, and bitter) to different areas of the tongue.

## Before Class:

Fill small cups with the following items:

- Sugar and water (sweet)
- Undiluted lemon juice (sour)
- Salt and water (salty)
- Cocoa (baking, not hot chocolate) and water (bitter)

Each table will get 2-3 sets of cups. Girls can share cups in this activity.

Sample Intro: Welcome to Science Class, I will be your teacher, Professor \_\_\_\_\_. Today we will be learning about the way our tongues work to let us taste foods like Girl Scout Cookies. After we talk about how most people’s tongues work, each of you will get a chance to map your own tongue to figure out exactly how you taste different foods.

## Activity:

1. Ask the girls: “Have you ever looked at your tongue in the mirror? Did you notice the bumps all over it?” Explain that each bump contains hundreds of taste buds. Taste buds are nerve endings in our mouths that help use taste food. Even though you have lots of them on your tongue, there are only 4 kinds of taste buds, and each kind can only taste one flavor – sweet, sour, salty, or bitter.
2. Have the girls turn to the person next to them to look at their partner’s tongue.
3. Hand out the “Taste centers on the tongue” sheets, scissors, crayons, and glue or glue sticks.
4. Have the girls color the pieces on the “Taste Centers” page, making sure they color the sour pieces the same color (same for the salty pieces).
5. Have the girls cut out each piece and try to figure out where they belong on the “Taste Centers on the Tongue” page. Once they have decided, let them glue the pieces on.
6. Explain to the girls that these areas are where most people’s taste buds are, but the locations can vary from person to person. Tell them that now they are going to map their own tongues to see if their taste buds match the sheet or are different. Tell them to remember what color they used for each flavor on the “Taste Centers” worksheet. They should use the same colors for each flavor on their own tongue map.

## **SCIENCE CLASS Continued**

7. Pass out the sweet flavor samples (sugar water) and a cotton swab to each girl, along with a cup of water to rinse with after tasting. Remind the girls not to share cotton swabs or dip them into the samples more than once.
8. Ask them to dip the swab into the 'sweet' sample and touch it to different areas of their tongue to try and find their sweet taste buds. Once they have located it, have them color the area on their tongue map the same color they colored sweet before.
9. Hand out the lemon juice and have them try and find 'sour' on their tongue, and color sour on their tongue map. Make sure they rinse out their mouths with water in between flavors!
10. Repeat with the salt water for 'salty' and the cocoa for 'bitter'. Note: the unsweetened cocoa attracts a lot of attention because it looks like chocolate syrup but doesn't taste like it.
11. Have the girls share what they found. Ask them: "Was your tongue like the average tongue map or different?" Emphasize that it's okay to have differences.

Tie this back into the cookie sale. Ask the girls about the different flavors of the cookies. What taste centers do Girl Scout cookies have? (Caramel Delights, Thin Mints, etc are sweet, Peanut Butter Patties, are salty from peanut butter, Lemonades can be sour from the lemon, etc). Have the girls point out on their Tongue Map to other girls around them which Taste Centers would be affected by the cookies. Remind them that if they have a Girl Scout cookie or two, these are the sections of the tongue that help them savor the flavors!

## **HISTORY CLASS\***

Older girls should use this class “pre-requisite to Cookie College”

### **Space Needed:**

Large room with chairs and tables for girls to sit.

### **Activity 1:**

**Cookie Songs (10 minutes)**

### **Description:**

There are many cookie songs for girls to learn!

### **Supplies:**

1. Handout – one for each girl (see Appendix )
2. Willingness to sing!
3. Instruments to play along (optional)

### **Activity 2**

**Kim’s Game (10 minutes)**

### **Description:**

This classic Girl Scout game has a cookie twist! Girls will look at 10-20 patches for a short time, and then try to identify them once they have been covered. We have theme patches from the last 20 years of cookie sales. Another twist is to put 10-20 patches on display, take one or two away, and have the girls guess which one is missing. Girls can do this individually or in teams, or it can be a whole group activity.

### **Supplies:**

1. Old patches or pictures of old patches (online is a great resource)
2. Pencils and paper for girls to write their answers

For older girls- Have girls research old patches on their own and share with the group. Next create what they think cookie patches will look like in the year 3000. Have them explain why they chose their design.

### **Activity 3**

**Cookie History (10-15 minutes)**

### **Description:**

Give the girls some information about cookie sale history and give them their very own recipe card for Girl Scout cookies. Finish up with some cookie trivia.

### **Supplies Needed:**

1. Recipe card (see Appendix )
2. Cookie History (see Appendix – this was compiled from the GSUSA website)
3. Cookie trivia questions (see Appendix – many of these questions were taken from the Cookie History portion of the GSUSA website. Feel free to add and create your own)

# GRADUATION CEREMONY/COMMENCEMENT

(End of Program)

This is for all girls

**Space Needed:**

Large meeting room for all the girls to end the program in.

**Supplies Needed:**

1. Registration List
2. College Graduation Diploma Certificate (1 for each girl)

**Description:**

This is where the girls will be honored for “graduating” from Cookie College. If you can, make an individualized certificate for each girl .Call their names and have them come up front to receive the certificate/diploma. If you don’t have individual names, you can call the girls up by troop. (If you have a large number of girls, don’t worry about writing each name on the certificates – give their troop leader a pack of diplomas to fill out individually). Have them wear the graduation hats they made in art class. You can explain how to move their tassel from one side to another if you would like. It would also be good to mention what

Feel free to have a Commencement speaker give a short inspirational speech about what the girls accomplished that day during their “college” experience and a motivational bit about selling cookies with **courage, confidence and character!**

## **APPENDIX**

### **SAFETY QUIZ HANDOUT**

*(adapted from Brownie "Smart Cookie" Try-It)*

Everyone who has a business knows it is important to stay safe. When you sell Girl Scout Cookies, you need to make sure you stay safe.

Seana, Rosie, and Aunt Mary are on their way to sell Girl Scout Cookies. They have a lot of decisions to make. You can help them make decisions. Please circle the correct answer.

1. Seana, Rosie, and Aunt Mary have to cross Main Street, which is a busy street. Should they:

- A. Go out of their way to cross the street at the light?
- B. Save time by crossing in the middle of the street when the traffic slows down?

2. While walking along Main Street, they see a dog tied to a pole. He is angry and barking and straining to get loose from the rope around his neck. Should they:

- A. Run past the dog?
- B. Cross the street at the nearest light to avoid the dog?

3. Seana, Rosie, and Aunt Mary have only three more neighbors to sell cookies to but it's getting dark. Should they:

- A. Continue on until they are finished since they only have three left?
- B. Return home immediately before it gets dark?

4. They have done so well, and it's still daylight. They want to sell cookies in a neighborhood they don't know very well. What should they do?

- A. Since it's daylight, they should continue selling cookies.
- B. Because they are strangers in the neighborhood, they should go home. Aunt Mary can find out about the new neighborhood for them.

5. Seana and Rosie get home from school around 3 pm and they want to sell some cookies before dinner. Aunt Mary doesn't get off work until 5 pm.

Should they:

- A: Wait for Aunt Mary to get off work so that they have an adult present.
- B: Start selling cookies at 3 pm to get a head start and have Aunt Mary join them at 5 pm.

6. While going door to door with Aunt Mary, Seana and Rosie meet their neighbor Mr. Brown. He invites them indoors so they can sit down while he looks over the cookie options. Should they:

- A: Accept his offer and give their pitch in his living room.
- B: Politely decline and give their pitch on the porch.

7. Brainstorm your own safety rule, tip or idea for selling cookies.



## APPENDIX

### SAFETY QUIZ ANSWERS:

1. A. Girl Scouts should ALWAYS abide by the traffic laws as they sell cookies.  
Always  
wait for the light to change, and look both ways. Do not cross without an adult present.
2. B. You should never risk walking by an angry dog, even if he or she is tied up.  
Always play it safe and cross the street at the appropriate location.
3. B. Girl Scouts should not sell cookies after dark. Those houses will still be there  
the next day, and the people inside will be more likely to answer when it is not late in  
the evening.
4. B. Girl Scouts should never go into a neighborhood that isn't familiar. It is better  
to learn about the neighborhood first and then go back if it looks like it is a good place  
to sell cookies.
5. A. With Girl Scout Brownies and Juniors, there must always be an adult present  
when taking orders, selling, or delivering cookies. Always wait until your troop leader  
or another adult is around before going out to sell cookies.
6. B. Girls should never enter the house of a customer. Remain on the porch  
or the  
steps outside the house to give your cookie pitch.
7. Have girls share the tips and rules they brainstormed. If you want, have a whiteboard/easel where you write the safety tips down.

## **APPENDIX**

### **IS IT ETHICAL?**

Directions: Answer the following questions and identify which behaviors are ethical or unethical.

1. You are shopping at a small gift shop, when you notice a homeless person come up to the register area. The clerk, a young high school girl, gives the man a candy bar from the display. He doesn't pay for it, and she does not put any money in the register or ring up a transaction. Was her behavior ethical? Why?

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2. You are upset by the incident and ask to speak to the store manager. The manager explains that she has instructed the clerks to give this particular person a candy bar when he comes in because otherwise he will loiter at the register area until someone buys him a candy bar. Is the manager's behavior ethical? Was the clerk's behavior ethical in light of this new information?

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3. Still upset, you ask to speak to the store owner. The owner was not aware of the problem and disagrees with what the manager has told the clerks to do. The owner assures you that she will take care of the problem and will not allow this to happen again. Did the clerk have any responsibility to question the manager's instructions? Why?

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4. If you were the store owner, what would you do to ethically solve this problem? Why is your solution ethical?

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## APPENDIX

### **GRADUATION CAP ART PROJECT**

You need:

- Plastic or Paper Bowl
- 8" x 8" Matching Card Stock
- Yarn
- Scissors
- Glue
- Tape



Instructions:

Check bowl for fit on child's head.

You can trim off the rim if you want.

Turn the bowl upside down and glue the square of card stock on what used to be the bottom of the bowl. Adult should use a scissors to poke a small hole through the middle of the card stock and bowl.

To Make the Tassel

Wrap yarn several times around three fingers. Leave about a foot of yarn on one end.

Remove from fingers and pinch together at that end. Use another piece of yarn to

wrap pinched strands together. Tie off. Cut open loops on other side. Push long piece

of yarn through a hole punched in the top. Tape on the inside to hold in place.

Now Decorate!

Girls can decorate their graduation caps any way they like.

## **APPENDIX**

### **ONLINE SAFETY QUIZ**

(adapted from quizzes on the National Center for Missing and Exploited Children website and SafeKids.com)

1. I'm online and I meet someone my age on Facebook. She says she's a Girl Scout too and I really want to know her better! Is it OK to give her my address or phone number so we can talk offline? YES or NO
2. I have a digital picture of myself and a Girl Guide from England wants to see it. Is it OK to send it to her? YES or NO
3. I'm in the middle of a cookie chat session and someone says something really mean about Girl Scouts. I should:
  - A. say something mean back
  - B. don't respond and tell an adult if it bothers me
4. I'm online and I get a message from my Internet Service Provider (AOL, Verizon, Cox, etc.) asking for my password. They say they need it to fix my account, but I'm right in the middle of a big cookie sale. Should I give it to them? YES or NO
5. I met someone on Twitter who wants to get together to sample the new S'mores Cookies and they live nearby. Can I arrange a meeting? YES or NO
6. When I am online selling Girl Scout cookies, or just surfing the net, information I should never give out to someone I meet online is
  - A. my real name, address, telephone number, the school I attend, or my photograph
  - B. my favorite Girl Scout Cookie flavor
7. If I am friends with someone on Facebook, but have never actually met them, that person is:
  - A. my friend and someone I can trust, they are who they say they are
  - B. someone I should be cautious about, because I don't know him or her well
8. When I am selling cookies online, I should never
  - A. take a cookies and milk break
  - B. tell people how great Girl Scout Cookies are
  - C. agree to meet someone I don't know who wants to buy cookies

## **APPENDIX**

### **Safety Quiz Answers**

1. NO. You should NEVER give out your name or address to anyone you meet online. If you really want to have an "offline" conversation with this person, check with your parents to see if they can think of a safe way to arrange it.

2. NO. You should NEVER send a picture of yourself to someone you met online, without first checking with your parents!

3. B. You should never respond to any messages that are mean or in any way makes you feel uncomfortable. It is not your fault if you get a message like that. If you get a message like this, tell your parents right away.

4. NO. You should never give out your Internet passwords to anyone (even your best friends) other than your parents. AOL, Verizon, Cox and most other Internet Service Providers will never ask you for a password and sometimes people will pretend that they work for the Internet Service Provider to get your password.

5. NO. It's very important that you never agree to get together with someone you "meet" online without first checking with my parents. If your parents agree to the meeting, they should be that it is in a public place and with a parent present.

6. B. I should always remember never to give out personal information in E-mails or to web sites, even if they're offering free merchandise, without checking with my parents first. I should also let my parents know about anything unusual or inappropriate that I discover while I'm online.

7. B. Just because people say they're my buddy, doesn't mean that they are. I should also be careful not to use screen names that give out personal information about me, because that may make it easier for someone to pretend to be my friend.

8. C. I should always tell my parents if someone I meet online wants to meet me in person, and I should NEVER agree to meet someone in person who I have met online.

## **APPENDIX**

# **Internet Safety Pledge**

### **Girl Scout Internet Safety Pledge\* for All Girl Scouts**

- 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 follow all of the Girl Scout Terms and Conditions related to Digital Cookie, as well as all internet safety guidelines related to all other Girl Scout product sales.
- I will practice online etiquette (good manners) at all times when online by:
  - Not spamming others.
  - Not bullying or tolerating bullying (and will always tell a trusted adult if this is a problem).
  - Not using bad language.
- I will be guided by the Girl Scout Promise and Law in all that I do online.

Signed,

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

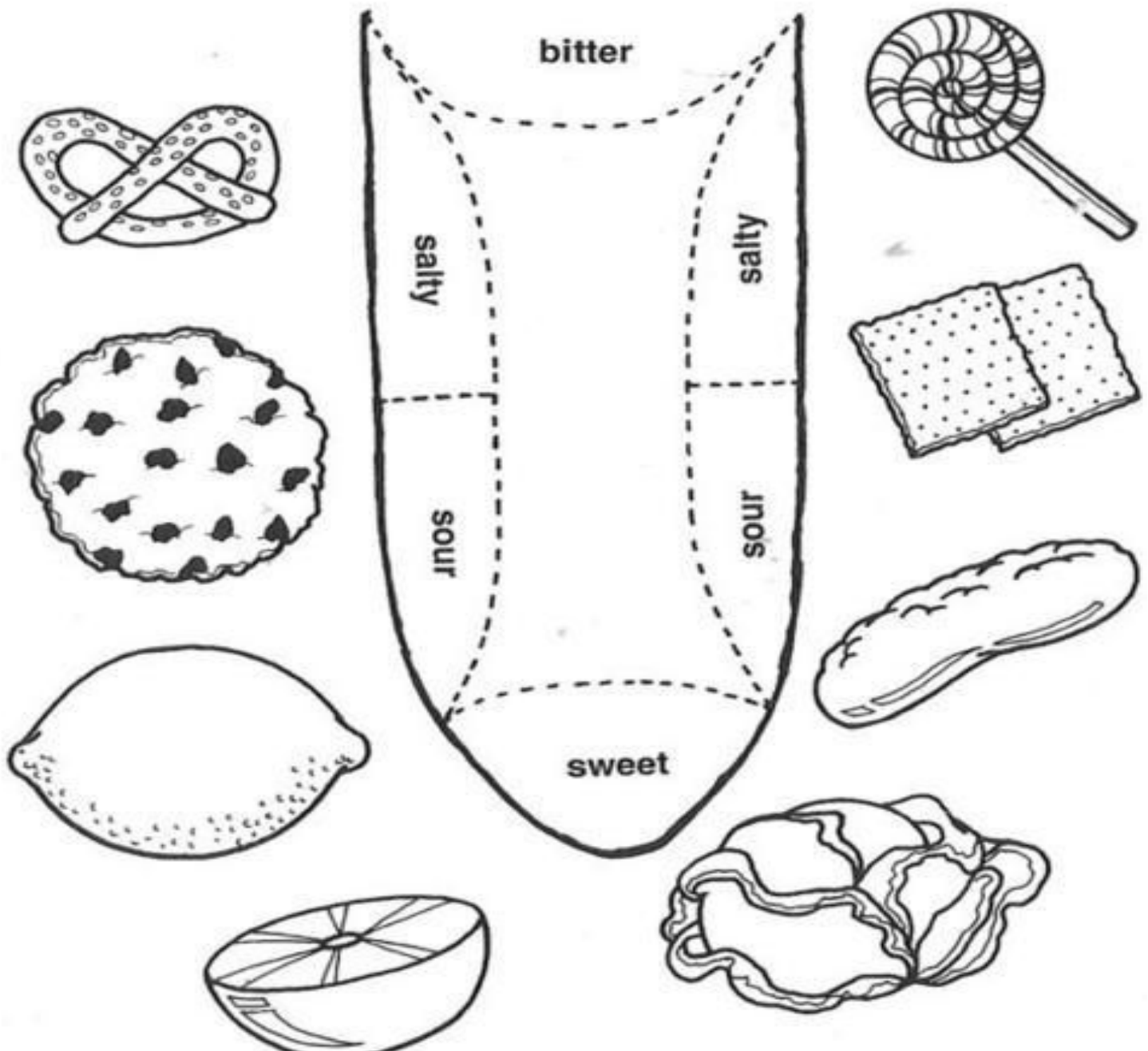
Parent or Guardian \_\_\_\_\_ Date \_\_\_\_\_

\*The GSUSA Online Safety Pledge is based upon the Online Safety Pledge developed by the [National Center for Missing and Exploited Children](#).  
(Revised August 2014)

## APPENDIX

# Taste Centers on the Tongue

Did you know that different parts of your tongue can taste different flavors? On your tongue you have bumps or taste buds that let you taste bitter, sour, salty, and sweet foods. The picture of the tongue below shows you where you taste bitter, sour, salty, and sweet foods. Draw a line from the pictures at the bottom of the page to the part of the tongue where they will be tasted. Color the pictures. Circle your favorite taste.



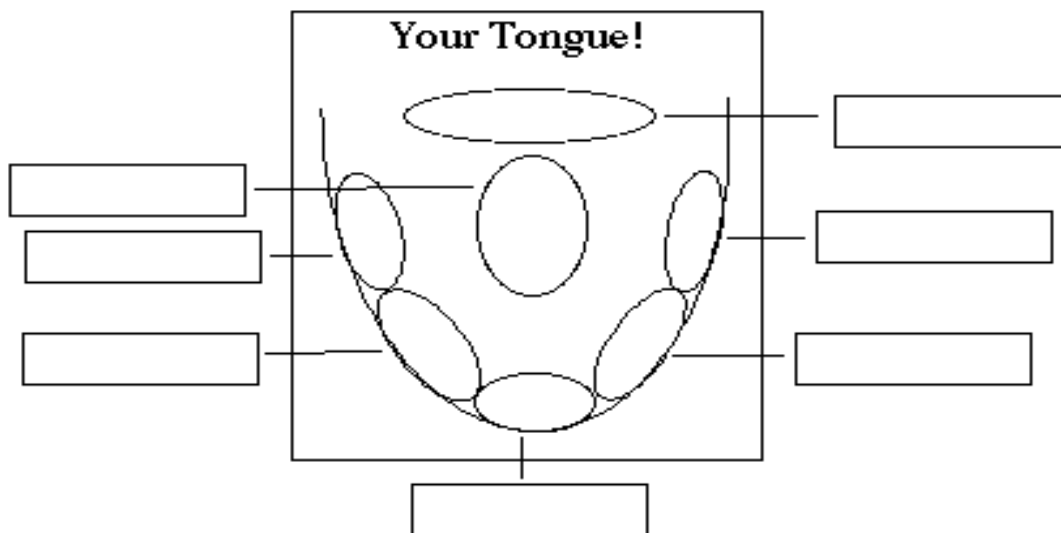
## APPENDIX

### Your Own Tongue Map

1. Put a check in the box where you "taste" each food.

	Tip	Back	Edges
Lemon Juice (Sour)			
Coffee (Bitter)			
Sugar (Sweet)			
Salt (Salty)			

2. Label where you "taste" flavors on your tongue.





## APPENDIX

### Cookie Songs:

The Cookie Song

Tune: This is the Song That Never Ends.

The cookie song that never ends  
We're selling cookies here my friends  
And if you buy a box of them, or maybe even two,  
We'll stop singing long enough for you and you and you  
To get yourselves right out the door  
After you're gone we'll sing some more.  
We'll sell you extra cookies if you want to come right back.  
And you can have them later for a little bitty snack.  
We're selling cookies here my friends.....  
(repeat, and repeat, and repeat.....)

Yum Yum Yum!

Tune: Are You Sleeping?

Girl Scout Cookies, Girl Scout Cookies,  
Yum, Yum, Yum, Yum, Yum, Yum  
Eat 'em by the dozen, Eat 'em by the dozen  
They're all gone, They're all gone.

Here We Come!

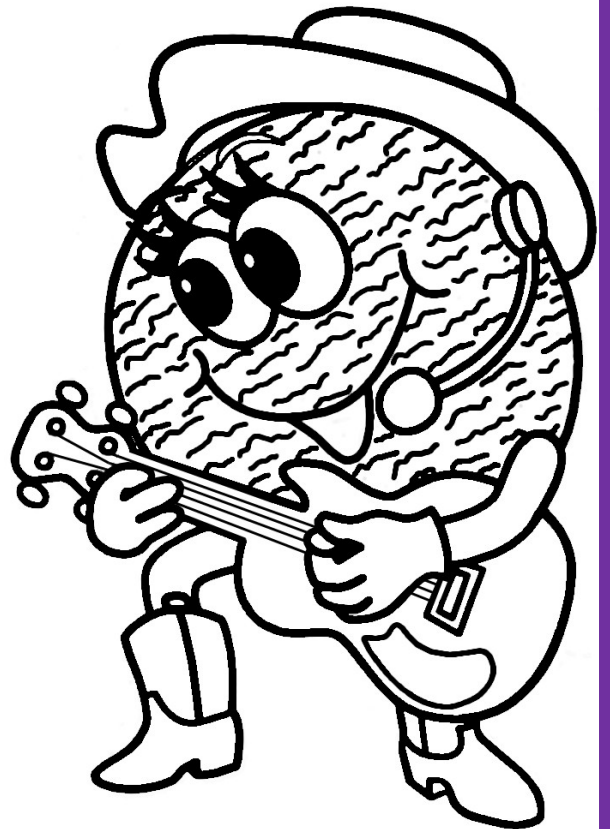
Tune: Pop Goes The Weasel

Up and down the neighborhood streets,  
Girl Scouts sell their cookies.  
Ringing doorbells, asking you please,  
please buy some cookies!

Safety Song

Tune: You Are My Sunshine

We're selling cookies  
Yes, Girl Scout Cookies,  
And we'll be safe as  
We make our way.  
We always show that  
We are the Girl Scouts,  
And we only sell in day.  
We sell with buddies  
And not by ourselves.  
We never enter  
Homes as we go.  
We never give out  
Our names and numbers  
And we let leaders hold the dough.



## **APPENDIX**

**RECIPE CARD (feel free to put on 3x5 cards)**

### **Early Girl Scout Cookie® Recipe**

#### **Ingredients**

1 cup butter  
1 cup sugar plus additional amount for topping  
2 eggs  
2 tablespoons milk  
1 teaspoon vanilla  
2 cups flour  
1 teaspoon salt  
2 teaspoons baking powder

#### **Directions:**

1. Cream butter and the cup of sugar; add well-beaten eggs, milk, vanilla, flour, salt and baking powder.
2. Refrigerate for at least one hour.
3. Roll dough, cut into trefoil shapes and sprinkle sugar on top, if desired.
4. Bake in a quick over (375°) for approximately 8 to 10 minutes or until the edges begin to brown. Makes six to seven dozen cookies

# APPENDIX

## COOKIE HISTORY

Girl Scout Cookies® had their earliest beginnings in the kitchens and ovens of our girl members, with mothers volunteering as technical advisers. The sale of cookies as a way to finance troop activities began as early as 1917, five years after Juliette Gordon Low started Girl Scouting in the United States. The earliest mention of a cookie sale found to date was that of the Mistletoe Troop in Muskogee, Oklahoma, which baked cookies and sold them in its high school cafeteria as a service project in December 1917.

In July 1922, The American Girl magazine, published by Girl Scout national headquarters, featured an article by Florence E. Neil, a local director in Chicago, Illinois. Miss Neil provided a cookie recipe that was given to the council's 2,000 Girl Scouts. She estimated the approximate cost of ingredients for six- to seven-dozen cookies to be 26 to 36 cents. The cookies, she suggested, could be sold by troops for 25 or 30 cents per dozen.

In the 1920s and 1930s, Girl Scouts in different parts of the country continued to bake their own simple sugar cookies with their mothers. These cookies were packaged in wax paper bags, sealed with a sticker, and sold door to door for 25 to 35 cents per dozen.

In 1933, Girl Scouts of Greater Philadelphia Council baked cookies and sold them in the city's gas and electric company windows. Just 23 cents per box of 44 cookies, or six boxes for \$1.24 helped girls develop their marketing and business potential and raise funds for their local Girl Scout council program. In 1934, Greater Philadelphia became the first council to sell commercially baked cookies.

In 1935, another large group, the Girl Scout Federation of Greater New York (consisting of the Manhattan, Brooklyn, Bronx, Queens, and Staten Island councils) raised money through the sale of commercial cookies. Buying its own die in the shape of a trefoil, the group used the words Girl Scout Cookies on the box.

In 1936, the national Girl Scout organization began the process to license the first commercial baker to produce cookies that would be sold by girls in Girl Scout councils. Enthusiasm for Girl Scout Cookies spread nationwide. In 1937, more than 125 Girl Scout councils reported holding cookie sales.

Girl Scout Cookies were sold annually by local councils around the country until World War II, when sugar, flour, and butter shortages led Girl Scouts to begin selling Girl Scout calendars to raise money for their activities.

Cookie sales continued annually, with the national organization licensing local bakers to produce and package the cookies sold by girls in councils. By 1948, a total of 29 bakers throughout the nation were licensed to bake Girl Scout Cookies.

In 1951, Girl Scout Cookies came in three varieties: Sandwich, Shortbread, and Chocolate Mints (now known as Thin Mints). With the advent of the suburbs, Girl Scout Cookies were also sold by girls at tables in shopping malls.

By 1956, Girl Scouts sold four basic types of cookies: a vanilla-based filled cookie, a chocolate-based filled one, shortbread, and a chocolate mint. Some bakers also offered an optional flavor.

During the 1960s, when baby boomers expanded Girl Scout membership, cookie sale volume increased significantly. In 1961, 14 licensed bakers were mixing batter for thousands upon thousands of Girl Scout Cookies annually.

In 1960, licensed bakers first began wrapping Girl Scout Cookie boxes in printed aluminum foil or cellophane to protect the cookies and preserve their freshness. By 1966, a number of varieties were available. Among the best sellers were Chocolate Mint, Shortbread, and Peanut Butter Sandwich cookies.

In 1978, the number of bakeries was streamlined to four to ensure lower prices and uniform quality, packaging, and distribution. The national organization, Girl Scouts of the USA, began supplying licensed bakers with a standard cookie package layout and pictures. For the first time in history, all Girl Scout

## **APPENDIX**

Cookie® boxes featured the same designs and depicted scenes of Girl Scouts in action, including hiking and canoeing.

Cookies for sale included Thin Mint, Sandwich, and Shortbread cookies and four additional choices. In 1979, the new contemporary Girl Scout logo appeared on cookie boxes. Cookie packaging became more creative and began to promote the benefits of Girl Scouting.

In 1982, the four bakers produced a maximum of seven varieties of cookies—three mandatory (Thin Mint, Sandwich, and Shortbread) and four optional ones. Packaging continued to depict scenes of Girl Scouts in action. In 1984, some of the licensed bakers started to produce gift samplings of Girl Scout Cookies® in special decorative tins.

In the early 1990s, two licensed bakers supplied local Girl Scout councils with cookies for girls to sell. Eight varieties are now available, including low fat and sugar-free selections.

In 1998, Girl Scouts of the USA licensed three bakers to produce cookies. The national organization also introduced official age-appropriate awards for Brownie, Junior, Cadette and Senior Girl Scouts for participating in cookie activities, including an annual Girl Scout Cookie Activity Pin, with requirements featured in an activity guide.

Girl Scout Cookie boxes are bold and bright and capture the spirit of Girl Scouting. Introduced in the fall of 2000, these boxes clearly show girls having fun and growing strong. The licensed bakers produce a maximum of eight varieties, including three mandatory ones (Thin Mint, Peanut Butter Sandwich, and Shortbread). All cookies are kosher.

Information taken from:  
[http://www.girlscouts.org/program/gs\\_cookies/cookie\\_history/](http://www.girlscouts.org/program/gs_cookies/cookie_history/)