

BROWNIE MEET MY CUSTOMERS BADGE

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

Activity Plan Length: 1.5 hours

Time	Activity	Materials Needed
15 minutes	Getting Started <ul style="list-style-type: none"> Girls recite the Girl Scout Promise + Law and sing the Brownie Smile song. 	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster <input type="checkbox"/> (Optional) Brownie Smile song lyrics poster
15 minutes	My Customers <ul style="list-style-type: none"> Girls discover their customer base. 	<input type="checkbox"/> Index cards <input type="checkbox"/> Markers
15 minutes	The Cookie Booth <ul style="list-style-type: none"> Girls practice handling money and making change. 	<input type="checkbox"/> Small boxes, such as cookie boxes or shoe boxes <input type="checkbox"/> Play money
15 minutes	Saying Thank You <ul style="list-style-type: none"> Girls create "Thank You" notes for future customers. 	<input type="checkbox"/> 8 ½ x 11 paper with lines to create 4 postcards <input type="checkbox"/> Dark markers or crayons <input type="checkbox"/> Example of card
15 minutes	Snack Chat <ul style="list-style-type: none"> Girls enjoy a healthy snack while talking about cookie sales. 	<input type="checkbox"/> Healthy snack
15 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends song lyrics poster

Getting Started

Time: 15 minutes

Materials Needed: (Optional) Girl Scout Promise and Law poster and (optional) Brownie Smile song lyrics poster

Welcome everyone to the meeting, recite the Girl Scout Promise and Law, and sing the Brownie smile song.

Activity #1: My Customers

Time: 15 minutes

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

Materials Needed: Index cards; markers

Prep Needed:

- Write each cookie customer location on an index card: place of worship, school, a neighbor's house, college campus, your parent's workplace, etc.



1. 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.
2. 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.
3. Give the pairs a few minutes to create a short skit. Their skit would describe their location and give example of how to talk to a cookie customer in that location. Make sure they know not to reveal the exact location, as the other girls will try to guess what it is.
4. Have each pair perform for the group. See if the other girls can guess their cookie selling location!

Activity #2: The Cookie Booth

Time: 15 minutes

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

Materials Needed: Small boxes, such as cookie boxes or shoe boxes; play money

Prep Needed:

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

Activity #3: Saying Thank You!

Time: 20 minutes

Badge Connection: Step 5 – Thank your customers

Materials Needed: 8 ½ x 11 paper with lines to create 4 postcards; dark markers/crayons; example of card

Prep Needed:

- Create an example for girls to see.
1. Explain to the girls it is important to thank customers when you are running a business because they are helping you and other girls enjoy the Girl Scout program. Share a couple of activities the girls have done in the past or will do in the future with their cookie proceeds.
 2. Set out coloring utensils and hand 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 photocopies for girls to cut and pass out during the sale.

NOTE: We recommend using dark colors for the cards, so you can make photocopies and pass out to customers.

Activity #4: Snack Chat

Time: 10 minutes

Badge Connection: Step 4 – Role play good customer relations

Materials Needed: Healthy snack

1. While enjoying a healthy 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?

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

- 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.

