



Turn your final report in by  
**Friday, March 13**  
[sdgirlscouts.org/cookieprogram](http://sdgirlscouts.org/cookieprogram)



1231 Upas St., San Diego, CA 92103  
[sdgirlscouts.org/cookies](http://sdgirlscouts.org/cookies)

Little Brownie  
 www.littlebrownie.com Bakers

girl scouts  
 cookie program

GIRL  
 SCOUTS

**COOKIE CAPTAIN**



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](https://pinterest.com/lbbakers/cookie-captain)

**STEP 1** Great to meet you!

Get started by introducing yourself.

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?

plus →

New Girl Scouts may not know how the cookie program works, so give them a brief explanation. \*



## STEP 2 Get to know your cookies

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.

yum!

### Cookie Concentration

Print cards with images of the cookies. Mix up the cards and place them face down in a grid on the floor. Girls take turns flipping two cards over to find matches. When they find a match, let them taste the cookie if you have samples.


 Cookie Concentration and other cookie games and crafts

## STEP 3 How to get started

Young girls will need lots of practice before approaching customers. Show them how you pitch to a customer. Give girls examples for door-to-door marketing and cookie booths. Then, role play to give girls a chance to practice. Girls might like playing a game like this pitch game.

### Simple Pitch Game

Sit in a circle with girls. Toss a ball to one girl and ask her to give her pitch. When she's done, she tosses the ball to another girl and invites her to practice her pitch. Play continues until all girls have had a turn and are comfortable with their pitches.

 More pitch games



### 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 with 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!



### 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, they can practice again talking about the cookie varieties.



## 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](https://girlscouts.org/digitalcookie).

### Two Prices

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

### Operation Thin Mint<sup>SM</sup>

Operation Thin Mint<sup>SM</sup> (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 eBudde<sup>TM</sup>, she will earn all rewards up to, and including the reward at that level.

## STEP 4 Show them the money

Girls will need to know how to identify money and count back change at cookie booths.

### Play Store

Try setting up a play store of toys or pictures of toys and a sampling of real or play money. Girls can alternate the roles of store owners and customers.





## Additional Game and Craft Ideas

### 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.



\*Additional activity resources can be found at [blog.littlebrowniebakers.com](http://blog.littlebrowniebakers.com).

## STEP 5 Safety comes first

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.

Safety Charades and other safety activities



## STEP 6 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.

Costume pattern and more marketing ideas



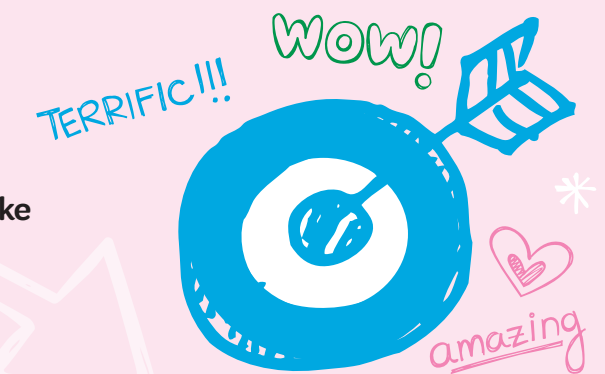
cookies for sale!

## STEP 7 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.

Goal-setting sheets



### Girl Scouts® Cookie Rookie™

The 10-minute Girl Scouts Cookie Rookie video is great to play during snack time—or any time! It gives first-time cookie rookies a high-energy overview of the season.

Girl Scouts Cookie Rookie video and support materials

### 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](http://sdgirlscouts.org/cookieprogram) by **Friday, March 13.**

