



Brownie Meet My Customers Badge Activity Plan

Badge Purpose: When girls have earned this badge, they'll know how to find customers and be comfortable selling to them.

Planning Guides Link: Financial Literacy

Fun Patch Link: Got Cookies

Activity Plan Length: 1.5 hours

Resources

- This activity plan has been adapted from the Brownie *Girl's Guide to Girl Scouting* Meet My Customers Badge, which can be used for additional information and activities.
- Little Brownie Bakers website: <http://littlebrowniebakers.com/>

Activity #1: My Customers

Badge Connection: Step 1—Find out where your customers are; Step 2 – Talk to some customers

Time Allotment: 15 minutes

Materials Needed:

- Location index Cards

Steps:

1. Write each cookie customer location on an index card:
 - Place of worship
 - School
 - A neighbor's house
 - College campus
 - Your parent's workplace
2. Explain to the girls that they can find cookie customers in all sorts of places. It is also important to practice what you would say when you approach a cookie customer.
3. Split the girls into pairs. Pass out one location index card to each pair. One girl will be the customer and one will be the Girl Scout.
4. Give the pairs a few minutes to create a short skit. Their skit should describe their location and give an example of how to talk to a cookie customer in that location.
5. Have each pair perform for the group. See if the other girls can guess their cookie selling location!

Activity #2: The Cookie Booth

Badge Connection: Step 3—Practice handling money and making change

Time Allotment: 15 minutes

Materials Needed:

- Small boxes, such as cookie boxes or shoe boxes

- Play money

Steps:

- Tell the girls what the cost of one box of Girl Scout cookies is. Check with your troop cookie manager or council for the current rate.
- Have girls set up their own pretend cookie booth using small boxes as pretend boxes of cookies.
- Girls will take turns “purchasing” and “selling” boxes of cookies to each other, using the play money.
- Have girls practice making change. Pretend a customer has a \$5 bill and asks for one box. Then pretend a customer has a \$10 bill and asks for two boxes or \$20 bill for four boxes.

Activity #3: Saying Thank You

Badge Connection: Step 5 – Thank your customers

Time Allotment: 20 Minutes – Thank your customers

Materials:

- 8 ½ X 11 paper – with lines to create 4 postcards
- Dark Markers/Crayons
- Example of a card

Steps:

1. Explain to the girls it is important to thank your customers when you are running a business because they are helping you and other girls enjoy the Girl Scout program. Share a couple activities the girls have done in the past or will do in the future with their cookie proceeds.
2. Give each girl a piece of paper.
3. Encourage each girl to create a thank you postcard (or four different ones) that they can give to customers who purchase cookies from them.
4. Once complete, collect the sheets and make copies for girls to cut and pass out during the sale.

Activity #4: Snack Chat

Badge Connection: Step 4 – Role play good customer relations

Time Allotment: 10 minutes

While enjoying a snack, here are some things for girls to talk about:

- A customer asks which type of cookie they should buy. What do you say to them?
- A customer tells you that she was once a Girl Scout. What would you say to her?
- A customer asks if you could come back another day so she can buy more cookies. What would you say to her?

More to Explore

- Field Trip Ideas:
 - Visit an older troop’s cookie booth for customer tips
 - Visit a bakery to find out how cookies are made
- Speaker Ideas:
 - Invite an older Girl Scout to your meeting to talk about customer service tips
 - Invite a baker to your meeting to talk about baking cookies

Customize It!: If your group wants to expand work on this badge, or simply try different activities, go for it! There are many ways to earn this award, including: Completing the activities as listed in the Brownie *Girl’s Guide to Girl Scouting*, completing two of these activity plans, attending a council-sponsored event or customizing activities. Pick the one(s) that work best for your group. Girls will know they have earned the

award if:

- They know where to find customers and are able to talk to them
- They practiced handling money and making change
- They role-played good customer relations
- They know how to thank their customers

Family Follow-Up Email

Use the email below as a template to let families know what girls did at the meeting today. Feel free to add additional information, including:

- When and where you will be meeting next
- What activities you will do at the next meeting
- Family help or assistance that is needed
- Supplies or materials that girls will need to bring to the next meeting
- Reminders about important dates and upcoming activities

Hello Girl Scout Families:

We had a wonderful time today learning about the Girl Scout cookie program and customer service and have earned the Meet My Customers Badge.

We had fun:

- Role-playing cookie customer scenarios
- Practicing handling money and making change
- Making cookie thank you cards

Continue the fun at home:

- Help your Brownie with her money skills as she sells Girl Scout cookies.
- Practice what your Brownie will say when she sells cookies door-to-door.
- Look through the *Girl's Guide to Girl Scouting* with your Brownie to find other activities you can try at home.

Thank you for bringing your Brownie to Girl Scouts!

This activity plan was adapted from Girl Scouts River Valleys.