



Volunteer's Guide to the Cookie Boss Badge*

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

Step 1: Take the lead in your cookie business • 30–40 minutes

Ask: How will you take the lead in your cookie business this year? **Share:** You are ready to completely take the lead in your cookie business! Start by exploring everything you need to know. Find out what's new this cookie season, from costs and varieties to rewards and troop proceeds. Look into the marketing tools that are available to you and important troop dates and deadlines set by the council.

Choices—do one:

- **Make a cookie program kickoff video for your families.** Suggest that Seniors first outline information to include in their video (dates, deadlines, Senior Cookie Entrepreneur Family pin, and other pertinent things). They can record a few takes and make improvements before sharing with families.

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

- **Host a cookie rally.** As a team, Seniors plan the details of this event—including who they want to invite, what information they will share during the rally, where and when they will gather (in person or online), and how they will generate excitement during the rally. Suggest that they identify and decide who will complete different tasks in order to successfully execute their rally.

Materials: order cards, paper, pencils; computers, smartphones, or tablets; poster-making supplies

- **Attend cookie training hosted by your council.** Direct Seniors to your council website or connect them with a personal contact. Encourage them to reach out about sending a troop representative to a cookie training or asking if any training videos are available. Troop members can draft an email together and send it on behalf of the group.

Materials: order cards; computers, smartphones, or tablets

Step 2: Set SMART goals • 30–40 minutes

Ask: How can you improve your goal setting this cookie season? **Share:** You can apply SMART goal criteria (see page 5) to improve goal setting and then attach a budget to your goals. Create an action plan with tasks and responsibilities to achieve your goals.

Choices—do one:

- **Create a goals poster board.** Suggest that Seniors form small teams, each taking on a different troop goal. Have teams break down the details of their goal using SMART criteria and create a poster for their goal (or design it in a digital space using breakout rooms). Encourage teams to share out to the troop.

Materials: paper, pencils, poster-making supplies

- **Get SMART ideas.** Recommend that Seniors research online or connect with older Girl Scouts or alums about their goals and bring these ideas to the meeting. Together, discuss and assess the goals using SMART criteria. Have Seniors decide on their own goals and use the SMART goal criteria to work out the details. Then they can determine the cost and set a budget.

Materials: computers, smartphones, or tablets

- **Get feedback on your SMART goals.** Give these cookie bosses time to create team and individual SMART goals using the SMART goal criteria. Then discuss how to get feedback on their goals. If any Senior has a connection to someone with business experience, ask if they might invite that person to a meeting. They could also gather feedback on their own to bring to the troop. Follow the process from “Think Like A Cookie Entrepreneur” on page 11.

Materials: “Think Like A Cookie Entrepreneur”; paper, pencils

Step 3: Team up to make business decisions • 20–30 minutes

Ask: Who is on your cookie business team? **Share:** Everyone on a team wants to be heard and to have a role.

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

With other troop members, decide who will be responsible for different roles and responsibilities. Then decide what kind of help you'll need from adult troop leaders and other supporters to reach your goals.

Choices—do one:

- **Brainstorm with your team.** As a troop, Seniors brainstorm marketing and sales strategies for how to reach their goals. Have them decide who will be responsible for each role or task. Encourage them to listen to the ideas presented, consider each other's strengths and interests, then decide on what makes sense moving forward.

Materials: *large poster board or whiteboard, markers*

- **Talk to a professional.** Use your network to connect the troop with someone who can talk about the business or marketing strategies used to meet their goals. As a troop, have Seniors brainstorm ideas for their marketing and sales strategies, drawing from any past experiences. Encourage them to ask their guest for feedback on their ideas. Then these cookie entrepreneurs can solidify their plan and assign roles.

Materials: *paper, pencils*

- **Forecast sales based on data.** Suggest that Seniors prepare ahead by researching national cookie sale trends. They should bring their own sales records to the next meeting. Together, they'll discuss their findings and insights from past cookie sales experiences, then assess the current number of salespeople and customer leads. These cookie bosses can use the information to come up with their sales and marketing plan.

Materials: *computers, smartphones, or tablets*

Step 4: Make your cookie boss pitch • 20–30 minutes

Materials for all choices: *paper, pencils; computers, smartphones, or tablets*

Ask: How do you customize your pitches? **Share:** Pitching is a valuable skill for your cookie business, career, and life. You pitch to sell products or ideas, when you want to promote something, or to share your story. For your cookie business, design different pitch messages to help promote your sale.

Choices—do one:

- **Make a team video pitch.** Seniors can decide to do this as a troop or in smaller teams. After choosing an audience and purpose, recommend that they brainstorm ideas first and talk through their plan. They may record and watch several takes for feedback to make improvements.

- **Watch other pitches.** Recommend that Seniors spend time online watching sales pitch videos. Discuss which ones grab their attention or share a lot of information in a short amount of time. Then they can create their own pitch and come up with a captivating delivery.

- **Create a pitch for different platforms.** Seniors can decide if they wish to do this on their own or collaborate in small groups. Recommend that they choose three audiences first. Then they can customize and structure their pitch to meet the needs of their audience and platform (email, social media, and other ways).

Step 5: Expand your customer base • 20–30 minutes

Ask: How do you grow your customer base? **Share:** Growing your customer base will help keep your cookie business competitive and on track to reach your goals. Put equal energy into taking care of your current customers and attracting new ones. Remember that loyal customers can help expand your customer base! Check out “Digital Marketing Tips for Cookie Entrepreneurs and Families” at girlscouts.org/cookiedigitalmarketing for ideas.

Choices—do one:

- **Explore customer service.** Recommend that Seniors explore companies with great customer service, using the questions in the badge booklet to assist with their research. As a troop, they can discuss ideas for their cookie business and then come up with a plan to expand their customer base.

Materials: *computers, smartphones, or tablets*

- **Get opinions.** Suggest that Seniors look at examples of customer service feedback cards or surveys for inspiration. Have them design and customize a feedback card or survey for their customers to inform their customer service approach.

Materials: *computers, smartphones, or tablets*

- **Be active on social media.** Ask Seniors how they can inform their customers and inspire them to support their cookie business. As a troop, brainstorm and discuss each idea. Members can work on their own or as a team to create and share a poster, graphic, video, or presentation online to promote their cookie story.

Materials: *computers, smartphones, or tablets; poster-making supplies*

TM ® & © 2021 Girl Scouts of the United States of America. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, electronic or mechanical methods, including photocopying, recording, or by any information storage or retrieval system, now known or hereinafter invented, without the prior written permission of Girl Scouts of the United States of America (GSUSA), except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permissions requests, write to GSUSA at the address below or visit the www.girlscouts.org website to access permission request forms.

First published in 2021 by Girl Scouts of the United States of America, 420 Fifth Avenue, New York, NY 10018-2798, www.girlscouts.org