Objective:
When girls have earned this badge, they’ll know how to find customers and be comfortable selling to them.

Outcome:
Girls gain practical life skills.

Supplies:
- The Brownie Girl’s Guide to Girl Scouting – Meet My Customers Packet
- A poster of the Girl Scout Promise and Law (optional)
- Snacks (optional)
- Cookie Flash Cards printed in color (do not print document 2-sided)
- Poster Board
- Markers
- Cookie Role-Playing Scenarios

Activities:

1. Opening (5-10 minutes)
   - Welcome everyone to the meeting.
   - Recite the Girl Scout Promise and Law. Use repeat-after-me or say it as a group if girls know it by heart.

2. It’s Cookie Time (5-10 minutes)
   - Script: “The Girl Scout cookie program is about to start. Today we will be learning more about the program, exploring potential customers and start setting our troop goal.”
     - Questions to Ask:
       - Do you have a favorite Girl Scout cookie?
       - What do you like best about the Girl Scout cookie program?
   - Using the Cookie Flash Cards review the types of cookies and their descriptions. If you have several new girls you might want to spend more time on this activity.

3. Find Out Where Your Customers Are (10 minutes)
   - This will complete Step 1 of the badge.
   - This activity can be completed in small groups or as a large group depending on the number of adults helping at your meeting.
• Ask the girls for potential people they can ask to buy Girl Scout Cookies.
• They will probably start with family, friends and neighbors and that’s a great place to start. Try to help them come up with ideas outside of those groups, like church, a nearby community college, and family’s co-workers.

4. Talk to Some Customers & Role-Playing (20 minutes)
• This will complete Step 2 & 4 of the badge.
• Have the girls practice asking people to buy cookies. Begin as a whole group by asking the girls for ideas on how to ask people or what to do. You might need to add additional suggestions or point out why something won’t work. The list below is a place to get you started. Practice saying the answers as a group. Have the girls repeat after you.
  o Say please and thank you
  o Smile!
  o Ask nicely – Would you like to buy some Girl Scout cookies? (Note: saying some is better than asking for just a box)
  o Tell the customer about your troop goal: Every cookie helps girls do great things! The money we earn will help us ________________________________!
  o Tell them – we are Girl Scout Brownies and we help lead the largest girl-run business in the world.
• After discussing as a group, have the girls practice in partners or small groups using the Cookie Role-Play scenarios. Below are two options for this activity depending on time and number of girls.
  o Have each pair/group choose a scenario or two. Have them practice and then perform their scenario to the whole group. Have the girls talk about what they liked or what they might change after each presentation. This option is good for large groups.
  o Have each pair/group practice all of the scenarios. Talk about each scenario before the girls practice and have them offer ideas then practice in the pair/group. This is a good option for small groups or if you have more time.

5. Goal Setting – Part 1 (10-15 minutes)
• This is a two part activity and will be completed at the next meeting.
• Ask the girls how they would like to spend their cookie money?
  o Feel free to offer suggestions like paying for activities, snacks, awards, supplies, etc.
  o Also encourage them to think of ways they might be able to use the money to help others like buying pet food and toys to donate to a local shelter.
• Narrow the list to the top 3-5 options.
• The activity for this week is complete at this point. Before the next meeting research the costs of the top choices. You will need approximate values for the next meeting. To make it easier in goal setting put the cost of each item in the number of boxes the troop needs to sell and the number per girl.
  o For example, an overnight at Oregon Trail at Camp Prairie Schooner costs $120. Estimate another $100 for food and supplies. This is a total of $220 for the activity. $220 divided by $0.65 (total troop proceeds per box) equals 339 boxes. This is the total number of boxes the troop needs to sell. If you have
10 girls in your troop, each girl would need to sell 34 boxes to go on the overnight.

6. Closing
   - Complete a Friendship Circle.

Family Follow-Up Email
Use the email below as a template to let families know what girls did at the meeting today.
Don’t forget to fill in the missing information or add additional information.

Hello Girl Scout Families:

We had a wonderful time today kicking off our cookie program and starting the Meeting My Customer Badge.

We had fun:
   - Making a list of potential cookie customers.
   - Role-playing asking people to buy cookies.
   - Brainstorming possible ways to use our cookie proceeds.

Continue the fun at home:
   - Add to our list of possible people to ask to buy cookies from.
   - Help your daughter practice asking people to buy cookies.
   - Plan on attending on Cookie Parent Meeting on

Our next meeting will be

We will be doing

You can help us by

Girls will need to bring

Other important dates and upcoming activities

Thank you for bringing your Brownie to Girl Scouts!
Objective:
When the girls have earned this badge, they'll know how to find customers and be comfortable selling to them.

Outcome:
Girls gain practical life skills.

Supplies:
- *The Brownie Girl’s Guide to Girl Scouting – Meet My Customers Packet*
- A poster of the Girl Scout Promise and Law (optional)
- Snacks (optional)
- 3-5 cookie proceed options with price estimated and total troop and per girl sales needed
- Pencils – 1 per girl
- Markers or crayons
- Poster Board
- Cookie Goal Chart printed in color – 1 per girl - [http://www.girlscoutcsa.org/content/uploads/CookieGoalChart_81_2x11.pdf](http://www.girlscoutcsa.org/content/uploads/CookieGoalChart_81_2x11.pdf)
- At least 5 small boxes like cookie or shoe boxes (you can also use pictures of the cookie boxes)
- Play money in amounts of $1, $5, $10 and $20.
- Construction paper or note cards
- Scissors
- Glue
- Various craft supplies (optional)

Activities:

1. Opening (5-10 minutes)
   - Welcome everyone to the meeting.
   - Recite the Girl Scout Promise and Law. Use repeat-after-me or say it as a group if the girls know it by heart.
   - Review the Cookie Flash Cards from the last meeting.

2. Goal Setting – Part 2 (5-10 minutes)
   - Review the list of ways you can use your cookie money.
   - Present the tops options plus the total number of boxes for the troop and per girl.
   - Have the girls discuss what they want to do and how many boxes they need to sell to accomplish their goals.
   - As a troop, select at least one option you want to work toward. Typically the council per girl average is between 100-110 boxes per girl. You might be able to
choose two items if the choices don’t cost as much.

- Once an individual goal is set, have the girls complete a Cookie Goal Chart. Help them write what they want to do with their money and set number increments up the side.
- Send the charts home so the girls can color in their sales as they go.

3. **How to Help Others** *(5-10 minutes)*
   - Explain the cookie share program to the girls.
     - Not everyone can eat cookies or sometimes they buy more than they can eat. As a troop we can sell cookies that can be donated to others who cannot buy cookies. One option is Harvesters which gives food to people who are hungry. We can also choose another organization.
   - As a troop, decide if you want to sell cookies for Harvesters or choose another organization. Other options might include the military, women’s shelters, and local food pantries or banks.
   - Make a troop poster for your booth showing your cookie share recipient to hang up at your booth. You can do this now or wait until closer to your booth.

4. **Practice Handling Money** *(15-20 minutes)*
   - This will complete Step 3 of the badge.
   - Tell the girls that cookies currently sell for $4 a box.
   - Have girls set up their own pretend cookie booth using small boxes as pretend boxes of cookies.
   - Girls will take turns “purchasing” and “selling” boxes of cookies to each other, using the play money.
   - Have girls practice making change. Pretend a customer has a $5 bill and asks for one box. Then pretend a customer has a $10 bill and asks for two boxes or $20 bill for four boxes.

5. **Thank Your Customers** *(15-20 minutes)*
   - This will complete Step 5 of the badge.
   - Have the girls make thank you cards or notes to give customers.
   - You can have the girls pass them out to their customers or give them away at cookie booths.

6. **Closing**
   - Complete a Friendship Circle.

**Family Follow-Up Email**
Use the email below as a template to let families know what girls did at the meeting today. Don’t forget to fill in the missing information or add additional information.

Hello Girl Scout Families:

We had a wonderful time today kicking off our cookie program and starting the Meeting My Customer Badge.
We had fun:
- Establishing our Cookie Goal
- Choosing our Cookie Share Recipient
- Making Change
- Making thank you cards for our customers.

Continue the fun at home:
- Ask your daughter about our cookie goal and help her fill in her cookie chart as you sell cookies.
- Help your daughter practice asking people to buy cookies.
- Practice making change at home.
- Plan on attending on Cookie Parent Meeting on

Our next meeting will be

We will be doing

You can help us by

Girls will need to bring

Other important dates and upcoming activities

Thank you for bringing your Brownie to Girl Scouts!
Thanks-A-Lot®

Shortbread cookies dipped in fudge and topped with a thank you message in one of 5 languages
Cranberry Citrus Crisps

Crispy cookie full of cranberry bits and orange flavor
Lemonades™

Shortbread cookie with a lemon flavored icing
Shortbread

Traditional shortbread cookies
Thin Mints®

Crispy chocolate cookies dipped in a mint chocolaty coating
Peanut Butter Patties®

Vanilla cookies layered with peanut butter and covered with a chocolaty coating
Caramel deLites®

Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolaty stripes
Peanut Butter Sandwich

Oatmeal cookies with creamy peanut butter filling
**Cookie Role-Playing Scenarios**

**Brownie Meet My Customer**

<table>
<thead>
<tr>
<th>Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>A customer asks for advice about which cookies to buy.</td>
</tr>
<tr>
<td>A customer says he can’t eat cookies due to health reasons.</td>
</tr>
<tr>
<td>A customer says she used to be a Girl Scout and sold cookies.</td>
</tr>
<tr>
<td>A customer buys cookies, then says she wants to come back later to buy more.</td>
</tr>
<tr>
<td>A customer says I love chocolate!</td>
</tr>
<tr>
<td>A customer says I already bought a box.</td>
</tr>
<tr>
<td>A customer asks what you will be doing with the money.</td>
</tr>
<tr>
<td>A customer asks why you are selling cookies.</td>
</tr>
<tr>
<td>A customer says their daughter is also selling cookies.</td>
</tr>
<tr>
<td>A customer asks what you like best about being a Girl Scout.</td>
</tr>
</tbody>
</table>