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## Intent to Hold a Cookie Rally/Cookie Kickoff

Please complete this form at least 2 months prior to your Cookie Rally/Cookie Kick Off. PLEASE COMPLETE ALL SECTIONS

## This intent form is for an: $\square$ Event $\square$ This event includes community service

Name of Event: $\qquad$ Date of Event: $\qquad$ Time: from $\qquad$ to $\qquad$ Location:

Name of Service Unit: $\qquad$ Service Unit Number: $\qquad$
Name of Event Chair: $\qquad$ Event Chair's Email Address:

Program Coordinator's Name (if different from Event Chair): $\qquad$
Program Coordinator's Email Address: $\qquad$
Age Level of Participants (check all that apply):
$\square$ Daisies
$\square$ Brownies $\square$ JuniorsCadettes
$\square$ Seniors
$\square$ Ambassadors
$\square$ Adults

Projected Number of Girl Participants: $\qquad$ Projected Number of Adult Participants: $\qquad$
$\square$ We are using the GSME developed Cookie Kick Off Toolkit.
$\square$ We are using ideas from the ABC Cookies Cookie Rally Guide: $\qquad$

Please describe the activities/stations the girls will attend at your event.

If it is a multi-level event, how will you provide progression activities to allow for age/ developmentally appropriate learning to take place?

COMMITTEE INFORMATION
Should have at least 5 people, including at least 2 girls.

Name: $\qquad$ Event Chair
Name: $\qquad$ - Adult - Girl

Name: $\qquad$ - Adult $\bullet$ Girl

Name: $\qquad$ - Adult - Girl

Name: $\qquad$ - Adult - Girl

Name: $\qquad$ - Adult • Girl

## How will you include the 3 Processes of Girl Scouting in your event? Check all that apply:

| Girl Led | Learning By Doing | Cooperative Learning |
| :---: | :---: | :---: |
| Girls are involved in the planning of activities Activities involve the girls in decision making Questions/activities are open ended and allow girls to think critically Girls take the lead in discussions (ex: girls identify challenges with selling cookies) Girls are offered choices $\square$ Other $\qquad$ | Activities are not only hands-on but also minds-on Girls are involved in determining next steps based on outcomes Activities involve role playing Girls have a chance to practice the skills they learn Games are used to teach skills $\square$ Other $\qquad$ | Girls teach one another or present to one another Girls work together to solve a challenge or complete an activity Girls see how they can make a difference in their community Girls have a chance to reflect on the activity as a group Girls work on activities that are developmentally appropriate in small groups Girls learn from professionals in the field $\square$ Other $\qquad$ |

What badge steps will you cover at your event? Check all that apply. NOTE: Please make sure all girls cover each of the 5 Skills of the GS Cookie Program through a combination of the below steps and remember to tell the troop leaders or parents which steps were covered.


People Skills


Decision
Making


## DAISY

## Cookie Goal Setter

Step 1: Decide How to Use Your Money
Step 2: Set a Package Goal
Step 3: Share Your Goals With Your Customers

## My First Cookie Business

$\square$ Step 1: Find Out About GS Cookies
$\square$ Step 2: Decide How To Use Your Cookie Money and Set a Goal

Step 3: Practice Your Sales Pitch

## BROWNIES

## My Cookie Customers

$\square$ Step 1: Learn about Girl Scout Cookies
$\square$ Step 2: Decide How To Use your Cookie Money
Step 3: Find Customers
$\square$ Step 4: Handle Money and Make Change
$\square$ Step 5: Connect With Customers

## Cookie Decision Maker

Step 1: Get to know Your Girl Scout Cookie Business$\square$ Step 2: Decide On Your Giving Goal
Step 3: Build Your Team
$\square$ Step 4: Practice Handling Money and Tracking Sales

Step 5: Show Your Cookie Spirit

## My Cookie Team

$\square$ Step 1: Find Out About Girl Scout CookiesStep 2: Decide How To Use Your Cookie MoneyStep 3: Set a Troop Budget and Package GoalStep 4: Build Your TeamStep 5: Create a Pitch To Customers

## Cookie Collaborator

Step 1: Get to know The Girl Scout Cookie BusinessStep 2: Decide On Your Goals
$\square$ Step 3: Collaborate On a Troop BudgetStep 4: Reach More Customers
Step 5: Learn From Your Customers

## CADETTE

## Cookie Market Researcher

Step 1: Know Your Product and Resources

Step 2: Set Goals and a Budget
Step 3: Explore the Girl Scout Cookie Brand
$\square$ Step 4: Develop Your Marketing Plan

Step 5: Create Your Marketing Campaign

## My Cookie Venture

Step 1: Get Prepared For Your Cookie Business

Step 2: Set Goals and a Budget
Step 3: Create a Mission Statement

Step 4: Plan To Reach Your Customers

Step 5: Write a Team Business Plan

## Cookie Innovator

Step 1: Master your cookie business

Step 2: Choose a big idea, set goals, and build a budget
$\square$ Step 3: Decide how to meet your big goals

Step 4: Explore ethics in your cookie business

Step 5: Sell your big dream to others

## SENIORS

## My Cookie Network

Step 1: Review Your Cookie Business
Step 2: Set a Goal For All Parts of Your Business
Step 3: Share What You Stand For
Step 4: Build Your Customer Base
Step 5: Tailor Your Marketing Message

## Cookie Boss

Step 1: Take The Lead In Your Cookie Business
Step 2: Set SMART Goals
Step 3: Team Up To Make Business Decisions
Step 4: Make Your Cookie Boss Pitch
$\square$ Step 5: Expand Your Customer Base

## AMBASSADORS

## Cookie Influencer

Step 1: Become An Authority In Your Cookie Business

Step 2: Set Cookie Business Goals and Develop a New Skill

Step 3: Create and Share Your Value Proposition
Step 4: Create a Marketing Campaign
Step 5: Leave a Legacy

## My Cookie Business Resume

Step 1: Get To know Your Business; Set Your Goals and Budget

Step 2: Research Resumes and Track Experiences

Step 3: Boost Marketing Skills
Step 4: Use Marketing to Expand Your Network
Step 5: Create a Cookie Portfolio

If other badge steps will be included, please list them here: $\qquad$

It's important for parents and volunteers to learn about the 5 Skills and why they matter - it's more than just money earning! Be sure to include a message to the adults about the 5 Skills. See The Girl Scout Cookie Program 5 Skills for ideas: https://www.girlscouts.org/program/gs_cookies/pdf/2012_Cookie5Skills_Booklet_Spreads.pdf

Please also share the requirements with EACH girl for how to earn the Cookie Entrepreneur Family Pin so the family can help support her in developing the 5 Skills and understanding the importance of the cookie program. Requirements can be found here: https://www.girlscouts.org/en/cookies/just-for-cookie-sellers/ cookie-entrepreneur-family-pin.html

Any Additional Comments or Information to Share?

Please remind your troop leaders to submit Activity Forms if the event will last over 7 hours, includes high-risk activities, or will be held out of state.

## IF YOU HAVE ANY QUESTIONS, PLEASE SUBMIT THEM WITH THIS INTENT.

I have read and understand the Safety Activity Checkpoints that apply to this opportunity or event and have filled the form out to the best of my ability.
Event Chair's Signature:

## I have read this form and verify that it is complete.

Service Unit Program Coordinator's Signature:
Volunteer Support Specialist's Signature: $\qquad$
I have reviewed the program content and approved this event.
Program Specialist's Signature: $\qquad$

