

# COOKIES RISING: CRAZY FOR COOKIES

AN INSTANT MEETING FOR GUIDES  
FROM THE BC PROGRAM COMMITTEE

You should have a “Cookies Rising” night at Guides 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 four 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)

## Program Connections

**You and Others: Build Skills in Communication**

5. Explore drama.

**You and Others: Learn How to Plan** 2. Cookie marketing plan.

**You and Others: Learn About Safety** 6. Activity of choice.

**Discovering You: Discover Your Creativity**

3. Dramatic presentation.

6. Activity of choice (cookie booth/bake-off & craft)

**Discovering You: Stay Fit & Healthy** 4. Active game

## Related Interest Badges

Cookies Rising 1, 2 or 3, Creative Craft, Performing Arts, Singing, Tasty Treats, Recycling (booth), Streetwise (safety)

## Meeting Plan

- 5-10 min: Gathering: Cookie BINGO
- 5 min: Guide Opening
- 5 min: Cookie Sales Discussion
- 10 min: Balloon Safety Relay Game
- 5 min: Beach Ball Sales Pitch Game
- 10 min: Cookie Seller Theatre
- 50 min: Build and Decorate a Cookie Booth  
OR: Girl Guide Cookie Recipe Bake-off
- 10 min: Cookie and Milk Hat Craft
- 10 min: Cookie Sing-along
- 5 min: Guide Closing

*120 minute meeting. Approximate activity times shown.*

## Meeting Supplies

- |  |   |
|--|---|
| <input type="checkbox"/> Cookie BINGO sheets         | <input type="checkbox"/> “Got Girl Guide Cookies?” printed on paper and cut apart |
| <input type="checkbox"/> pencils                     | <input type="checkbox"/> plastic shot glasses                                     |
| <input type="checkbox"/> “How the Cookie Crumbles”   | <input type="checkbox"/> safety pins  |
| <input type="checkbox"/> Safety Relay game cards     | <input type="checkbox"/> string   |
| <input type="checkbox"/> balloons                    | <input type="checkbox"/> straw  |
| <input type="checkbox"/> beach ball                  | <input type="checkbox"/> brown, tan, cream & white coloured craft foam            |
| <input type="checkbox"/> permanent marker            | <input type="checkbox"/> cotton balls   |
| <input type="checkbox"/> Canadian money specimens    | <input type="checkbox"/> clear tape   |
| <input type="checkbox"/> Cookie Seller Theatre cards | <input type="checkbox"/> glue (white glue and hot glue with a glue gun)           |
| <input type="checkbox"/> Cookie Dough envelopes      | <input type="checkbox"/> scissors   |
| <input type="checkbox"/> cases of cookies            | <input type="checkbox"/> Cookie song sheets                                       |

### If making a cookie booth

- cardboard appliance box
- cardboard
- banners
- paint & paintbrushes
- permanent markers
- scissors / box cutter
- packing or duct tape

### If doing a bake-off

- Girl Guide cookies recipes
- baking equipment
- baking ingredients
- oven

## Gathering: Cookie BINGO

*Program Outcomes: Social – creativity & teamwork*

### Directions

1. Distribute BINGO sheets and pencils to girls as they arrive at the meeting.
2. Girls mingle and try to get all the squares filled in before opening.

#### Supplies

- cookie BINGO sheets (included)
- pencils

## Cookies Sales Discussion

*Program Outcomes: GGC – importance of cookie sales*

### Directions

1. Remind the girls that cookies sales are the official fundraiser of Girl Guides of Canada. The money raised from the sales supports girl activities (e.g. camps, outings, crafts, equipment and supplies, etc.). It is important that cookies sales remain a priority because they fuel Guiding initiatives.
2. Show the girls a copy of “How the Cookie Crumbles” (copy included in this document, or on the BC Girl Guides website). Explain that for a \$60 case of cookies sold:
  - **Dare** (the manufacturer) gets \$21.75 (36%)
  - **Guiding** gets \$38.25 (64%)
3. Of the 64% that goes to Guiding:
  - 8% goes to Girl Guides of Canada
  - 35% goes to units, districts and area
  - 21% goes to BC Girl Guides

#### Supplies

- “How the Cookie Crumbles” (included)

## Balloon Safety Relay Game

*Program Outcomes: Social – safety & teamwork*

### Directions

1. Preparation before the meeting: print and cut apart the Safety Dos and Safety Don'ts, place each piece of paper in an individual balloon, inflate and tie off balloons.
2. Explain that within the balloons there are safety dos and don'ts. Explain that they will be doing a relay race, and will do one action for safety dos and another action for safety don'ts. For example, the girls could hop to the end of the room and back for a safety do, and skip to the end of the end of the room and back for a safety don't. With the girls, decide what actions they would like to perform for the dos and don'ts.
3. Divide the girls into small groups (could use their patrols, or allow them to choose groups), and have each group stand in a line, relay-style.
4. The first girl in each line is given a balloon. The remaining balloons are placed at the far end of the room. On "go", the girls with the balloons will pop them (in any way they choose) to retrieve the piece of paper from inside.
5. Each girl reads her own piece of paper. If the piece of paper has a "Safety Do", then the girl at the front of the line performs the chosen "do" action to the wall and back. If the piece of paper has a "Safety Don't", then the girl at the front of the line does the "don't" action to the wall and back. Girls in her team can help her to decide if it is a do or a don't. This girl retrieves a balloon for her next team member from the far end of the room when she is down there.
6. When the girl returns with a balloon, she hands it over to the next girl in line and play continues until all balloons have been popped.
7. The winning team is the team with the most popped balloons when there are no balloons left to retrieve.
8. Alternate play method: have one colour of balloon per team, with equal numbers of each colour. The winning team pops all of their balloons first.

### Supplies

- Safety Relay game cards (included)
- balloons (Note: be aware of latex allergies!)

## Beach Ball Sales Pitch Game

*Program Outcomes: Business – marketing & etiquette; GGC – public relations; Financial – goal setting.*

### Directions

1. Prepare the beach ball prior to the meeting by writing the following phrases on each coloured slice of the beach ball with a permanent marker:
  - Greet the customer
  - Ask the customer if he/she would like to buy some Girl Guide cookies
  - Thank the customer and say good-bye
  - State your cookie sales goals
2. Have the girls stand in a circle, then begin by throwing the beach ball to a girl in the circle.
3. When a girl catches the beach ball, she reads the phrase that her right thumb lands on, then performs it. Once she has completed her sales pitch, she throws the ball to another girl.
4. Continue the game until everyone has had a turn.
5. At the end of the game, write down your cookie sales goals on the Cookie Sales Goal sheets and keep track of how many cases of cookies you sell for this Cookie Campaign.

### Supplies

- beach ball
- permanent marker
- Cookie Sales Goal sheets

## Cookie Seller Theatre

*Program Outcomes: GGC – public relations; Business – etiquette & marketing; Social – safety; 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.

### Supplies

- Cookie Seller Theatre cards (included)
- Canadian money specimens
- Cookie Dough envelope
- cases of cookies

### Directions

1. Divide the girls into pairs. One girl will sell the cookies to the other girl, who will play the customer. Give the girls “money”, a Cookie Dough envelope and cookies to “sell”.
2. Explain what a float is for (extra money so you can give change), and emphasize the importance of having somewhere safe to keep the money (i.e. Cookie Dough envelope, and not their pockets).
3. Remind the girls to smile and use their manners by saying “please” and “thank you”. Emphasize the importance of being polite while selling cookies.
4. 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.
5. Hand out a card to each pair. Have the girls act out what they would do in that situation. Have them include the actual purchasing of cookies and giving change.

## Build and Decorate a Cookie Booth

*Program Outcomes: Business – initiative, marketing; GGC – public relations; Social – teamwork*

### Directions

1. Ask the girls to think of some creative ways to sell more Girl Guide cookies. As a unit, decide what you will build. Brainstorm some alternative ways of selling cookies. For example:
  - build a **Cookie Vending Machine**
  - build a **Cookie Drive Thru Booth**
  - build a **Cookie Stand**
  - decorate a **Cookie Wagon** to use to sell cookies during a parade
2. Divide the girls into groups/patrols. Each group will work on part of the project – divide the duties up – for example, one group could be responsible for a sign which indicates the information about the cookies, one group could be responsible for creating a wearable advertising sandwich board, other groups could each be responsible for decorating one side of the box each, etc. You may choose to build multiple projects within your unit, depending on supplies and number of girls in the unit.

### Supplies

- cardboard appliance box
- cardboard
- banners
- paint & paintbrushes
- permanent markers
- scissors / box cutter
- packing or duct tape

3. Have each group/patrol develop a marketing plan by answering the following question (from the Cookies Rising Badge Program):
  - What is your product?
  - What makes it a great product?
  - Why would someone want to buy it?
  - Are there any negative points about the product?
  - How does your product compare to other similar products?
  - What are your short-term goals? How many cases do you want to sell?
  - What are your long-term goals? What will you be doing with the cookie money raised from this campaign?
  - Who is your customer?
  - Why would your customer want your product?
  - What is your organization?
  - What are your Unit's strengths and weaknesses?
  - What could get in the way of you reaching your customer?
  - What can you do to get your product to your customer?
4. If you have extra time, have each group create a Girl Guide cookie commercial and present it.

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## Girl Guide Cookie Bake-off

(an alternative activity to building a cookie booth)

*Program Outcomes: Social – creativity & teamwork*

### Prior to the meeting

1. Divide the girls into their groups (could use their patrols).
2. Print out the Girl Guide Cookies Recipes from the Girl Guides of Canada website.  
(<https://www.girlguides.ca/web/GGC/Cookies/Recipies/GGC/Cookies/Recipes.aspx>)
3. In each group, have the girls decide which recipe they would like to make.
4. Gather all the ingredients needed for the recipe.

### Supplies

- Girl Guide cookies recipes
- baking equipment
- baking ingredients
- Girl Guide Cookies
- oven

### At the meeting

1. Have all the necessary ingredients needed for each recipe, including Girl Guide cookies.
2. Have the girls in each group/patrol work together to bake, making sure that each of them get a turn doing the tasks.
3. At the end of the meeting, have the girls taste all the samples made and vote on what is their favourite recipe. Don't ask for a show of hands when voting. It's best to do it silently with slips of paper that go into a container. That way there is no peer pressure and everyone should feel that they can vote honestly.

## Cookie and Milk Hat Craft

*Program Outcomes: Social – creativity*

### Directions

1. Tape the “Got Girl Guide Cookies?” label to the plastic shot glass.
2. Tie a piece of string onto a safety pin, then tape the string onto the opposite side of the shot glass (so that it can be attached to a camp hat).
3. Cut a short piece of straw and glue or tape it to the inside of the shot glass.
4. Use a small amount of glue to attach cotton balls to the inside of the shot glass – these represent the milk.
5. Decide if you want to represent chocolate or vanilla cookies. Cut either two circular pieces of brown craft foam or cream and white craft foam, plus and one piece of tan or white craft foam.
6. Use a glue gun to glue together the foam pieces so they form a sandwich cookie.
7. Cut a small slit in the cookie sandwich. Glue the cookie into place on the plastic shot glass at the slit.



### Supplies

- “Got Girl Guide Cookies?” printed on paper and cut apart
- plastic shot glasses
- safety pins
- string
- straw
- brown, tan, cream & white coloured craft foam
- cotton balls
- clear tape
- glue (white glue and hot glue with a glue gun)
- scissors

## Cookie Sing-along

*Program Outcomes: Social – creativity; Business – marketing (if sung while selling cookies)*

### Directions

1. Distribute the Cookie song sheets to the girls & sing!
2. Optional: have the girls invent and sing new cookie songs!

### Supplies

- Cookie song sheets

## Closing

Finish the meeting with your usual closing and distribute Cookie Rising Badges! Note that 1<sup>st</sup> year Guides will get the Cookie Rising 1 badge, 2<sup>nd</sup> year Guides will get the Cookie Rising 2 badge, and 3<sup>rd</sup> year Guides will get the Cookie Rising 3 badge.

<b>B</b>	<b>I</b>	<b>N</b>	<b>G</b>	<b>O</b>
Has eaten Girl Guide cookies at camp	Takes Girl Guide cookies in her lunch	Sold cookies at a mall or grocery store	Only likes Chocolately Mint cookies	Knows how much a case of cookies costs
Only likes the vanilla cookies	Has made a cookie poster	Eats Girl Guide cookies in bed	Eats the filling first	Hair the colour of a chocolate cookie
Has given Girl Guide cookies as a gift	Has sold more than 3 cases of cookies	Only likes the chocolate cookies	Has made a cookie craft	Knows a member of Scouts Canada who likes Girl Guide cookies
Has participated in a cookie blitz	Has sold both sandwich and chocolatey mint cookies	Has earned a Cookie All Stars individual crest	Won a Cookie All Stars prize last year	Has sold Girl Guide cookies at school

Rules: Find someone in the room who can answer "YES" to a question. Get her to sign her name in that box, then find someone else who can answer "YES" to another question. To get a BINGO, you must have your whole card filled in by different people (no repeats!).

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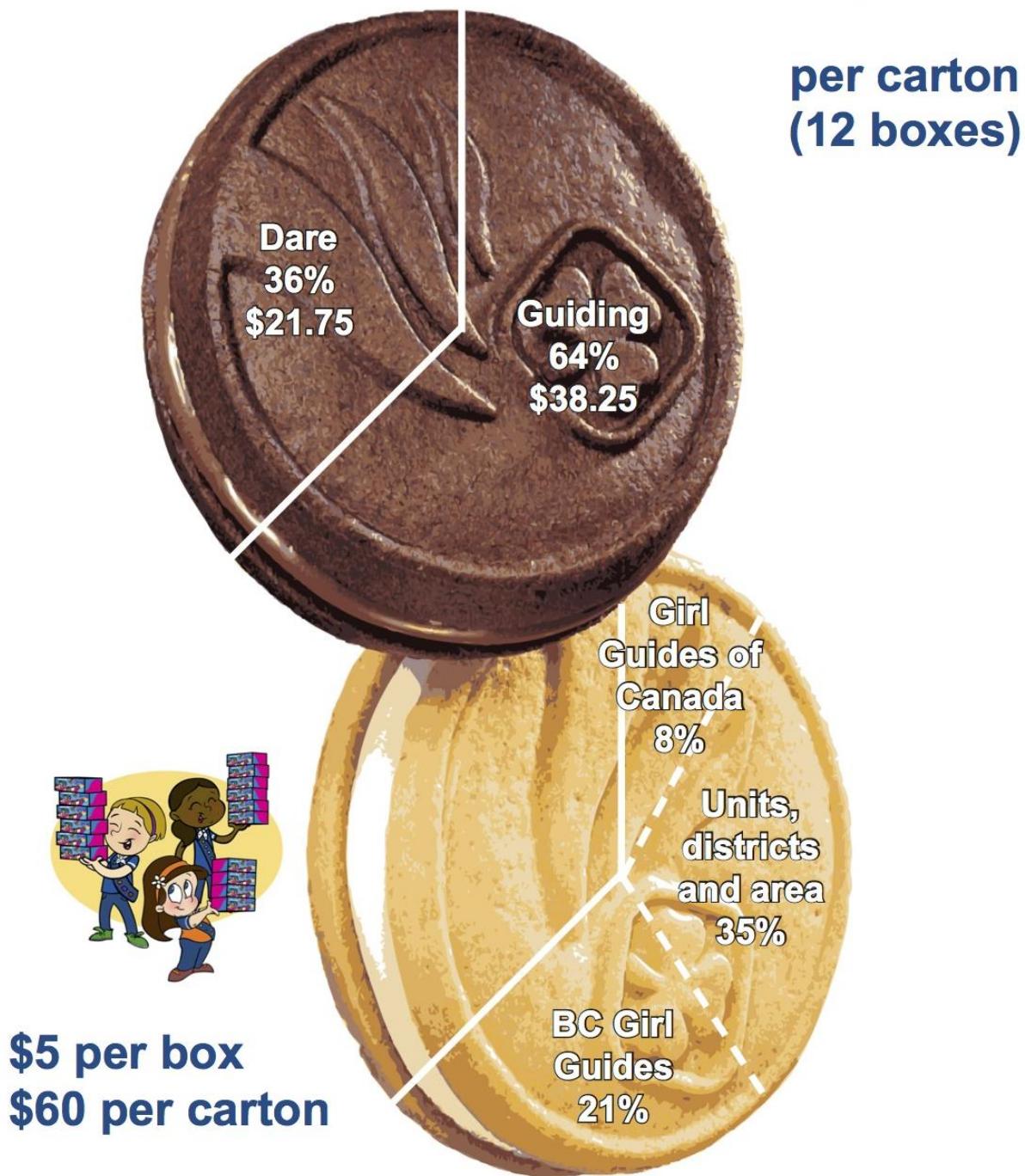


Girl Guides  
of Canada  
Guides  
du Canada

BRITISH COLUMBIA COUNCIL

## How the Cookie Crumbles...

per carton  
(12 boxes)



Source: [http://www.bc-girlguides.org/WEB/Documents/cookiecrumbles\\_pr.pdf](http://www.bc-girlguides.org/WEB/Documents/cookiecrumbles_pr.pdf)



## Safety Dos Cards

Look both ways when crossing the street.	Sell cookies door-to-door during daylight hours.	Sell on one side of the street at a time - don't criss-cross the street.
Always sell cookies with a buddy.	Carry money in a Cookie Dough Envelope.	Always sell with an adult present.
Make sure you know the phone number of someone to call in case of an emergency.	Use a wagon to help transport cookies around the neighbourhood.	Be familiar with the neighbourhood where you will sell cookies.
When you leave home to sell cookies, always tell an adult where you are going.	When you go cookie selling, always tell an adult when you will be home.	Wear your <i>Girl Guide</i> uniform and make sure it is visible.
Cross the street at the crosswalk.	Never enter a customer's house.	When selling at a mall, let the customers come to you.

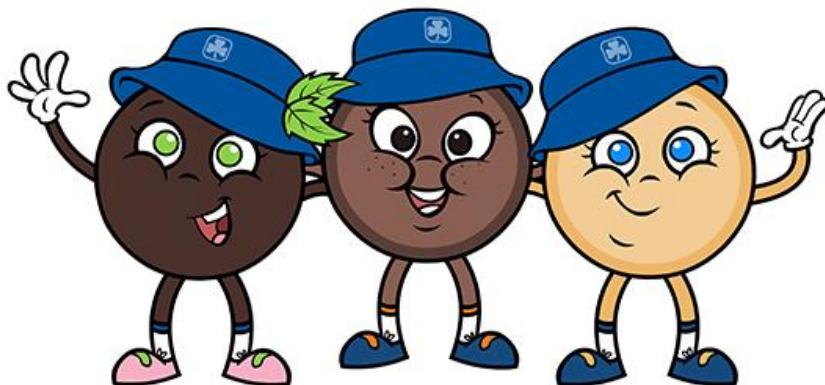
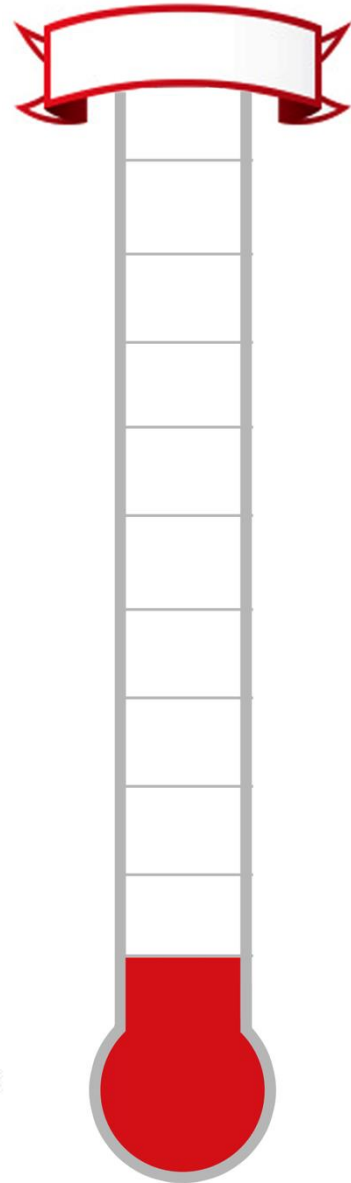
## Safety Don'ts Cards

<p>Go into someone's house to sell cookies.</p>	<p>Get into a car of a customer to wait for him to get change.</p>	<p>Leave cookie money visible in a box on the cookie table.</p>
<p>Go door-to-door to sell cookies by yourself.</p>	<p>Sell cookies to a person who pulls up in a car.</p>	<p>Criss-cross the road from house to house.</p>
<p>Give out your phone number and email address to customers.</p>	<p>Give out your address on the internet to advertise cookie sales.</p>	<p>Go door-to-door cookie selling on a rainy day when visibility is low.</p>
<p>When selling in a mall, you can wander off by yourself.</p>	<p>Carry large amounts of cookie money while selling.</p>	<p>Sell cookies at night in the dark by yourself.</p>
<p>Go up to a parked car to sell cookies.</p>	<p>Accept candy from a stranger.</p>	<p>Give out your full name to the customer.</p>



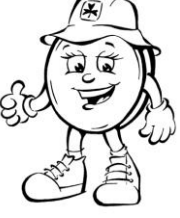











# Cookies Sales Goal

Name: \_\_\_\_\_

My Cookie Sales Goal:  
\_\_\_\_\_ Cases



## Cookie Seller Theatre Cards

<p>A customer asks what Girl Guides do.</p>		<p>A customer asks if the cookies are peanut-free.</p>	
<p>A customer asks if the cookies are gluten-free.</p>		<p>A customer asks how long the cookies last for.</p>	
<p>A customer asks what you like best about Girl Guides.</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 Brownie 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>	

## Cookie Songs

Source: *Cookie Manual 2003, Girl Guides of Canada*

### I Like Vanilla

[Tune: *I Like the Flowers*]

I like vanilla,  
I love the chocolate mint.  
I like to dunk them  
In a glass of ice-cold milk.  
I'll eat the whole box,  
When all the lights are down.  
  
Boom-de-a-da, boom-de-a-da,  
boom-de-a-da, boom-de-a-da.

### Girl Guide Cookie Song

[Tune: *Frere Jacques*]

Girl Guide Cookies; Girl Guide Cookies  
Yum Yum Yum; Yum Yum Yum  
Eat em' by the dozen; Eat em' by the dozen  
They're all gone!; They're all gone!

### Mary Had some Girl Guide Cookies

[Tune: *Mary Had a Little Lamb*]

Mary had some Girl Guide cookies,  
Chocolate ones, vanilla ones.  
Mary had some Girl Guide cookies,  
Please buy lots – yum, yum.

### Cookie Time

[Tune: *Jingle Bells*]

Cookie time, cookie time,  
It's cookie time again.  
Oh what fun it is to sell  
to all my wonderful friends – Oh!

Cookie time, cookie time,  
It's cookie time again.  
Oh what fun it is to sell  
To all my wonderful friends.

Dashing down the road  
With our cookies in our hands  
Oh what fun it is to play  
In air, on sea, and land.  
What fun it is to camp.  
To sing, and shout, and play,  
But we need to raise some funds,  
Cookies help us pay our way.

### Cookies, Cookies

[Tune: *Row, Row, Row Your Boat*]

Cookies, cookies, yummy cookies,  
We've got some for you.  
Twist them, dunk them, lick them, pop them  
Come and buy a few.

Buy, buy, buy some more,  
Buy some more today.  
Help the Girl Guides go to camp.  
To learn, have fun, and play.

### Cookies in the Box

[Tune: *Farmer in the Dell*]

There are cookies in the box,  
Cookies in the box,  
Chocolate and vanilla too,  
There's lots, and lots, and lots.  
For crafts, and camp, and fun,  
Please help! us sell a ton!  
Chocolate and vanilla creams  
There's lots for everyone.



### I Know Someone You All Know

[Tune: *Yogi Bear*]

I know someone you all know – Sparks,  
Brownies.  
I know someone you all know – Guides and  
Pathfinders too.  
We all sell Girl Guide cookies, cookies,  
cookies.  
We all see Girl Guide cookies – vanilla,  
chocolate and mint.

There is a very special year – springtime,  
springtime.  
This is a very special year because of Mr.  
Dare.  
We all sell Girl Guide cookies, cookies,  
cookies.  
We all sell Girl Guide cookies – vanilla,  
chocolate and mint.