Objective:
When girls have earned this badge, they'll have a better understanding of their cookie customer.

Outcome:
Girls gain practical life skills.

Supplies:
- *The Junior Girl’s Guide to Girl Scouting* – Customer Insight Packet
- A poster of the Girl Scout Promise and Law (optional)
- Snacks (optional)
- Female business owner to come to meeting
- Poster Board
- Markers
- White paper
- Pencils

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?
       - Are you excited for cookie sales this year? What are you most excited for?
       - Do you think you will sell more cookies this year than you did last year?
       - Who will you sell cookies to?
3. **Ask an expert (10-15 minutes)**
   - This will complete Step 1 of the badge.
   - Invite a female small business owner or a saleswoman to your troop meeting. You can ask a parent in the troop or a friend of a parent. Depending on her availability, you can move this step to another part of the meeting. It would be great if she could help with the whole meeting.
   - Have her share about her business. Encourage her to talk about her customers – who are they, how does she find them, how does she know what they want, etc.
   - If she was a Girl Scout, have her talk about her cookie program experiences.
   - Encourage the girls to ask questions.

4. **Find out who buys cookies and learn from those who don't (15-20 minutes)**
   - This will complete Step 3 & 4 of the badge.
   - As small groups or individually create a survey for potential customers.
   - Have them include questions for people who buy and those who don't.
   - The girls can make a few copies of their survey or talk to people and collect the answers on a sheet of paper.
   - Have the girls give the survey to a few family/friends before your next meeting.

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?
     - Feel free to offer suggestions like paying for activities, snacks, awards, supplies, etc.
     - 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.
     - 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 Customer Insight Badge.

We had fun:
- Learning about customers from a small business owner.
- Finding how about why people buy or don’t buy Girl Scout Cookies
- Creating a survey to ask friends and family about cookies.
- Brainstorming possible ways to use our cookie proceeds.

Continue the fun at home:
- Help your daughter distribute our survey to at least 3 friends/family members. Bring the results to our next meeting.
- Plan on attending our 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 Junior to Girl Scouts!

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**Field Trip Option between Meetings:**

- Complete Step 2 by visiting a local grocery store. Don’t forget to call the store and ask permission before you arrive.
- If the field trip isn’t possible, hold a discussion at your next meeting on things they notice at stores, especially grocery stores. You might consider trying to find a video that shows a trip through a grocery store.
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 Junior Girl's Guide to Girl Scouting – Customer Insight 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.
     o 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. Listen for Clues (15-20 minutes)
   • This will complete Step 5 of the badge.
   • If you have a large troop, this activity will work better in small groups.
   • Have the girls brainstorm possible answers to the questions listed in the packet. As a group decide what the best response could be.
   • Consider role-playing the scenarios and responses once you have determined your possible answers.

5. Do some Research (15-20 minutes)
   • Do this activity if you were unable to take a field trip to the grocery store to complete step 2.
   • Ask the girls about trips to the store or show a video or two about a store.
     o What do they remember?
     o How are things displayed?
     o How might this relate to our booth sale?

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 Customer Insight Badge.

We had fun:
• Establishing our Cookie Goal
Choosing our Cookie Share Recipient
Role-playing on how to respond to 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.
- Plan on attending the 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 Junior to Girl Scouts!