



## Step-by-Step Guide

# Congratulations!

## You're a Cookie Captain.

That means you play an important role in educating younger girls about the Girl Scout Cookie Program. Plan your approach using the activities suggested here, or check out Little Brownie Bakers® on Pinterest for more inspiration and activity ideas.



Cookie Captains have their own Little Brownie Bakers Pinterest board—and it's packed with fun games, activities and resources for all the activities found in this guide.



Go to [pinterest.com/lbbakers/cookie-captain](https://www.pinterest.com/lbbakers/cookie-captain)

## STEP 1 Great to meet you!

Get started by introducing yourself.

How long have you been a Girl Scout? Tell them a short story about when you were new to cookie selling. Try these discussion starters:

- Have you ever eaten a Girl Scout cookie?
- Have you ever seen Girl Scouts® selling cookies?
- Does selling cookies sound like fun?



HELLO  
my name is



New Girl Scouts may not know how the cookie program works, so give them a brief explanation.



## STEP 2

# Get to know your cookies

In order to sell, girls need to know what they are selling. Play a game like Cookie Concentration and then maybe make a cookie craft.

### Cookie Concentration

Print cards with images of the cookies. Mix up the cards and place them face down in a grid on the floor. Girls take turns flipping two cards over to find matches. When they find a match, let them taste the cookie if you have samples.



*Cookie Concentration and other cookie games and crafts*

### The making of a gluten-free guru

Toffee-tastic Girl Scout Cookies® are gluten-free, and customers may have questions. Help girls become gluten-free gurus by explaining:

- Some people avoid gluten, which is commonly found in baked goods.
- Toffee-tastic™ Girl Scout Cookies offer fantastic flavor for everyone, even those who avoid gluten.
- The cost per box is slightly higher because it contains more expensive ingredients and requires special testing of the production line.
- If customers want to be sure they're gluten-free, point to the NSF logo on the box, which shows they've been certified.

yum!

## STEP 3 How to sell

Young girls will need lots of practice before selling cookies. Show them how you pitch to a customer. Give girls examples for door-to-door selling and booth sales. Then, role play to give girls a chance to practice. Girls might like playing a game like this pitch game.

### Simple Pitch Game

Sit in a circle with girls. Toss a ball to one girl and ask her to give her pitch. When she's done, she tosses the ball to another girl and invites her to practice her pitch. Play continues until all girls have had a turn and are comfortable with their pitches.



*More pitch games*



YOU DID IT!

## STEP 4

# Show them the money

Girls will need to know how to identify money and count back change at cookie booths.

### Play Store

Try setting up a play store of toys or pictures of toys and a sampling of real or play money. Girls can alternate the roles of store owners and customers.




## STEP 5 Safety comes first

Girls should always follow safety rules when selling Girl Scout Cookies. Review the safety rules with girls then play a game of safety charades.

### Safety Charades

Girls take turns drawing a safety rule and without talking try to get the other girls to guess what rule she is acting out.


 [Safety Charades and other safety activities](#)



## STEP 6 Marketing makes the sale

You know great marketing encourages customers to buy more cookies.

Provide supplies for girls to create booth posters, banners, sandwich boards or even cookie costumes.

 [Costume pattern and more marketing ideas](#)



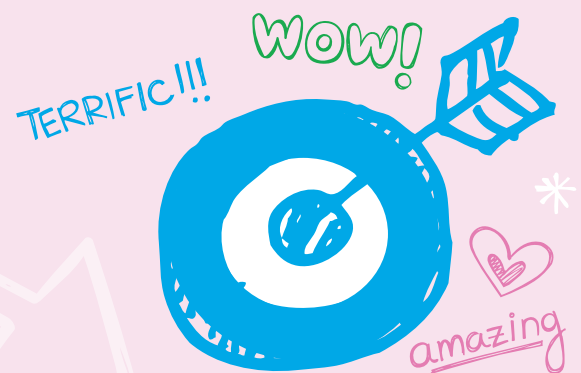
cookies for sale!

## STEP 7 Set some goals

What will girls do with their cookie money? It's up to them. Encourage girls to set two types of goals: something they'd like to try and something they can do to help others.


Give girls supplies to draw their ideas then help them brainstorm ways to turn their drawings into goals.

 [Goal-setting sheets](#)



### Cookie Rookie

The 10-minute Cookie Rookie video is great to play during snack time—or any time! It gives first-time cookie sellers a high-energy overview of the season.

 [Cookie Rookie video and support materials](#)

### Thank you!

You play a special part in the Girl Scout Cookie Program and hold a very special place in the hearts of girls. You're a role model for leadership. By teaching younger girls about the Girl Scout Cookie Program, helping them reach their dreams.