



Junior Cookie CEO Badge Activity Plan 1

Badge Purpose: When girls have earned this badge, they'll know more about how to run all parts of their cookie business.

Program Essentials Link: Financial Literacy

Fun Patch Link: I Reached My Goals

Activity Plan Length: 1.5 hours

Girls Take the Lead: While earning this award, there are many ways for girls to be leaders. These can be done by a small group or by individuals.

- Badge Buddies
 - Before the meeting, talk to girls about the activities. Have buddies decide what they want to try or ask them if they want to try something different.
 - Buddies can assist adults with prep needed for activities.
 - During the meeting, they can help lead other girls through the activities. They should make sure everyone has what they need and feels included.
- Food Friends
 - Talk to girls about what the snack will be and how they can help.

Customize It: If your group wants to expand work on this badge or simply try different activities, go for it! There are many ways to earn this award, including: completing the activities as listed in the Junior *Girl's Guide to Girl Scouting*, completing two of these activity plans, attending a council-sponsored event or customizing activities. Pick the one(s) that work best for your group. Girls will know they have earned the award if:

- They set a group cookie sales goal and monitor their sales to see if they're on track to meet their goal.
- They learn about jobs within a small business and choose jobs for their own cookie business.
- They know how to make a good impression on customers and potential customers.

Tips and Tools

- Check out ways to stay safe using Safety-Wise at GirlScoutsRV.org.
- Ensure that your activities are accessible to everyone. Ask in advance if any special accommodations need to be made. If you have questions regarding specific adaptations, please contact River Valleys at 800-845-0787.

Resources

- This activity plan has been adapted from the Junior *Girl's Guide to Girl Scouting* Cookie CEO Badge, which can be used for additional information and activities.

Getting Started

Time Allotment: 15 minutes

Materials Needed:

- Optional: Girl Scout Promise and Law printed out on poster board

Steps:

1. Welcome everyone to the meeting.
2. Recite the Girl Scout Promise and Law. Use repeat-after-me or say it as a group if girls know it by heart.

Girl Scout Promise	Girl Scout Law
<i>On my honor, I will try:</i> To serve God and my country, To help people at all times, And to live by the Girl Scout Law.	<i>I will do my best to be</i> honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, <i>and to</i> respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

3. Play a game so girls get to know each other better. Use the example below, if needed.
 - Pile Up: Girls sit on chairs in a circle. Choose a leader who will have a list of “yes” or “no” questions, such as “Do you have on brown shoes?”, “Are you wearing a ring?”, “Is your favorite color purple?” As the questions are asked, those that can answer “yes” move one chair to the right. Those that answer “no” don’t move. Girls will end up “piled-up” on chairs.

Activity #1: Our Goal

Badge Connection: Step 1—Set a group goal

Time Allotment: 15 minutes

Prep Needed:

- If your girls sold cookies the previous year, make a poster that says “Last year, we had ____ girls and sold ____ boxes of cookies. That’s an average of ____ boxes of cookies per girl! We had ____ cookie booths and sold ____ boxes of cookies at each booth.” Use your records to fill in the blanks.
- Print the cookie proceeds chart (found below).

Materials Needed:

- Poster board or large paper
- Marker
- Writing utensils
- Cookie proceeds chart

Steps:

1. Lead the girls in a discussion to decide what their group cookie goal will be. Here are some factors to consider when making your decision:
 - Last year’s sales numbers or average per girl sales (168 packages per girl for Juniors)
 - The number of girls in your troop
 - The rise in the price of cookies (while your profits are higher per box, you will likely sell fewer cookies if you repeat practices from last year)
 - Weather
 - New cookie-selling ideas
 - Selling to reach a goal, like a trip or activity (use the “How the cookie crumbles” chart to calculate how many boxes you will have to sell to reach a specific financial goal)
 - Number of cookie booths

- Location of cookie booths
- Product management (did you run out of a specific type last year? Did you find a solution?)
- Personal goals
- Number of Girl Scouts selling cookies in your area
- Is your troop attending a cookie rally? (Girls who attend rallies sell an average of 38 more boxes of cookies)

Activity #2: Keeping Our Goal in View

Badge Connection: Step 1—Set a group goal

Time Allotment: 5 minutes

Prep Needed:

- Gather materials and supplies

Materials Needed:

- Beads, multiple colors
- String
- Safety pins (one per girl)
- Scissors

Steps:

1. Once you have decided on a goal, have the girls divide that number by 100 and take that many beads. For troops with smaller or larger goals, you can also divide the number by 10, 1000, or another number.
2. Give each girl a piece of string. Have the girls string the beads and tie the two ends of the string together tightly.
3. Give each girl a safety pin and have her pin the string of beads to her uniform.
4. Tell girls that this will remind them to stick to their cookie goal. Also point out that while they all have the same number of beads, they all have different colors and patterns. This is because they all bring something different to the sale. They can't meet their goal without everyone working together.

Activity #3: Why Have Jobs?

Badge Connection: Step 2—Explore how a small business works

Time Allotment: 10 minutes

Prep Needed:

- Gather materials and supplies
- Shuffle each deck of cards

Materials Needed:

- Two decks of cards. If you have more than 14 girls, you will need one additional deck per 7 girls.

Steps:

1. Divide girls into groups of no more than 7 girls. Give each group a deck of cards.
2. Tell the girls that the objective of the game is to sort the cards in order, placing them face up on a table. They should sort them from Ace to King, same color, same suit. The team that finishes first is the winner.
3. Before telling the girls to start, take one group to an area where the other girls can't hear you. Assign the girls in this group specific jobs to help them complete the task faster. The jobs you assign them will depend on how many girls are in the group. Possible jobs are:
 - Place cards on table
 - Organize cards by color
 - Organize cards by suit
 - Place same colored/suit in order (Ace to King)
 - Leader—makes sure everyone is working and assigns additional duties or helps if someone is busy
4. Bring the group back and start the game. They will discuss the game during snack.

Activity #4: Snack Chat

Badge Connection: Step 2—Explore how a small business works

Time Allotment: 15 minutes

Steps:

1. While enjoying snack, here are some things for girls to talk about.
 - So what do you think I told the other group to do in the last activity? Did anyone see what they did differently?
 - Did any other groups assign jobs? Did everyone having a specific job help get the task done faster? Why do you think that is?
 - What does this have to do with our cookie sale? What jobs do you think we could create for our cookie business that would help our sale be more successful?

Activity #5: Running a Business

Badge Connection: Step 2—Explore how a small business works

Time Allotment: 15 minutes

Prep Needed:

- Write the following words in marker on the poster board or large sheets of paper (one word/phrase per sheet): marketing/advertising, product management, sales, CEO, accountant, customer service
- Tape the sheets onto the wall around the room

Materials Needed:

- 5 sheets of Poster board or large paper
- Markers
- Tape

Steps:

1. Explain to the girls that they are in charge of their own small business. We learned from the card activity that tasks go more smoothly if we all have different jobs and roles. Around the room, there are different jobs that someone might have in a small business. They are:
 - a. CEO or Chief Executive Officer. This is the person in charge of the business. They don't just tell everyone what to do; they also keep an eye on all the parts of the business to see if things are going well or if people need help.
 - b. Marketing/Sales. They come up with and enact creative new ways to sell a product. They might design a billboard or magazine ad or come up with a fun new way to advertise.
 - c. Customer Service. They make sure the customer is happy and taken care of. This might mean helping them choose a product to buy, listening to a complaint or even calling them to say "thank you" and to see if they were happy with their product.
 - d. Accounting/Finance. They keep track of the money to make sure it is correct and everything has been received.
 - e. Product Manager. They are in charge of everything related to the product, from getting it from the producers and checking quality to making sure there is enough in stock to sell.
2. Have the girls get in pairs and give each pair a marker. Give the girls about seven minutes to walk around the room and write things on each sheet to describe the person who as each job. You will probably need to cycle through the group and help them brainstorm. Things to think about:
 - a. What kind of personality would help this person do his or her job well?
 - b. What skills and talents might he or she have?
3. Once the girls are done, review the jobs and what girls wrote for each. Help the girls add any descriptions they may have missed. After discussing each job, ask the girls what they think this person or persons might do in their own cookie business.
4. Instruct each girl to think about these descriptions before your next meeting. They should think about which descriptions fit them best and which jobs they might be best suited for (not necessarily which job they want).

Wrapping Up

Time Allotment: 15 minutes

Materials Needed:

- Optional: Make New Friends printed on poster board

Steps:

1. Instruct girls to get into a Friendship Circle. Have girls stand in a circle and cross their right arms over their left, holding hands with the person on each side of them.
2. Sing "Make New Friends."

Make New Friends		
Verse One	Verse Two	Verse Three
Make new friends, but keep the old. One is silver, the other is gold.	A circle is round, it has no end. That's how long, I will be your friend.	You have one hand, I have the other. Put them together, We have each other.

3. After the song, ask everyone to be quiet.
4. One of today's Badge Buddies should start the friendship squeeze by gently squeezing her neighbor's hand with her right hand. Then, that girl squeezes with her right hand. One by one, each girl passes the squeeze until it travels around the circle. When the squeeze returns to the Badge Buddy who started, she says "Goodbye Sister Girl Scouts" and the girls unwrap and face outward instead of inward.
5. Optional: Have girls make a wish after their hand has been squeezed and before they pass the squeeze along. Girls can also put their right foot out into the circle when they receive the friendship squeeze, so that everyone can see it travel along the circle.

More to Explore

- Field Trip Ideas:
 - Visit a local small business and talk to people about their jobs.
- Speaker Ideas:
 - Invite a small business owner to your meeting to talk about how they started their business.

Suggestions

Do you have any suggestions to improve this activity plan? Do you have ideas for other possible badge-earning activities? Please email GirlProgram@girlscoutsrv.org.

Family Follow-Up Email

Use the email below as a template to let families know what girls did at the meeting today. Feel free to add additional information, including:

- When and where you will be meeting next
- What activities you will do at the next meeting
- Family help or assistance that is needed
- Supplies or materials that girls will need to bring to the next meeting
- Reminders about important dates and upcoming activities

Hello Girl Scout Families:

We had a wonderful time today learning about running our cookie business and are on our way to earning the Cookie CEO Badge.

We had fun:

- Setting our group cookie sales goal
- Playing a game to learn why it's important to have roles and jobs
- Learning about different jobs within a business

Continue the fun at home:

- Talk with your Girl Scout about which cookie job she would be good at and why.
- Work with your Girl Scout to set her own personal cookie sales goal.
- Look through the Junior *Girl's Guide to Girl Scouting* with your Junior to find other activities you can try at home.

Thank you for bringing your Junior to Girl Scouts!

2012 troop proceed tiers	
Per package rate	Explanation
\$0.55	Regular troop and Juliette proceeds
\$0.60	Troops or Juliettes who reach a per girl average of 155 packages or more
\$0.61	Troops or Juliettes who reach a per girl average of 155 or more and who participated in the 2011 Fall Product Program

2013 troop proceed tiers	
Per package rate	Explanation
\$0.65	Regular troop and Juliette proceeds
\$0.71	Troops or Juliettes who reach a per girl average of 155 packages or more
\$0.70 or \$0.76	Senior or Ambassador troops or Juliettes whose Girl Scouts decide as a troop to opt out of incentives in exchange for a higher troop proceed rate
