

# JUNIOR COOKIE CEO BADGE

**Badge Purpose:** When girls have earned this badge, they'll know more about how to run all parts of their cookie business.

**Activity Plan Length:** 1.5 – 2 hours

Time	Activity	Materials Needed
15 minutes	Getting Started <ul style="list-style-type: none"> <li>Girls recite the Girl Scout Promise + Law.</li> </ul>	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
5 minutes	Frisbee Goal Setting Brainstorm <ul style="list-style-type: none"> <li>Girls set up a group goal.</li> </ul>	<input type="checkbox"/> Paper plates <input type="checkbox"/> Markers
10 minutes	Keeping Our Goal in View <ul style="list-style-type: none"> <li>Girls continue setting up a group goal.</li> </ul>	<input type="checkbox"/> (Optional) Poster with last year's cookie sale totals <input type="checkbox"/> Beads in multiple colors <input type="checkbox"/> String <input type="checkbox"/> Safety pin (one per girl) <input type="checkbox"/> Scissors
10 minutes	Why Have Jobs? <ul style="list-style-type: none"> <li>Girls explore how a small business works.</li> </ul>	<input type="checkbox"/> Two decks of cards (for troops with more than 14 girls, one additional deck per 7 girls)
15 minutes	Running a Business <ul style="list-style-type: none"> <li>Girls continue exploring how a small business works and create a cookie sale job list.</li> </ul>	<input type="checkbox"/> Five sheets of poster board or large paper <input type="checkbox"/> Markers <input type="checkbox"/> Tape
15 minutes	Snack Chat <ul style="list-style-type: none"> <li>Girls enjoy a healthy snack while learning how to make a good impression.</li> </ul>	<input type="checkbox"/> Healthy snack
15 minutes	Inspiration Board and Sales Tracker <ul style="list-style-type: none"> <li>Girls create a board to track their sales.</li> </ul>	<input type="checkbox"/> Large poster board <input type="checkbox"/> Magazines <input type="checkbox"/> Scissors <input type="checkbox"/> Markers <input type="checkbox"/> Glue or tape <input type="checkbox"/> (Optional) Colored paper and other decorative embellishments (stickers, glitter, etc.)
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

Welcome everyone to the meeting, recite the Girl Scout Promise and Law.

## Activity #1: Frisbee Goal Setting Brainstorm

Time: 5 minutes

Badge Connection: Step 1 – Set a group goal

Materials Needed: Paper plates; markers

1. Ask girls to identify general categories of things they might like to do with their cookie money and write each category on a separate paper plate. Categories might include service projects, entertainment, outdoor adventure, or city attractions (no specific places or activities yet!).
2. Pass out markers and ask the girls to spread out around the room.
3. Begin tossing the plates Frisbee-style to the girls. When a girl catches (or picks up) one of the plates, she must think of an idea for the category, write it on the plate and toss the plate to another girl.
4. Encourage the girls to read the ideas on the plate before they write their own. Continue until ideas have been exhausted and/or the plates are full.

## Activity #2: Keeping Our Goal in View

Time: 10 minutes

Badge Connection: Step 1 – Set a group goal

Materials Needed: Beads in multiple colors; string; safety pins (one per girl); scissors

Prep Needed:

- (Optional): If your girls sold cookies the previous year, make a poster that says “Last year, we had \_\_\_\_ girls and sold \_\_\_\_ boxes of cookies. That’s an average of \_\_\_\_ boxes of cookies per girl! We had \_\_\_\_ cookie booths and sold \_\_\_\_ boxes of cookies at each booth.” Use your troop’s records to fill in the blanks. This may help girls determine their cookie goal number.
1. Have girls work as a team to decide what their group cookie goal will be. Here are some factors to consider when making your decision:
    - Last year’s sales numbers or average per girl sales
    - The number of girls in your troop
    - The price of cookies (\$5 per box)
    - Weather
    - New cookie-selling ideas
    - Selling to reach a goal, like a trip or activity (Use the “How the cookie crumbles” chart to calculate how many boxes you will have to sell to reach a specific financial goal)
    - Number of cookie booths
    - Location of cookie booths
    - Product management (Did you run out of a specific type last year? Did you find a solution?)
    - Personal goals
    - Number of Girl Scouts selling cookies in your area
    - Is your troop attending a cookie rally? (Girls who attend rallies sell an average of 38 more boxes of cookies)
  2. Once girls have decided on a goal, have the girls divide that number by 100 and take that many beads. For troops with smaller or larger goals, you can also divide the number by 10, 1000, or another number. If the girls



didn't pick a round number for their goal, after dividing by 10, 100, or 1000, you can choose to round down or up and then take that many beads.

3. Give each girl a piece of string. Have the girls string the beads and tie the two ends of the string together tightly.
4. Give each girl a safety pin and have her pin the string of beads to her uniform.
5. Tell girls that this will remind them to stick to their cookie goal. Also, point out that while they all have the same number of beads, they all have different colors and patterns. This is because they all bring something different to the sale. They can't meet their goal without everyone working together.

## Activity #3: Why Have Jobs?

Time: 10 minutes

Badge Connection: Step 2 – Explore how a small business works

Materials Needed: Two decks of cards (if you have more than 14 girls, you'll need one additional deck per 7 girls)

Prep Needed:

- Shuffle each deck of cards.
1. Divide girls into groups of no more than 7 girls. Give each group a deck of cards.
  2. Tell the girls that the objective of the game is to sort the cards in order, placing them face up on a table. They should sort them from Ace to King, same color, same suit. The team that finishes first is the winner.
  3. Before telling the girls to start, take one group to an area where the other girls can't hear you. Assign the girls in this group specific jobs to help them complete the task faster. The jobs you assign them will depend on how many girls are in the group. Possible jobs are:
    - Place cards on table
    - Organize cards by color
    - Organize cards by suit
    - Place same colored/suit in order (Ace to King)
    - Leader—makes sure everyone is working and assigns additional duties or helps if someone is busy
  4. Bring the group back and start the game. After the first team finishes, end the game and ask the following questions:
    - What do you think I told the other group to do in the last activity? Did anyone see what they did differently?
    - Did any other groups assign jobs? Did everyone having a specific job help get the task done faster? Why do you think that is?
    - What does this have to do with our cookie sale? What jobs do you think we could create for our cookie business that would help our sale be more successful?

## Activity #4: Running a Business

Time: 15 minutes

Badge Connection: Step 2 – Explore how a small business works; Step 3 – Create a cookie sale job list

Materials Needed: Five sheets of poster board or large paper; markers; tape

Prep Needed:

- Write the following words in marker on the poster board or large sheets of paper (one word/phrase per sheet): marketing/advertising, product management, sales, CEO, accountant, customer service
  - Tape the sheets onto the wall around the room.
1. Explain to the girls that they are in charge of their own small business. We learned from the card activity that tasks go more smoothly if we all have different jobs and roles. Around the room, there are different jobs that someone might have in a small business. They are:



- **CEO or Chief Executive Officer:** This is the person in charge of the business. They don't just tell everyone what to do; they also keep an eye on all the parts of the business to see if things are going well or if people need help.
  - **Marketing/Sales:** They come up with creative new ways to sell a product. They might design a billboard or magazine ad or come up with a fun new way to engage with customers.
  - **Customer Service:** They make sure the customer is happy and taken care of. This might mean helping them choose a product to buy, listening to a complaint or even calling them to say "thank you" and to see if they were happy with their product.
  - **Accounting/Finance:** They keep track of the money to make sure it is correct and everything has been received.
  - **Product Manager:** They are in charge of everything related to the product, from getting it from the producers and checking quality to making sure there is enough in stock to sell.
2. Have the girls get in pairs and give each pair a marker. Give the girls about seven minutes to walk around the room and write things on each sheet to describe the person who as each job. You will probably need to cycle through the group and help them brainstorm. Things to think about:
    - What kind of personality would help this person do his or her job well?
    - What skills and talents might he or she have?
  3. Once the girls are done, review the jobs and what girls wrote for each. Help the girls add any descriptions they may have missed. After discussing each job, ask the girls what they think this person or persons might do in their own cookie business.
  4. Instruct each girl to think about these descriptions before your next meeting. They should think about which descriptions fit them best and which jobs they might be best suited for (not necessarily which job they want). Divide the workload and assign a task to reach their group cookie goal using their talents and skills.

## Activity #5: Snack Chat

Time: 15 minutes

Badge Connection: Step 4 – Learn to make a good impression

Materials Needed: Healthy snack

1. While enjoying snack, here are a few things to chat about:
  - What do you think makes a good impression?
  - How should you dress?
  - What should you say?
  - How should you act?
  - What could you do to stand out?
  - Is there anything we should keep in mind when talking to customers?
  - Are there any rules that we need to follow to stay safe?
2. Below are some helpful hints to help remind them of about selling cookies:
  - Be on time and leave on time.
  - Be neat and courteous.
  - Be friendly and smile.
  - Be polite and respectful.
  - Wear uniforms - (a pin, sash, vest, Girl Scout T-shirt, or hat).
  - Remember to follow safety guidelines.
  - Do not eat at cookie booths and keep beverages hidden.
  - Remove all your trash when leaving a booth or going door to door. A Girl Scout always leaves a place better than she found it.

## Activity #6: Inspiration Board and Sales Tracker

Time: 15 minutes



### Badge Connection: Step 5 – Track your sales

Materials Needed: Large poster board; magazines; scissors; markers; glue or tape; (optional) colored paper and/or other decorative embellishments (stickers, glitter, etc.)

Prep Needed:

- Write the names of each Girl Scout cookie variety along the bottom of the poster board and make columns for each (Caramel deLites, Thin Mints, Shortbread, Peanut Butter Patties, Peanut Butter Sandwich, Lemonades, Thanks-A-Lot, Caramel Chocolate Chip, Girl Scout S'mores). At the top of the poster board, write out the group goal number girls decided in Activity #2. Be sure to leave room on the edges of the poster board for magazine cut-outs and decorations.
1. Explain to the girls that they are in charge of their own small business. In order to know how their business is doing, they have to keep track of how many boxes of cookies they sell. Show girls that they can track how many boxes of each cookie variety by placing stickers or making a mark in its respective column on the poster.
  2. Tell girls that this sales tracker poster is also going to represent a group inspiration board for their cookie goals. Explain that this board is a visual reminder that will inspire them to reach their group goal.
  3. Instruct girls to find pictures or words in magazines that represent their goal then create a collage on the poster board. Girls can also draw their own pictures and words.
  4. Display the poster for inspiration at each meeting and have girls place stickers or make a mark for each box they have sold. Girls may want to take a picture of it to carry with them, or display the board at booth sales.

## 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 a local small business and talk to people about their jobs.
- Speaker Ideas:
  - Invite a small business owner to your meeting to talk about how they started their business.
  - Invite a sales professional to your meeting to talk about how to make a good impression.

