



Cookies Rock

Get pumped up for this year's Girl Scout Cookie Program by learning skills to become a super-seller while having fun and rockin' out with your friends. Play games, set goals, and refresh your money skills and cookie knowledge. Learn how to show the world what a cookie can do. Cookie sampling included.

Program Grade Level: Girl Scout Daisy, Brownie, Junior

School Grade(s): K–5

Program Essentials Focus Area: Financial Literacy

Program Duration: 2+ Hours

Optimal Setting: Large gathering place (like a gym) with classrooms or other smaller areas for breakout sessions.

Optimal Group Size: 50–250

Learning Objectives:

- Develop basic understanding of the Girl Scout Cookie Program, including important safety tips.
- Learn financial literacy skills such as money identification and making change.
- Develop communication and sales skills necessary to be successful in the Cookie Program.
- Understand how the Cookie Program can help reach personal goals.

Outcome Indicators:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Girls develop strong sense of self | <input checked="" type="checkbox"/> Girls gain practical life skills |
| <input checked="" type="checkbox"/> Girls seek challenges in world | <input type="checkbox"/> Girls develop healthy relationships |
| <input checked="" type="checkbox"/> Girls promote cooperation and team building | <input type="checkbox"/> Girls can resolve conflicts |
| <input checked="" type="checkbox"/> Girls identify community needs | <input checked="" type="checkbox"/> Girls are empowered to make a difference |

Award Requirements met (if applicable):

1. Cookie Activity Pin: Steps 1, 3, and 4.
2. Girl Scout Daisies: Count It Up Leaf—All requirements met; Talk It Up Leaf—Steps 1 and 2.
3. Girl Scout Brownies: Give Back—Step 2; Meet My Customers—Steps 2 and 3.
4. Girl Scout Juniors: Cookie CEO—Step 1; Customer Insights—Steps 4 and 5.

Program Overview

Time Allotment for Activity	Activity	Description	Materials Needed
30–60 minutes	Setup	Set up station activities with supplies and check-in area, post signage, set up laptop/projector, check sound system equipment, test microphones and music.	<ul style="list-style-type: none"> • Materials for activities • Microphone (optional) • Signage • Check-in roster • Stereo /music
10–15 minutes	Intro: Dance Activity	DANCE <ul style="list-style-type: none"> • Squash game 	<ul style="list-style-type: none"> • Stereo/CD player for music • Cookie boxes and/or poster board • Heavy tape • Markers
10 minutes	Welcome	Welcome girls and start with an open group discussion. Ask these questions: <ul style="list-style-type: none"> • What do you think will be the best part of participating in the Cookie Program? The most fun? What do you think will be the hardest or most challenging? • How do you think you might use the money you earn from the Cookie Program? 	
18 minutes	SAFETY & COMMUNICATION	Safety & People Skills—girls review/discuss safety information related to the Cookie Program.	<ul style="list-style-type: none"> • Safety tips
18 minutes	PRODUCT KNOWLEDGE	What Cookie Are You? Girls take the Cookie Character Personality Quiz. Cookie Sampling—girls will review the different kinds of cookies.	<ul style="list-style-type: none"> • Cookies, cut up • Plates, napkins, trash cans, etc. • Cookie personalities handout
18 minutes	GOAL SETTING	Girls learn about goal setting through a hands-on activity and discuss goal setting.	<ul style="list-style-type: none"> • Goal setting handouts
18 minutes	MONEY SKILLS	Cookie Smarts—girls learn about money identification and practice making change based on their grade level. Money Pouches—girls decorate money pouches to use for their cookie sales.	<ul style="list-style-type: none"> • Math problems and answer keys • Money pouches • Markers • Optional: play money
18 minutes	CREATIVITY/COMMUNITY SERVICE	Girls learn where the money goes for each box of cookies and brainstorm ideas of different things	<ul style="list-style-type: none"> • White sheets • Permanent markers

		cookie money does for Girl Scouts and people in the world. Create a mural to reflect what was learned.	<ul style="list-style-type: none"> • Garbage bags or plastic tablecloths • Masking tape
10 minutes	Clean-up/Closing	Participants clean up their last station and meet back in large space for closing.	

Possible Adaptations (special needs, materials, etc.):

- Some of the activities require reading and math skills. It will be important to have adults available to help support any activities that require reading and math to accommodate the abilities of all girls.
- Any of the activities that require writing are designed so that girls have the option to use language skills (writing) or the option of drawing to communicate their ideas.
- Girls sample cookies for this event. Please be aware of girls who may have potential food allergies.

Notes to the facilitator: Girls will need to be split into groups. You may want to keep them in their troops as there are a few activities where it would be good to stay with their troop. You should have more than one troop in a group so the girls are able to meet new people.

Introduction Activity: Squash Game

Time Allotment: 10-15 minutes

Prep Needed:

- Gather materials and supplies.
- Use several flattened boxes of cookies that you will be using for sampling, or create a symbol for each type of Girl Scout cookie on a piece of poster board.
- Tape flattened cookie boxes/poster board to the floor, or tape them to chairs if available.

Materials needed:

- Stereo/CD player for music
- Cookie boxes and/or poster board
- Heavy tape
- Markers
- Small prizes/boxes of cookies

Steps:

1. Play music and have girls dance or skip around in one large circle.
2. When the music stops, players have to find a cookie to stand on. All body parts must be on the cookie (even toes).
3. Remove a cookie each round, eliminating space for players. The final group standing on the final cookie wins a prize.

First topic: Safety and Communication

Background Information:

Safety and communication are two very important elements to consider when girls are selling cookies. Be sure that girls are focused and paying attention when you go over the safety tips. Encourage discussion when it arises, or if it seems applicable to your group. This station is extremely important!

All good sales people have a good sales pitch that makes them a super seller! Here are some tips for becoming the best seller around:

- Be friendly, greet your customer, and identify yourself as a Girl Scout. Only use your first name if asked.
- Share group or personal goals (tell them how your troop plans to spend your cookie money).
- Tell the customer about your favorite kinds of cookies and recommend your favorites.
- Tell the customer that cookies make great gifts.
- Ask the customer directly if they'd like to buy some cookies. This seems obvious, but don't forget!
- If someone decides not to buy cookies, it's VERY important to be polite and always say, "thank you."

Activity 1: Safety Charades

Time Allotment: 9 Minutes

Prep Needed:

- The activity leader at this station will use the safety tips found in the resources section. Copies of the safety checklist should be cut into strips ahead of time and given to each group.

Materials Needed:

- None

Steps:

1. Have girls pair up, or get into small groups depending on the size of the overall group.
2. Assign a safety tip(s) to each group. Each group will have two minutes to decide how they will act out their safety tip silently to the rest of the group. The group will then guess what the tip is.
3. Ask adults in the group to help with reading tips if necessary:
 - Always sell with an adult and wear your Girl Scout identification.
 - Only give your first name when asked, and never reveal any other personal information.
 - Have a plan to keep the money you're collecting safe. Ask an adult to help assist with forms and money.
 - Don't sell in a neighborhood or area you are unfamiliar with.
 - Only sell door to door during daylight hours.
 - NEVER enter a home when selling or delivering cookies.
 - Always use the buddy system. It's not only safe, it's more fun!

Activity 2: Super-Seller Role Play

Time Allotment: 9 Minutes

Prep Needed:

- Have copies of scenarios below for the girls to role play.

Materials Needed:

- None

Steps:

1. Have girls pair up. Adults may need to help with reading or ideas on how what girls might say to the customer. Helpful hints and tips can be found in the background information above.
2. Girls will take turns being the customer and the sales girl. Here is a list of scenarios the girls will act out:

Make a sale to...

- Older person/grandparents
- A business person

- Mom/Dad: try to get them to purchase more cookies
- Someone who doesn't like chocolate or doesn't like cookies
- An older brother/sister or a relative
- A brand new customer

Second topic: Cookie Program Knowledge

Background Information: Girls will review the different kinds of cookies, learn how to describe them to customers, and review/discuss frequently asked questions from customers.

Other information to share:

- Juliette Gordon Low initiated the cookie sale as a way for Girl Scouts to be self-reliant and to fund their own activities.
- First Girl Scout Cookie was a sugar cookie – homemade by the girls starting as early as 1917. First mention of cookies was a service project done by a troop in Oklahoma in 1917. They baked the cookies and sold them in their high school cafeteria. The first national Girl Scout Cookie sale was held in 1936.
- Our cookie baker is Little Brownie Bakers. They are owned by the Kellogg Corporation, which also makes many popular cereals.
- Each season, Girl Scouts sell almost 200 million packages of Girl Scout cookies.
- Thin Mints are the top selling Girl Scout Cookies in the United States.

Activity 1: Cookie Sampling and Descriptions

Time Allotment: 12 Minutes

Prep Needed:

- Divide each cookie into small pieces so that girls can sample a little of each kind. To save time, you can have one of each kind of cookie in one baggie ready to go for them.
- Open cookie packages before the program as there will be minimal time to prepare between groups.
- Position trash containers in accessible locations for participants and volunteers.

Materials Needed:

1. Cookies
2. Plates/napkins
3. Trash Cans

Steps:

1. Have girls take one of each cookie as they walk into the room, and then encourage them to take a seat.
2. Do a short introduction of Girl Scout cookies (optional: with a volunteer wearing a cookie costume):
 - Do-si-do—crisp and crunchy oatmeal cookies with creamy peanut butter filling.
 - Trefoil—shortbread shaped like the Girl Scout trefoil insignia.
 - Samoa—vanilla cookie covered with caramel, rolled in coconut with a strip of chocolate coating.
 - Tagalong—cookie topped with creamy peanut butter covered with chocolate coating.
 - Thin Mint—thin wafer covered with a smooth chocolaty coating. Made with natural peppermint.
 - Savannah Smile—a lemon cookie dusted in powdered sugar.

Activity 2: Cookie Character Personality Quiz

Time Allotment: 6 minutes

Prep Needed:

- Make copies of cookie personalities on cardstock to reveal answers of the quiz.

Materials Needed:

- Cookie Character Personality Quiz

Steps:

1. Ask Girls their favorite cookie.
2. Once girls have decided which cookie is their favorite, make sure they are all quiet so everyone can hear.
3. Then, hold up each cookie character, one at a time, and read the descriptions below to reveal what their cookie personalities are.
4. Ask these questions: Does your favorite cookie represent you well? Or do you think you are more like another cookie personality?

Third topic: Goal Setting

Activity 1: Jumping Jills

Time Allotment: 9 Minutes

Steps:

1. Invite girls to do Jumping Jills for 45 seconds. Ask them to silently count how many jumping jacks they do and to remember that number.
2. Ask them to share their numbers with the group.
3. Now give girls a challenge: ask them to increase their number by two or even five more.
4. Time the girls again and see if they can reach this goal a second time.
5. Discussion talking points: What difference did a goal make? Did anyone go over her goal? How did you feel? If having a number goal helps you do more, what are some other goals you can set for yourself?

Activity 2: Smart Cookie Goals and Tips

Time Allotment: 9 Minutes

Prep Needed:

- Gather materials and supplies.
- Make copies of Cookie Goal handout.
- Optional: print girl rewards information from GirlScoutsRV.org/Cookies

Materials Needed:

- Pens
- Girl rewards poster/printout (if available)
- Cookie Goal handout

Steps:

1. Success comes from having goals. When we set goals, we are more likely to achieve them. We can set goals selling cookies and for anything we do.
2. As you plan your cookie sale, be sure to:
 - **Start with a smile and say**, "I can sell cookies!" Positive thinking is important. Let's say it together, "I can sell cookies!"
 - **Aim carefully**. Set a precise sales goal. Decide how many cookies you will sell and when you will sell. This is an easy way to see if you are on your way to meeting the goal.
 - **Set Personal goals, too**. The Girl Scout Cookie Program is a great opportunity to think about your personal goals. For example, maybe you want to overcome shyness or improve math skills.

- **Divide—and win.** Break big goals into smaller ones. For example, if you want to sell 100 boxes of cookies, do it 10 at a time. Be proud of every step you make toward your big goal, and be especially proud when you reach your big goal.
 - **Be smart.** Set goals you can reach. No one Girl Scout can sell a million boxes of cookies. Instead, think about what you can really do.
 - **Make a note.** Write goals down. This makes them real.
3. Have girls complete a “Cookie Goals” worksheet by writing down their cookie sales goal and 1–2 personal goals. Personal goals can be related to cookies or something else (for example: learn how to speak louder, improve addition and subtraction skills, or obtain an A in reading).

Fourth topic: Money Skills

Background Information:

Selling cookies is a wonderful way for girls to develop their skills in math. Girls need to be able to add together order totals and will also need to make change for customers paying with cash. Remember, it’s important for adults to help supervise whenever girls are accepting money and/or making change for customers.

Activity 1: Practicing Math Skills Through Sales

Time Allotment: 9 Minutes

Prep Needed:

- Have girls gather in one area on the floor or in chairs to hear directions. Note: There will need to be a supportive adult in every group to help girls with reading and math.
- Print and post on tables for girls to review (two copies recommended). If you have larger groups, you may want more.
- Make copies of answers for station volunteers.
- Optional: You may choose to hang the math problems on the wall to make the girls move around a bit more for this activity, or you can give each group a copy of the problems for their respective grade level(s). Hanging the math problems allows for fewer materials and keeps the girls active, but adequate space is needed.

Materials Needed:

1. Math problems
2. Math answers
3. Examples of cookie orders on poster board
4. Scratch paper
5. Pencils
6. Optional: play money

Steps:

1. Divide girls into smaller groups (ideally five groups) then introduce the activity: *Today we are going to practice our math skills. There are different cookie orders provided on posters throughout the room. Solve the math problems and use the play money to practice making change as a group. Remember, a box of cookies costs \$4.00. Good Luck!*
2. If possible, girls will use the fake money provided to make change for pretend customers. There is also a printout with money on them for girls who need help identifying money and are not ready for the math problems (most likely Daisies). Please work with these girls to help them identify money.
3. When groups are completed, they can move on to start decorating their cookie money pouch.

Activity 2: Money Pouch

Time Allotment: 9 Minutes

Prep Needed:

- Set up table with markers and other decorating supplies.

Materials Needed:

- Markers and any other decorative materials
- Blank money pouches (can be found through Oriental Trading or dollar stores)

Steps: Encourage girls to use their imagination and creativity to decorate their money pouch. Girls can use this purse to keep their money safe when selling cookies.

Fifth topic: Creativity/Community Service

Background Information:

How the cookie crumbles	
Range of troop proceeds, girl rewards and recognitions	\$.84
Baker (cost of cookies)	\$1.08
Camp facilities + Programs	\$.61
Girl Scout Leadership Experience	\$.49
Member + Volunteer training and other support services	\$.98
Total	\$4.00

Note: This information can be found in the resources section and should be given to the station leader for visual representation so that the girls can look at while discussing the topic. You may also find this information on GirlScoutsRV.org/Cookie-Money

Activity 1: What can a cookie do? Mural and Group Discussion

Time Allotment: 18 Minutes

Prep Needed:

- If possible, ask station volunteers to watch the “What Can a Cookie Do” video (GirlScoutsRV.org/Cookies) before assisting at the event. This will give them some background knowledge to be able to help the girls and adults brainstorm ideas.
- Sheets will need to be spread out over the tables or the floor with permanent markers available.
- Instruct girls not to grab markers until they are asked to do so.

Materials Needed:

- Flat sheets (50 girls should be able to cover one large flat sheet)
- Permanent markers
- Garbage bags or plastic tablecloths
- Masking tape

Steps:

1. Read aloud the cookie crumbles statistics for the girls (found in background info above).
2. Girls will need to work together to brainstorm what Girl Scout cookies can do.
3. Ask girls to think about the impact the Cookie Program has on them personally, on their troop, community, and even nationally. Spend about five minutes discussing the following:
 - Can they send packages through operation care package to soldiers?
 - Can they use their money to do activities, travel, and attend program events?

- Can they use their money for a service project?
 - What did older girls use their money for last year?
4. Have girls split into their own troops for five minutes to discuss it more in detail how they could use the money.
 5. Ask girls to take their ideas, thoughts, and inspiration, and draw them on the sheets to create a “Cookies has a Mission” mural. (Examples: Draw a soldier, draw an animal representing helping the humane society, draw Girl Scouts going on a trip, draw your troop helping other children in need, etc.).
 6. Encourage them to think BIG and be creative! Remind them that many girls will be drawing on the sheet, so have fun, but save room for others to participate.

Activity Resources

- Safety Tips Handout
- Girl Scout Cookie Personality Quiz
- Cookie Sales Goal Handout
- Money Identification
- Math Skills Questions
- Math Skills Answers
- How the Cookie Crumbles Handout

Safety Tips

All girls who participate in the Girl Scout Cookie Program use 10 Basic Safety Guidelines.

1. Show You're a Girl Scout—Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
2. Buddy Up—Always use the buddy system. It's not just safe, it's more fun.
3. Be Streetwise—Become familiar with the areas and neighborhoods where you will be selling Girl Scout cookies.
4. Partner with Adults—Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girls grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.
5. Plan Ahead—Always have a plan for safeguarding money—avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.
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 or going into alleys.
7. Sell in the Daytime—Sell only during daylight hours, unless accompanied by an adult.
8. Protect Privacy—Girls' names, addresses, and email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers.
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—Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Girl Scouts cannot collect money online. For more information, visit www.girlscouts.org/cookies.

Girl Scout Cookie Personality Quiz

Which of the following describes you best?
Circle one.

- A. Easy-going, Trustworthy, Friendly
- B. Loyal, True-blue, Honest
- C. Artistic, Creative, Dramatic
- D. Popular, Strong, Confident
- E. Brainy, Complex, Mysterious





Do-si-dos

Easy-going, Trustworthy, Friendly



Trefoils

Loyal, True-blue, Honest



Tag™, Tagalongs® Cookies and the Tagalongs Character are trademarks of the Kellogg NA Co.

Tagalongs

Artistic, Creative, Dramatic



Thin Mints Character is a trademark of the Kellogg NA Co.

Thin Mints

Popular, Strong, Confident



Samoa's® Cookies and the Samoa's Character are trademarks of the Kellogg NA Co.

Samoa's

Brainy, Complex, Mysterious



What is your Cookie Sales goal?

#

Boxes

Name two personal goals you have for yourself as part of the Cookie Program activity:

1: _____

2: _____

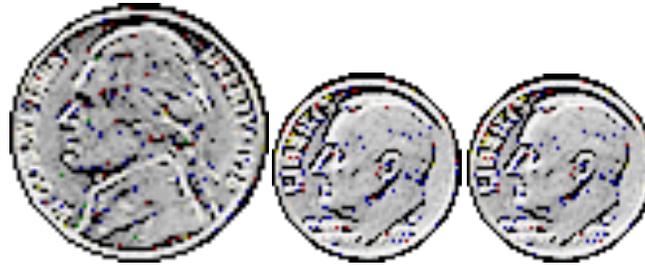
Money Identification Worksheet d/b



.50



.25



ORDER #1: d/b

A customer orders 2 boxes of Girl Scout cookies. What is their order total?

\$4.00

Box #1

+\$4.00

Box #2

ORDER #2: d/b

A customer orders 2 boxes of Girl Scout cookies. Their order total is \$8.00. They pay with a \$10.00 bill. How much change do you give them back?

\$10.00 Payment by customer

-\$8.00 Total of 2 boxes of
cookies

ORDER #3: d/b

A customer orders 3 boxes of cookies and pays with a \$20 bill. How much change do you owe them?

\$ 20.00 Payment by customer
- **\$ 12.00** Total of 3 boxes of cookies

ORDER #4: d/b

A customer orders 4 boxes of cookies.
What is their order total?

- + **\$4.00** Box #1
- + **\$4.00** Box #2
- + **\$4.00** Box #3
- + **\$4.00** Box #4

OR \rightarrow **\$4.00** Price per box
x 4 *Number of boxes ordered*

ORDER #1: b/j

A customer orders 5 boxes of cookies.
What is their order total?

+\$4.00 Box #1

+\$4.00 Box #2

+\$4.00 Box #3

+\$4.00 Box #4

+\$4.00 Box #5

\$4.00 Price of cookie

OR →

x 5 *Number of boxes*

Bonus: The customer wants to add two more boxes to their order. What is their order total now?

ORDER #2: b/j

The customer from Order #1 who ordered 7 boxes of cookies pays with a \$50.00 bill. How much change do you owe them?

\$50.00 Payment by customer

-\$28.00 Total for 7 boxes of cookies

ORDER #3: b/j

A customer orders 10 boxes of cookies and pays with a \$100.00 bill. How much change do you own them?

\$4.00 Cost of 1 box of cookies

X 10 Times the number of ordered

\$100.00 Payment from customer

- \$Total for 10 boxes

ORDER #4: b/j

A customer orders a whole case of cookies (there are 12 boxes of cookies in each case) and pays with a \$50 bill. How much change do you own them?

\$4.00 Cost of 1 box of cookies

X **12** Times the number ordered

\$50.00 Payment from customer
- \$Total from 12 boxes

ORDER #1: j

A customer orders 2 cases of cookies (there are 12 boxes of cookies in each case) and pays with a \$100 bill. How much change do you owe them?

\$4.00 Cost of 1 box of cookies

X ? How many boxes ordered?

Total?

\$100.00 Customer Payment

**- \$? Total from # boxes
ordered**

Change due?

ORDER #2: j

A customer orders 9 boxes of cookies and pays with a \$50 bill. How much change do you owe them?

They then decide to buy 5 more boxes of cookies and pay you with the change you gave them from the first order. Do they have enough money with the change you just gave them?

If not, how many extra boxes could they purchase?

What would their change be after their additional purchase?

ORDER #3: j

A customer wants to know how many calories are in a serving of Tagalongs. You tell her 140 calories for 1 serving (2 cookies).

Your customer would like to know how many calories she would consume if she ate 7 cookies.

8 cookies divided by 2 cookies = ? Total servings

	140	Calories
X	?	Servings consumed

? Total calories consumed

ORDER #4: j

A customer orders 3 boxes of Thin Mints, 4 boxes of Tagalongs, 2 box of Dosidos, 8 boxes of Savannah Smiles, and 5 boxes of Samoas. The customer pays you with a \$50 dollar bill. How much do you owe the customer? How much does the customer owe you?

	?	Cost of box of cookies
<u>x</u>	?	Times the number ordered
	?	Total cost

\$ Total order cost

- \$ Customer payment

\$ Owed/Change Due?

Math Problems Answer Key for Cookies Rock!

Daisies/Brownies

- 1. \$8.00**
- 2. \$2.00**
- 3. \$8.00**
- 4. \$16.00**

Brownies/Juniors

- 1. \$20.00 (Bonus Answer: \$28.00)**
- 2. \$22.00**
- 3. Part 1=\$40.00; Part 2=\$60.00**
- 4. Part 1=\$48.00; Part 2=\$2.00**

Advanced Juniors (1 box of cookies is \$4.00)

- 1. Part 1: 24 boxes ordered; Part 2 \$96.00; Part 3 \$4.00**
- 2. Part 1=\$14.00 change owed; Part 2—No, they only have \$14.00 left.
Part 3=3 additional boxes; Part 4=\$2.00**
- 3. Part 1=4 servings; Part 2=560 Calories**
- 4. Part 1=\$88.00 Part 2—The customer still owes \$38.00 dollars**

How the cookie crumbles	
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