

## CADETTE THINK BIG BADGE

**Badge Purpose:** When you've earned this badge, you'll know how to set bigger goals for your cookie sale and come up with creative ways to reach them.

**Activity Plan Length:** 1.5 hours

| Time       | Activity   | Materials Needed  |
|------------|--|---|
| 15 minutes | Getting Started <ul style="list-style-type: none"> <li>Begin the meeting by reciting the Girl Scout Promise + Law</li> </ul>   | <input type="checkbox"/> (Optional) Girl Scout Promise and Law poster   |
| 20 minutes | What's the Big Idea? <ul style="list-style-type: none"> <li>Brainstorm a big idea or long-term goal for you and your troop.</li> </ul>   | <input type="checkbox"/> Paper<br><input type="checkbox"/> Writing utensils<br><input type="checkbox"/> (Optional) Computer or phone with internet access   |
| 20 minutes | Selling Outside the Box <ul style="list-style-type: none"> <li>Energize your cookie selling process, and find ways to increase your sales.</li> </ul>  | <input type="checkbox"/> Paper<br><input type="checkbox"/> Writing utensils<br><input type="checkbox"/> (Optional) Computer or phone with internet access   |
| 20 minutes | Snack Chat + Ask For Help <ul style="list-style-type: none"> <li>While having a healthy snack, find experts who can review your plan, and decide how you'll share your dream with your customers.</li> </ul> | <input type="checkbox"/> Paper<br><input type="checkbox"/> Writing utensils<br><input type="checkbox"/> (Optional) Computer or phone with internet access<br><input type="checkbox"/> Healthy snack |
| 15 minutes | Wrapping Up  | <input type="checkbox"/> (Optional) Make New Friends lyrics poster  |

### Getting Started

Time: 15 minutes

Materials Needed: (Optional) Girl Scout Promise and Law poster

Welcome everyone to the meeting, recite the Girl Scout Promise and Law.

### Activity #1: What's the Big Idea?

Time: 20 minutes

Badge Connection: Step 1 – Come up with a big idea



Materials Needed: Paper; writing utensils; (optional) computer or phone with internet access

1. The money you earn selling Girl Scout cookies can be used to support your troop activities and projects. With this badge, it's time to take your cookie business plan to another level by coming up with a big idea that will challenge you to stretch your selling even farther.
2. It's time to brainstorm! What is your troop planning for this year? Next year? Beyond? Sometimes, a big idea takes more time to earn and save the funds for it, so don't be afraid to make a long-range plan with achievable goals along the way.
3. Here are some ideas to get you started:
  - Silver Award project
  - Take Action project
  - Travel within the United States or overseas

## Activity #2: Selling Outside the Box

Time: 20 minutes

Badge Connection: Step 2 – Take your sales to the next level and Step 5 – Share your experience in a big way  
Materials Needed: Paper; writing utensils; (optional) computer or phone with internet access

1. Big dreams require big thinking, and that means thinking outside the box. Your usual methods for selling Girl Scout cookies are awesome for regular goals. How can you take it up a notch in your selling plans to help you hit that big goal?
2. Brainstorm ways that you can increase your sales in ways that you've never tried before. Have you considered:
  - Selling cookies by the case to local businesses to give to their staff or customers?
  - Increasing your cookie booths? Or strategically placing your cookie booths in locations or near events that draw a lot of people?
3. Write down your ideas for big selling, and make a list of action steps to achieve your goals.

## Activity #3: Snack Chat + Ask For Help

Time: 20 minutes

Badge Connection: Step 3 – Sell your big dream to others and Step 4 – Ask experts to help you take your plan up a notch

Materials Needed: Paper; writing utensils; (optional) computer or phone with internet access; healthy snack

1. Now that you've got your big idea set, and your plans to increase your cookie sales to reach your goals, it's time to connect with people about it!
2. While having a healthy snack, write an action plan for how you will share your goals with your customers. Will you invite them to an open house where you will make a presentation about your plans? Or is social media the way to go, by sharing emails and videos of your plans and progress? (Be sure to include internet safety considerations in your plan, and get permission from adults.) Don't forget to stay in touch with your customers! It could take more than a year to reach your big goal, so you'll need to come up with regular ways to let them know how you're doing on your goals, and ask them for their continued support.
3. It's also a good idea get advice from a businesswoman who knows about sales, customers, and achieving big goals. Brainstorm some business leaders you could contact to get feedback on your cookie business plan.

## Wrapping Up

Time: 15 minutes

Materials Needed: (Optional) Make New Friends song lyrics poster



Close the meeting by singing Make New Friends and doing a friendship circle.

## More to Explore

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- Field Trip Ideas:
  - Visit a local businesswoman to interview her and find out how she got her big ideas off the ground.
  - Contact your local small business development center to schedule a visit.
- Speaker Ideas:
  - Invite a businesswoman to visit your group and share her ideas about increasing sales and reaching new customers.
  - Do you know Girl Scouts who have gone on a trip together as a troop or completed a big idea project like your own? Invite them to come and talk with your troop about how they achieved their goals.

