

Welcome!

COOKIE CAPTAIN

Congratulations!



You're a Cookie Captain.



You play an
important role
in educating
younger
Girl Scouts®
about the
Girl Scout
Cookie Program.



Cookie Captain Responsibilities

- Mentor a group of first-time cookie sellers.
- Help at cookie events.
- Join young Girl Scouts at booths.
- Provide assistance to your Service Unit Cookie Manager.





How do **YOU** teach
girls about
cookie selling?





Have a plan



You can create your own plan or you can use the step-by-step guide provided by **Little Brownie Bakers®**.

Gather all your materials and keep it simple.

Cookie Captains have their own Little Brownie Bakers Pinterest board – and it's packed with fun games, activities and resources. Go to **pinterest.com/lbbbakkers/cookie-captain**.



STEP 1 Great to meet you!



Start with the basics.

- 1. Introduce yourself.**
- 2. Ask if any girls have eaten a Girl Scout Cookie!**
- 3. Explain what the Girl Scout Cookie Program is all about.**
- 4. Ask if they have any questions – some questions you can answer right away and other answers will be part of your meeting with them.**




STEP 2



Cookie knowledge

Review the cookie varieties your council offers.

- Be prepared to describe each variety.
- Have pictures of the cookies and boxes to reference while you are teaching.

 *Find cookie games*



YOU
DID
IT!



STEP 3

How to sell

Girls will need lots of practice.

- Role play examples for door-to-door sales and booth sales.
- Encourage girls to practice what to say when a customer declines.

 *Find cookie games*



STEP 4


Money management

Play games to help girls identify money and count back change.

 *Find money games*



STEP 5

 *Play a game of Safety Charades or create Safety Tip Pinwheels.*

Safety comes first

Review safety rules.



1. Wear a Girl Scout pin and/or clothing to identify yourself as a Girl Scout.
2. Adults must accompany GS Daisies, Brownies and Juniors.
3. Always use the buddy system.
4. Have a plan for safe-guarding money with adults.
5. Never enter a customer's home or vehicle.
6. Sell only during daylight hours, unless accompanied by an adult.
7. Girls' last names and contact information should never be given out to customers. Use a group contact number or address overseen by an adult.



STEP 6



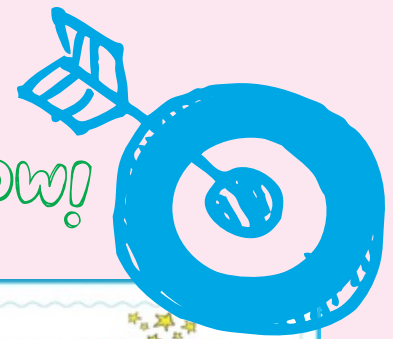
Marketing makes the sale

Provide supplies for girls to create booth posters, banners, sandwich boards or even cookie costumes.



STEP 7 Set some goals

Wow!



Encourage girls to discuss.

- What could we do with the money to help others?
- What could we do with the money for fun and learning?

I care about...

I want to try...

Because we care about

Because we want to try

we will...

we will...

amazing

TERRIFIC!!!



Teaching Tips

1. Don't talk for more than 10 minutes at a time.
2. Break up your teaching with activities and games to get girls active.
3. Get help from other adults.
4. Establish a way to get their attention if they get too loud or distracted. You can use a simple phrase like, "If you can hear the sound of my voice, touch your nose." Repeat with ear, lips or chin until you have everyone's attention.



Remember



You play a special part in the Girl Scout Cookie Program and hold a very special place in the hearts of girls.

You're a role model for leadership. By teaching other girls about the cookie program, you're helping them reach their dreams.





Go Cookie Captains!

