Cookie Biz



Taking part in Girl Scout Cookie® activities gives you a taste of many different types of jobs and careers. You get to see what it's like to be:

- a project manager
- a public relations representative
- an accounting manager
- an entrepreneur
- a community philanthropist
- an event manager

While you're working on Girl Scout Cookie activities this year, try doing any six of the following activities—and see what careers suit you best! You will also earn the Girl Scout Junior Cookie Biz Badge.

1. Outside the Box!
Did you know that there are lots of careers related to Girl Scout Cookies? Come up with a career for each letter of the word "cookie." Think outside of the box! Don't limit yourself to careers relating to just the product. Pick one of the careers you chose and find out one fact about it.

2. Entrepreneur
An inventive spirit and the ability to adapt existing products and resources for new uses are qualities many successful entrepreneurs share. Come up with recipes for desserts that feature your favorite Girl Scout Cookies. What works as a great ice cream topping? What tastes great frozen? Melted? In hot cocoa? Create an infomercial to share these recipes with potential customers.

3. Budget Breakdown
Budgets aren't just ways to make your money last. They're the way companies—and families—figure out how much money they have, how much money they'll need, and how they can earn, or save that money so they can do all the things they want to do. Use this worksheet with your troop or group to help you create a budget and set financial goals for the year!

What does your group want to do with your cookie money? List everything. (Remember: young hands have large penmanship). Then ask your troop or group these questions:

- How much does each activity or project cost?
- Which activities/projects might need more than one year's money-earning activities?
- Discuss long-term goals.
- What other money can go toward the cost?
- How much money does your troop have to raise?

Activity/Project	Cost	More than 1-Year?	Other Money	Total Budget

4. Project Manager
Whether it's on a playing field or in a boardroom, successful people set goals, which they work hard to reach. A softball player tries to raise her batting average, a hotel sales manager seeks to increase her revenue per room, and a teacher seeks ways to improve the performance of her students on state tests. You know that you're really successful at something once you've met—or exceeded—your goals!

If your troop's taking part in Girl Scout Cookie activities so everyone can afford to go on a trip, the troop has to meet a certain financial goal. The questions in the list that follows will help you to achieve your goal. Is the troop's goal:

- Finding new places to sell or advertise?
- Increasing the number of sales per hour?
- Identifying new types of customer?
- Developing a database of clients, so you can thank them, and remember them next year?
- Creating the thank-you letters and doing a mail merge program for getting them printed quickly?

Are there other goals better suited to the needs of your troop? Whatever your goals are, you need to break them down into separate steps. Then you set off doing one thing one week, another thing another week, until each goal is met.

5. Marketer
Sure, everyone knows about Thin Mints! But sometimes a new Girl Scout Cookie is introduced. Look over this year's cookie varieties. Are any new? Which one(s) might buyers not have heard of? How would you describe them to your customers? How can you phrase a "suggested sell" for cookies that aren't moving well?

6. Event Manager
It's more fun to sell when you can do so as a group! See if your group can hold a direct sale. This "event" can be as easy as 1, 2, 3!

1. Find out and follow your council's guidelines for direct sales. Some great sites to consider are malls, grocery stores, sporting events—even college campuses. Pick one. Any paperwork required for this troop/group 'event'?
2. Get permission from your council, if required, and the hosting site (business, mall, etc.). Your council may already have a list of pre-approved sites, so check with them first! What are the site's requirements/rules?
3. Ask for helpful hints from other troops or groups that have had successful booth sales.
4. Staff your cookie booth! Schedule who's working the booth when. (Safety-Wise requires at least two girls and two adults at a booth 'event'.) Make sure everyone knows when she's scheduled to staff the booth, and how she's going to get there.
5. Create displays, indicating your troop goals.
6. Plan for a cash box with change needed.

Don't forget to thank the people who approved your group's use of the site and the hosting site! A thank you note from the whole group would be great.

7. Community Philanthropist

Work with your group to identify a local charitable organization that might want and appreciate receiving donated boxes of Girl Scout Cookies. Check with that group and make sure that they really could use them. As you sell cookies, ask folks if they'd like to purchase a box to donate to your troop's service project. Make sure you can talk about how the donated cookies will be used by this group. That means you need to know something about them!

8. Public Relations
By selling Girl Scout Cookies, you become the most visible spokesperson for Girl Scouting in your community. And, like all spokespeople, you have to let people know about your organization—quickly and easily. Talk with your troop or group, and find out:

1. What do girls get out of belonging to Girl Scouts?
2. How do Girl Scout Cookie activities help girls in your community?
3. What could happen if no one bought cookies?

Get your message down to a 30-second sound bite.

9. Speech Writer/Handler
Sometimes girls worry:

- What if there are already girls selling Girl Scout Cookies on my block?
- What if everyone I ask says no?
- What if I don't sell many cookies?

With your group, write out "what ifs" on separate pieces of paper. Put them in a bag. At the three or four meetings before cookie activities begin, start pulling out three "what ifs" and read them aloud. Together, as a group, come up with the answers to the dreaded "what ifs." Talk about the reasons it is important to think ahead to the things that might not work out as planned. How will the "what ifs" prepare you for these situations if they should arise?

10. Journalist
Write a short article highlighting either your troop's or council's success with Girl Scout Cookie activities. Include what made it such a success (the lessons you learned, how cookie revenue was used, the community people who gave you support, etc.). Let everyone know just how the entire community benefits from your success. Then fact-check your article to be sure you got the facts right. For example, are the girls (and council) identified correctly? Did you check that you used the first names only of the girls involved? Finally, send it to your council and your community or school newspaper.