

# Rangers - Service Project Award

The following resource will help you transition from the current Service Project Award, Cookie Campaign Challenge and Chief Commissioner Award requirements to the updated Award requirements. Please remember that the Chief Commissioner Award has been changed to the Trailblazer Leadership Award.

- Girls entering their last year of Rangers can continue to earn the award using the existing requirements.
- Girls entering their second year of Rangers can existing requirements, new requirements, or combination of the two; and the new requirements for year three.
- We recommend that any girls who are just starting on work to earn the certificate use the new program requirements

**Remember, no work should ever be lost, so use your best judgement to determine what work has been completed and assess what still needs to be done.**

## Old Award Requirements

- Can be anything you make it
- Can be done on own or with others
- You should play an active role in organizing the project and on the project itself. Your commitment to the project must be approximately 20 hours (including the planning

## New Award Requirements

Complete a service project in an area of interest to you. You should be involved in the full project including the following aspects:

- Research & Design
- Preparation
- Implementation
- Evaluation

You can complete the project on your own or with someone else.

The project should require at least 20 hours of time to complete all parts.

This service cannot count towards earning the Take Action program area Badge or the Your Action Theme badges.

# Rangers - Cookie Campaign Challenge

The following resource will help you transition from the current Service Project Award, Cookie Campaign Challenge and Chief Commissioner Award requirements to the updated Award requirements. Please remember that the Chief Commissioner Award has been changed to the Trailblazer Leadership Award.

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**Remember, no work should ever be lost, so use your best judgement to determine what work has been completed and assess what still needs to be done.**

## Old Award Requirements

Take a role in supporting at least four cookie campaigns using at least two different methods across four cookie campaigns.

## New Award Requirements

Take an active role in supporting the sale of unit cookies in at least four cookie campaigns using at least two different methods over the four campaigns. There are three methods outlined below, however other methods may also be used.

### 1) Getting Ready for Your Cookie Campaign

- Have a clear idea of what you're going to do with the funds raised, what you'll learn from the experience and what your sales goal is. Find out how much your unit earns per case.
- Research the cost of an activity and then figure out how many boxes of cookies would be needed to support it.
- Create personal goals for what you want to get out of selling cookies.
- Get to know your product to get ready to sell and answer questions.
- Understand the motivations of your customer. Put yourself in the customer's shoes to understand what is appealing about the cookies. Put together your thoughts on what motivates customers.
- Brainstorm a list of typical customers and where and how you can reach them.
- Ask relatives or friends to assist you in finding out what kind of information would be appealing as an incentive to buy cookies.

### 2) Marketing Your Cookies

- Play a role in developing your unit's marketing plan. You could take on one of the following roles or another needed within you unit. Use your skills to choose a position that can make use of what you like and are good at.
  - o Event Planner - This person organizes the where, what and when for a cookie sales event.
  - o Art Director - Designs the cookie booth display and/or presentation.
  - o Customer Service Rep - Talks to customers and develops a short sales pitch to catch the customer's interest; she may also coach team members on how to present themselves to customers.
  - o Finance Manager - Tracks the costs and expenses of cookie sales.
  - o Marketing Manager - Finds new places to sell, identifies new types of customers, and creates thank-you messages.

# Rangers - Cookie Campaign Challenge

## Old Award Requirements

## New Award Requirements

- o Public Relations Specialist – Writes news items to highlight the group’s successes; lets people know about who has benefited from the sales.
- b) Create a sales pitch with others in your unit and learn about making cold calls.
- c) With a group, role-play possible scenarios that cookie sellers may encounter.
- d) Get copies of any sales aids available from the national office (check [www.girlguides.ca](http://www.girlguides.ca) and Member Zone). Invite a marketing specialist to a meeting to talk about branding.
- e) Check into the dollars and cents of managing cookie sales. Your cookie campaign is a hands-on chance to gain experience in money management.
  - o Create a budget for your campaign (or for the activity which the cookies will fund).
  - o Manage the cash. Show younger girls how to make change, use a spreadsheet to track sales and profits and help prepare bank deposits.

### 3) Sell Those Cookies

- a) Choose one of the following options for pitching and selling your cookies, or create one entirely of your own.
  - o Set up events to promote and sell cookies (this is referred to as “in-field marketing”). Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.
  - o Set up and complete a neighbourhood cookie blitz. Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.
  - o Set up and complete a cookie selling partnership with a local business. Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.

### 4) Additional Options

- a) Review what you have learned from your campaign that will benefit you in the future. Make this part of the next cookie campaign.
- b) Determine how to use the cookie campaign sales aids most effectively (collaborate with other unit or groups; assign neighbourhoods or parts of your community to different groups).
- c) Cookie campaigns can help you explore careers—particularly those involving sales, marketing and public relations. But here are a few additional fields to investigate. Meet with someone in one of the careers from the following list or go to his or her workplace for a tour.
  - o Communications
  - o Media Relations
  - o Accounting or Finance
  - o Graphic Design

# Rangers - Cookie Campaign Challenge

## Old Award Requirements

## New Award Requirements

- o Advertising
  - o Branding
  - o Product Development
  - o Nutrition
  - o Food Sciences
  - o Journalism
  - o Culinary Arts
  - o Entrepreneurial Studies
  - o Food Manufacturing
- d) Review what skills you've learned through selling cookies that you could transfer to your resume and make these updates. Your skills clearly relate to sales and retail jobs. However, you've also learned "soft" skills that can be used to describe the kind of person you are and how you approach a job. Use your cookie-selling goals and sales record to demonstrate measurable successes.
- e) Find ways to use cookie sales as a way to give back to your community and put it into action. For example: Invite people to buy a box of cookies to donate to a women's shelter, group home or seniors' home or Promote cookie campaigns as a way of teaching skills and raising the profile of Girl Guides of Canada in your community.

# Rangers - Trailblazer Leadership

The following resource will help you transition from the current Service Project Award, Cookie Campaign Challenge and Chief Commissioner Award requirements to the updated Award requirements. Please remember that the Chief Commissioner Award has been changed to the Trailblazer Leadership Award.

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- We recommend that any girls who are just starting on work to earn the certificate use the new program requirements

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## Old Award Requirements

## New Award Requirements

### Bronze Award

#### Part 1

Complete nine challenges in at least four different program areas:

- Celebrate Guiding
- Community Connections
- Environment, Outdoors and Camping
- Explore Your Creativity
- Global Awareness
- Healthy Living
- Leadership and Management
- Your Future

Complete one Theme in each Program Area, plus one additional Theme from a Program Area. Program Areas include:

- Guide Together
- Explore Identities
- Build Skills
- Be Well
- Experiment and Create
- Connect and Question
- Take Action

To complete a Theme, Rangers should work on two topics within that Theme. Rangers can use existing program challenges, instant meetings and activities to complete a topic.

**OR**

Rangers can work independently, in groups or as a unit, to develop a challenge on a topic of their choice. In developing a challenge, it should be completed over at least two meetings, and Rangers will need to:

- Develop outcomes, objectives, themes and skills appropriate to the topic.
- Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.
- Leading the meetings in which the challenge is completed.
- Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.

# Rangers - Trailblazer Leadership

## Old Award Requirements

## New Award Requirements

### Silver Award

Part 1	Complete the Bronze Award	Complete the Bronze Award
Part 2	Complete nine additional challenges from at least four program areas. (They can be the same or different from those in the Bronze Award.)	<p>Complete one additional Theme in each Program Area, plus one additional Themes in any two Program Areas (same or different from those in the Bronze Award).</p> <p>To complete a Theme, Rangers should work on two topics within that Theme. Rangers can use existing program challenges, instant meetings and activities to complete a topic.</p> <p><b>OR</b></p> <p>Rangers can work independently, in groups or as a unit to develop a challenge on a topic of their choice. In developing a challenge, it should be completed over at least two meetings, and Rangers will need to:</p> <ul style="list-style-type: none"> <li>• Develop outcomes, objectives, themes and skills appropriate to the topic.</li> <li>• Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.</li> <li>• Leading the meetings in which the challenge is completed.</li> <li>• Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.</li> </ul> <p>Note: No Theme in any Program Area can be complete more than one time in the attainment of the Silver or Gold Award.</p>

# Rangers - Trailblazer Leadership

## Old Award Requirements

## New Award Requirements

### Gold Award

#### Part 1

Complete the Bronze Award and Silver Award (total of 18 challenges) including at least one challenge from each area

Complete the Bronze Award and the Silver Award.

Complete all remaining Themes (four) from the Program Areas not already completed in the Silver or Bronze Awards.

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OR

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- Develop outcomes, objectives, themes and skills appropriate to the topic.
- Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.
- Leading the meetings in which the challenge is completed
- Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.

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#### Part 2

Ranger Service Project

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Ranger Service Project

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Old Award Requirements

New Award Requirements

## Gold Award

### Part 3

#### Cookie Campaign Challenge

Take a role in supporting at least four cookie campaigns using at least two different methods across four cookie campaigns.

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- d) Get to know your product to get ready to sell and answer questions.
- e) Understand the motivations of your customer. Put yourself in the customer's shoes to understand what is appealing about the cookies. Put together your thoughts on what motivates customers.
- f) Brainstorm a list of typical customers and where and how you can reach them.
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  - o Marketing Manager - Finds new places to sell, identifies new types of customers, and creates thank-you messages.
  - o Public Relations Specialist - Writes news items to highlight the group's successes; lets people know about who has benefited from the sales.

# Rangers - Trailblazer Leadership

Old Award Requirements

New Award Requirements

## Gold Award

Part 3  
cont.

- b) Create a sales pitch with others in your unit and learn about making cold calls.
- c) With a group, role-play possible scenarios that cookie sellers may encounter.
- d) Get copies of any sales aids available from the national office (check [www.girlguides.ca](http://www.girlguides.ca) and Member Zone). Invite a marketing specialist to a meeting to talk about branding.
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# Rangers - Trailblazer Leadership

Old Award Requirements

New Award Requirements

## Gold Award

Part 3  
cont.

- o Communications
  - o Media Relations
  - o Accounting or Finance
  - o Graphic Design
  - o Advertising
  - o Branding
  - o Product Development
  - o Nutrition
  - o Food Sciences
  - o Journalism
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