Service Unit
Cookie Kick-Offs

Activities and information to support Girl Scouts San Diego’s specific cookie program

Terminology

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<th>LBB</th>
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<tr>
<td>Rally</td>
<td>Kickoff</td>
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<tr>
<td>Gift of Caring</td>
<td>Operation Thin MintSM</td>
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<tr>
<td>Sell until dark</td>
<td>Sell until 8 p.m.</td>
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<tr>
<td>Price $4.00</td>
<td>Core variety price $5.00; specialty cookie price $6.00</td>
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Agreement forms will be available online! Turn in your service unit’s agreement form by Friday, Nov. 22 at sdgirlscouts.org/forcookievolunteers (coming soon)

Host a Service Unit Cookie Kickoff and help girls develop 5 skills essential to leadership, success and life: goal setting, decision-making, money management, people skills and business ethics.
Butterfly Buttons

Supplies:
- Button maker
- Button kits w/ pinbacks
- Butterfly template

Make this fun craft and have Girl Scouts choose which of the five business and leadership skills they want to focus on this upcoming cookie season. Help them set a goal of how they plan to use that skill during the program.

A button maker is available for checkout, please reserve two weeks in advance. Resource Center may have pin-back sets in stock. Sets of 10 are $3. Order and pay for them when you reserve your machine or contact equipment@sdgirlscouts.org for availability.

Pitch Practice

Supplies:
- Beach ball
- List of questions/talking points
- Permanent marker

Practice makes perfect. Girls Scouts have a “ball” as they practice their sales pitch and other selling tips. Have the girls form a circle and toss the ball to each other, when they catch the ball they must answer the question or talking point that their thumb is touching. For older Girl Scouts, add some challenging customer questions and scenarios. This activity will help test their skills and build confidence.

Need inspiration or want to share ideas? Nervous about hosting a kick-off for the first time?

Join us at the SU Cookie Kickoff roundtable on Wednesday, Oct. 16 6:30 – 8:00 p.m., Escondido Program Center

RSVP to cookierewards@sdgirlscouts.org by Friday, Oct. 11
Cookie Confidential

Supplies:

- List of cookie scenarios

Ever wonder how Apple keeps the newest iPhone from being leaked to the public? Or how restaurants keep their recipes top secret? Following policies like confidentiality are everyone’s responsibility.

Every year, we have NEW and EXCITING information to help us promote the start of Girl Scout Cookie season nationwide. To help girls and families understand the importance of keeping information confidential, GSUSA is launching Cookie Confidential.

This activity will help Girl Scouts learn that as part of Cookie Confidential, we need their help keeping information about new products and branding private until we’re ready to announce it to the public during the launch of the 2020 cookie season on January 7.

For this activity you will describe a potential cookie program scenario that demonstrates being honest and fair, and point to one side of the room; then restate it in a way that depicts the opposite values, and point to the other side of the room. Have the girls go to the side of the room that best represents what they would want to do. Stop after each scenario to discuss their decisions.

Cookie Hole

Supplies:

- Empty boxes
- Bean bags
- Play money

“Cookie Hole” a spinoff of corn hole. Split girls into two teams. Girls toss the bean bags into the cookie boxes and add up how many boxes they bought. Girls pay their team members while team mates make change. Great way to earn Money Counts and Meet My Customers badges!
TIPS FROM VETERAN COOKIE KICKOFF DIRECTORS

1. Strong Planning Team
Plan ahead for succession by forming a team of rookie and experienced event planners; include the service unit cookie coordinator (SUCC) as an advisor.

2. Ideal Place and Date
Choose a location that allows the girls to spread out and have fun. For maximum planning, preparation, and registration time, schedule your event the weekend immediately before the start of the cookie program. Or take advantage of the council provided use of Balboa Campus — top level only, or Escondido Program Center (EPC), at no charge.

Time slots available:

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Reservations accepted starting Monday, Aug. 5. Email cookierewards@sdgirldscouts.org with your preferred location and top three time slots. First come, first served.

3. Make New Friends
Buddy up with neighboring service units. Share a site and have each service unit be responsible for a portion of the planning; split responsibilities by program level or task—e.g., Daisies, Brownies, Juniors, or registration, logistics, program.

4. Plan for Adult Management
Determine how many adults can attend as girls’ chaperones and how many are needed to run stations. Clearly communicate adult attendance limits on flyer and marketing materials. Consider asking your SUCC to run a training or offer a separate place for extra adults to gather and learn more about cookie logistics, safety and booth guidelines.

5. Recruit Cookie Captains
Bring in enthusiastic role models with years of cookie experience. Recruit Girl Scout Cadettes, Seniors, and Ambassadors to serve on a cookie kickoff planning team or to run activities.

6. Plan the Fun
Follow this guide or create and substitute your own activities. Feel free to mix it up; stations can cover a single topic or a combination of skills. Coordinate with the product program team to receive materials to use at your kickoff.

7. Scheduling
Consider having an activity (e.g., singing, creating cookie cheers) while waiting to start rotations. Or have everyone rotate at their own pace (open house style) and take a break midway for a whole group activity, then troops/girls can depart when they have completed all the activities.

8. Inspire success
Recruit a female member of the military to share the impact of Operation Thin Mint™ on service members! Check with your troops and families to see if there is a Girl Scout alumna who remembers selling cookies. Invite her to speak about how she used the skills learned in the cookie program in her adult life, which varieties she sold and what she earned as rewards.

9. Follow up and THANK all volunteers for their participation