

# The Cookie Challenge

## Patch Program



**girl scouts**   
carolinas peaks  
to piedmont

# What is The Cookie Challenge?

The Cookie Challenge Patch Program helps troops and individuals take their Girl Scout Cookie Program to new heights and work hard to develop their entrepreneurial mindset while learning the five skills! The Cookie Challenge Patch Program helps girls grow through activities where they'll develop curiosity, embrace challenges, take initiative, collaborate with others, and take creative risks!

## Grade Level Requirements

Daisies (grades K-1). Choose four activities.

Brownies (grades 2-3). Choose five activities.

Juniors (grades 4-5). Choose six activities.

Cadettes (grades 6-8). Choose seven activities.

Seniors (grades 9-10). Choose eight activities.

Ambassadors (grades 11-12). Choose nine activities.



# Your Girl Scout Cookie favorites are back!



**Adventurefuls®**

*Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt*



**Toast-Yay!®**

*French Toast-inspired cookies dipped in delicious icing*



**Lemonades®**

*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter**

**Patties®**

*Crispy cookies layered with peanut butter and covered with a chocolaty coating*



**Caramel deLites®**

*Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes*



**Peanut Butter**

**Sandwich**

*Crisp and crunchy oatmeal cookies with creamy peanut butter filling*



**Caramel**

**Chocolate Chip**

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie\**  
\*Limited availability





# Product Knowledge Activities

Every wise businesswoman knows her product well so she can sell with confidence. With these activities you will get to know the various kinds of Girl Scout cookies - from ingredients to counts, from colors to contents. For more information on each cookie, visit the [ABC Smart Cookies site](#). All the activities below will help you develop your people skills, business ethics, and decision-making skills.



## Guess My Cookie:

1. Divide Girl Scouts into small teams to help match clues about each cookie to the cookie they are given.
2. Each group would need pictures of the various cookies or cookie boxes.
3. The leader reads a description of one of the cookies and the girls will decide which cookie the leader is describing.
4. They then pick the image and race it over to the other side where the leader is standing and place the image next to the cookie box (or picture of it).
5. Continue through all the cookies, discussing them as you go along.

# **Product Knowledge Activities**

## **Know the Dough Relay Race:**

Put your cookie knowledge to the test! In this activity, you'll be divided into small groups to match each Girl Scout Cookie with the words or phrases that best describe it. Get ready to explore the delicious details and showcase your cookie expertise!

1. Each group would need pieces of paper that contain one word or phrase a person would use to describe each cookie.
  - a. For example, you would have 3 cards to describe the Lemonades cookies: buttery shortbread with a hint of lemon, comes in a yellow container with 16 cookies, vegan.
2. The leader calls out a cookie name.
3. Each team looks through the cards they have and tries to match the cards to the cookie mentioned.
4. One by one they would bring their cards up (relay race style) to match the cookie with the description. (You may want to mention for each cookie how many cards they would need to match.)
5. Discuss each cookie in between each round.

# Product Knowledge Activities

## Cookie Jeopardy:

Are you ready to test your knowledge about the iconic Girl Scout Cookies? Grab a fellow Girl Scout, form a team, and dive into the fun with Girl Scout Cookie Jeopardy! This exciting and interactive game will challenge your understanding of everything from cookie varieties and history to fun facts and sales stories.

**Questions:** [Girl Scouts Jeopardy Review Game](#)

**Answers:** [Girl Scout Jeopardy Review Game](#)

[Answer Key.pdf](#)



# Product Knowledge Activities

## Guess Who?

How well do you know your Girl Scout cookies? Can you name them without seeing them? Put your knowledge to the test with this fun headband game featuring your Girl Scout Cookie favorites.

### How to Play:

1. Each player puts a headband on.
2. Carefully, without looking at the card, each player will tuck a card in their headband so that the cookie picture is facing out. (You may need to have an adult help tuck your card in.)  
No peeking!
3. The players will then take turns asking “Yes” or “No” questions to the rest of the group.
4. The first girl to correctly guess which cookie is on her forehead wins!

### How to Make:

1. Print and cut out the Cookie Cards on the following pages.
2. We recommend a thicker paper like cardstock, reinforcing with a backing of construction paper, or laminating your cards to help them last longer.

# Safety Tips

## Safety Made Fun

Safety comes first in the Girl Scout Cookie Program. Make learning the guidelines fun with a hands-on game.

## Hacky Sack Safety Game

### Materials Needed:

- Hacky sacks (or a similar item like bean bags if hacky sacks are not available)
- Empty cookie boxes
- Masking tape
- Safety tips [Safety Tips for Product Sales 2025.pdf](#)

Set up the empty cookie packages in a row on a table. Run a piece of tape down the back of the package and onto the table so it doesn't fall off when knocked over.

Take a few steps back and place a piece of tape on the ground where Girl Scouts can stand.





# Safety Tips

Let Girl Scouts take turns throwing the hacky sacks at the cookie packages until they knock one over. Once they knock one over, give them a safety tip to read to the group.



Set the packages back up as needed until all Girl Scouts have gone and all the safety tips have been read. Recap all the guidelines again at the end to reinforce them.



# **Selling Strategies**

To truly excel in your Girl Scout Cookie sales, it's essential to practice both your sales pitch and real-life selling scenarios. These activities are designed to help you develop essential skills, including decision-making, money management, and effective communication. By practicing these skills, you'll build confidence and be better prepared for real-life sales situations.

## **Sales Pitch**

When selling Girl Scout Cookies, it's crucial to understand that customers are more inclined to buy and buy more when they feel personally connected to your cause.

Sharing why you are selling cookies helps create that connection, making customers more willing to support you. Even if your troop hasn't finalized their goals yet, practicing how to articulate your purpose and goals is a valuable exercise. Let's dive into how you can craft and deliver a persuasive sales pitch that resonates with potential customers.

### **Understanding the Importance of Sharing Your Why:**

**Customer Connection:** Customers are motivated by knowing their purchase supports a good cause. When you explain why you're selling cookies and how the funds will be used, you build a meaningful connection.

**Personal Impact:** Sharing your goals and reasons helps customers see the direct impact of their purchase, whether it's funding a special project, supporting troop activities, or contributing to community service.

### **Steps to Crafting Your Sales Pitch:**

#### **Reflect on Your Goals:**

Even if your troop's goals aren't finalized, think about one or two potential uses for the cookie funds. This could be anything from a camping trip, a community service project, new uniforms, or a special troop event.

# EMBRACE LIDRACE POSSIBILITY

Troop#

Girl Scout  
Cookie Goal



# **Selling Strategies**

## **Sample Sales Pitch:**

Here's an example to guide you:

**Introduction:** "Hi, I'm [Your Name] from Girl Scout Troop [Number]."

**Pitch:** "We're selling Girl Scout Cookies to help fund [specific goal, e.g., our upcoming camping trip where we'll learn new outdoor skills and have fun bonding with our troop]."

**Engagement:** "Each box of cookies you buy will help us achieve this goal and support our troop activities."

**Close:** "Would you like to support our troop by purchasing some cookies today? We have a variety of flavors to choose from!"

## **Create Your Own Sales Pitch:**

**Introduction:** Start by introducing yourself and your troop.

**Goal Explanation:** Clearly state how the funds from cookie sales will be used.

**Connection:** Explain why this goal is important to you and your troop.

**Call to Action:** Encourage the customer to make a purchase and offer to help them choose from available cookie options.

## **Practice with a Partner:**

Pair up with a fellow Girl Scout and take turns sharing your sales pitch. Focus on being clear, enthusiastic, and genuine.

Provide and receive constructive feedback on how to improve your pitch.

# Selling Strategies

## Mock Booth Sales

To ensure a successful Girl Scout Cookie sale, it's essential to blend effective customer interaction with solid money management skills. Practicing cookie booth sales will help you feel comfortable and confident while speaking with prospective customers. This experience will also equip you with the foundational skills needed for running a successful sales booth.

### Pre-Event Setup:

#### Prepare the Cookie Booth:

**Cookies:** Arrange the cookies neatly on the table.

**Cash Box:** Fill with fake money to simulate transactions.

**Tablet or phone** to practice Digital Cookies

**Price Chart:** Display cookie prices clearly.

**Calculator/Pen & Paper:** For handling transactions and recording sales.

**Promotional Items:** Include table tents, signs, and any other materials to enhance the booth's appearance.





# Selling Strategies

## Plan the Skits:

**Effective Sales Interaction:** Show a positive, engaging booth sales. This should include:

Smiling and greeting the customer.

Politely explaining the troop's goals and how the funds will be used.

Offering information about the cookies, including options for bundling into gift packs (e.g., "The Chocolate Lover's Pack" or "The Classics Pack").

Thanking the customer for their support.

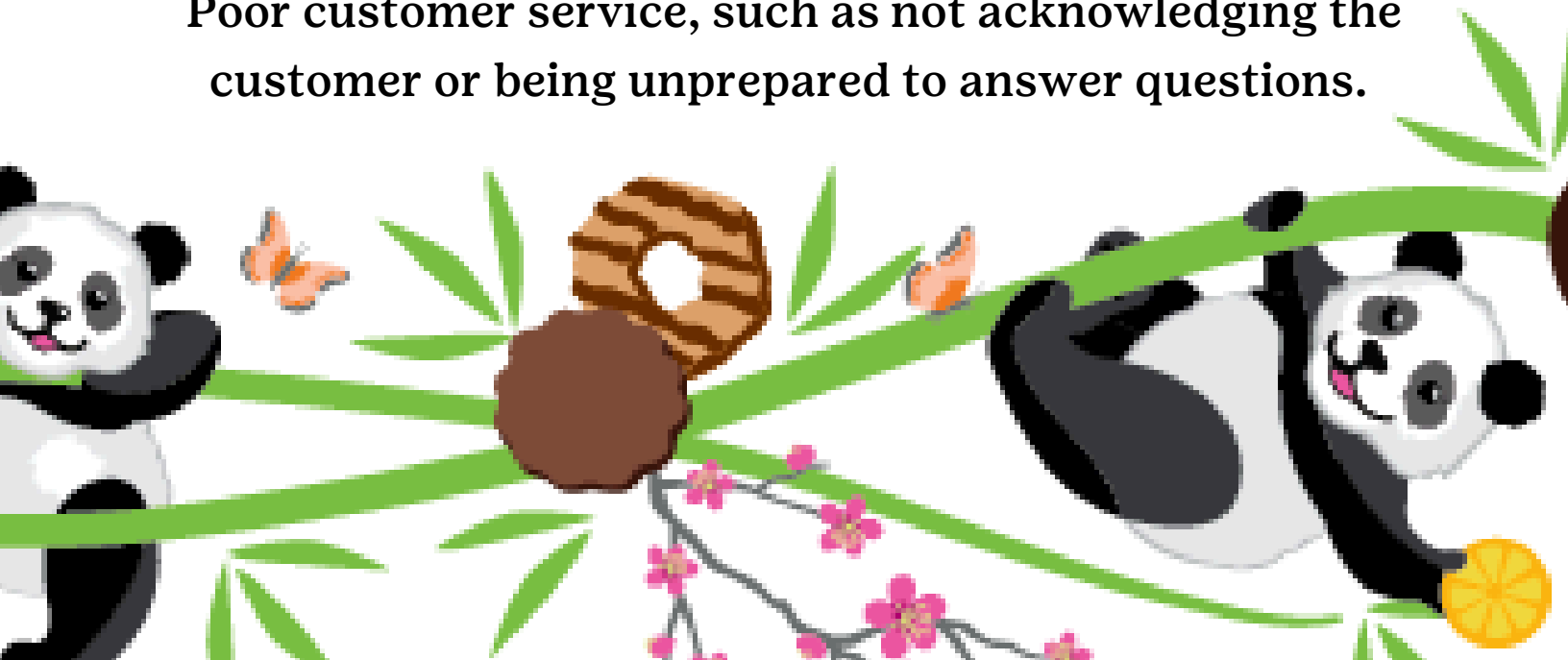
**Ineffective Sales Interaction:** Depict a negative sales experience. This might include:

Lack of attention to the customer.

Playing or chatting among the sellers.

Uncertainty about why they are selling cookies or the types available.

Poor customer service, such as not acknowledging the customer or being unprepared to answer questions.



# **Selling Strategies**

## **Directions:**

### **Introduction and Skit Presentation:**

**Gather the Girls:** Have the girls assemble around the cookie booth.

**Run the Skits:** Perform the two skits with adults or older girls. Ensure that each skit clearly demonstrates the differences in customer interaction and booth management.

### **Discussion:**

**Debrief:** Ask the girls what they noticed in the skits.

What went well in the positive skit?

What did not go well in the negative skit?

**Lead Discussion:** Discuss the importance of making a good impression and knowing your product. Highlight key takeaways from both skits.

### **Practice Sessions:**

**Pair or Group Up:** Organize the girls into pairs or small groups.

**Role-Play:** Allow the girls to take turns being both the seller and the customer.

**Seller Role:** Practice greeting, explaining the product, handling transactions, and upselling. Girls will have a chance to work with fake money. Also give them the opportunity to try a digital sale.

**Customer Role:** Practice asking questions, making decisions, and giving feedback.

**Encourage Simultaneous Practice:** To maintain interest and manage time efficiently, have multiple pairs or groups practicing at the same time.

# Selling Strategies

## **Upselling and Special Scenarios:**

**Encourage Upselling:** Teach the girls how to suggest additional purchases or bundles (e.g., suggesting a “Chocolate Lover’s Pack”).

**Role-Play Special Scenarios:** Give each girl or group specific scenarios to handle, such as:

A vegan customer.

A customer without cash.

A customer who cannot eat chocolate.

A customer watching their diet.

A customer who says no.

## **Additional Tips:**

**Feedback and Improvement:** After each practice session, provide constructive feedback to help the girls refine their skills.

**Positive Reinforcement:** Encourage and celebrate their efforts and improvements to boost confidence.



# Marketing Your Cookie Business

To maximize cookie sales, it's crucial to actively reach out to potential customers. People are more likely to buy cookies when they are personally asked. By participating in these activities, you will learn effective strategies for reaching and engaging customers, while also developing valuable skills such as goal setting, decision-making, people skills, and business ethics.

## Create Your Network Circle

Help Girl Scouts understand the concept of targeting potential customers based on ease of contact and develop strategies for reaching out to different customer groups. This activity will use a bullseye diagram to categorize potential customers and guide the girls in planning their outreach efforts.

## Materials Needed:

Tape or markers to create a large bullseye on the floor.  
Cards or paper slips to represent different potential customers.  
Pens or markers to write on the cards.



# Marketing Your Cookie Business

## Setup:

### Create the Bullseye:

On the floor, use tape or markers to draw a large bullseye with a center circle and two rings around it. Ensure the bullseye is big enough for 10+ girls to stand in.

### Prepare Customer Cards:

Write down potential customer categories on separate cards (e.g., friends, family, teachers, community members, etc.).

## Activity Steps:

### Introduction:

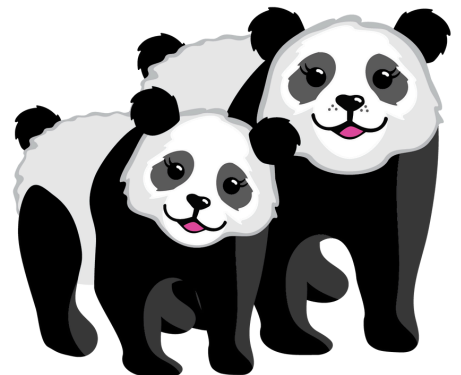
Explain the concept of customer outreach and how different customers can be easier or more challenging to contact.

### Describe the bullseye diagram:

**Center Circle:** Represents customers who are the easiest to contact.

**Middle Ring:** Represents customers who are somewhat easy to contact but require more effort.

**Outer Ring:** Represents customers who are the hardest to contact or require the most effort.





# Marketing Your Cookie Business

## Brainstorm Potential Customers:

Ask the girls to name potential customers they might include in their cookie network. Examples include:

Friends and family

Teachers and school staff

Community members (e.g., neighbors, local business owners)

Family friends or acquaintances

For each potential customer type mentioned, create a corresponding card.

## Categorize Potential Customers:

Invite a volunteer to take each card and place it in the appropriate circle based on how easy it would be to contact that type of customer.

Example: Family members might go in the center circle, while community members might go in the outer ring.

## Discussion:

Lead a discussion about the placement of each customer type:  
Why were certain customers placed in the center circle? (e.g., family is usually supportive and easy to contact)

What makes some customers more challenging to contact? (e.g., community members might be less familiar or harder to reach)



# Marketing Your Cookie Business

**Discuss strategies for reaching out to each type of customer:**

**Center Circle:** How to leverage existing relationships and make the most of these easy contacts.

**Middle Ring:** Tips for making contact more approachable, such as using social media or organizing small events.

**Outer Ring:** Strategies for reaching out, including building connections and creating opportunities for interaction.

## **Action Plan:**

Have the girls create a plan for how they will reach out to each category of customer. This plan might include:

**Personal Contacts:** Phone calls, emails, or in-person visits to family and friends.

**Community Outreach:** Creating flyers, attending local events, or setting up booths in community spaces.

**Follow-Up:** Strategies for following up with leads and maintaining communication



# **Marketing Your Cookie Business**

## **Cookie Sales Strategies Relay Race**

In this activity, you will understand and plan different methods for reaching out to various potential customers by organizing them into teams and sorting potential customers into different outreach methods. This activity encourages creative thinking and effective strategy planning for cookie sales.

### **Materials Needed:**

#### **Containers:**

Labelled with outreach methods: “Email,” “Phone Call/Text,” “Door-to-Door,” “Cookie Booth,” “Social Media.” Use visuals or symbols (e.g., email icon, phone icon, etc.) to assist younger readers.

#### **Customer Cards/Balls/Bean Bags:**

Cards or items labeled with potential customers (e.g., Friend from School, Teacher, Neighbor, Grandparent, Aunt/Uncle, Family from Far Away, Parent’s Co-worker, Local Business, Friend of Parent, Community Members, Church or Other Group Members).

Create two cards (or items) for each type of customer to accommodate different team sizes and to allow multiple strategies.

# Marketing Your Cookie Business

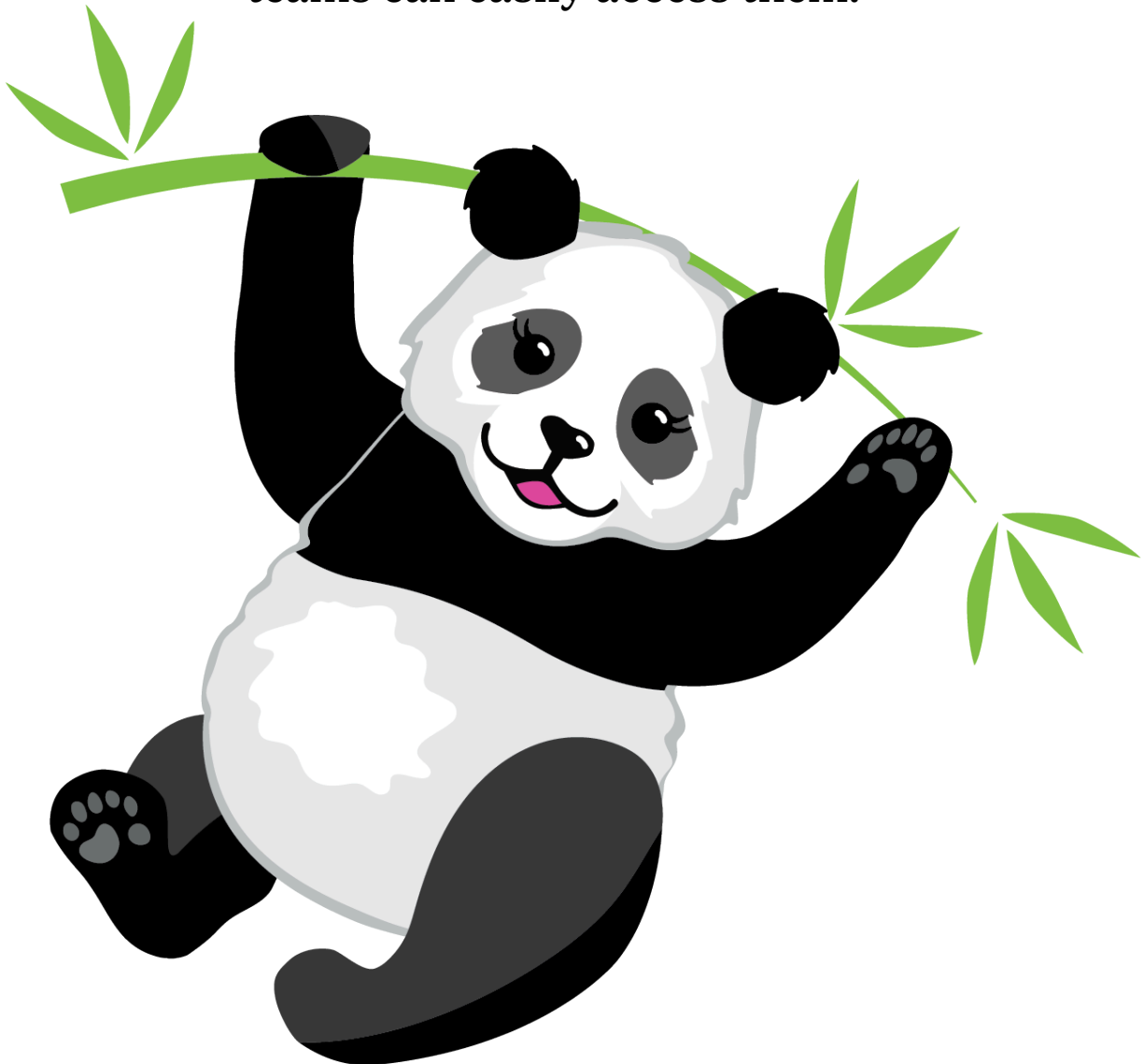
Setup:

## **Prepare the Area:**

Place the containers in different areas of the room or field, ensuring they are spaced out so that girls can run between them.

## **Distribute Customer Cards/Balls:**

Spread out the customer cards or items in a central location where teams can easily access them.



# Marketing Your Cookie Business

## Create a Social Media Plan

Social media is a great way to reach potential customers! It can be the fastest way to connect with a wide network of people. However, being successful on social media involves more than just posting about your cookie sales. Some very successful Girl Scouts have harnessed the power of social media by creating engaging and fun content, such as eye-catching pictures, creative messages, and exciting videos to promote their cookie businesses. By sharing your passion and creativity online, you can capture attention and encourage more people to support your cookie sale!

1. **Safety Reminder:** Before we dive into our social media projects, let's talk about internet and social media safety. It's important to always follow guidelines to keep ourselves safe online. This means being mindful of what we share, who we share it with, and ensuring we respect everyone's privacy. Always get permission from a parent or guardian before posting anything and remember to protect your personal information. (Add social media contract link)

2. **Brainstorming Fun Ideas:** Now, let's brainstorm some creative ideas for sharing your cookie businesses online. Think about your interests—can you create a story or video that combines your hobbies with cookie sales? For example, if you love art, you might showcase your cookie packaging designs. If you're into music, maybe you could create a fun song about your cookies! Consider something funny or eye-catching to make your posts stand out.



# Marketing Your Cookie Business

**3. Look at Examples:** To get inspired, let's look at some examples of successful social media posts and videos. I'll show you a few posts and videos from other Girl Scouts and successful businesses. Notice what made them so engaging—was it the visuals, the humor, or the message? Understanding what works can help you create something just as captivating!

**4. Target Audience and Messaging:** Think about who you will be sharing your social media campaign with. Does this change how you'll craft your message? For instance, if you're targeting friends and family, you might use a more personal and friendly tone. For a wider audience, a creative or humorous approach might work better. Tailoring your message to your audience helps make your campaign more effective.

**5. Plan Your Post or Video:** Take some time to plan out a post or video you want to create. You can use graphic planners or storyboarding templates to organize your ideas, or simply sketch out your plans on blank paper. Think about what you want to say, how you want to say it, and what visuals or elements you'll include.

**6. Share and Get Feedback:** Once you've got your plans ready, it's time to share them with the group! Let's discuss each idea and provide feedback to help everyone improve their campaigns. If we have a small group, we can even create a fun video together to use after the event. This is a great way to practice working as a team and see our ideas come to life!"

# Sharing Your Cookie Spirit

When you show your cookie spirit, customers are more likely to buy cookies. By engaging in these activities, not only will you foster enthusiasm for selling cookies, but you'll also enhance your people skills and decision-making abilities. Let's get creative, have fun, and truly showcase that cookie spirit to make our sales soar!

## Leader Tips:

Before doing your selected activity to show your cookie spirit, lead the girls in a short discussion about showing excitement for something they care about. You could perform a short skit showing two different scenarios where one person is excited about selling cookies and another where the person is drab and does not show excitement. Which person would be more likely to make a sale? Why? Remind the girls to have FUN with their cookie business. Their customers will love their energy and may even be inspired to buy more cookies!



# Sharing Your Cookie Spirit

## Activity Steps:

### Introduction and Inspiration:

Start by discussing the idea of creating cookie-themed costumes. Explain how dressing up can be a fun way to show enthusiasm and attract attention during cookie sales.

Share examples of cookie costumes or show online inspiration. Encourage the girls to think creatively and consider how they can incorporate different materials to make their costumes stand out.

### Group Brainstorming:

Divide the girls into their troops or small groups. Have them brainstorm ideas for their cookie costumes. They might consider costumes based on their favorite cookie flavors, cookie boxes, or even creative interpretations like a giant cookie or a cookie monster.

Encourage them to sketch out their ideas and decide on which materials they will need.

### Costume Creation:

Provide the materials and let the girls start creating their costumes. They can use cookie boxes as a base for their designs, decorate with felt and fabric, and add ribbons and other embellishments.

Encourage them to work together, share ideas, and help each other with different parts of the costume.



# Sharing Your Cookie Spirit

## **OR Drawing Designs :**

If creating costumes during the event isn't feasible, have the girls draw their costume ideas instead. They can create detailed sketches of their designs and color them in.

Discuss how they can use these drawings as a blueprint for future costume-making sessions at troop meetings.

## **Showcase and Share:**

Once the costumes or drawings are complete, have each troop or group present their designs. They can explain their inspiration and how they came up with their ideas.

Celebrate everyone's creativity and enthusiasm. Consider having a small "fashion show" where the girls can model their costumes or showcase their drawings.

## **Wrap-Up and Reflection:**

Discuss how wearing these costumes can help boost their confidence and excitement during cookie sales.

Reinforce the idea that showing their cookie spirit not only makes selling more fun but also helps attract customers.



# Sharing Your Cookie Spirit

## Decorate T-Shirts

Design and decorate your own cookie-themed t-shirts to show your cookie spirit. This activity will not only foster creativity but also create a sense of pride and excitement for your cookie sales.

### Materials Needed:

Plain white t-shirts (one per girl; provide them or have girls bring their own)

Fabric markers or fabric paint

Stencils (optional)

Paintbrushes (if using fabric paint)

Aprons or old shirts to protect clothing

Paper and pencils for sketching designs

Examples of fun cookie-themed slogans or sayings (optional)

### Activity Steps:

#### Introduction and Planning:

Begin by discussing the importance of showing enthusiasm and cookie spirit. Explain how personalized t-shirts can make selling cookies more fun and memorable.

Brainstorm some fun sayings or slogans related to cookies and selling.

Examples might include:

“Cookie Crew: Making the World Sweeter!”

“Life is Better with Cookies!”

“Sweet Treats for a Great Cause!”

Encourage the girls to think about how they can incorporate these slogans or their own ideas into their t-shirt designs.

# Sharing Your Cookie Spirit

## **Design Planning:**

Have the girls plan out their t-shirt designs on paper first. They can sketch their ideas, including any slogans, cookie images, or other decorations they want to include.

Discuss the use of colors, shapes, and patterns. Remind them to think about how their design will look when worn and how it can help attract attention to their cookie sales.

## **T-Shirt Decorating:**

Provide each girl with a plain white t-shirt and fabric markers or paint. Demonstrate how to use the fabric markers or paint, ensuring they know how to apply the colors without making a mess.

Allow the girls to start decorating their t-shirts based on their designs.

Encourage them to be creative and have fun with the process.

## **Showcase and Share:**

Once the t-shirts are decorated, have the girls share their designs with the group. They can explain their creative choices and how they plan to use their t-shirts during cookie sales.

If possible, organize a mini “fashion show” where the girls can model their t-shirts. This can be a fun way to celebrate their hard work and creativity.

## **Wrap-Up and Reflection:**

Discuss how wearing their personalized t-shirts can help boost their confidence and excitement when selling cookies.

Reinforce the idea that showing their cookie spirit through their attire adds an extra layer of fun to their sales efforts and helps make their cookie sales more memorable.



# Sharing Your Cookie Spirit

## Create a Song or Dance

### Song Creation Activity

#### Introduction (10 minutes)

Start by explaining the activity: creating a fun and informative Girl Scout cookie song.

Share a brief overview of Girl Scout cookies: flavors, where to buy them, cost, and how they support the girls.

#### Brainstorming Session (15 minutes)

Divide the girls into small groups (3-4 members each).

Ask each group to brainstorm ideas for their song. Encourage them to think about:

Favorite cookie flavors and what makes them special.

How buying cookies helps support Girl Scouts (fundraising for activities, community service, etc.).

Where and how people can buy cookies.

Provide each group with a piece of paper and pen for jotting down their ideas.



# Sharing Your Cookie Spirit

## **Song Creation (20 minutes)**

Instruct the groups to create a simple song that includes their brainstorming points. The song can be to the tune of a familiar melody (like “Twinkle, Twinkle” or “She’ll Be Coming Round the Mountain”) or an original tune.

Remind them to include a chorus that repeats and highlights key information about the cookies.

Offer assistance as needed, helping with rhyming or melody ideas.

## **Rehearsal (15 minutes)**

Give each group time to rehearse their song. Encourage them to practice singing clearly and with enthusiasm.

Let them use any simple props or hand movements if they wish.

## **Sharing Songs (20 minutes)**

Have each group perform their song for the rest of the troop.

Offer positive feedback and encouragement.

## **Optional Recording (if permitted)**

If you have permission, record each group’s performance. Use a smartphone or any recording device you have.

Edit and share the recordings with each troop for promotion purposes.



# Sharing Your Cookie Spirit



## Dance Creation Activity

### Materials Needed:

Paper and pens for brainstorming

Recording device (optional)

Space for dancing

### Introduction to Dance (10 minutes)

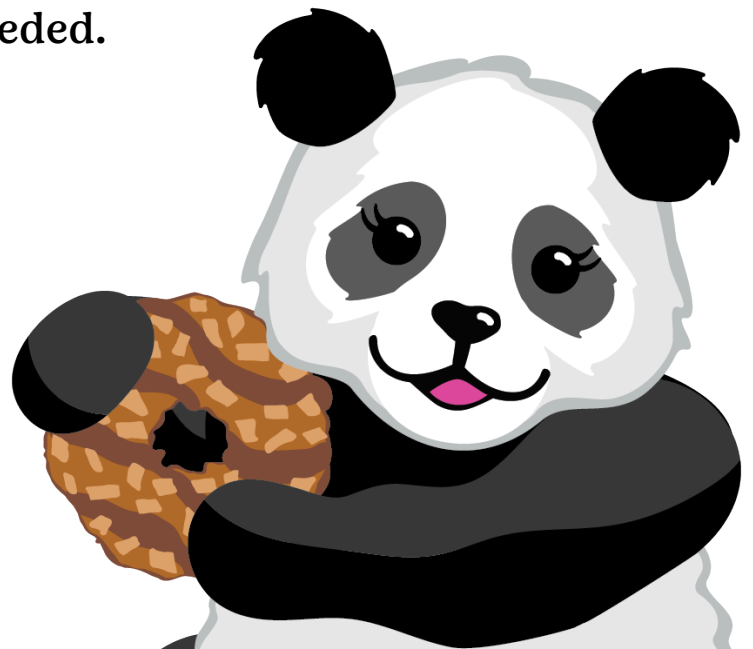
Explain that the next activity is creating a dance to go with a Girl Scout cookie-themed song.

Share an example of a simple cookie-themed song and dance video if available.

### Dance Choreography Brainstorming (15 minutes)

Divide the girls into small groups.

Ask them to come up with dance moves that match the rhythm and lyrics of their song. Encourage creativity and fun movements. Provide some examples of basic dance steps to get them started if needed.



# Sharing Your Cookie Spirit

## **Dance Creation (20 minutes)**

Each group will work on creating their dance routine. They should focus on synchronizing their moves with the song and making sure it's easy to follow.

## **Rehearsal (15 minutes)**

Give groups time to practice their dance routines. Encourage them to focus on teamwork and coordination.

## **Sharing Dance Routines (20 minutes)**

Each group performs their dance for the rest of the troop. Offer positive feedback and highlight the creativity of their routines.

## **Optional Recording (if permitted)**

If recording, film each group's dance performance. Edit and share the recordings as desired.



# Sharing Your Cookie Spirit

## Bling Your Booth

Decorating the cookie booths and creating a promotional video are fantastic ways to attract attention and engage with customers. Let's break down some ideas and materials for both activities, based on this year's theme, and how to incorporate your input.

### Decorating the Cookie Booth

#### Theme and Planning (10 minutes)

**Discussion:** Start by discussing this year's theme with the girls. Ask them for their ideas on how to incorporate the theme into the booth decorations.

**Brainstorming:** What elements should the booth have? Think about colors, shapes, and materials that fit the theme.

### Materials List:

**Tablecloths:** Themed colors or patterns.

**Banners:** Customizable banners with the troop's name and cookie theme.

**Poster Boards:** For displaying cookie information, fun facts, and prices.

**Markers, Paints, and Brushes:** For creating signs and decorations.

**Construction Paper:** Various colors for crafting.

**Balloons:** In theme colors or shaped like cookies.

**Streamers and Ribbons:** To add flair.

**Cookie Cutouts:** Large, decorative cutouts of cookie shapes.

**Glitter and Stickers:** To enhance the visual appeal.

**Reusable Containers:** For storing and displaying cookies.

**Handmade Signs:** "Buy Cookies Here," "Support Girl Scouts," etc.

# Sharing Your Cookie Spirit

## Decoration Ideas:

**Themed Backdrop:** Create a backdrop that aligns with the theme. For example, if the theme is "Sweet Treats Adventure," use images of cookie landscapes or cookie characters.

**Interactive Elements:** Set up a small “guess the number of cookies in the jar” game with a prize.

**Cookie Info Board:** Include details on each cookie flavor, the cost, where the money goes, and where to buy cookies.

**Photo Booth Area:** Create a fun photo area with themed props where customers can take pictures.

**Girl Scout Spirit:** Include the troop’s story or a fun fact about Girl Scouts to add a personal touch.

## Activity (30-45 minutes)

Let the girls divide into teams and work on different parts of the booth.  
Encourage creativity and teamwork.

Ensure each group understands their part and how it contributes to the overall theme.





# Sharing Your Cookie Spirit



## **Recording (30-45 minutes)**

Let the girls take turns being on camera and behind the scenes.

Ensure everyone gets a chance to speak or participate.

Film multiple takes if needed to get the best results.

## **Editing (Optional)**

Use a simple video editing app or software to trim clips, add text overlays, or insert background music.

Ensure the final video includes important information and is engaging.

## **Final Tips**

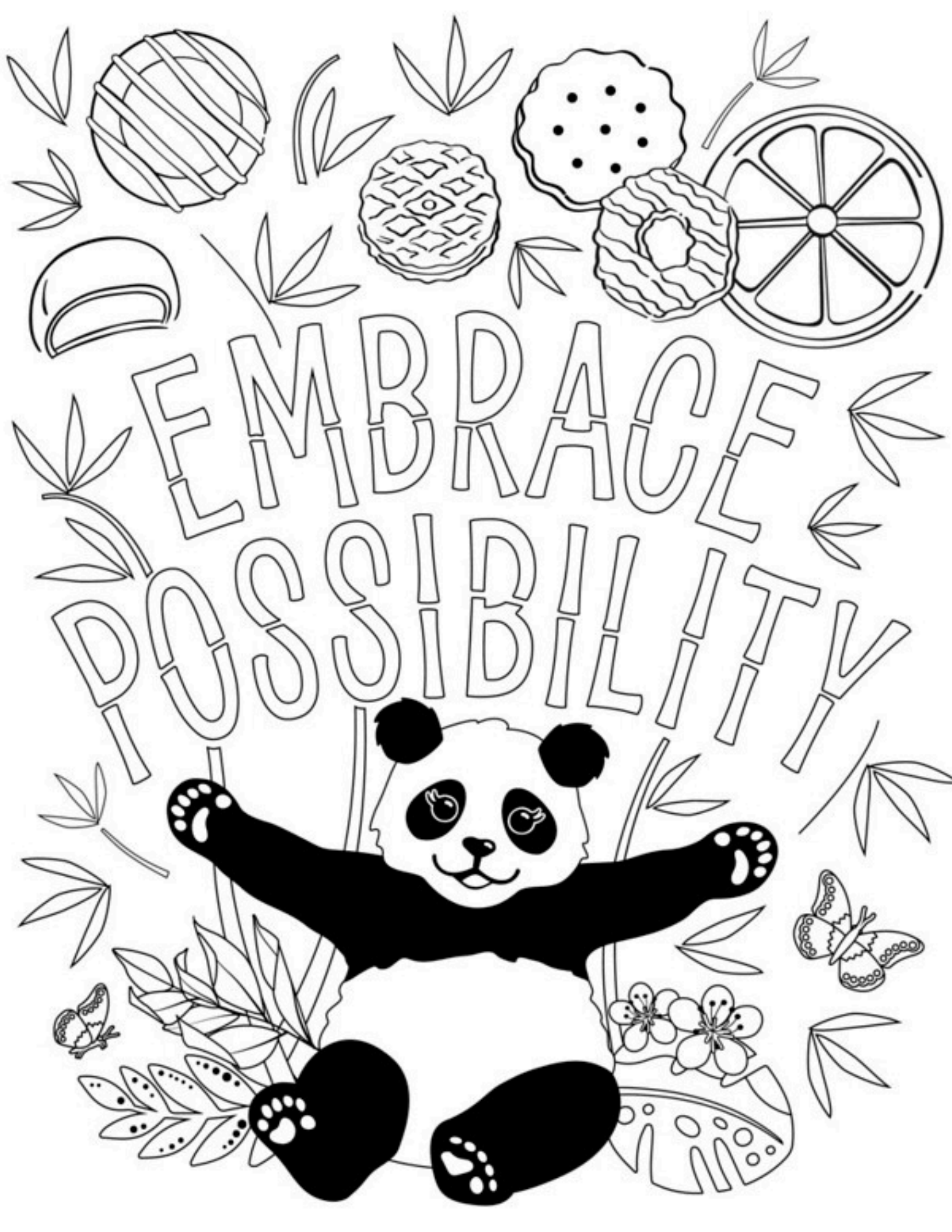
**Feedback:** Get input from the girls throughout the process to ensure their ideas are included.

**Teamwork:** Encourage collaboration and creativity.

**Promotion:** Share the final video on social media, the troop's website, or local community boards to maximize reach.









# Meet the Mascot — 3D Panda



## Introduce their new pal

Panda fans can bring the mascot to life with this fun craft! Learn more about Měi Lan (May-áy Lá-on) while making it, and use it as a reminder of the panda plush that entrepreneurs can earn this season.

### Supplies:

- 3D Panda template
- Scissors
- Glue or tape
- Panda fun facts

**The sweet payoff:**  
Entrepreneurs will learn all about their panda pal and have a takeaway to keep them motivated this Girl Scout Cookie Season.

- 1 Print the 3D Panda template and cut along the dotted lines. Do not cut all the way around the panda head.



- 2 Unfold and create a cone shape with the base and tape or glue it. Fold down Měi Lan's head.



- 3 Cut out arms and other accessories. Tape or glue them to Měi Lan.



- 4 Learn about Měi Lan with the Panda Fun Facts sheet.



*Little Brownie*  
BAKERS®

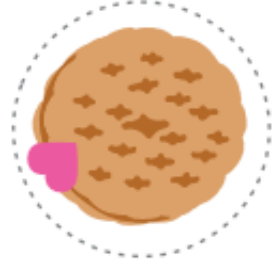
# Meet the Mascot — 3D Panda template

*Little Brownie*  
BAKERS®

My name means beautiful orchid and wise lady

# Měi Lán

美蘭







# Panda Fun Facts



*Little Brownie*  
BAKERS®

## COLOR

Some experts think the panda's distinct coloring helps it hide. Its white body and face disappear in snowy habitats. Its dark arms and legs camouflage it in shade.



## BABY PANDAS

Newborn panda cubs are born pink, hairless and they can't see. They are about the size of a stick of butter. Panda mamas keep their babies close for the first month of their lives.



## PLAY

Pandas love to roll and tumble. They also love to swim and climb!



## DIET

Pandas spend a lot of time eating. Like, a lot. They spend 10-16 hours a day sniffing and crunching on food – mostly bamboo.



## POTTY HABITS

Pandas poo 40 times a day and sometimes do handstands when they pee!



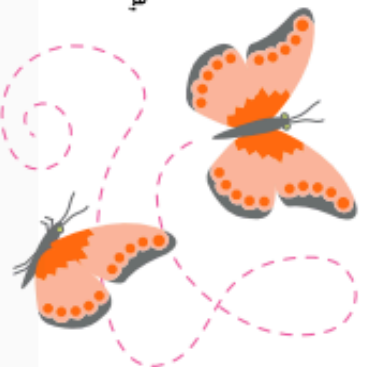
## NAMING

Pandas are named in a Chinese ceremony when they are 100 days old. Our mascot is named Měi Lán, meaning beautiful orchid and wise lady.



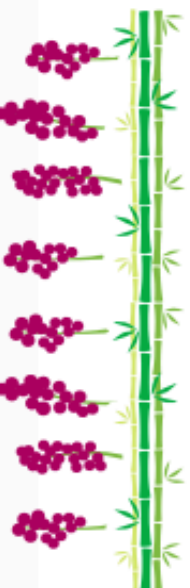
## JUNGLE QUEEN BUTTERFLIES

Once a year, over 400 species of butterflies visit the bamboo forest of southwestern China, where pandas live. It's like a butterfly explosion.



## SCHISANDRA BERRIES

Efforts to save this superfood berry, and lessons on how to harvest it, have helped to save pandas' lives! Schisandra berry conservation has helped increase panda populations by 17%.



## ENVIRONMENT

All pandas found in the wild live in bamboo forests high in the mountains of Southwest China.





# Become a true cookie boss in four easy steps!

## Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

### 1. Register for Digital Cookie®

Create your **Digital Cookie** Password  
for email address: parentsemail@domain.com

When you create your password, a confirmation email will be sent.

Password

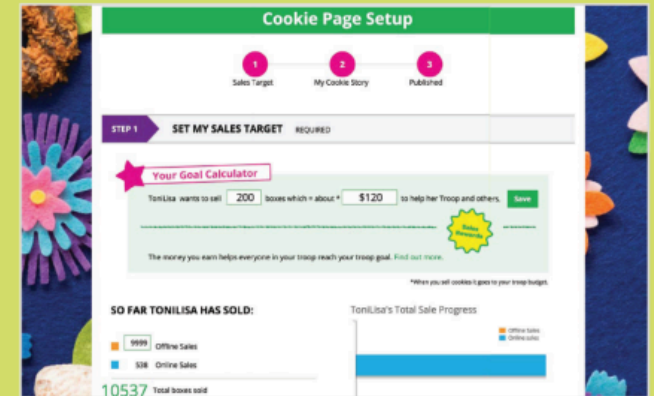
Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

Confirm password

SUBMIT

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

### 2. Set Up Your Site



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

Use the **Digital Cookie®** app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



### 3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

### 4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

**To learn more about  
purchasing your patch,  
please visit  
[bit.ly/4nKzJFB](http://bit.ly/4nKzJFB).**