

Girl Scout Cookie Activity Pin 2009-1010

Cadette Senior Ambassador

GET READY,
GET SET,
GET CONNECTED!



But you can think of ways technology can help you during the Girl Scout Cookie Experience. That's great – because this year's Girl Scout Cookie Activity Pin is all about exploring what cookies, business, marketing, and the Internet have to do with each other. So...ready to get connected?

Earning the Girl Scout Cookie Activity Pin

To earn the Girl Scout Cookie Sale Activity Pin, complete at least two items from each of the categories below (**Gather, Store and Sort, and Share**) – or feel free to do them all! *Be sure to review the Online Safety Pledge before you start out.*

Team up with your Girl Scout sisters – you can learn from each other and multiply the fun. If you don't have access to a computer at home, find out from your Girl Scout adult volunteer where you can use a computer in your community, perhaps at school, the library, a recreation center or an office.



The 2009-10 Cookie Activity Pin,
GSUSA Order #09031

Gather

Find out how the Internet and business go hand in hand by doing at least two of the following activities under **GATHER**:

1 Ask an Expert

Invite a marketing or communications expert to speak to your group about how she uses the Internet and social networking sites in her business. Find out what's most effective when it comes to getting the word out about clients and why. Ask her about challenges she's faced in her life and career. How did she meet and overcome obstacles? Use what you've learned for your own cookie campaign – and in life!

2 Start Your Search Engine

Do an online search for your favorite products, books, authors, movies, or TV shows. Look at how the company, product, or person is marketed. Also, check out what kinds of social groups form around them, including web sites, discussion forums, and Facebook pages. Here are questions to think about:

- ❖ What new information did you learn about the company, product, or person?
- ❖ How can you be sure that the information you found is accurate and comprehensive?
- ❖ Are the discussion forums fun or informative?
- ❖ What would you do to improve the company, product, or person's online presence?

3 Go Virtual Shopping

Look into the growth of online sales and e-commerce in the past 10 years. Think about how you and your family use the web to buy or make decisions about purchases. Here are questions to get you started:

- ❖ How has the Internet changed the way consumers shop?





- ❖ What companies or services played a major role in popularizing online shopping?
- ❖ What are some products or services you can't or don't buy online?
- ❖ When is it better for the environment to shop online? When is it more eco-friendly to shop at the mall?
- ❖ Who or what fills the role of salespeople in online sales?

4 Do Good Deeds

Is your group interested in making a donation with some of their cookie sale proceeds? Ask friends, family, and cookie customers for ideas about charity and nonprofit groups to support and gather suggestions for a Take Action projects you and your team could do with some of your proceeds. (Keep track of the Take Action project ideas in a notebook or on your computer. It's always good to have an idea bank of possible projects handy!)

Check out charitynavigator.org for a wealth of information about charities. After exploring the web site, develop your own criteria for choosing a charity to support. Share what you've found with your team, discuss what you've learned, and decide how you might like to use some of your proceeds as philanthropists!

Store and Sort

Dig into how computers assist in accounting, sales, and customer service—practices all businesses use. These activities will help you do just that. Complete at least two activities in this category to earn your Girl Scout Cookie Activity Pin.

5 Get Organized

Make a spreadsheet or chart to help keep customer information up to date. You can also use the computer to compare your sales progress with the previous year's earnings. Use your spreadsheet to forecast sales and set higher goals for this year, as well as to track customer preferences.

6 Use Ready-Made Tools

Check out the awesome tools and suggestions your cookie company has posted online. Don't have time to write a long e-mail? Use the messages on the cookie bakers' web sites and manage your lists using their tools. You might even make some comparisons: Which is more effective, your personal e-mail overseen by an adult, or the cookie baker's tool?

7 Tap Your Team Talents

Talk with your team about what you each do well and enjoy, then brainstorm how you can each use your talents to make your cookie sale a success. For example, the team poet might like to write a jingle or song for your cookie campaign. Once you've all come up with a way to pitch in, design a task chart that shows what each girl will do. Remember to include columns that list deadlines, needed materials, or other information to help each girl complete her task.

8 Shout It Out: The Cookies Are Coming!

As a team, create a group web site or add a Girl Scout Cookie season page to your existing group web site. Include information about your group's cookie booth and other sales product activities. Then contact friends and community groups with web sites and Facebook or MySpace pages and ask them to link to your web site.

(Note: remember, you cannot take money for Girl Scout Cookies on the Internet. You can ask customers for contact information and get back to them, or you can tell them what you are selling and where and when your booth will be set up.)

Be sure to refresh your site during the season and take down all the cookie info (except for a thank you to customers) after the sale.

9 E-Mail Alert

At your cookie booth, ask if customers want to give their e-mail addresses so you can report on how you are doing with your goals. You can also use your e-mail list to send out a customer alert when next cookie season rolls around.

Share

Use your tech savvy to communicate with your Girl Scout sisters and the world by completing at least two of the following SHARE activities.

10 Snappy Sayings

Create a texting lingo or shorthand to use during the Girl Scout Cookie Experience. As a team, make an IM or texting glossary or dictionary for everyone in your group to learn and share. Examples: D2D=Door to door; CB=Cookie Booth; UCDI!=You can do it!; DsD=Do-Si-Dos; THX=Thanks-A-Lot.

11 Tweet, Tweet

Use Twitter to tweet about cookie activities to friends and family as they happen. Examples: "We just opened our Cookie Booth at the Deli on 7th St." and "TMs and Trefoils going fast!"

12 Care and Share

Share your Girl Scout Cookie Experience stories with your Girl Scout sisters. Create a pod-cast or video to share what you've learned or get together with younger girls and show them how they can use their tech savvy as they participate in the Girl Scout Cookie Experience. (Be sure to follow all the safety rules for doing anything online.) You might even volunteer your expertise in using the cookie company online resources to a "newbie" adult cookie volunteer working with a group of younger girls.

13 Picture Success

Sometimes a picture is worth a thousand words. Create a fun PowerPoint or video to show at your indoor cookie booth or when making a presentation to a business. Girl Scout Cookie break, anyone?

14 Text and Talk

As a team, discuss the differences between connecting online and face-to-face. The Girl Scout Cookie Experience is an opportunity for you to practice both forms of communication and to learn the pros and cons of each.



Here are some questions to get you started:

- ❖ What can you learn from meeting and talking in person that you might not by texting, IMing, or e-mailing?
- ❖ In what situations are one form more appropriate or useful than the other?
- ❖ Which form are you most comfortable using and why?
- ❖ What form of communication do you find the most fun?
- ❖ What helped you sell more cookies: communicating face-to-face or interacting through electronic communication?
- ❖ What's more personally satisfying, getting an order after sending an e-mail or asking a customer to buy something in person? Why?

Now try a role play exercise using both forms of communication. Here's the scenario: Partner up and pretend you are having a disagreement about what's better for the environment, a scooter or a hybrid car, paper or plastic bags, or an electric hot-air dryer or paper towels. Pick one side of the debate and argue your case with your partner face-to-face. Then switch sides – but this time, debate each other with text messages. When you're finished, discuss your experience: How did the method of communication change your style of debate? Which style of debate was more satisfying?

15 **Wrap It Up and Take a Bow**

Reflect on and discuss the work each team member did during the cookie sale, including how each girl contributed to the group's success. You might ask:

- ❖ When did you take a positive risk?
- ❖ What did you learn?
- ❖ What could you do better next year?
- ❖ When did you help another girl in your group?

Congratulate each other for all your hard work. Think of ways you can give each other a pat on the back – maybe by sending each other e-cards to say thank you! Enjoy adding your Girl Scout Cookie Pin to your Girl Scout award collection. You've earned it!

