

Girl Scouts North Carolina Coastal Pines invites girls, families, and volunteers to stay involved while at home. We know that today's girl is ready to pivot on a moment's notice and is willing to embrace new ways to explore Girl Scouting. That's why we're promoting these options for engaging with us while you're at home today ... or any day!

LIFE SKILLS, ENTREPRENEURSHIP & FINANCE

shares activities, tips, and tricks each Wednesday for developing the skills necessary to prepare her to do amazing things for herself and her community, and grow into the incredible woman she's destined to become.

Join the conversation online. **#OurGSNCCPCommunity**



HOW CLEVER OF A CONSUMER ARE YOU?

Our girls live in a digital world. They see their parents paying bills online or buying toilet paper and pet food from Amazon.com. Many girls have their own devices, some at a very young age. While this is our reality, it's important girls understand and recognize the hard work of people behind the scenes and the basic skills needed to be Clever Consumers. Daisy, Brownie and Junior Girl Scouts can work towards their Financial Literacy Badges by participating in today's topic:

Daisies—Money Counts: Steps 1, 2, and 3; Making Choices: Step 1

Brownies— Meet My Customers: Steps 3 and 4; Philanthropist: Step 1

Juniors— Business Owner: Steps 1, 2, 3, and 4; Cookie CEO: Steps 2 and 4; Customer Insights: Steps 1 and 4; Savvy Shopper: Steps 1, 2, and 3

Let's take a look through the lense of Laura Heaney, our Girl Scouts– North Carolina Coastal Pines Retail Director, on a behind-the-scenes tour– see here <https://vimeo.com/399942156> of the Raleigh Girl Scout Retail Shop and learn how requirements for the financial literacy badges are used every day to support our volunteers and girls– our customers, our consumers. Laura will highlight retail principles, consumer science, and how our retail program supports the Girl Scout Mission.

Are you a want or a need kind of shopper? Girls can explore the differences through our retail shop and then participate in creating their own t-shirt design to share with fellow Girl Scout sisters at hashtag **#OurGSNCCPCommunity**

Ever thought about some day working in retail? If not, we've all experienced customer service nearly every day! A friendly "Hello, thanks for coming in. How can I help you?" sure feels a lot better than just getting ignored when walking in the door to a favorite shop.

What kind of things can be done every day that would be examples of good customer service? Our digital and virtual world can never replace a good, old fashion face to face hello– once we get back to our normal of course!

And, believe it or not, while check writing is not the go-to form of payment anymore, checks have their place, especially in the Girl Scout Troop world. Laura walks through not only check writing, but shows a close up look at our retail register system.

While our shops are currently closed to physical customers, jump on-line and check out what goes on behind the scenes, but know you can still call or email to place orders– now that is what we call EPIC Customer Service!

Thank you to our awesome retail team around our council footprint!

CLEVER CONSUMER <https://vimeo.com/399942156> with Laura Heaney- Retail Manager for Girl Scouts- North Carolina Coastal Pines

NEED VERSUS WANTS

An important part of a successful retail business is knowing what products to carry in your store. To do that, you have to understand what your customers need and what they want. Those are two different things, aren't they?

A need is something that is essential- like shelter, food, clothing, or water. These are things that might keep you safe, warm, and alive. A need can also be a tool that is used to complete a goal or project. A want is something you'd like to have, something you wish for, that might make you happy or comfortable.

In the Girl Scout Shop, we carry items that our customers need- like uniforms to wear, activity sets and journey books that tell how to earn a badge, and badges that show you've learned that life skill. We also carry items that you might want.

Sometimes, you can want something so badly that it feels like a need. Sometimes, an item can be both a need and want- a shirt might be considered a need because it keeps you clothed, but a specific shirt with a fun message on it might be considered a want.

ACTIVITY: Use a piece of paper- label one column at the top NEED, and another WANT. Use the items right around you and list them in the NEED or Want columns.

DESIGNING GIRL SCOUT MERCHANDISE FOR YOUR SHOP

Wearing your Girl Scout uniform or a t-shirt when you are doing troop activities like a selling at a cookie booth or collecting for a food drive, raises our brand awareness. This means that you are letting people know that you are a Girl Scout, that you have Girl Scout pride, and that troops are doing amazing things in our communities.

When the Girl Scout shop staff make decisions on what kinds of clothes to carry in the store, they have to think about a lot of different things. What kind of design should we select for the shirt? Should we do long sleeve or short sleeve? Should it be a t-shirt, a sweatshirt, or even a hoodie? What color should the shirt be?

ACTIVITY: If you worked in the Girl Scout Store and had to design a shirt to help raise brand awareness- what would it look like? Think about a great design, colors that you'd love to wear, long sleeves if it is cold outside, or short sleeves if it is warm? Use the attached and design your very own shirt in the Girl Scout Store. Ask an adult to help you post your design online as we'd love to see some in the comment section on our Facebook or Instagram page! Use the hashtag #OurGSNCCPcommunity so we can see your awesome work!

DAY TO DAY OPERATIONS IN THE GIRL SCOUT STORE

Each day in the Girl Scout Store, our staff open the cash register so we can ring up merchandise and sell customers their Girl Scout items. Counting money is an important financial literacy skill and you can look at the to see what kinds of coins, bills, and methods of payment that can be used. The Girl Scout Store accepts cash, credit cards, debit cards, gift cards, and checks.

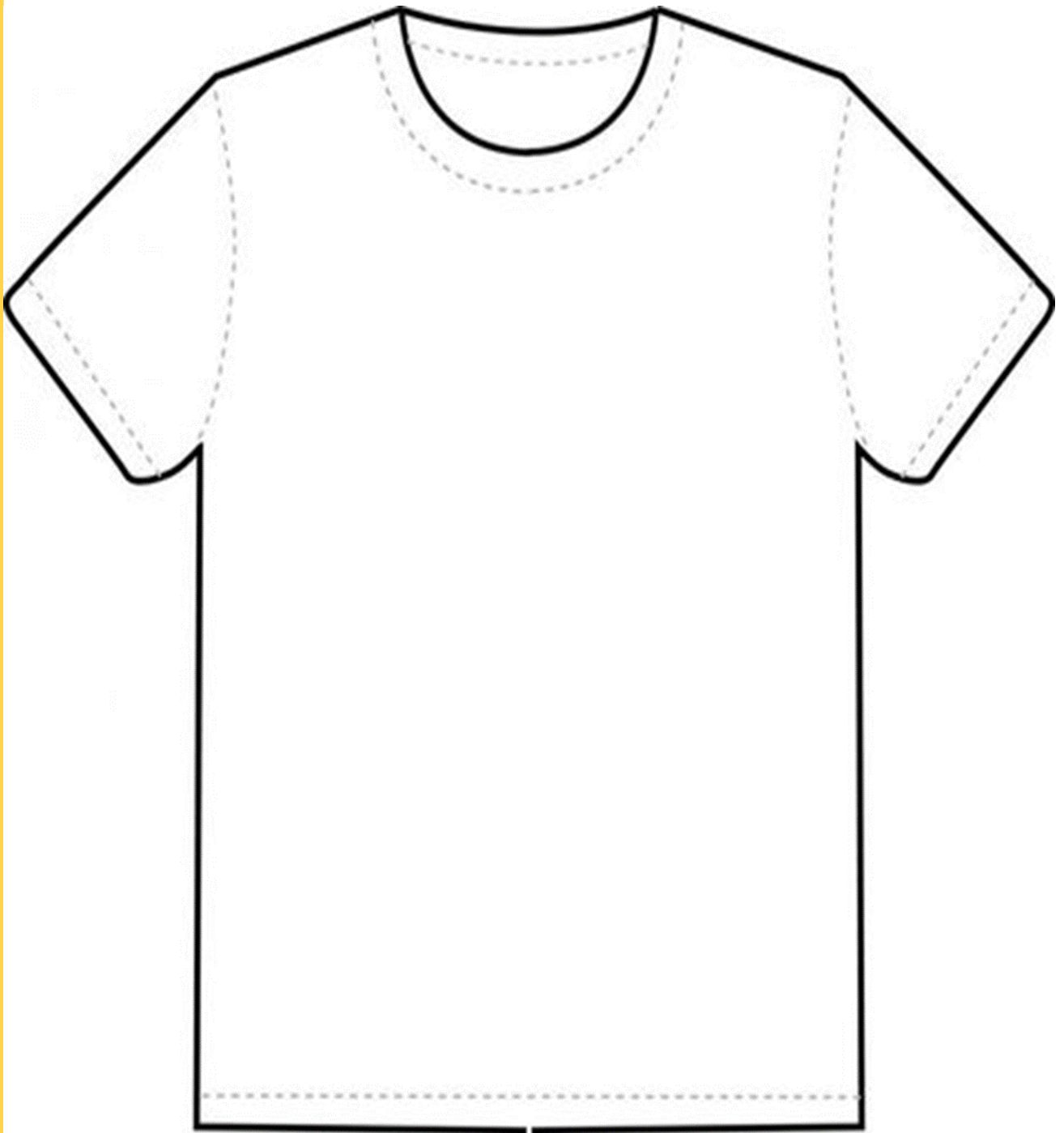
ACTIVITY: Practice counting money. Ask an adult if you can count the money in a piggy bank, or maybe count money in a board game for good practice.

CUSTOMER SERVICE

Another important part of running a business is having customers who will buy your product. Who are the customers of the Girl Scout store?

At the Girl Scout store, we want to give every person who comes into our store GREAT customer service.

ACTIVITY: Let's make a list of what you think GREAT customer service looks like here at the Girl Scout store. Your list might include making a good impression- dressed neatly, smiles, friendly handshake, helpful. What else would be on your list? Ask an adult to share one example of good customer service and one example of bad customer service. Role play with an adult or sibling what great customer service looks like- pretend one of you is a customer and one is a shop worker. What kind of things can you do that would be examples of good customer service?



My Girl Scout T-Shirt to sell

Name: _____

Clever Consumer



Penny = 1 cent There are 100 pennies in a dollar.



Nickle = 5 cents There are 20 nickles in a doller.



Dime = 10 cents There are 10 dimes in a dollar.



Quarter = 25 cents There are 4 quarters in a dollar.



\$1 bill
Paper bills also come in \$5, \$10, \$20, \$50, and \$100.



Checks.

Need a copy of a Journey, badge requirements or want to order patches? While our shops are closed, please feel free to [shop online](#) or [email](#) us for merchandise needs. We will provide free shipping within in our council footprint on orders emailed to us (please provide phone number in email so we can call you for payment details).