

Girl Scout Cookie Activity Pin 2009-1010

Brownie Junior

GET READY,
GET SET,
GET CONNECTED!



Using your tech savvy can make selling Girl Scout Cookies even more fun! Whether you reach customers through e-mail, create flyers with design software, or track orders on a spreadsheet, your computer can be a key partner in the Girl Scout Cookie Experience!

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!

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 together in your community, perhaps at school, the library, a recreation center, or an office.



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

Gather

See how much fun and useful information you can gather by doing at least two of the following activities.

1 What's Your Favorite Cookie?

Is it a Girl Scout Thin Mint, the peanut butter sandwich – or is it just too hard to decide? As long as you're thinking about cookies, surf the web to find out about favorite cookies around the world.

You'll discover that people in England and Australia call cookies "biscuits." Italians enjoy nibbling *biscotti* and *strufoli*, while Germans enjoy *springerle* and *pfeffernusse*. (Try saying "pfeffernusse" – it's pronounced "FEHF-fuhr-noos." It's a spice cookie served at holiday time.)

But that's just the beginning of what you can learn online! Here are more questions to help you get more information about cookies:

- ❖ What kind of cookies use chocolate, almonds or powdered sugar?
- ❖ What do a lot of cookies have in common?
- ❖ Is there a cookie from another country that's one of your family's special treats?
- ❖ Do people around the world eat cookies with a glass of milk or another drink?
- ❖ Now that you've learned about cookies from different countries, which ones would you like to taste?





2 Why Wouldn't You Call Girl Scouts "Cookie Rookies"?

Because Girl Scouts have been selling cookies for more than 90 years! Go online at girlscoutcookies.org and find out more about Girl Scout Cookies and their history. Explore the cookie company sites too, under "cookies" in Girl Scout Central. Look for fun, little-known facts (also called "trivia") about the cookies.

- ❖ How many companies bake cookies for the Girl Scouts?
- ❖ What are the names of all the Girl Scout cookies?
- ❖ Why did the Girl Scouts stop selling cookies during World War II?
- ❖ Can you find any Girl Scout cookie names from the past?
- ❖ How many Thin Mints are baked every day during the cookie season?

Now read the story about how Girl Scouts began selling cookies. Go to www.girlscouts.org/program/gs_cookies/cookie_history/early_years.asp. Then make up a skit about how girls got the idea, then baked and sold their cookies.

3 Did You Know Baking Is Like Science?

That's because cooking ingredients change when they are mixed together and heated – just like chemicals in a lab! What are the ingredients in Girl Scout Cookies? Take a look at the side of the box, where the nutrition facts are listed. Then go online to learn how the ingredients change when they are baked. You might want to find out:



- ❖ Why do cookies have flour?
- ❖ What happens when you add water to flour and heat it up?
- ❖ What happens to sugar when it cooks?
- ❖ What are “leavening” ingredients? What do they do?

Now put what you’ve learned about science and baking into action. Go online to get this early Girl Scout Cookie recipe, then try baking a batch and sharing them with your friends and family. Yum!

4 How Can Cookies Help Your Community?

Interested in making the world a better place? You can use some of your cookie sale money to do just that! Using money to help people is called “philanthropy” (pronounced “fil-en-thra-pee”). It comes from the Greek words that mean “to love” and “man.”

Ask your friends, family, and cookie customers for names of charities and nonprofit groups they support. You can also ask for ideas of Take Action projects that you might do to help your community.

Share their answers with your team and talk about all the ways you could use your money. For example, you could use your funds to buy supplies for your Take Action project or you could give some money to a charity or non-profit group. Decide together how you can use your funds to make a difference.

Store and Sort

To run a successful cookie sale, you and your team have to make plans and get organized! These activities will help you do just that.

5 Set Your Goals

A goal is simply what you hope to achieve from your cookie activity. In other words, what do you learn and what do you want to do with the money you earn? Would you like to take a trip? Or how about camping? Maybe you'd like to use the money to fund a Take Action project or another activity from your Girl Scout leadership journey.

Get together with your group and talk about your what you would like to do. Find out how much it will cost. Then figure out how many boxes of cookies you and your group must sell to pay for it.

Next, divide that number by the number of girls selling cookies. That's how many boxes you'll try to sell. Add more boxes if you want to aim higher and perhaps be recognized as a super-seller!

6 Create Ways to Keep Information Handy

Make a customer list. Try using your computer to make a chart of customer information. Remember to be "safety-wise" and only list the customer's name, phone number, and e-mail address but no other personal information. Here's an example:

Name	Phone	E-mail	Orders	Amount	Paid Yes/No
Alice Adams	212-555-1212	aadams@gmail.com	6 Sams 3 Sams 5 TM	\$49.00	Yes

7 Make a Cookie Campaign Kaper Chart

With your team, talk about what each girl likes to do and how she can use her talents to help the group. For example, maybe your team artists can create a booth or poster. Maybe the computer whizzes can set up spreadsheets to track sales. When it's time to let people know when your cookie booth will be open, figure out who likes to talk to people and get those girls to spread the word!

Make a chart with what each girl will do. Write the deadlines, so everyone knows when she must be finished. Include a column for materials or other things she might need, work times, etc. See the example below.

Member	Responsibility	What she needs	When due
Sonia	Window poster	Paper, colored pens	One week before activity
Alicia	Booth poster	Paper, colored pens	Friday
Tanisha	Booth sales	Wear uniform	Saturday
Claire	Booth sales	Wear uniform	Saturday

Share

Find ways to share information about your cookie sale with friends, family, and customers, either by designing materials on your computer or using e-mail to spread the word.

8 Do You Know Any Smart Cookies?

Text or e-mail other Girl Scout groups and find out what great ideas Girl Scouts have used to sell their cookies. Trade slogans, tips on running a Girl Scout Cookie booth, lyrics for cookie songs, and other fun ways to market Girl Scout Cookies.

9 Show Off Your Creative Flair!

Design and print flyers on your computer that describe all the cool ways that Girl Scout Cookie sales support your community and what girls learn from running their cookie business. Hand the flyers out at your cookie booth.

10 Create an E-Mail Cookie Marketing Campaign

You can create a lot of buzz for your cookie sale by using e-mail! Here's how to get started:

USE GOOD "NETIQUETTE"

"Netiquette" is "etiquette for the Internet" or pointers for online manners. Check out Netiquette at the Boston Public Library online at <http://www.bpl.org/kids/Netiquette.htm> to learn more.

Then, as a team or with your adult, talk about texts or e-mails that bothered you, hurt your feelings, or wasted your time. Also discuss the difference between conversations online and face-to-face. Girl Scout Cookie Time is an opportunity for you to practice both forms of communication. Talk about the advantages of both kinds.



Here are some questions you may want to discuss:

- ❖ What can you learn from meeting and talking in person that you might not by texting or using e-mail?
- ❖ In which situations is one form more appropriate or useful than the other?
- ❖ Which are you most comfortable with and why?
- ❖ What's the most fun?
- ❖ Why can it be hard to settle disagreements by texting?
- ❖ Why can it be hard to settle disagreements in person?
- ❖ What makes you feel better: getting an order after sending someone an e-mail or asking them in person? Why?

Finally, create a netiquette guide as a team that you all can use. Here are a few key points to get you started:

- ❖ Make sure you are e-mailing people who know you personally. (Sending a list to all the people on your mom's office list is not cool. Sending e-mail to people you know at your place of worship or sports team is okay.)
- ❖ Let people "opt out" (it's like saying "no, thank you") if they don't want to receive more e-mails from you.

Send Out E-Mails

E-mail is a quick and easy way to announce your cookie sale and keep people informed about your progress. Develop a list of e-mail addresses: your friends' parents', people your parents know, your teachers', or families at your place of worship.

When you're ready to start your e-mail marketing, check out the web sites for ABC Smart Cookies or the Little Brownie Bakers. Each site has ways you can use to let family and friends know about the Girl Scout Cookie Experience in a protected environment.

You may also want to write more personalized e-mails with adult supervision. Before you dash off a message and hit send, think about how to craft an effective e-mail. Let your customers know how to buy your cookies and get them excited about supporting Girl Scouts. Here are a few tips:

EMAIL

To: sasha321@compuserve.com

From: gsvolunteer@hotmail.com

Subject: Girl Scout Cookies Are Coming Soon!

Message: Hi, Aunt Melissa.

My Girl Scout Brownie or Junior Group 123 will set up a cookie booth by the train station at [address in your town] from 1-3 p.m. Saturday.

We will have all your favorite cookies [list the varieties of cookies you are selling]. The cookies cost [\$X] a box.

We are raising money for [state your goal]. Please come and support the Girl Scouts and our community!

Thank you,

[Your Name]

SEND

Use the subject line to grab your customer's attention.

Choose your greeting carefully. If you are writing a friend, you might write, "Hi Sarah." If you're e-mailing your teacher or a friend of your parents, you might use a more formal greeting, such as "Dear Mr. Smith."

Give your customers all the facts. Tell them how, where, and when they can buy cookies – and, of course, remember to include the price!

Is your goal to earn money for your group to take a trip or to do a Take Action project? Let your customers know how your group will use the money you earn.

Follow Up!

- ❖ It's okay to follow up with people if they don't reply right away, as long as you do it politely. Let customers know how close you are to reaching your goals and how they can help you.
- ❖ Tell customers when the cookies will be delivered and thank them for supporting you and the Girl Scouts.
- ❖ Show your appreciation by designing thank-you cards on your computer and sending them to your customers.

11 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.

12 Take a Bow!

Talk about your team effort during the cookie sale and how each girl contributed to the group's success. You might ask:

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

Congratulate and give each other pats on the back for all your hard work! You might even send each other e-cards to say thank you. Enjoy adding your pin – you earned it!

