



Cookie Collaborator

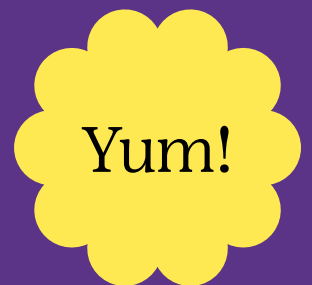
The saying “Two heads are better than one” means it’s better to have more people to help come up with ideas and solve problems. When you work with different people, such as your troop, community, and network, you can grow your cookie business. That’s what collaboration is!

Steps

1. Get to know the Girl Scout Cookie™ business
2. Decide on your goals
3. Collaborate on a troop budget
4. Reach more customers
5. Learn from your customers

Purpose

When I’ve earned this badge, I will know how to work with my Girl Scout team to set goals and make decisions to run my cookie business and how to collaborate with my friends and family to connect with more customers.



Before you explore,

review the “Supplemental Safety Tips for Online Marketing” and “Digital Marketing Tips for Cookie Entrepreneurs and Families” at girlscouts.org.

Step 1: Get to know the Girl Scout Cookie business

There’s a lot more to your business than just selling cookies. Find out everything you can about the different kinds of cookies and what they cost. Use your order card to discover what’s new this year and, with an adult, explore Digital Cookie®/Smart Cookies® to learn more about online selling.

Choices—do one:

Design a cookie display. Work as a team to create a display for your cookies. Draw the cookies and descriptions on posters and signs. You can also use Girl Scout Cookie images you find online. Make sure to include information on how to buy the cookies! Display it at your cookie booth or in your community.

Practice with your online shopping cart. With an adult, visit the part of Digital Cookie/Smart Cookies that a customer sees and put different cookies in your shopping cart. Even though you’re not really buying them, you’ll find out what it’s like when customers buy their cookies online.

► For more fun: Make a video showing your customers how to buy cookies online. Have an adult help you share it.

Make a cookie quiz game. Whether you’re online or with your friends in person, write down the cookie descriptions on cards. Make a second set of cards that show drawings or cut out pictures of the different cookies without the name. Then create a matching game where each team matches the pictures with the right descriptions. Have fun playing and adding other cookie facts!



► For more fun: Earn your Junior Cookie Entrepreneur Family pin! With help from an adult, go to girlscouts.org/juniorcookiepin to find the requirements.



Words to Know

Collaborate: When you work with other people on your cookie business.

Cookie entrepreneur: When you sell Girl Scout Cookies, you set goals, talk to customers, make decisions, make mistakes, and try again. This is all part of being an entrepreneur!

Digital Cookie/Smart Cookies: A way for customers to buy cookies online. Depending on where you live, you will either use Digital Cookie (for Little Brownie Bakers councils) or Smart Cookies (for ABC Bakers councils) to manage digital sales.

Entrepreneur: Someone who creates something or finds a way to help people and solve problems. Entrepreneurs often use their ideas to create a business.

Feedback: What someone thinks of your ideas or how you run your business.

Network: The people you know are your network. For example, your network can be made up of your family, friends, teachers, Girl Scout sisters, cookie customers, and more.

Order card: Where you'll find the names of the cookies, what they cost, your customer's information, and the number of packages you sell.

Package goal: How many packages of cookies you and your troop plan to sell.

Pitch: What you tell your customers to get them excited about buying cookies from you.

Troop goal: What you plan to do with the money your troop earns selling cookies.

Troop proceeds: The portion of cookie sales kept by troops.

Safety First

Find out how to keep your cookie business safe. With help from an adult, go to [girlscouts.org](https://www.girlscouts.org) to find safety guidelines for selling digitally, door-to-door, or at a cookie booth.



Step 2: Decide on your goals

To be a good collaborator, it's important to listen to each other's ideas about your troop's goals. Do you want to buy snacks or supplies for your meetings? Or use the money for Girl Scout badges or awards? Your troop may choose to use some of the money for a special field trip, to help others, or to fund your group Bronze Award project.

Choices—do one:

Create a goal wheel. Decide on four troop cookie goals! Then draw a big circle and divide it into four pieces. Break into small groups to fill in one quarter circle for each goal and put them together like a pizza to form a goal wheel.

Make a goal ladder. Decide on your troop's cookie goals! Then draw a ladder. On each step, write your goal. Start at the bottom with the most important goal and move up to the top step. As you achieve your sales goals, mark the goal with a sticker. Display the ladder at your cookie booth or share it online.

Create teams for your goals. Break into four different teams of girls to be in charge of tracking goals for each category: “troop needs,” “field trips,” “help others,” and “other ideas” (such as buying books or funding a Bronze Award project). After you work out your budget in Step 3, include your package goal for each category too. Whenever you meet, share sales updates and have each team report on what goals are being met and how much more you'll need to sell. You might need to adjust your goals, so work with each team to figure out solutions.



Step 3: Collaborate on a troop budget

Now that you have your goals, decide how many packages you'll need to sell. Put a plan together for the money your troop will earn from each package sale. Do one of the choices to help set your budget. Then decide how you want to track your money. You can do things like create a sales chart poster or track your sales online using Digital Cookie/Smart Cookies.

Choices—do one:

Explore the costs with your team. Have each team member show your goals to a friend or family member to get feedback on how much it would cost. When you meet, share the information you've found and then collaborate on the "Cookie Planner" on page 7. Figure out how many packages of cookies you'll have to sell to meet each goal.

Make a budget pledge. Talk to an adult to figure out how much each goal would cost to do and set up your budget using the "Cookie Planner." Then have each team member pledge the number of packages you will sell as a group and what each will sell as an individual goal. Make sure the numbers add up. If the individual goals do not add up, think of things your troop can do as a team to make up the difference.

Get help from an expert. Invite a businessperson to your meeting and share your goal plan with them. Find out how much it would cost to achieve your goals and how many packages of cookies you'll need to sell. Use the "Cookie Planner" to come up with a troop budget.



Cookie Planner

We will use the money we earn to:	This goal will cost:
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total:	\$

Our troop earns \$ _____ per package. We need to sell _____ packages of cookies to meet our goal.

I plan to sell _____ packages of cookies.

Cookie Sales Strategies

Who will I sell to and how?

Email

Door-to-Door/Neighborhood

Cookie Booth

Social Media

Digital Cookie/Smart Cookies

Other

Use the spaces above to write down ideas and take notes for the different strategies of your sales plan. The more ways you try to reach customers, the closer you will be to achieving your goals!



Step 4: Reach more customers

Think about the people you know well, like family and friends. Next, think of other people you know, like a teacher or babysitter. That's the start of your network, which you can use to reach new customers. How else can you increase your customer base?

Choices—do one:

Draw your network circle. Draw a small circle with two larger circles around it, like a target. Write your name in the center circle. In the next circle, write the names of people you can easily contact to ask them to buy cookies, like your family and friends. This is your inner circle. Inside the biggest circle, write the names of past customers and ideas for new customers. This is your outer circle. You don't need names for everyone in this circle, just ideas of who you can reach out to. Think about who in your inner circle can help you make a connection to someone in your outer circle. Draw a line between them and ask them to help you make the connection!

Make a sales plan. Write your sales plan in a notebook, on a computer, or on paper. (You can also use the “Cookie Sales Strategies” organizer on page 8.) Include things like a list of how you plan to attract new customers. If you're selling at cookie booths, how many packages will you have? If you're doing door-to-door sales, how often will you go? If you're selling online, how many emails will you send using Digital Cookie/Smart Cookies?

Create a social media campaign. Sometimes the fastest way to reach your customers is by posting pictures, videos, and messages on social media. Create fun photos and messages for your customers and collaborate with an adult who can help share them online. Ask your customers to spread the word about your cookie business by sharing your business with others.



The Junior **Business Jumpstart** badge will give you even more tools to help improve your cookie business. You'll learn how to solve problems, get feedback, and pitch to your customers.



Step 5: Learn from your customers

Find ways to learn more about your customers so you can make your cookie business better! Have your troop divide into three groups and each pick a choice below. After each group completes the choice, ask them to share what they learned with the whole troop.

Choices—do one:

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Make a good impression. Role-play selling cookies with your friends. How will you greet your customers? What will you say to get them to buy? Practice selling to each other. Make a list of what you will do or not do to make a good impression and share it with the troop.

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Create a customer survey. With an adult's help, create an online survey to find out why customers buy or don't buy Girl Scout Cookies. See a sample survey on the next page. Use data from the survey to change your pitch to customers. Share your findings with the troop.

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Listen for clues. Customers often give you clues about what they want. Listen closely and be ready to respond with a suggestion or follow-up response to close a sale. If you've sold cookies before, think back on what customers have said in the past. Make a list of answers for when customers say things like: "I don't eat cookies."; "I already bought a box."; and "I can buy cookies for less money at the store." Come up with more things customers might say and prepare your responses. Share your list with the troop.

Sample Customer Survey

Please say how much you agree or disagree with these statements.

**Strongly
disagree**

Disagree

**Don't
agree or
disagree**

Agree

**Strongly
agree**

I buy Girl Scout
Cookies for
their taste.

☐☐☐☐☐

I buy Girl Scout
Cookies as a gift
for others.

☐☐☐☐☐

I buy Girl Scout
Cookies to support
a good cause.

☐☐☐☐☐

I prefer to buy
cookies online.

☐☐☐☐☐

I prefer to buy
cookies from a Girl
Scout in person.

☐☐☐☐☐



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Volunteer's Guide to the Cookie Collaborator Badge*

Find tips and ideas to help you guide your troop through this badge.

Step 1: Get to know the Girl Scout Cookie™ business • 30–40 minutes

Ask: How much do you know about your Girl Scout Cookie business? **Share:** There's more to your business than just selling cookies! Your cookies are your product, so find out everything you can about them. Use your order card to see what's new and, with an adult, explore Digital Cookie®/Smart Cookies®.

Choices—do one:

- **Design a cookie display.** First, have Juniors sketch a cookie booth design. Ask “What should be included in the display?” Based on skills and interests, Juniors will decide what display feature they will contribute. They can use cookie packages and online resources for inspiration.

Materials: computers, smartphones, or tablets; order cards; scissors, glue, poster paper, various craft paper, drawing and coloring supplies

- **Practice with your online shopping cart.** Tell Juniors to explore the features of Digital Cookie/Smart Cookies with help from an adult. To prepare these young cookie entrepreneurs to help their customers, ask, “What questions might your customers have if they are buying cookies online?”

Materials: order cards; computers, smartphones, or tablets

- **Make a cookie quiz game.** Have Juniors prepare two sets of cards—one set with cookie descriptions, the other with only cookie pictures (no names). Call out flavors for Juniors to find and hold up matching cards. Add cookie facts for a challenge! Bring their game to a cookie booth to engage customers.

Materials: order cards, index cards, pencils; computers, tablets, or smartphones

Step 2: Decide on your goals • 30–40 minutes

Ask: How do you want to use the troop's earned cookie money? **Share:** Good collaborators listen to each other's

ideas. In this step, you'll decide on troop goals together.

Choices—do one:

- **Create a goal wheel.** Decide on four goal categories (meeting supplies, field trips, Bronze Award project, and other types of goals). Draw a circle on a piece of paper and cut it into four pieces. Have Juniors work in teams to complete one section of the circle, adding details and pictures about their goal, and then present it to the troop. Join the four quarters of the goal wheel together. The troop can display it at their cookie booth.

Materials: drawing and coloring supplies

- **Make a goal ladder.** Decide on several goal categories (meeting supplies, field trips, Bronze Award project, and other types of goals). Have Juniors work in teams to create a ladder step for their goal using poster board or slide deck software. Each ladder step should include details and pictures of their goal. Teams will present their goal to the troop, then join the steps to create a ladder for display at troop meetings, cookie booths, or online.

Materials: poster board, tape, drawing and coloring supplies

- **Create teams for your goals.** Decide on several goal categories (meeting supplies, field trips, Bronze Award project, and other types of goals). Working in teams, have Juniors create a flyer or video about their goal as well as a way to track and report progress to the group. Have each team report on goal progress at meetings.

Materials: computers, smartphones, or tablets; various craft paper, drawing and coloring supplies

Step 3: Collaborate on a troop budget • 20–30 minutes

Ask: How will running your own cookie business help you achieve your troop goals? **Share:** Our troop keeps a portion of each cookie package sale—this is called proceeds. In this step, you'll see how many packages you need to sell to reach your goals. You'll set a budget and make a plan for the earnings.

*Detailed choice activities, meeting tools, and additional resources and materials can be found within the Volunteer Toolkit on my.girlscouts.org.

Choices—do one:

- **Explore the costs with your team.** Have Juniors work in teams to find the estimated cost of their goal. They can do research online and get feedback from a family member on the cost. After each team shares their findings, collaborate as a troop on the “Cookie Planner” on page 7. Together, figure out how many packages the troop will need to sell to meet its goals.

Materials: *computers, smartphones, or tablets; “Cookie Planner,” pencils*

- **Make a budget pledge.** Communicate the purpose of this step and activity directions with families ahead of time, and provide the “Cookie Planner” on page 7 for reference. Ask Juniors to share the troop goals with an adult and get feedback on the estimated costs. As a troop, discuss the feedback, decide how many packages the troop will need to sell, and how many each Junior will pledge to sell. If individual goals do not add up, ask the troop, “How can we make up the difference together?”

Materials: *“Cookie Planner,” pencils*

- **Get help from an expert.** Invite a businessperson to a meeting. Provide them with the “Cookie Planner” on page 7 ahead of time. Have Juniors present their goal plans and ask for feedback on the costs. Decide together how many packages they’ll need to sell and create a troop budget using the “Cookie Planner.”

Materials: *“Cookie Planner,” pencils*

Step 4: Reach more customers • 20–30 minutes

Ask: Who are your customers? **Share:** The people you know well, like family and friends, will likely be your first potential customers. Now think of other people you know, like teachers or babysitters. That’s the start of your network! Your network includes all the people you know, which can help you reach new customers.

Choices—do one:

- **Draw your network circle.** Have Juniors draw a target with a small center circle and two larger circles around it. They’ll start by putting their name in the center. Ask, “Who will you contact first? Who can you easily reach?” Have Juniors write these names (likely family and friends) in the first layer outside the center. In the next layer, prompt them to write the names of past customers and ideas for new customers. Ask, “Who in your inner circle can help you make a connection to someone in your outer circle?” Have them take note to make that connection during cookie season!

Materials: *plain paper, pencils*

- **Make a sales plan.** Discuss previous cookie sale strategies. Ask, “What worked well?” and “How can you improve cookie sales?” Using “Cookie Sales Strategies” on page 8, Juniors will develop a sales plan by writing down customers they will reach through the different strategies.

Materials: *paper and pencils or computers, smartphones, or tablets; “Cookie Sales Strategies”*

- **Create a social media campaign.** Communicate the purpose of this step and activity directions with families ahead of time. Encourage Juniors to design a social media campaign about their cookie business and troop goals. They can get creative with pictures and video messages to share online with the help of an adult.

Materials: *computers, smartphones, or tablets*

Step 5: Learn from your customers • 20–30 minutes

Ask: How can you improve your cookie business? **Share:** Getting feedback and making improvements is not just a cookie business skill, but an important life skill! In this final step, you’ll learn more about customers so you can make your cookie business even better.

Choices—do one:

- **Make a good impression.** Juniors will work in teams to prepare and present a skit to the troop showing “What to do” versus “What not to do” during cookie season. Scenarios include sending cookie sale emails, making sales at a cookie booth, and similar positive actions. Each skit should include a greeting and a sales pitch.

Materials: *prepared scenarios, paper and pencils for planning*

- **Create a customer survey.** Go over “Sample Customer Survey” on page 11. Juniors will work in teams to create a short survey to find out why customers buy or don’t buy Girl Scout Cookies. Encourage them to collect feedback after each customer interaction and share their findings with the troop. Ask, “How does this feedback help you?”

Materials: *“Sample Customer Survey”; computers, smartphones, or tablets*

- **Listen for clues.** First, Juniors will work in small teams to brainstorm a list of responses that people might give when approached to buy cookies. Then, they’ll practice giving follow-up responses within their small groups. Have Juniors pair up and share an example with the troop.

Materials: *lined paper, pencils*

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