

COOKIES RISING: SMART COOKIES!

AN INSTANT MEETING FOR BROWNIES FROM THE BC PROGRAM COMMITTEE

You should have a “Cookies Rising” night at Brownies to integrate cookie selling into the program every year. This will assist girls to develop essential life skills as responsible citizens in our community while they have fun selling cookies. Girl Guide cookies is the official fundraiser of Girl Guides of Canada and it is essential that the girls (and Guiders!) understand the importance of this. Through cookies sales, Girl Guides of Canada can provide many opportunities to girl members and Guiders by offering supplementary program challenges, national and international trips, girl events and training events. Profits from cookie sales also support the unit by helping to pay for everything from craft and activity supplies to camps.

To earn a Cookies Rising badge each year, the girls should complete at least three activities from at least two of the four program outcomes that help girls build skills like team building, interacting with customers, being Ambassadors of Girl Guides of Canada and managing money. The four outcomes include:

1. **Financial** (handling money; budgeting cookie money; goal setting; customer base)
2. **Girl Guides of Canada** (being a good citizen; GGC Ambassador; public relations; importance of cookies sales; history of GGC cookies)
3. **Business** (initiative; etiquette; project planning; explore career; marketing)
4. **Social** (creativity; safety; teamwork; leadership; conflict resolution)



Meeting Plan

5-10 min:	Gathering: The Cookie Case Money Game
5 min:	Brownie Opening
5-10 min:	Cookies History Story
5 min:	Cookie Sales Goals
5-10 min:	Cookie Etiquette Game
10 min:	Cookie Seller Theatre
5-10 min:	Cookies Crossing Game
10-15 min:	Decorating Cookies
10-15 min:	Cookie Posters
If time:	Cookie Tag
5 min:	Brownie Closing

90 minute meeting. Approximate activity times shown.

Program Connections

Key to Me

4. Respecting Others

Key to My Community

6. Advertisements All Around Us

Key to I Can

1. Staying Safe
8. Girl Guide Cookies

Key to Active Living

1. Feel the Pulse

Key to the Arts

1. Act it Out

Key to the Arts

1. Girl Guides Through Time

Related Interest Badges

- Cookies Rising 1 or 2
- Cookies Yum
- Listen to This
- Go For It!
- Team Together

Meeting Supplies

- | | | |
|------------------------------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Cookie Dough envelopes | <input type="checkbox"/> tape | <input type="checkbox"/> coloured icing in tubes or plastic baggies |
| <input type="checkbox"/> Canadian money specimens | <input type="checkbox"/> two signs: "Do" and "Don't" | <input type="checkbox"/> paper |
| <input type="checkbox"/> Cookie Case Money Game cards with instructions (included) | <input type="checkbox"/> list of etiquette statements | <input type="checkbox"/> pencils, crayons, markers |
| <input type="checkbox"/> pencils | <input type="checkbox"/> Cookie Sales Goal sheets | <input type="checkbox"/> masking tape or surveyor's tape |
| <input type="checkbox"/> envelopes or baggies | <input type="checkbox"/> Cookie Seller Theatre cards | |
| <input type="checkbox"/> Cookies History story | <input type="checkbox"/> pieces of newspaper | |
| <input type="checkbox"/> Cookie Date cards | <input type="checkbox"/> sugar cookies | |
| | <input type="checkbox"/> paper plates or napkins | |

Gathering: The Cookie Case Money Game

Program Outcomes: Financial – handling money

Print specimens of Canadian money from the Bank of Canada website

<http://www.bankofcanada.ca/banknotes/image-gallery/>

Coin images can also be found online:

<https://www.google.ca/search?q=printable+canadian+coins&tbm=isch> or use actual money, or use plastic money purchased from a dollar store.

Preparation

1. Print out the game cards (one set per circle) and the instructions (one card per circle), and cut them apart.
2. For each circle, put the instruction sheet and a Cookie Dough envelope together, with a \$10 float: three \$2 coins and four \$1 coins.
3. Divide the following into envelopes or baggies (for each circle):

• card #1, \$10 bill	• card #4, three \$10 bills
• card #2, three \$2 coins	• card #5, \$5 bill
• card #3, \$20 bill	• card #6, \$5 bill and three \$2 coins

Supplies

- Cookie Dough envelopes
- Canadian money specimens
- game cards with instructions (included)
- pencils
- envelopes or baggies to separate instructions

Directions

1. With girls in their Brownie circles (about 6 girls per circle), each circle is given a game set (instruction sheet, cookie dough envelope, game card envelopes). Each girl in the circle takes one envelope with a scenario in it.
2. The circle leader reads out the main instructions sheet.
3. Before beginning with the scenarios on the cards, count out the float together. Talk about the importance of a float (so you can give change to your customers) and reinforce that the float is not part of the cookie money.
4. A Guider can assist each circle through this activity. The Guider can also show the girls how the Cookie Dough envelope shows how much it costs when someone buys more than one box of cookies.
5. Starting with card #1, read through each scenario and complete them as indicated (actually exchanging money and putting the collected money into the Cookie Dough envelope). Fill in the boxes on the cards. The girls should all work together to answer each question.

Cookies History Story

Program Outcomes: GGC – history of GGC cookies

Directions

1. Read the story out loud to the girls.
2. Distribute the Cookie Date cards, and then when you read out a date, have the girl with that date card bring it forward and tape it to the wall (or attach to a bulletin board). *Note: some dates have more than one card.*

Story

Canadians have enjoyed the tasty treat of Girl Guide cookies for over 80 years!

Girl Guide cookies were first sold in 1927 by an inventive Guide Leader in Regina Saskatchewan who baked and boxed up cookies for her girls to sell door to door as a simple way to raise money for uniforms and camping equipment. Little did she know that she was starting one of Canada's oldest traditions – Girl Guide cookies!

Girl Guide cookie sales are the official fundraiser for Girl Guides of Canada - Guides du Canada.

For more than 80 years, Canadians have been supporting our programs and enjoying Girl Guide cookies in various forms and shapes. The goal of our cookie sales has stayed the same since 1927 – cookie sales provide the funds that support fun, exciting, and adventurous Guiding activities for girls and women.

Cookie sales are the largest source of program funding for our organization. They help us to do exciting programs and activities, allowing girls to discover new interests, learn leadership skills and make friends. Cookie funds help to pay for lots of our activities, such as craft supplies and camps. They even help to provide training for our leaders!

(distribute date cards)

1927: The first Girl Guide cookies, which were homemade, are sold in Regina, Saskatchewan.

1929: Girl Guides of Canada begins selling cookies as the official fundraising activity for the organization. *(Note: the image shows girls in modern uniform selling cookies.)*

1946: Vanilla crème, maple cream and shortbread cookies are introduced.

1953: Classic chocolate and vanilla cookies make their first appearance. *(Note: the cookies in the picture are the modern cookies – a photo of 1953 cookies could not be located.)*

1960: A special box commemorates the 50th anniversary of GGC.

1966: The classic vanilla and chocolate cookies are back!

1967: GGC centennial cookies are sold. *(Note: 2 cards)*

1970: A special box commemorates the 60th anniversary of GGC. *(Note: 2 cards)*

1991: During the Gulf War, every Canadian soldier is given a box of GGC cookies upon arrival in Saudi Arabia. Cookie boxes at the time had a picture of girls in a canoe.

1992: Former Girl Guide and Canadian astronaut Roberta Bondar juggles Girl Guide cookies in space.

1995: Chocolatey mint cookies are sold in all provinces across Canada

2003: All classic chocolate and vanilla and chocolatey mint cookies are produced in a nut-free and peanut-free bakery.

2009: GGC announced and launched reduced trans fats in the chocolatey mint cookies.

2009: GGC launches first national cookie-selling rewards initiative - Cookie All Stars, and introduces the Cookies Rising program for Sparks to Pathfinders.

Supplies

- a copy of the Cookies History story text to read
- Cookie Date cards (included)
- tape

(continued next page)

2010: A special 100th anniversary commemorative box is produced. The classic chocolate and vanilla cookies are now 0 g trans fat per serving. (Note: 2 cards)

2011: Girl Guide Cookies gets its own Twitter account.

2012: The Girl Guide cookie box gets a new look, featuring fun illustrations tracing the journey from Sparks to Rangers. (Note: 2 cards)

2013: Girl Guides of Canada challenged Canadian chefs and bakers to create recipes using Girl Guide cookies. (Note: 2 cards)

2014: Girl Guide classic chocolate and vanilla cookies are certified as Kosher.

Cookie Sales Goals

Program Outcomes: Financial – goal setting, Business - initiative

Supplies

- Cookie Sales Goal sheets

Directions

1. Talk about the [Cookie All Stars program](#) and setting goals to reach the prize levels. Show the Cookie Sales Goal sheet. (Send one home with each girl at the end of the meeting.)
2. Talk about how your unit uses cookie profits.
3. Brainstorm different ways to sell cookies. (e.g. door-to-door, mall sales, cookie drive-thru, etc.)

Cookie Etiquette Game

Program Outcomes: GGC – GGC ambassador, being a good citizen; Business – etiquette

Supplies

- two signs – “Do” and “Don’t”
- tape
- list of etiquette statements

Directions

1. Post a sign at one end of the room that says “Do” and another sign at the other end of the room that says “Don’t”.
2. Call out the following statements (or make up your own) and have the girls run to the correct sign – Do or Don’t.
 - Say thank you
 - Say please
 - Say excuse me
 - Walk on the grass
 - Mumble
 - Chew gum while talking to your customers
 - Wear your uniform
 - Wear jeans and a t-shirt
 - Go alone
 - Go with an adult
 - Give the right change
 - Walk away without giving change
 - Pet a dog without asking permission
 - Go into a customer's house
 - Smile
 - Frown
 - Say "Hey, Lady... wanna buy some cookies???"
 - Ask for permission to put a cookie poster up
 - Drop cookie boxes on the ground
 - Keep the cookie boxes clean
 - Open a box of cookies that you haven't paid for
 - Wear a cookie costume
 - Walk away without thanking your customer
 - Sing a cookie jingle
 - Tell people how your unit uses cookie money
 - Cross the street at a crosswalk
 - Cross back and forth across the street to go to each house along the way

Cookie Seller Theatre

Program Outcomes: GGC – public relations, GGC ambassador; Business – etiquette & marketing; Social – safety

Directions

1. Divide the girls into pairs. One girl will sell the cookies to the other girl, who will play the customer.
2. Remind the girls to smile and use their manners by saying “please” and “thank you”. Emphasize the importance of being polite while selling cookies.
3. Explain to the girls that they are Girl Guide Ambassadors when they sell cookies. It is important to always be in their uniform and appear well-groomed.
4. Hand out a card to each pair. Have the girls act out what they would do in that situation. Trade cards with another pair so that the girls can switch roles with a new scenario.

Supplies

- Cookie Seller Theatre cards (included)

Cookies Crossing Game

Program Outcome: Social – teamwork

This game requires a large open space.

Directions

1. The objective of this game is to use two “cookies” (pieces of newspaper) to get the entire team from one side of the room to the other side of the room, without falling into the “milky lake” (the floor). Divide the group up into teams of 3 or 4 girls.
2. Lay a “cookie” (one piece of newspaper) on the floor in front of each team. All members of each team stand (float) on their “cookie”. Make sure everyone fits!
3. Lay a second “cookie” (piece of newspaper) in front of the other cookie. Tell the girls that they need to get across the milky lake without falling in (no touching the floor!). Don’t give them clues on how to do this. See if they can figure it out as a team. Instructions follow, if anyone needs help...
4. Move the team from cookie #1 to cookie #2 without touching the milky lake. If a team member falls into the milky lake, the group will have to start back at the beginning. Remember that this is an activity focusing on teambuilding and working together.
5. Make sure the last girl to leave cookie #1 takes it with her. (You will use this piece of newspaper again.)
6. While standing on cookie #2, move cookie #1 in front of the team, then move the entire team onto cookie #1 again without touching the milky lake.
7. Repeat until the team successfully crosses the lake.

Supplies

- two pieces of newspaper per team

Decorating Cookies

Program Outcome: Social – creativity

Directions

1. Distribute a paper plate/napkin and cookie to each girl.
2. Have the girls imagine that they are inventing a new type of decorated Girl Guide cookie. Allow them to be creative!
3. Have the supplies ready for Cookie Posters so the girls can move to that activity when finished.

Supplies

- sugar cookies
- paper plates or napkins
- coloured icing in tubes or plastic baggies

Cookie Posters

Program Outcome: Social – creativity, Business – marketing, GGC – public relations

Directions

1. This activity can be done simultaneously with cookie decorating – either rotate the girls with half doing cookies and half doing posters, or have them move to posters when finished with the cookies.
2. Create a poster to promote Girl Guide cookies. Make sure to put the price on the poster!

Supplies

- paper
- pencils, crayons, markers

Cookie Tag

Program Outcome: Social – teamwork

Directions

1. Mark one third of the group with masking tape, or tie surveyor's tape onto their wrists. These girls are the cookie filling. The rest of the girls are the cookie biscuits.
2. The cookie filling girls must tag the cookie biscuits. When they tag one cookie biscuit, the girls "stick together" (join hands), similar to blob tag. Once joined together, the filling girl tries to tag another biscuit to make a full cookie. A full cookie includes two cookie biscuits and one cookie filling.
3. Once a cookie has been formed (3 girls), they try to tag other cookies, but not single biscuits. Only the girls with free hands can tag. When everyone is one big blob, they've made a box of cookies!













Supplies

- masking tape or surveyor's tape

Closing

Finish the meeting with your usual closing and distribute Cookie Rising Badges! Note that 1st year Brownies will get the Cookie Rising 1 badge and 2nd year Brownies will get the Cookie Rising 2 badge.

Cookie Case Money Game Cards

 <p>1</p>  <p>Your aunt is going to buy 2 boxes of cookies. She gives you a \$10 bill. Put her money into the envelope and give her the right change.</p> <p>How much money do you give back to her? <input type="text"/></p> <p>How much money is in your envelope? <input type="text"/></p>	 <p>2</p>  <p>Your neighbour buys 1 box of cookies. He gives you three toonies. Put his money into the envelope and give him the right change.</p> <p>How much money do you give back to him? <input type="text"/></p> <p>How much money is in your envelope? <input type="text"/></p>
 <p>3</p>  <p>Your teacher buys 1 box of cookies. She gives you a twenty dollar bill. Put her money into the envelope and give her the right change.</p> <p>How much money do you give back to her? <input type="text"/></p> <p>How much money is in your envelope? <input type="text"/></p>	 <p>4</p>  <p>Grandma came to visit! She bought 5 boxes of cookies and gave you three \$10 bills. Put her money into the envelope and give her the right change.</p> <p>How much money do you give back to her? <input type="text"/></p> <p>How much money is in your envelope? <input type="text"/></p>
 <p>5</p>  <p>Dad bought a box of cookies from you to take to work and share. He gave you a \$5 bill. Put his money into the envelope and give him the right change.</p> <p>How much money do you give back to him? <input type="text"/></p> <p>How much money is in your envelope? <input type="text"/></p>	 <p>6</p>  <p>Mom's friend was over for coffee and saw that you had cookies and couldn't resist! She bought 2 boxes from you and gave you \$11 (a \$5 and 3 toonies). Put her money into the envelope and give her the right change.</p> <p>How much money do you give back to her? <input type="text"/></p> <p>How much money is in your envelope? <input type="text"/></p>

Cookie Case Money Game Instructions

The Cookie Case Money Game

Your circle is going to go sell a case of cookies. You have a \$10 “float” in your envelope. This money is YOURS and will be used to give change to your customers. After selling an entire case, you will have \$10 extra in your envelope because you started with \$10.

Follow the cards in order. Take turns reading the cards and fill in the boxes on each card.

Follow the instructions, and see how much money you have in your envelope after 6 turns.

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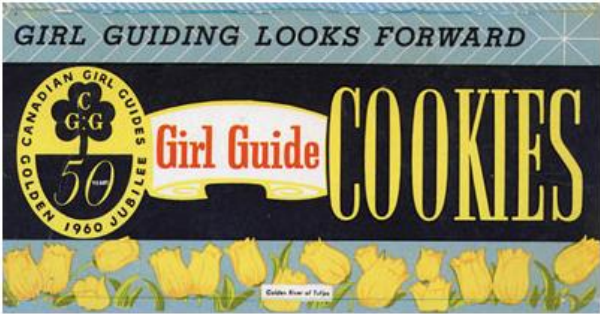
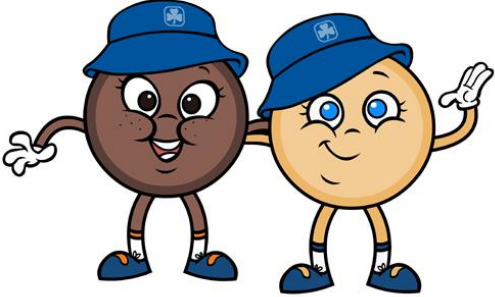
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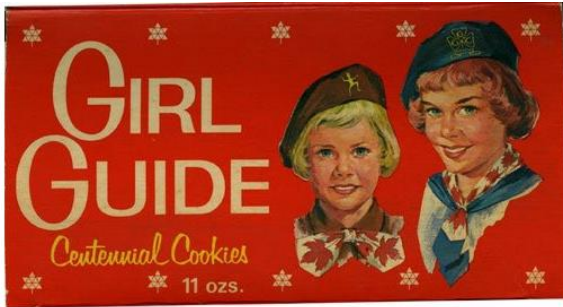
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Cookie Date Cards

 <p>1927</p>	 <p>1929</p>
 <p>1946</p>	 <p>1953</p>
 <p>1960</p>	 <p>1966</p>



1967



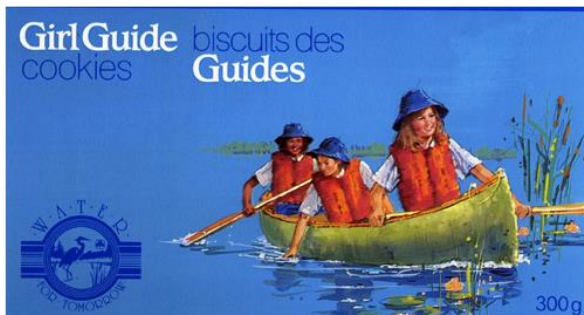
1967



1970



1970



1991



1992



1995



2003



2009



2009



2010



2010



2011



2012



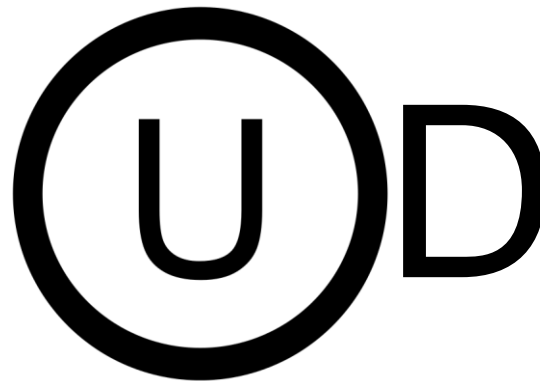
2012



2013



2013



2014

Cookies Sales Goal

Name: _____



My Cookie Sales Goal:
_____ Cases



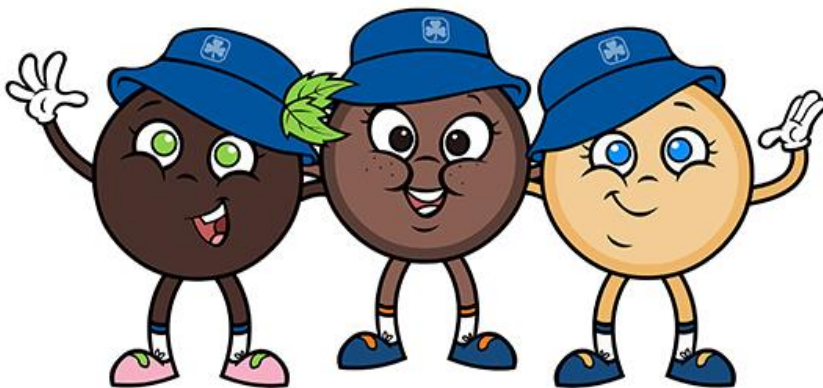
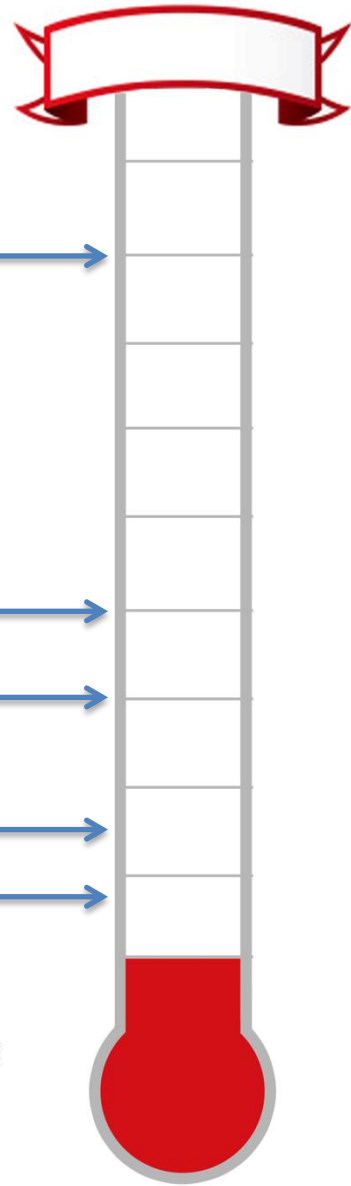
80+ cases: crest +
tablet OR
\$250 Best Buy gift card

40-79 cases: crest +
\$125 Best Buy gift card







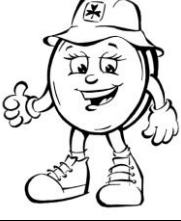

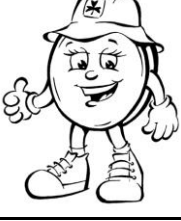


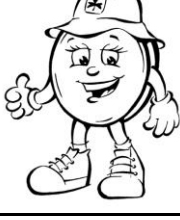

30-39 cases: crest +
\$75 Indigo gift card

15-29 cases: crest +
\$25 movie voucher

7+ cases: crest



Cookie Seller Theatre Cards

<p>A customer asks what Brownies do.</p>		<p>A customer asks if the cookies are peanut-free.</p>	
<p>A customer asks if the cookies have trans-fats.</p>		<p>A customer asks how long the cookies last for.</p>	
<p>A customer asks what you like best about Brownies.</p>		<p>A customer asks why you are selling Girl Guide cookies.</p>	
<p>A customer asks what types of cookie flavours there are.</p>		<p>A customer says that she is diabetic and cannot eat cookies.</p>	
<p>A customer asks what the money from the cookies will go towards.</p>		<p>A customer says that he does not have any cash right now.</p>	
<p>A customer says that she already bought two boxes of cookies from her neighbour.</p>		<p>A customer says that she has a daughter who is a Guide and she is also selling cookies.</p>	
<p>A customer says that she will not buy the cookies because she is concerned about the ingredients.</p>		<p>A customer gives you too much money and tells you to keep the change.</p>	