



GSTOP 2020-2021 Cookie University

Program Guide

Get pumped up for this year's Girl Scout Cookie program by learning skills to become a super-seller while having fun and rock out with your friends. Play games, set goals and refresh your 5 skills and cookie knowledge. Learn how to show the world what a cookie can do.



Timeline of Activities

24 minutes for Cookie U Set-up activities

30 minutes for Check in and Welcome activities

Rotation of stations every 12 minutes:

Station 1 – Goal Keepers (Goal Setting)

Station 2 – Escape Room Challenge – (Cookie Tasting)

Station 3 – Social Media Experts

Station 4 – Cookie Influencers (People Skills for Door-to-Door)

Station 5 – Safety Hunt (Decision Making)

Station 6 – Money Management

Station 7 – Business Ethics & Etiquette

Station 8 – People Skills (at Troop Booth)

30 minutes for Door Prizes, Rally song, and/or Bad/Good Booth skit, and wrap up/clean-up

Total Cookie U time is 3 hours

Welcome Activities

Activities for girls while leaders/adults are checking in:

- Pass out take home bags during check-in
- Coloring pages

Hand Outs for Home

- Safety Song
- GS Promise and Law

STATION # 1: GOAL KEEPERS (Formally Known As GOAL SETTING)

Have recognitions at this booth

One of the most important lessons you can teach a girl is how to set a challenging goal and reach it. At this station, explain what goals are. You can show the recognition sheet and see what they would like to achieve. Explain how many cookies they would have to sell a day to achieve their goal.

Talking Points:

- Say – Who knows what a goal is? Listen to examples.
- Say – A goal is something that you are trying to achieve. So when we set our cookie goals we have to think about what we want to earn while running our cookie business.
- Show – Go over the recognitions and tell them how many boxes are needed to earn each one. Explain that they are cumulative (you earn the ones before that number as well).
- Say – Recognitions are earned by each individual girl selling, while the troop earns the funds (money) together. Each girl has a goal and the troop has a total goal.
- Say – Goals should be something that you can achieve realistically like maybe 275 boxes, not two million boxes.
- Ask – What personal goals do you have? Going to camp? Earning the elephant? What goal does your troop have? Donate to the animal shelter?
- Teach – Go over the answers to the Diva game (without letting them know they are the answers).

Goal Setting Activity -

Goal Butterfly - girls can make a butterfly to achieve their cookie goals.

Supplies

- + Clothes Pin
- + goal templates (included)
- + coffee filter
- + Glue or tape
- + Markers or pen
- + Water spray bottle

Instructions

- + Print on card stock and cut out goal templates
- + Decorate coffee filter and color & water
- + Glue the goal template to the clothes pin
- + Start taking cookie orders!



STATION #2 Escape Room Challenge - Cookie Tasting

(Table clothes, cutting boards, pie plates, napkins, gloves, knives, cookies, Dixie cups, water, labels, music, and trash bags) Clue templates

How can you sell your product better? By knowing what you are selling of course! Girls can taste the cookies and learn ingredients so they can share this information with their customers. **Note – keep cookies pieces in different pie plates (in case of allergies).**

Talking Points:

- Say – The best way to sell is by telling your customers about your product.
- Show – The cookies and tell them about each one.
- Explain – What vegan is (made with no animal products). What gluten-free is (made with no wheat products). What kosher is (food that conforms to Jewish dietary regulations and all eight flavors meet this requirement).
- Say – Thin Mints® is the top-selling Girl Scout Cookie in America!
- Say - Each season, Girl Scouts sell almost 200 million packages of Girl Scout Cookies!
- Say - Our Thin Mints, Toast-Yay!, Lemonades and Peanut Butter Patties Girl Scout Cookies are vegan.
- Say – We have a new French toast inspired cookie, the Toast-Yay! A toast shaped cookie with a maple flavored icing.
- Brainstorm – After tasting a few cookies, what is your favorite one?

Cookie Activity – Cookie Escape Room – “Find the Cookie”

- Start at the 1st table and unlock a container to find a clue (shoeprint)
- On the next table match the shoeprint to a fingerprint.
- On the final table match the fingerprint to the missing cookie. Taste the cookie that was found
- If time allows play again to find and taste different cookies

Supplies

- + Containers to hold a shoe print
- + Clue templates (included)
- + Paper pie plates
- + Tape or glue

Tasting Activity –

- Taste a few cookies.
- Be able to say which ones are vegan, gluten-free, and kosher.

Fun cookie questions:

If I say that I like lemon what would you tell me? (Lemonades)

What was the first Girl Scout cookies? (Shortbread)

Do you have any cookies with chocolate? (Thin Mint, Peanut Butter Patties, Caramel deLites)

What is a Samoa? (Caramel Delites)

What is the top selling cookies? (Thin Mints)

Is there a sandwich type cookie? (Peanut Butter Sandwich)

What is a Tag Along? (Peanut Butter Patties)

Do you have any cookies with caramel? (Caramel deLites)

What is a DoSiDo? (Peanut Butter Sandwich)

What is a Trefoil? (Shortbread)

What is the Thin Mint? (It is a mint cookie covered in chocolate)

If I say I like maple what would you say to me? (Toast-Yay!)

Which cookies have both Peanut Butter and Chocolate? (Peanut Butter Patties)

What does the top of the Lemonade look like? (the inside of a lemon)

What does a Caramel de Lite look like? (toasted coconut and caramel with chocolate stripes and there is a hole in the middle of the cookie)

Is there a gluten free cookie? (yes)

What is the gluten free cookie called? (Carmel Chocolate Chip)

What is the shortbread cookie with Lemon icing? (Lemonade)

What picture does the shortbread cookie have on the front? (trefoil with girls' heads)

What kind of cookie is used in the Peanut Butter Sandwich? (oatmeal)

What is the 2nd best-selling Girl Scout Cookies? (Caramel deLites)

Which cookies come without a “box”? (Toast-Yay!, Lemonades, Smores))

Which cookies are vegan? (Thin Mints, Toast-Yay!, Lemonades, and Peanut Butter Patties)

Which cookie is shaped like a piece of toast? (Toast-Yay!)

What is the 3rd best-selling cookies? (Peanut Butter Patties)

Are our cookies kosher? (yes)

What kind of cookie is inside the Peanut Butter Patty? (vanilla)

What is the Peanut Butter Patty covered in. (chocolate)

STATION #3: Social Media Experts **(iPhone template and internet pledge sheet)**

Discuss the use of social media (laptops, smart phones, etc.) and the available web tools that the girls can use.

Talking Points:

- Say – This is an additional way for girls to reach their goals by selling to family and friends who live out of town or state.
- Show – The ABC Cookie website to see the tools that they could use, such as sending e-cards.
- Review – The order taking card and recognitions.
- Explain – The internet pledge and how important it is.
- Explain – Tips for running a great cookie business.
- Explain – That girls can sell on Facebook, by e-mail, by phone, by COCO Direct, and Twitter, just NOT Ebay.
- Brainstorm – How to bling your booth and show it off on social media.

Social Media Activity –

- Fill out the internet pledge sheet.
- Give each girl a iPhone sheet.

Social Game – Daisy Calling

- Pass out Phone (template included).
- Give each girl one phone to fill out and practice their phone speech on.

Who Wants To Be A Diva?

Reinforce goal setting skills and have fun asking questions in a game show format.

How Many Cookies Must Be Sold to be a DIVA? **(1550 boxes)**

How Many Boxes of Cookies can be Bought with \$20? **(Four)**

How Much Does a Box of Cookies Cost? **(\$5.00)**

Which is Not a “5 Skill” - Troop Spending, Decision Making, Goal Setting, or Business Ethics?
(Troop spending)

Hi, I'm _____ from
Troop_____.

This is my _____year selling Girl
Scout Cookies!

Proceeds from every package will
help my Troop to

and help me

_____.

My two favorite Girl Scout Cookies
are _____
and_____.

I like them because

_____.

Thank You for your purchase and for
supporting Girl Scouts and helping
my Troop to

_____.



Girl Scout Internet Safety Pledge* for All Girl Scouts

- I will not give out personal information such as my address, telephone number(s), parent's or guardians' work address/telephone number(s), and the name and location of my school without the permission of my parent or guardian.
- I will tell an adult right away if I come across or receive any information that makes me feel uncomfortable.
- I will always follow the rules of Internet sites, including those rules that are based on age of use, parental approval and knowledge, and public laws.
- I will never agree to get together with someone I "meet" online without first checking with my parents or guardians. If my parents or guardian agree to a meeting, I will arrange it in a public place and bring a parent or guardian along.
- I will never send a person my picture or anything else without first checking with my parent or guardian.
- I will talk with my parent or guardian so that we can set up rules for going online. We will decide on the time of day that I can be online, the length of time that I can be online, and appropriate areas for me to visit. I will not access other areas or fail to follow these rules without their permission.
- I will follow all of the Girl Scout Terms and Conditions related to Digital Cookie, as well as all Internet safety guidelines related to all other Girl Scout product sales.
- I will practice online etiquette (good manners) at all times when online by:
 - Not spamming others.
 - Not bullying or tolerating bullying (and always telling a trusted adult if I witness bullying).
 - Not using bad language.
- I will be guided by the Girl Scout Promise and Law in all that I do online.

Signed,

Girl Name _____ Date _____

Parent or Guardian _____ Date _____

*The GSUSA Online Safety Pledge is based upon the Online Safety Pledge developed by the [National Center for Missing and Exploited Children](#). (Revised August 2014)

STATION # 4: Cookie Influencers

(Door 2 Door People skills) Need practice “doors” and speech on index cards

Girls learn self-confidence when they practice their sales speech. This helps them feel comfortable in situations that may come up.

Talking Points:

- Explain – Selling door-to-door or over the phone. Make sure to check if you need a permit to sell door-to-door.
- Explain –What an elevator speech is. An elevator speech is an opportunity to get your information across in a timely manner; namely who you are, what you are doing, and what you are trying to accomplish and why. Having a pre-prepared one is a great idea.
- Explain – That the girls should always have on clothing that identifies them as a Girl Scout (vest, sash, etc.).
- Show – The order taking card and explain how to use it.
- Show – Door hanger cards and explain how to use them.
- Explain –. That girls can sell on Facebook, by e-mail, by phone, by social media, such as Twitter, just NOT Ebay!

Door-to-Door Activity –

- Have a girl (or parent) stand behind a door and have another girl knock on the door/or pretend they’re getting on an elevator.
 - Have them practice their elevator speech on their card.



1. Have them ask if you would like to buy Girl Scout Cookies.
2. If someone says “no”, ask if they would support the troops/first responders by buying a box for them (Cookies for Heroes).
3. What would you say if they ask you why you are selling cookies (to go to camp or buy books or for a community service project, etc.)
4. If the customer is rude thank them anyway.

Possible Door-to-Door Scenarios:

- Customer is gluten intolerant.
- Is vegan.
- Asks for a Do-Si-Do
- Asks for a Trefoil
- Asks for a Samoa
- Asks for a Tag-a-Long
- Wants to know where you live.
- Wants to know which cookies have chocolate.
- Asks for your phone number to order more cookies.
- Customer says Girl Scout only wear brown or green vest/sashes.
- Wants to write a check.



STATION #5 – Safety Hunt (Decision Making)

Girl Scouts need to know how to be safe while running their cookie business. Help them decide how they can remain safe and have a successful selling season.

Talking Points:

- Say – Safety is a very important goal while running a cookie business.
- Explain – The safety rules.
- Brainstorm - What are some ways we can be safe while selling cookies?

Safety Activity – Scavenger Hunt Game

- Hunt for the bee clues, there will be 10 clues
- Have Clues will spell out “Sell Safely”

Station #6 - Money Management

(Need to bring a booth, play money, Cookies for Heroes holder, bowling pins, and ball)

Girl scouts should know how to count money and give change to customers. They should also know safe cookie money handling tips. Girls will learn the basics of money management as they practice counting change.

Talking Points:

- Say – When you run a cookie business, you need to know how to make correct change for your customers.
- Show – The cookie lanyards with the prices.
- Explain – The price of the cookies (\$5.00). Say there is only one cookie that is \$6.00 (gluten free Caramel Chocolate Chips).
- Explain – Do not put the customer's money away until you have made change for them. (Just in case they question the amount, you can show them what they originally paid you).
- Explain – Cookies for Heroes donations (customers can donate money so we can send cookie boxes to soldiers/first responders so they can enjoy Girl Scout cookies!).
- Brainstorm – How do you keep your money safe at a cookie booth?

Money Activity – Bowling for Money

- Pass out the cookie/money lanyard.
- Practice buying and selling boxes of cookies and making change. Girls can take turns being the buyer and seller by the bowling game. (#2 = I want to buy two boxes with \$10, how much change do I get back?).
- Can have two lines of girls going at the table so everyone has a chance to make change.

Supplies

- + Price lanyards
- + Bowling game
- + Play money
- + Practice cookie boxes
- + Table cloth



Station #7 Business Ethics & Etiquette

Girl Scouts are honest and responsible at every step of the cookie sale. These values are reinforced by the Girl Scout promise and Law and are relied upon throughout their entire cookie business.

Talking Points:

- Say – The Girl Scout Promise and Law.
- Explain – Ethics are being honest and fair, while etiquette is how to act while selling cookies.
- Review – The order taking card and recognitions.
- Explain – Tips for running a great cookie business.
- Brainstorm – What are some examples of being honest and fair? (i.e. not selling cookies before the start date, charging a higher price for the cookies, etc.). What are some examples of booth etiquette? (i.e. following store rules, take turns while selling with your troop, not playing around at a cookie booth, etc.).

Ethics and Etiquette Game – Cookie May I?

(played like Mother May I or Red-light Green Light)

- Ask Cookie May I ethic and etiquette questions.
- Pass out stickers for girls who cross finish line



Ethics Activity – Thumbs Up or Down Game

- Call out the questions (see template) and ask the girls if the answer is yes (thumbs up) or no (thumbs down)

Ethics Activity – Cross Out Scenarios

- Cross out sheets
- Pencils or crayons

Ethics & Etiquette May I Game

Ethics Questions –

- Can I start selling Girl Scout Cookies in December? (no)
- If my friend and I sell cookies together, can I take credit for all of the cookies sold? (no)
- If a customer buys cookies and then gives them to me, can I keep them? (yes)
- Can I sell cookies on Ebay? (no)
- Can I sell cookies on Facebook? (yes)
- Can I sell cookies by sending an e-mail? (yes)
- Can I keep the change from a customer? (no)
- If someone donates to Cookies for Heroes, can I use the money to buy myself a box of cookies instead? (no)
- Can I use the money from the cookie sale to buy myself a toy? (no)
- If a customer buys one box of cookies on their credit card, I will charge them for two boxes instead (no)

Etiquette Questions -

- I will take turns with other girls at my troop cookie booth (yes)
- I will ask the same customers going in and coming out of a store if they want to buy cookies (no)
- I will eat cookies while selling to customers (no)
- I will talk ugly about people who do not buy cookies from me (no)
- If I cannot make it to my troop's cookie booth, I will call and let my troop leader know (yes)
- If a customer says they have already bought cookies, I will say thank you for supporting Girl Scouts (yes)
- I will play with my friends at a cookie booth (no)
- I will say thank you to my customers (yes)
- I will play games on my Mom's phone while at a cookie booth (no)
- I will be polite when asking customers if they would like to buy cookies (yes)
- I will stand in front of the store's door to stop customers and ask them to buy cookies (no)
- If a girl from school that I do not like wants to buy at my cookie booth I will refuse to sell to her (no)
- I will hang posters on the walls of the store I am selling at (no)

Station #8 People Skills (for Troop Cookie Booth)

Girls need to be prepared to respond to different customer reactions and backgrounds. What would you say to a former Girl Scout? How do you handle an angry customer? Learn some tips to be successful at a troop booth.

Talking Points:

- Say – People say that the first impression is the most important and it is true! We always want to be on our best behavior at a cookie booth.
- Explain – How we handle customers is very important since this will be how they see all Girl Scouts. If we act helpful and cheerful, customers will be glad to buy from any Girl Scout. If we act rude or goof off, then people will think that all Girl Scouts act that way.
- Explain – Tips for acting and talking with customers such as:

Smile – a simple way to make yourself seem more approachable

Look up when walking – your feet will still be there, the people you're passing may not

Say "Hello!" – even if you don't know the person, saying hello forces them to acknowledge you and creates an interaction they will remember

Always be respectful – a negative memory of you can stick with someone for a long time

Go out of your way – do something nice for someone else without them asking

Learn people's names – it's the easiest way to make someone feel like they are important to you, and they'll automatically want to learn your name, too

Say "Thank you!" – all the time, to everyone you meet

Listen, really listen – don't only pay attention, but take note of important things people say, bring them up in later conversations to show your attentiveness

Stand tall – an open posture and body language does a lot for the way people approach you

Don't lie – getting caught in a lie can greatly influence the way others see you

Other tips and tricks

- Look neat and dress accordingly.
- Never swear or use bad words.
- Never put someone down in your conversations.
- Don't pretend to be someone you're not – you're the best version of you!

Troop Booth Activity – Beach Ball Toss

- Have girls break into sellers and customers, then switch roles.
- Practice selling and talking to customers that come up to the booth.
- Toss beach ball and role play that customer.

