



# Cookie Kickoff Toolkit



# Introduction



In this packet, you will find recommendations, tools, resources, and ideas to help plan a successful Cookie Kickoff for Daisies, Brownies, and Juniors. The goal is to highlight the 5 skills girls learn through the cookie program and get the girls excited about developing their financial literacy and entrepreneurial skills as they sell Girl Scout Cookies.

We recommend integrating the cookie theme for the year into your Cookie Kickoff as much as possible. Information on the theme, the ABC Cookie Rally Guide, and even some clipart and images can be found here: <https://www.abcsmartcookies.com/>

The suggested activities in this toolkit are organized by the skills the girls will be learning. Please select at least one activity from each topic when planning your event.

- Product Knowledge
- Selling Strategies
- Marketing Your Cookie Business
- Sharing Your Cookie Spirit

Throughout the cookie kickoff and entire cookie program, girls develop five skills that are essential to building leadership, confidence, and business success.



**Goal Setting:** Girls set sales goals and create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



**Decision Making:** Girls decide when and where to sell, how to market their sale, and what to do with earnings. Girls need to know how to make smart decisions throughout their lives.



**Money Management:** Girls develop a budget, take orders, and handle customers' money. Whether it's an allowance or a paycheck, girls need to know how to manage money.



**People Skills:** Girls learn how to talk (and listen!) to their customers, as well as how to work as a team. This matters because it helps them do better in school and, later, at work.



**Business Ethics:** Girls act honestly and responsibly during every step of the Cookie Program. This matters because employers want to hire ethical employees and leaders in all fields.

In addition to the five skills, the girls will complete specific badge steps from the Girl Scout Cookie Business badges. These badge links are listed in the activities. Please be sure to share them with the parents and leaders so that the girls can complete the remaining steps. The Cookie badges for each level are:

- **Daisy:** My First Cookie Business, Cookie Goal Setter
- **Brownie:** Cookie Decision Maker, My Cookie Customers
- **Junior:** Cookie Collaborator, My Cookie Team

Every business needs a team to ensure its success. For the Girl Scout cookie business, a girl's family is an important part of the team. As such, please be sure to remind families of the Cookie Entrepreneur Family Pin requirements to help carry forth the learning and success of her cookie business. <https://www.girlscouts.org/en/members/for-parents-and-families/cookie-entrepreneur-family-pin.html>



# Planning Your Event



## General Planning Resources

Planning your Cookie Kickoff does take time. To help keep organized during the planning process, please refer to these useful resources:

- Event Planning Checklist, Materials Planner, Event Budget, and other planning documents from your Let's Plan Events workshop: <https://www.girlscoutsofmaine.org/en/for-volunteers/volunteer/resources.html>
- Safety Activity Checkpoints, COVID and other safety guidelines: <https://www.girlscoutsofmaine.org/en/for-volunteers/volunteer/resources.html>
- ABC Smart Cookies Cookie Rally Guide, cookie information, and other resources: <https://www.abcsmartcookies.com/>

## Registration

We recommend you set your registration deadline at least 2 weeks prior to your event so that your team has time to purchase supplies, plan final rotations and schedules, and complete any remaining tasks that need to be done. To ensure there is some financial buy-in to attend the event, we also recommend charging at least a small fee to attend the event to be paid upon registration. There tends to be a higher no-show rate when events are free or payment is not due until event check-in.

When planning your event, please be sure to have a cancellation policy established for various scenarios including weather (full event is canceled) and illness/quarantine (individual girl is not able to attend). This cancellation policy can be used across multiple events and can help alleviate some questions from troops, parents, and even the event planning committee.



# Cookie Kickoff Activities



## Start Up Activities

As troops/girls arrive, encourage them to work on at least one of the provided pre-opening activities while they wait for the program to start at the opening. The pre-opening activity is designed to help them start to think about their cookie sales.

### Favorite Cookie

Girls will vote on their favorite cookie to see which cookie is the most popular. This information can be shared at the opening as well as during the product knowledge section.

#### Directions

- As girls wait for the event to start, girls may vote for their favorite cookie.
- Each girl will take a sticky note and place it along a bar graph with labels and images of each cookie to vote for their favorite cookie. Each girl may vote once.

### What Will You Do With the Dough?

In this introduction activity, the girls will start to think about their goals – what do they want to do with their earned cookie money? This activity helps them build their goal setting and decision making skills.

#### Badge Links

- **Daisy:** Cookie Goal Setter (Step 1)
- **Brownie:** Cookie Decision Maker (Step 2)
- **Junior:** My Cookie Team (Step 2), Cookie Collaborator (Step 2)



#### Directions

- Prior to the event create large posters labeled: “Troop Meeting Activities,” “Field Trips/Travel,” “Community Service/Take Action Projects,” “Giving Back to the Community,” and “Other.”
- As girls arrive, invite them to write down ways they would want to spend their earned cookie money – one idea per sticky note. Have each girl place her sticky note(s) on the appropriate poster. Before the opening, group the sticky notes into similar ideas to share at the opening.

# Opening

The opening will be the official start of the Cookie Kickoff. This is a time to welcome everyone, get the girls excited about the sale, and discuss any housekeeping items.

## Directions

- Prior to the event, ask one of the troops to lead the group in an opening flag ceremony.
- Gather everyone in the designated space for the opening. This could be an auditorium, large room, the middle of a gym, or other large space. Be sure to follow current safety guidelines when bringing all the girls together.
- Welcome everyone to the event and introduce yourself.
- Ask everyone to join you for the flag ceremony led by the troop.
- Review any safety or housekeeping items:
  - Fire exits
  - First aid station
  - Bathrooms
  - Health and safety guidelines
  - Walking and other safety items for the space
- Explain the rotations and stations.
- Have any committee members present raise their hands, stand up, or in another way show themselves. Explain that if anyone has any questions, they can ask any of the committee members.
- Share the common ways the girls would want to spend their earned cookie money from the pre-opening activity for each topic: helping others, field trips, troop meeting activities. Explain that this is a great way for them to start thinking about how many cookies they want to sell and to start goal setting. Remind them to keep these ideas in mind as they participate in the cookie kickoff today. (Either at the event or in a handout for the parents/leaders, encourage the girls to discuss their goals as a team and think of ways they would want to spend their cookie money as a group. The girls can even create vision boards after the event to remind them of all the great things they want to do with their cookie money.)
- Dismiss the girls for their first rotations.





# Product Knowledge

Every wise businesswoman knows her product well so she can sell with confidence. At this station, girls will get to know the various kinds of Girl Scout cookies - from ingredients to counts, from colors to contents. There are a variety of games you can play to help the girls learn more about this year's cookies. For more information on each cookie, visit the ABC Smart Cookies site: <https://www.abcsmartcookies.com/cookies/>. All of the activities below help the girls develop their people skills, business ethics, and decision making skills.

## Badge Links

- **Daisy:** My First Cookie Business (Step 1)
- **Brownie:** Cookie Decision Maker (Step 1), My Cookie Customers (Step 1)
- **Junior:** Cookie Collaborator (Step 1), My cookie Team (Step 1)



## Product Knowledge Topics

It is important for the girls to know how to talk to customers about the cookies so that they can help their potential customers in a sale. Make sure to include some of the following topics in the discussion and game you select so that the girls have a greater understanding of their product.

- Descriptions of each kind of cookie
- Allergy information (gluten free, soy free, dairy free, vegan, no chocolate)
- Most popular flavors
- Types of packaging
- How many cookies per package
- Recommendations for food preferences

## General Directions

**Step 1:** Before playing any of the games below, make sure to discuss all of the Girl Scout cookies so that everyone has a base knowledge of the cookie line up.

- Talk to the girls about the importance of knowing the product they are selling; they should be prepared to answer all the questions a customer may ask.
- Hold up a box of each kind of cookie or provide samples for the girls to try. Ask the girls how they would describe the cookies.

**Step 2:** Select one of the following games.



## Guess My Cookie

For this activity, girls will be divided into small teams to help match clues about each cookie to the cookie they are given.

- Each group would need pictures of the various cookies or cookie boxes.
- The leader reads a description of one of the cookies and the girls will decide which cookie the leader is describing.
- They then pick the image and race it over to the other side where the leader is standing and place the image next to the cookie box (or picture of it).
- Continue through all the cookies, discussing them as you go along.

## Know the Dough Relay Race

This activity is best suited for Brownies and up. Girls will be divided into small groups to match a cookie that is called out with the words/phrases they would use to describe that cookie.

- Each group would need pieces of paper that contain one word or phrase a person would use to describe each cookie. For example, you would have 3 cards to describe the Lemonades cookies: buttery shortbread with a hint of lemon, comes in a yellow container with 16 cookies, vegan.
- The leader calls out a cookie name. Each team looks through the cards they have and tries to match the cards to the cookie mentioned. One by one they would bring their cards up (relay race style) to match the cookie with the description. (You may want to mention for each cookie how many cards they would need to match.)
- Discuss each cookie in between each round.

## Cookie Jeopardy

For a non-active game, Jeopardy is always a hit! Create your own Jeopardy poster, or use one of the many online options. Allow girls to work in pairs or small groups as you play a cookie-themed Jeopardy game focused on helping the girls match the cookies to their descriptions.

## 20 Questions

In this game, the girls ask a designated person questions to try to guess what cookie she “likes.” By asking yes or no questions, the girls can narrow down the cookie to the correct one. For example, a girl might ask, “Does the cookie have chocolate?” or “Is the cookie vegan?.” Once the cookie has been guessed, the leader would mention any other facts that had not been mentioned previously. The idea is to get as many girls as possible asking questions so they can come up with the correct cookie as a group and play together. This can be a great filler activity if there is downtime.

# Selling Strategies

If you have time, it is recommended to do both the Sales Pitch activity and the Mock Booth Sale (or have them practice selling in other ways). This will help tie in their goals to their sales pitch and help the girls feel more confident sharing their sales pitch as they make change. Girls will develop their decision making, money management, and people skills through these activities.

## Badge Links

- **Daisy:** My First Cookie Business (Step 3), Cookie Goal Setter (Step 3)
- **Brownie:** Cookie Decision Maker (Step 3 and 4), My Cookie Customers (Step 4 and 5)
- **Juniors:** My cookie Team (Step 4 and 5), Cookie Collaborator (Step 5)



## Sales Pitch

- Explain that customers tend to buy cookies, and more of them, when they are asked and when a girl shares WHY she is selling cookies. Customers want to know they are supporting a good cause. Even if they girls have not had a chance to finalize their goals with their troop at this point, it always helps to practice.
- Referring back to the start-up activity, help the girls come up with at least one way they might want to use their cookie funds. This will be included in their sales pitch.
- Review the sample sales pitch and then give the girls time to create their own before they practice sharing them with a partner.
  - Hi, my name is \_\_\_\_\_ from Girl Scout troop \_\_\_\_\_.  
Girl Scout Cookies help girls do great things. The money we earn will help my troop \_\_\_\_\_ and \_\_\_\_\_. Our troop goal is to sell \_\_\_\_\_ packages. My goal is to sell \_\_\_\_\_ packages to help my troop. Cookies are just \$5 a box and come in some delicious flavors! The newest cookie is the \_\_\_\_\_.  
You make the world a better place by buying Girl Scout Cookies! Thank you!
- Sales pitch pointers:
  - Tell people who you are! Share your name and troop number.
  - Talk about the cookies and how much they cost.
  - Share how your troop plans to use its cookie money.
  - Tell customers they can donate cookies.
  - Ask customers to buy cookies. Tell them how to do that online (if not at a booth sale).



## Mock Booth Sale

Learning how to interact with customers while learning the basics of money management and being a successful business woman will ensure every booth sale is a success. Practice holding a booth sale so that the girls feel comfortable and confident speaking with prospective customers.

### Directions

- Prior to the event, set up your cookie booth with cookies, cash box filled with fake money, price chart, calculator/pen & paper, and any other booth promotional items like table tents, signs, etc.
- When the girls arrive, have them gather around the cookie booth and have adults or older girls run 2 skits depicting a mock booth sale interaction - one skit showing the proper way to interact with a customer (smile, be polite, explain what the money is going towards/the troop goal, thanking the customer, and including information about the cookies. This can include ideas such as the opportunity to bundle the cookies into a gift pack (“The Chocolate Lover’s Pack” or the “Classics” pack). Then, have another skit showing a poor booth sale (girls are not paying attention, they are playing with one another, they do not look at the customer, they don’t know why they are selling cookies or what kinds there are, etc.).
- Ask the girls what they noticed. What went well? What did not go well? Lead a short discussion about the importance of making a good impression and knowing your product.
- Explain that they are going to have a chance to practice being the seller and the customer. Partner the girls up, or help them get into small groups to practice. Everyone can practice at the same time to keep interest and to keep time short. Allow enough time for everyone to practice being a buyer and a seller.
- Here are some additional ideas you could add to the experience:
  - To aid in progression, encourage girls to work on their “up-sell”- encouraging customers to buy more cookies: they make great gifts, encouraging bundles, explaining what they plan to do with their cookie proceeds, explaining what they learn from the cookie sales, etc.
  - Give the girls roles (or act as the customer yourself) to encourage girls to practice what to say when someone:
    - Is vegan
    - Does not have cash
    - Cannot eat chocolate
    - Is watching what they eat
    - Says no



# Marketing Your Cookie Business

People buy cookies when they are asked. Reaching potential customers is an important part of your cookie business. Through these activities, girls will explore how to reach more customers, how to market their cookie business to potential customers, and develop their goal setting, decision making, people skills, and business ethics skills in the process.

## Badge Links

- **Daisy:** My First Cookie Business (Step 3), Cookie Goal Setter (Step 3)
- **Brownie:** My Cookie Customers (Step 5)
- **Juniors:** Cookie Collaborator (Step 4)



## General Directions

Before doing one of the activities below, lead a discussion about who the girls have approached in the past or who they would approach (if they are Daisies). You may want to categorize these people by how well the girls might know them (for example: friends and family = know well, teachers and neighbors = familiar, co-workers and friends of parents = not know as well). This is the start of your cookie network. Ask the girls how else they can increase their customer base?

## Create Your Network Circle

Prior to the event, create a big bullseye on the floor with a center circle and 2 rings (big enough for 10+ girls to stand in).

- Explain to the girls that when marketing their cookie business, there are a variety of potential customers – some are easier to contact/ask than others. Showing the bullseye, explain that the circle closest to the center of the bullseye represents those that are easy to contact. The outer circle represents those that you can still contact but might not be as easy as others.
- Ask girls who they might include in their cookie network (friends, family, teachers, community members, etc.). Create cards for each of these potential customers as the girls mention them. As the girls mention a customer, invite a volunteer to take the card and stand in the circle based on how easy it would be to contact that customer.
- At the end, lead a discussion about these customers and how to reach out to them.



## Cookie Sales Strategies Relay Race

For each team (of up to 5 girls), you will need containers labeled “email,” “phone call/text,” “door-to-door,” “cookie booth,” “social media.” You may want to use visuals for each topic to accommodate all reading levels. You will also need balls, bean bags, cards, or other items with the following labels for potential customers (and you can add your own with the girls at the event): friend from school, teacher, neighbor, grandparent, aunt/uncle, family from far away, parent’s co-worker, local business, friend of parent, community members, church or other group members, etc. For Brownies and Juniors, create two cards (or other item) for each type of potential customer. To help younger girls and emerging readers, you can have a troop leader/parent help each group read the cards.

- Divide the girls into small teams and explain that when you say start, they will pick up one of the “potential customers” and as a team decide how they might reach out to that person. They will then run over to the container that shows how they would reach out to that potential customer, place their “customer” in that container, and run back to their group for the next “customer.”
- Encourage the girls to think creatively so that they can reach the same potential customer in different ways (for example, have more than one card/ball for each type of customer).
- Once the groups have finished sorting their customers, talk about the different strategies they might use to reach those customers.

## Create a Social Media Plan

Social media is a great way to reach potential customers! Social media can be the fastest way to reach a wide network of customers. But, being successful on social media takes more than just posting that you are selling cookies. There have been some VERY successful girls utilizing social media by creating fun pictures, messages, and videos to promote their cookie businesses.

- Before beginning, remind the girls about internet and social media safety and guidelines they will need to follow.
- Brainstorm some fun ideas the girls might include to share their cookie businesses online – are there things the girls are interested in that they could create a story or video around? Can they think of something funny or eye catching they could use in their social media post/video? You can even show them examples of videos and posts other girls have done in the past or those from successful businesses. What made them eye catching?
- Who might they share their social media campaign with, and does that change their messaging?
- Give girls time to plan out a post or video they might create to reach more potential customers. You can provide graphic planners (you can find storyboarding templates online) or simply use blank paper.
- Invite girls to share their social media plans with the rest of the group.
- If the group is small, you could do this as a group and create a fun video the girls could use after the event.



# Sharing Your Cookie Spirit

When girls show their cookie spirit, customers are more likely to buy cookies. This is a great opportunity to tie in the theme for the year from the ABC Rally Cookie Guide: <https://www.abcsmartcookies.com/>. These activities help the girls develop their people skills and decision making skills.

## Badge Links

- **Brownie:** Cookie Decision Maker (Step 5)
- **Junior:** Cookie Collaborator (Step 1)



## General Directions

Before doing your selected activity to show your cookie spirit, lead the girls in a short discussion about showing excitement for something they care about. You could perform a short skit showing two different scenarios where one person is excited about selling cookies and another where the person is drab and does not show excitement. Which person would be more likely to make a sale? Why? Remind the girls to have FUN with their cookie business. Their customers will love their energy and may even be inspired to buy more cookies!

At a booth sale at a professional sports game here in Maine, there was a high school girl who wanted to show her Girl Scout Cookie spirit. She dressed up in a cookie costume and danced around the arena to the music playing. Numerous customers came to purchase cookies simply because this girl was “having such a good time and made them happy” as she danced. The girls sold ALL the cookies at their booth sale that day!

## Dress Up

Encourage the girls to work together (in their troop) to make their own cookie costumes. You can use cookie boxes, foam board and ribbons, felt or fabric, or a variety of other materials you might have. There are numerous ideas online, or encourage the girls to design their own. If you do not have the time to create the costume at the event, you could have the girls draw pictures of costumes they could create at a troop meeting.



## Decorate T-Shirts

Either have the girls bring a plain white t-shirt or provide one for each girl. Have the girls plan out what they would put on their cookie-themed t-shirt to show their cookie spirit. (You may even brainstorm some fun saying or slogans with the girls.) Then, using fabric markers, encourage the girls to create a fun t-shirt they could wear at a booth sale or when selling cookies to friends and family (with their uniform).



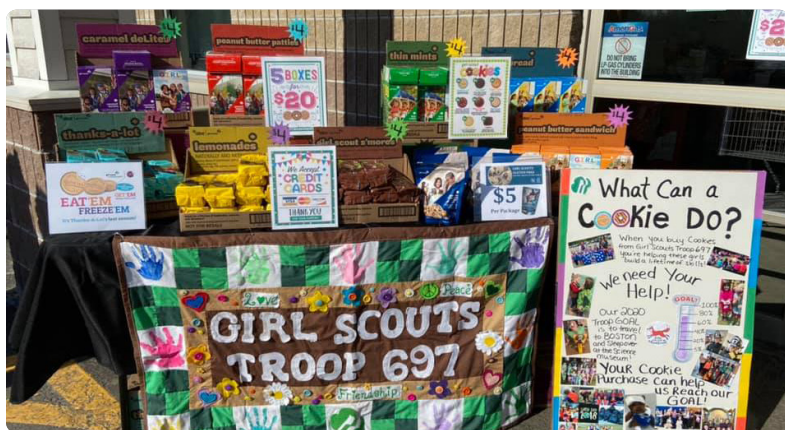
## Create a Song or Dance

As a group, or in small groups, give the girls time to create a Girl Scout themed song. Try to include as many flavors as possible and information about the cookies (where to buy them, cost, how it helps support the girls, etc.). Include time for the groups to share their songs with the rest of the group. If you have prior permission, you can even record the songs and send each troop their song to use to promote their cookie business.

Dancing is another great way to show your cookie spirit! Prior to the event, you can find a recording of a Girl Scout cookie themed song and then teach the girls a choreographed dance to go with it. Encourage the girls to think of different dance moves they might want to include and have them take the role in creating the dance. (This also relates to the Brownie Dancer badge.)



## Bling Your Booth



Using this year's theme, provide materials for the girls to decorate their cookie booths or to use in a promotional video. Ask the girls what they would want to include to attract people to their booth as well as what information they might want to include to help their customers.



# Closing

After giving the girls time to help clean up the event, lead a short closing ceremony.

## Directions

- Gather girls for the closing. If there is time, you can teach the girls a cookie-themed song to sing while you wait for everyone to join you.
- Invite girls to share their favorite activity by making a motion to represent their favorite activity. (You show them a motion for each activity.) Or, call out the various activities and have the girls make as much noise as they can for their favorite activity.
- Remind girls of any selling tips and safety tips they would need to know for the cookie program.
- Direct troop leaders to any packets or final paperwork (evaluations) and what is needed to complete the badges the girls worked on at the event.
- End with a closing flag ceremony and send off. If you are not able to do a closing friendship squeeze, you can send around a friendship wave (like the wave one would see going around a sports stadium) or other creative send off.
- Thank everyone for coming and wish them a fun and successful cookie season!

