



My Cookie Customers

Part of your cookie business is meeting customers. Find out how to get new customers and keep them coming back!

Steps

1. Learn about Girl Scout Cookies®
2. Decide how to use your cookie money
3. Find customers
4. Handle money and make change
5. Connect with customers

Purpose

When I've earned this badge, I will know how to find new customers and talk to them about my cookie business.



Step 1: Learn about Girl Scout Cookies

It's much easier to sell when you know your product well! First, do some research. What are the different kinds of cookies? How much do they cost? What rewards can you earn? Look at the Digital Cookie®/Smart Cookies® site with an adult to learn about online selling.

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

Choices—do one:

Make flash cards. Write the cookie names on separate index cards. On the back, write a description of the cookie. You can find it on the package or order card. Then hold up the description to a troop friend. Ask them to guess the name of the cookie! Take turns going through the cards.

Be a detective. Team up with a friend and find answers to some questions. How many kinds of Girl Scout Cookies are there? Which are the most popular? How does Digital Cookie/Smart Cookies work? What are some of the cookie rewards? How can customers donate cookies? Share what you find with your troop.

Make a notebook. Cut the front and back side of an empty cookie box to make the covers. If you don't have a cookie box, any cardboard will do! Put plain white paper between the covers. Secure with a binder clip. Write the names of the cookies and their descriptions on the pages.

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



Words to Know

Brainstorm: A fun word that means coming up with new ideas and different ways to solve a problem.

Cookie entrepreneur: When you sell cookies, you set goals, make decisions, make mistakes, and try again. That makes you an entrepreneur!

Credit card: A credit card is a way to pay for things. The money moves from one bank account to another electronically.

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.

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

Order card: Where you'll find the kinds of 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 want to sell.

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

Troop goal: What you plan to do with your troop cookie money.



Step 2: Decide how to use your cookie money

With your troop, brainstorm ideas for your cookie money. Do you want to buy snacks for meetings? Or use the money for Girl Scout badges? You could use money for a field trip or to help others. First, vote on your choices. Then set a troop goal. Track your goals in one of these ways.

Choices—do one:

Draw a target. Draw a target with rings around it. Write your troop's goals in the rings around the target. Put the smaller goals on the outer rings. Bigger goals will go on the inner rings. Hang the poster at your cookie booth or have an adult help you post it online. Use your target to track your goals!

Come up with a cheer. Create a cheer that you and your troop can say when you update your sales goals. Then come up with another cheer you can do to celebrate when you reach your goals!

Make a personal goals stick. On a wooden ruler or paint stirrer, use a black marker to mark your own cookie goals. How many packages do you plan to sell? Start with a low number at the bottom. Move to your goal number at the top. Wrap a rubber band around the bottom of the ruler and inch it up when you meet a sales goal.

Think Like a Cookie Entrepreneur

Get feedback
from other people
to improve the
ideas you have
and the decisions
you make.







Get Creative!

Use this space to draw a picture of yourself selling cookies or all the places where you can find cookie customers.

My Cookie Customers

Four sets of horizontal dashed lines for writing, arranged in two columns of two rows each.

Step 3: Find customers

People often say they didn't buy Girl Scout Cookies because they were never asked. You can change that! Think of new ways to find customers and inspire them.

Choices—do one:

Involve customers. Make a list of your biggest cookie business supporters. Ask them to share your Digital Cookie/Smart Cookies link with their contacts to help you reach your goal. Tell them what you want to do with your money and how sharing your link can help you reach your goal.

Make a customer list. Draw a picture of yourself on "Get Creative!" (see page 6). How will you look when you talk to customers? Are you in uniform? Holding your order card? Smiling? Then make a list or draw pictures of people you can talk to about buying cookies. Start with friends, family, and neighbors.

Draw your community. Draw all the places where you can find customers. At your place of worship? Your school? Through your family's co-workers?

► **For more fun:** Make it a team effort! Draw a community of customers mural on large paper.



Cookie Sales Tip

Save your order cards for next year. Then you will remember who supported you!

Step 4: Handle money and make change

Part of selling cookies is handling money from your customers.

Practice handling money before you meet your first customers. Earning one of the Financial Literacy badges is a great way to learn more about money too!

Choices—do one:

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Set up a pretend cookie booth. Use play money and ask some troop members to be customers. Pretend a customer hands you \$10 for one package of cookies. Another gives you \$15 for two. Practice making change. As you practice, tell your customers all about the cookies.

.....
Make a cookie calculator. Draw a calculator on paper. Learn what the buttons mean. Then have an adult help you use a real calculator. Have a friend pretend to be a customer and give you play money for cookies. Add it up on the calculator. See how much change you need to make.

.....
Practice online. Some of your customers may buy cookies online and pay with a credit card. With an adult, visit the part of Digital Cookie/Smart Cookies that a customer sees. Find out how it works. Then put cookies in your cart. Use play money to count how much you would need to buy them.



Step 5: Connect with customers

Practice what you'll say to customers. Tell them how you used cookie money last year. Tell them what your goals are. People may be inspired and want to buy more! Be sure to tell them how important they are in helping you reach your goal. They might become regular customers. Maybe they will tell their friends about you!

Choices—do one:

Practice your pitch. When someone is trying to sell you a product or idea, that's called a pitch. First, write out what you will say to customers using "Pitch Pointers" on page 10 as a guide. This will help you remember. Then in front of friends or family, practice what you will say. Ask for feedback. What can you do to improve your pitch? Make changes and try it again!

Create a video to inspire customers. Include details from "Tell Your Customers" on page 11. Don't forget to include your Digital Cookie/Smart Cookies link! Or take pictures of your cookie business in action and make a slideshow. Show how people make the world a better place by buying Girl Scout Cookies. Ask an adult to share your video or slideshow online.

Make thank-you cards. Give your customers a personal thank-you card. Make sure to share how you'll use your cookie money. Remind them to tell people to buy cookies from you!



Your Brownie **Budding Entrepreneur** badge will give you even more skills to improve your cookie business. You'll learn how to solve problems, get feedback, and pitch to your customers.



Pitch Pointers

Here are some ideas for your pitch:

1. Tell people who you are! Share your first name and troop number.
2. Talk about the cookies and how much they cost.
3. Share how your troop plans to use its cookie money.
4. Tell customers they can donate cookies.
5. Ask customers to buy cookies. Tell them how to do that online.



Safety tip: Don't share personal contact information like your address, school, or last name. Always have an adult with you when you talk to customers in person or online!

Tell Your Customers

Every cookie helps girls do great things.
The money we earn will help us

.....
and
.....

Our troop goal is to sellpackages.

My personal goal is to sellpackages
to support my troop.

You make the world a better place by buying
Girl Scout Cookies!

EVERY COOKIE HELPS
US DO *Great* THINGS!

Thank you!





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Volunteer's Guide to the My Cookie Customers Badge*

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

Step 1: Learn about Girl Scout Cookies® • 30–40 minutes

Ask: What do you already know about Girl Scout Cookies?
Share: It's much easier to sell when you know your product well! First, do some research on the different kinds of cookies, how much they cost, and what rewards you can earn. Look at Digital Cookie®/Smart Cookies® with an adult to learn about online selling.

Choices—do one:

- **Make flash cards.** Instruct Brownies to use cookie packages or Digital Cookie/Smart Cookies to make their flash cards. Brownies then pair up, read the description card, and ask their partner to guess the cookie. Brownies take turns going through the cards. For a challenge, have them show the cookie name and ask their partner to describe it!
Materials: *order cards, index cards, pencils, cookie packages*
- **Be a detective.** Break Brownies into small teams. Have each group draw questions out of a hat to investigate. How many kinds of Girl Scout Cookies are there? Which are the most popular? How does Digital Cookie/Smart Cookies work? What are some of the cookie rewards? How can customers donate cookies? Have each group share what they uncovered. **Try this:** Play classic detective music!
Materials: *order cards, prepared questions, cookie packages; computers, smartphones, or tablets*
- **Make a notebook.** Create a sample notebook using plain paper, a binder clip, and the front and back side of an empty cookie box (or any cardboard). Show Brownies how you put it together. Provide materials for them to make their own. Next, Brownies write the cookie names and descriptions on the pages.
Materials: *order cards, cookie boxes or any cardboard, plain paper, binder clips, scissors, writing and coloring supplies*

Step 2: Decide how to use your cookie money • 30–40 minutes

Ask: How would you like to use your earned cookie money?
Share: Let's brainstorm ideas for ways to use the troop's cookie money and then vote on your favorite choice. Next, you'll set a troop goal so that you can stay on track!

Choices—do one:

- **Draw a target.** Model how to draw a target using a protractor (or cups, plates, and pot lids). Ask, "Which goal is the biggest? That one goes in the middle. Smaller goals can go in the outer rings." Decide how many cookie packages Brownies will sell to help reach each goal. The outer ring should require fewer packages, and the center ring will need the most. Encourage Brownies to display their target at their cookie booth or have an adult share it online.
Materials: *protractors, plain paper or poster paper, writing and coloring supplies*
- **Come up with a cheer.** Create two Brownie teams and give each the task of creating a cheer. One team can create a "Sales Update" cheer. The other can create a "Goal Reached!" cheer. Have the teams share their cheer and teach the other group. **Try this:** Encourage Brownies to record a video and share online with help from an adult!
Materials: *paper, pencils*
- **Make a personal goals stick.** Brownies can draw pictures of their goals on one side of wooden paint stirrers, while the other side indicates the number of packages needed to reach that goal. A rubber band or thin ribbon tied into a tight bow can be used to track their goals.
Materials: *wooden paint stirrers, black marker, rubber bands or thin ribbons*

Step 3: Find customers • 20–30 minutes

Ask: Who are your customers? **Share:** People often say they didn't buy Girl Scout Cookies because they were never

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

asked. You can change that! Think of new ways to find customers and inspire them.

Choices—do one:

- **Involve customers.** Communicate the purpose of this step and activity directions with families ahead of time. With help from an adult, Brownies can record a video message to their biggest cookie business supporters. Suggest that they share an update on their goal status and ask supporters to share their Digital Cookie/Smart Cookies link with others.

Materials: *computers, smartphones, or tablets; lined paper, pencils*

- **Make a customer list.** Have Brownies draw a picture of themselves selling cookies on “Get Creative!” (page 6). They can add personal details about their uniform, and whatever else they envision. Then help Brownies brainstorm and make a list of people they can talk to about buying cookies, starting with friends, family, and neighbors.

Materials: *“Get Creative!,” writing and coloring supplies*

- **Draw your community.** As a troop, brainstorm all the places where Brownies can find customers. Title a separate piece of plain paper with a new location. Create teams for each place and have these young cookie entrepreneurs draw their location and customers. Next, rotate teams to the different locations to add and label their customers. Join all the pages together to create a “thank-you” poster for their cookie booth or to share online!

Materials: *plain paper, drawing and coloring supplies*

Step 4: Handle money and make change • 20–30 minutes

Ask: How do you make change for your customers?

Share: Part of selling cookies is handling money from customers. When a customer gives you a larger amount than their purchase, you give them some money back. Let’s practice handling money and making change!

Choices—do one:

- **Set up a pretend cookie booth.** Use sticky notes with the cookie prices written on them. Brownies take turns practicing making change for one package of cookies purchased with \$10, two packages purchased with \$15, and three packages with \$20. Encourage Brownies to play the roles of customer and of seller by asking questions or talking about their troop goals.

Materials: *play money, cookie packages*

- **Make a cookie calculator.** Ask and discuss, “When will you need to do addition during a cookie sale?” and “When will you subtract?” Create small groups and provide calculators and play money. Have Brownies pretend to be sellers and customers and make purchases of one, two, and three packages of cookies. Instruct “customers” to pay using a larger amount, and “sellers” can use the calculator to make change.

Materials: *play money, paper, pencils, calculators*

- **Practice online.** Communicate the purpose of this step and activity directions with families ahead of time. With an adult, Brownies will visit the part of Digital Cookie/Smart Cookies that a customer sees and find out how it works. They can put cookies in their cart and use play money to count how much they would need to buy them.

Materials: *play money, computers, smartphones or tablets*

Step 5: Connect with customers • 20–30 minutes

Ask: How will you connect with your customers? What will you tell them? **Share:** When you share your goals and tell people how important they are in helping you reach your goals, they might be inspired to buy more and tell their friends about you!

Choices—do one:

- **Practice your pitch.** Go over “Pitch Pointers” on page 10. Encourage Brownies to write out what they will say to customers and then practice their pitch to different people. They can also practice with a mirror or record themselves with the help of an adult.

Materials: *“Pitch Pointers,” paper, pencils*

- **Create a video to inspire customers.** Communicate the purpose of this step and activity directions with families ahead of time. Ask them to help their Brownie create a video or slideshow of their cookie business. Provide a copy of “Tell Your Customers” on page 11 and encourage them to have fun with it and be creative. **Try this:** Share bloopers and outtakes!

Materials: *“Tell Your Customers,” computers, smartphones, or tablets*

- **Make thank-you cards.** Provide sentence starters such as “Thank you so much for___.”; “With your help, my troop will___.”; and “Please share my story with ___ and ask them to buy cookies from me!”

Materials: *plain paper, construction paper, writing, drawing, and coloring supplies*

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