Step-by-Step Guide

Congratulations!
You’re a Girl Scouts® Cookie Captain™.

That means you play an important role in educating younger girls about the Girl Scout Cookie Program®. Plan your approach using the activities suggested here, or check out Little Brownie Bakers® on Pinterest for more inspiration and activity ideas.

Girl Scouts Cookie Captains have their own Little Brownie Bakers Pinterest board—and it’s packed with fun games, activities and resources for all the activities found in this guide.

Go to pinterest.com/lbbakers/cookie-captain

Get started by introducing yourself.

Great to meet you!

How long have you been a Girl Scout? Tell them a short story about when you were new to the cookie program. Try these discussion starters:

- Have you ever eaten a Girl Scout cookie?
- Have you ever seen Girl Scouts® selling cookies?
- Does having your own cookie business sound like fun?

New Girl Scouts may not know how the cookie program works, so give them a brief explanation.
In order to succeed, girls need to know about their product. Play a game like Cookie Concentration and then maybe make a cookie craft.

**The making of a gluten-free guru**

- **Toffee-tastic**® Girl Scout Cookies® are gluten-free, and customers may have questions. Help girls become gluten-free gurus by explaining:
  - Some people avoid gluten, which is commonly found in baked goods.
  - **Toffee-tastic**® Girl Scout Cookies® offer fantastic flavor for everyone, even those who avoid gluten.
  - The cost per box is slightly higher because it contains more expensive ingredients and requires special testing of the production line.
  - If customers want to be sure they’re gluten-free, point to the NSF logo on the box, which shows they’ve been certified.

**To teach people skills:**

- Having clear communication is important when dealing with cookie customers. Have the girls pair up and talk about a familiar topic, such as their favorite book, movie or activity. See how long they can keep from uttering “um,” “er,” “uh,” “like,” or “ya’ know.” This will help the girls develop confidence as well as eloquence. Eliminating these words will cause the girls to focus on becoming more articulate.

- Once they get good, the can practice again talking about the cookie varieties.

**To teach money management:**

- Money Hide and Seek is modifiable depending on girls’ ages and counting skills. Hide money, real or pretend, around the space. Girls are then set loose to find as many bills as they can. One dollar bills can be used for younger girls and the rest of the bills can be added in for older girls. When all the money has been found, players count up their total. The player will get the highest total is the winner.

- Girls will immediately want to take a turn hiding the money; just make sure you are able to find it all!

**Make sure your Rookies know about:**

- **Digital Cookie**
  - Girls create their own webpages to digitally share their cookie program goals and collect online orders. Digital Cookie is a safe, password-protected site that enables parent/guardian supervision of customer-facing information. Instructions available at girlscouts.org/digitalcookie.

- **Two Prices**
  - Core varieties are $5/package: Thin Mints / Samoas / Tagalongs / Trefoils / Do-si-dos/ Lemon-ups* Specially varieties are $6/package: Gluten-free Toffee-tastics / Girl Scout S’mores* Confidential information until Tuesday, Jan. 7, 2020

- **Operation Thin MintSM**
  - Operation Thin MintSM (OTM) allows customers to make charitable contributions to the council-wide cookie donation program. OTM is a way for Girl Scouts and their customers to send packages of cookies and handwritten “notes to show we care” to grateful military troops and veterans stationed around the world. Girls should ask ALL customers to make donations to OTM.

- **Rewards**
  - Girls earn individual rewards in addition to troop proceeds. Rewards are also cumulative! For example, when a girl is credited with 300 packages in eBuddeSM, she will earn all rewards up to, and including the reward at that level.
To teach decision making:
Girls can cut out pictures from old magazines to create a vision board of things they would like to do during the cookie program—like always having a smile on their face while at a cookie booth or going door-to-door three times a week.

Girls can even decide what they would like to do during their time as a Girl Scout—like a camping trip in Yosemite, a service project at a local humane society, or a troop trip to Hawaii. Their imagination is the limit!

When the girls finish their vision boards, they can share their ideas with their troopmates. The troop can then work together to decide what ideas the troop will work on together, and what things the girls can do individually.

To teach business ethics:
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.

Help girls understand the importance of keeping information secure by discussing Cookie Confidential with them.

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.

To help with booths:
Catchy tunes will catch some attention when at cookie booths. Play a recording or encourage girls to sing along with their Girl Scout friends. Girls can create their own or you can use our example:

YUM YUM YUM (tune: Are you Sleeping?)
Girl Scout Cookies, Girl Scout Cookies
Yum, yum, yum, yum, yum, yum
Eat ‘em by the dozen, Eat ‘em by the dozen
They’re all gone, they’re all gone.

Girls should always follow safety rules when participating in the Girl Scout Cookie Program. Review the safety rules with girls then play a game of safety charades.

Safety Charades
Girls take turns drawing a safety rule and without talking try to get the other girls to guess what rule she is acting out.

Marketing seals the deal
You know great marketing encourages customers to buy more cookies.

Provide supplies for girls to create booth posters, banners, sandwich boards or even cookie costumes.

Set some goals
What will girls do with their cookie money? It’s up to them. Encourage girls to set two types of goals: something they’d like to try and something they can do to help others.

Give girls supplies to draw their ideas then help them brainstorm ways to turn their drawings into goals.

Thank you!
You play a special part in the Girl Scout Cookie Program and hold a very special place in the hearts of girls. You’re a role model for leadership. By teaching younger girls about the Girl Scout Cookie Program, you are helping them reach their dreams.
Girl Scouts Cookie Captain™ Program

Remember how hard it was to ask your first cookie customer to purchase a package of Girl Scout Cookies? Become a superhero to some Girl Scout Daisies and Brownies who are participating in the cookie program for the first time. Share what you know and spread your enthusiasm!

Activities
1. Find a Cookie Rookie troop
2. Complete Cookie Captain training online
3. Train the Cookie Rookie troop
4. Help with a service unit Cookie Kickoff
5. Turn in your final report

Purpose
When I have completed this program, I will have shared my knowledge with a troop participating in the cookie program for the first time and helped a service unit with their Cookie Kickoff.

Activity 1:
Find a Cookie Rookie troop
Complete one idea.
Idea 1: Do you know a troop that is participating in the cookie program for the first time? Connect with them and ask them to be your Cookie Rookie troop.
Idea 2: Ask your service unit cookie coordinator or service unit registrar to help pair you with a Cookie Rookie troop.

Activity 2:
Complete Cookie Captain training online
Complete one idea.
Idea 1: Watch the YouTube video and read this step-by-step guide on how to train your Cookie Rookie troop.
Idea 2: Watch the YouTube video and create your own lesson plans for how you would like to train your Cookie Rookie troop.

Activity 3
Train your Cookie Rookie troop
Complete this activity.
Attend at least one Cookie Rookie troop meeting and either use this step-by-step guide or your own lesson plan to train them.

Activity 4:
Help with a service unit Cookie Kickoff
Complete at least one idea.
Idea 1: Participate in the Cookie Kickoff planning meetings.
Idea 2: Volunteer to help out at the Cookie Kickoff.
Idea 3: Not available to help plan or volunteer the day of the Cookie Kickoff? Help your service unit cookie coordinator with the distribution of the rewards.

Activity 5
Turn in your final report
Once you are finished with the required activities, complete the online final report in the Cookie Captain accordion at sdgirlscouts.org/cookieprogram by Friday, March 13.