

girl scouts
of colorado

2024 Cookie Captain Training



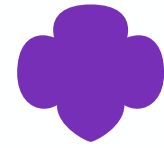
Congratulations! You're a Cookie Captain.



You're an experienced cookie CEO.
You've got this!

- As a Cookie Captain, you have the cookie entrepreneur experience, skills, and know-how to help Cookie Rookies gain confidence, reach their goals, and have fun throughout the cookie program!
- You have great ideas to share with troops and key volunteers in your area too!

Thank you for volunteering!



Safety Guidelines

- Girl Scouts and adults are expected to adhere to all safety guidelines outlined in the GSCO Family Guide (pg.9), as well GSUSA internet safety guidelines.
- All Girl Scouts and adults must follow the most current GSCO COVID-19 guidelines in relation to in-person events, including participation in the Girl Scout Cookie Program.



Cookie Captain Responsibilities

- Follow the Girl Scout Promise and Law.
- Have an enthusiastic and positive attitude.
- Complete your Cookie Captain training, read through the resources, and connect with Girl Scout volunteers.
- Be prepared!
- Mentor a group of Daisies or Brownies during their first cookie season.
- Provide assistance to your service unit cookie manager, other area volunteers, and troop volunteers.
- Keep track of all your volunteer hours on log sheet, submit hours to GSCO by deadline.

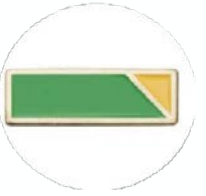
Cookie Captain Benefits



Cadette



Senior



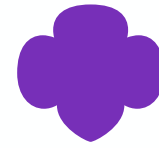
Ambassador

There's a Service to Girl Scouting Bar for every program level. You can earn it once you complete 20 or more hours as a Cookie Captain volunteer.

BONUS: If your school requires students to complete a certain number of volunteer hours in their community, you can apply your Cookie Captain hours to meet your school requirement!

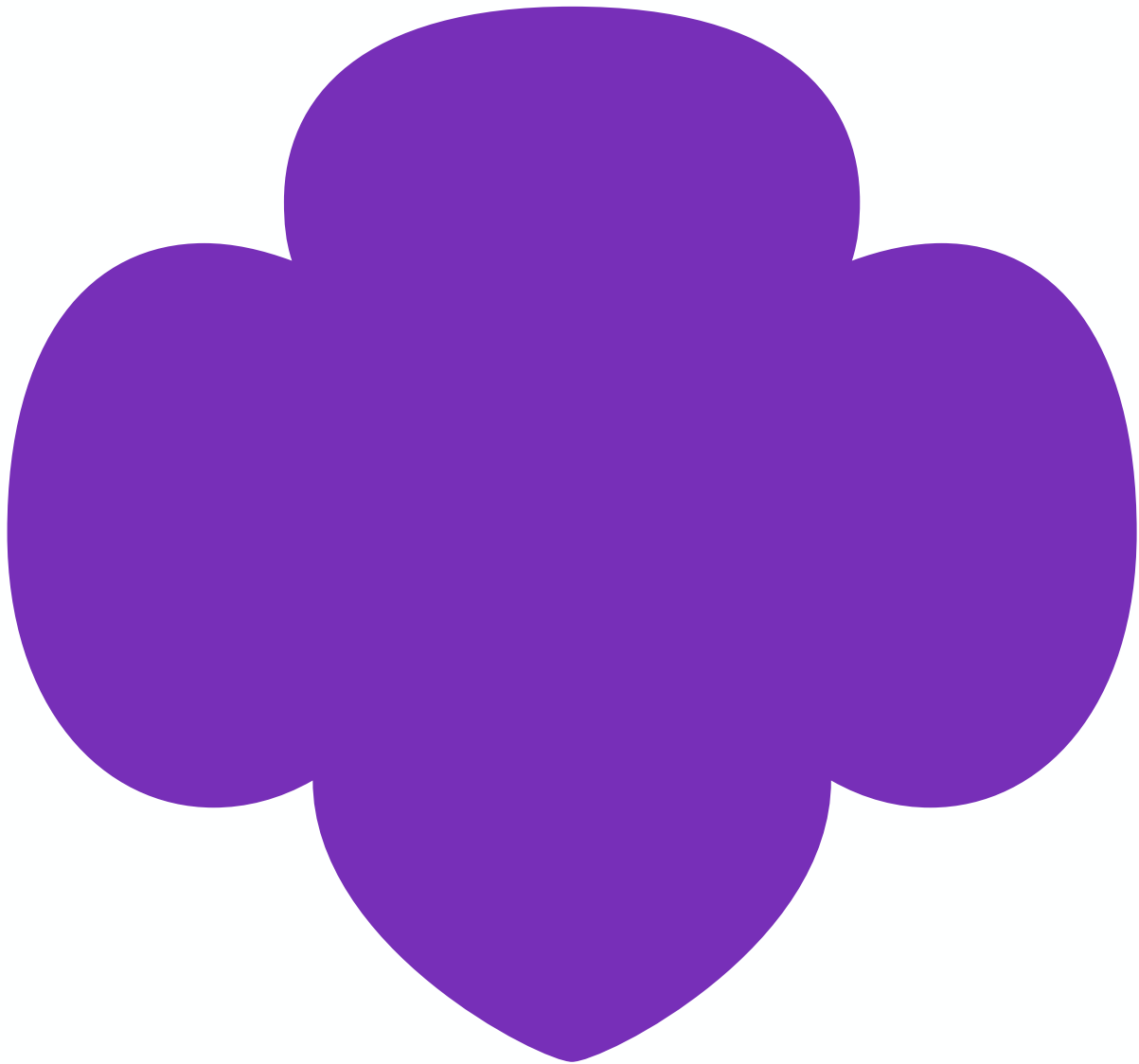
All Cookie Captains who participate in the 2024 Cookie Program and submit their hour log by the May 24, 2024 deadline, will receive the new Cookie Captain patch!





Additional Cookie Captain Benefits:

- Practice your leadership skills by being a mentor and helping younger Girl Scouts develop their entrepreneurship skills!
- Learn about some of the behind-the-Cookie-Program operations as you work with service unit volunteers, delivery site and cookie cupboard managers, troop volunteers and GSCO staff.
- Have fun at a celebration event at the end of the season!

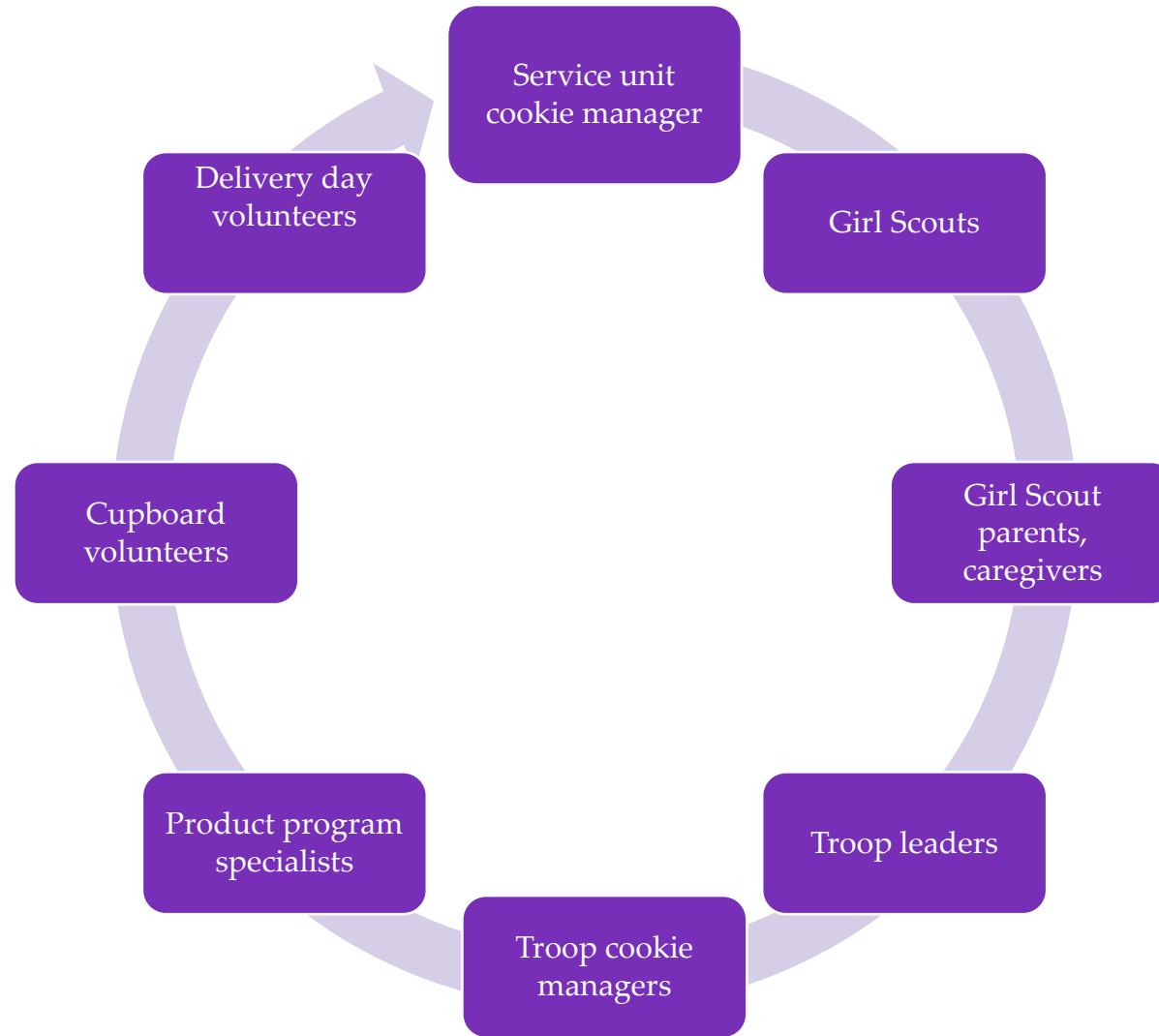


What can a Cookie Captain do to earn 20 hours?

- Present at volunteer training.
- Plan and lead activities at cookie rallies.
- Assist volunteers on cookie delivery sites and/or drop sites.
- Assist at area cookie cupboards.
- Lead cookie program activities for girls at troop meetings.
- Mentor Daisies and Brownies at booths.
- Show Daisies and Brownies how to customize their Digital Cookie site and share tips.
- Share your story on GSCO social media.
- Help to distribute girl rewards at service unit meetings at the end of the cookie program.

**You can create *your own ways* to earn
Cookie Captain hours too!**

Your Cookie Captain Team





**Remember you have
support all along the way!**

- Share your ideas and plans with people on your team.
- Ask for help when you need it.
- Be open to learning and trying new things.

Want to make what you're doing even more fun?

- *Team up with your Girl Scout friends!*



Best resource available?

YOU!

DRAW ON YOUR OWN EXPERIENCE!

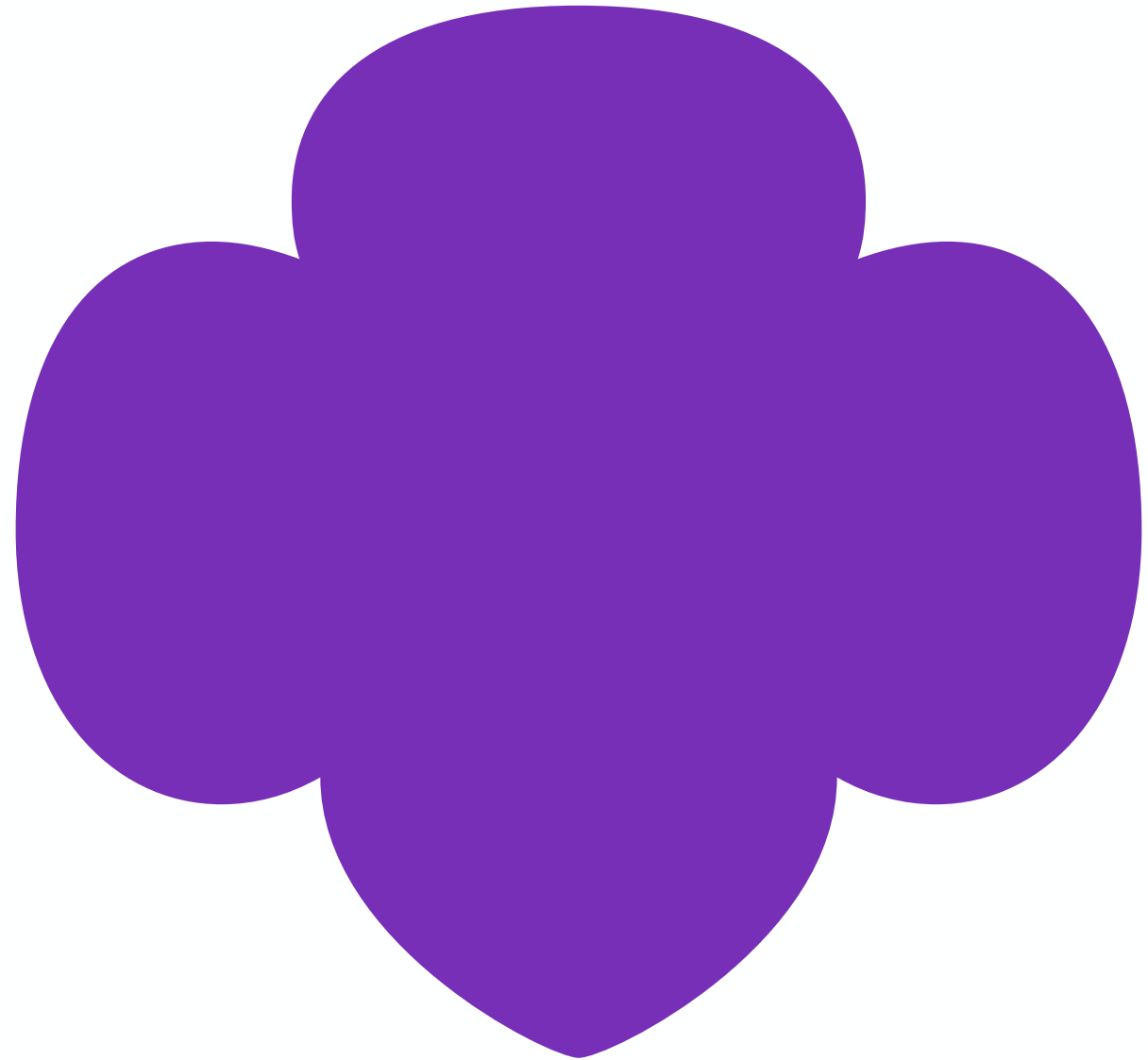
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**You can ask for ideas/advice from your troop leader, other volunteers,
and your friends too.**

Ask your service unit
cookie manager for the:

- ✓ Cookie Captain job description
- ✓ Cookie Captain hours log sheet
- ✓ Copy of training slides
- ✓ 2024 Rally Guide

Resources will post to the
the GSCO Cookie
Resources page in November too!

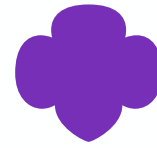




Check out Little Brownie Baker Resources -

You'll find lots of helpful tools
you can use
while working with Cookie Rookies!



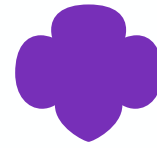
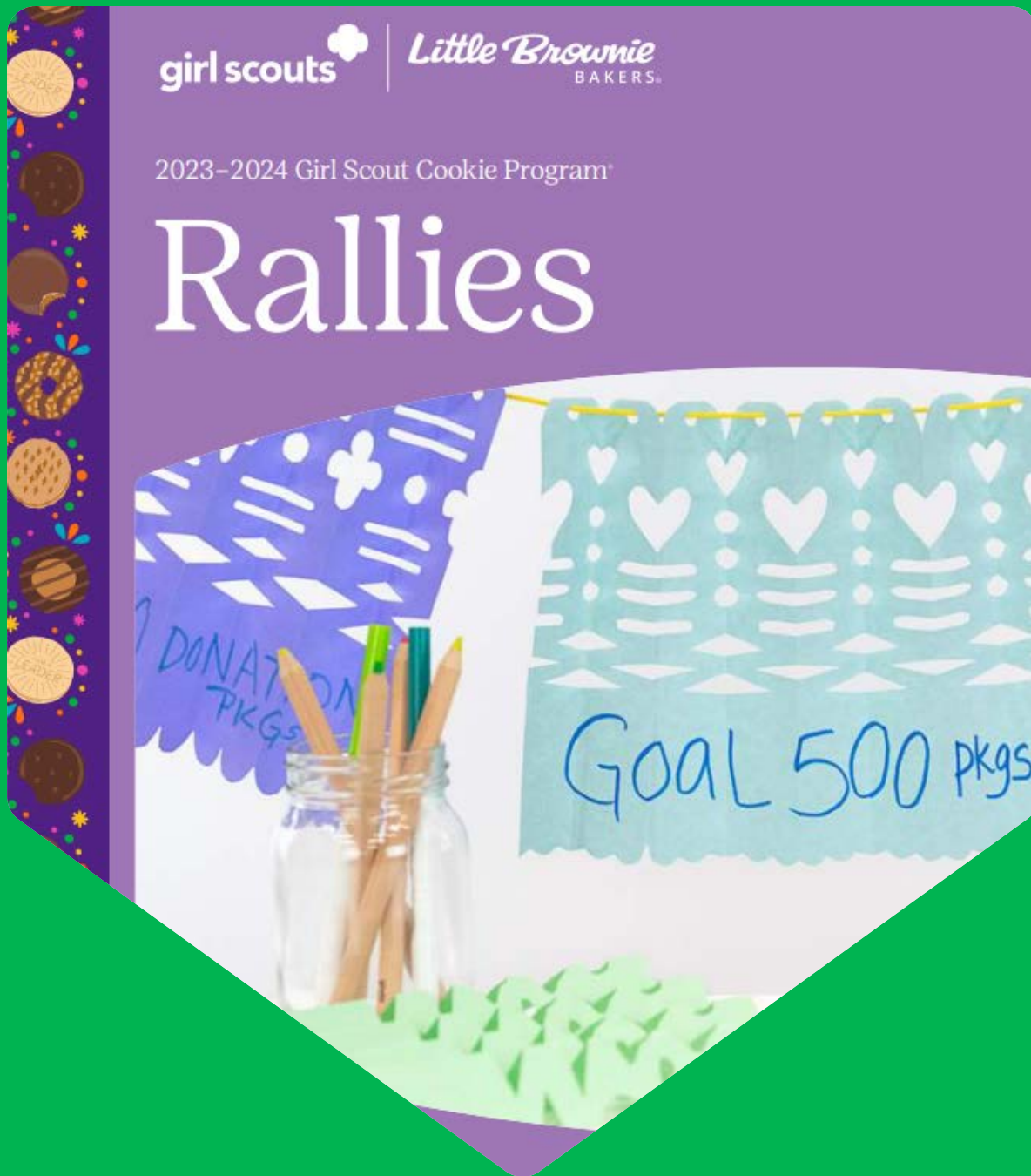


Little Brownie Baker has a new Cookie Rookie video!

Share it with the Girl Scouts you're mentoring.

You'll find Cookie Rookie video and information on the LBB website.





Find rally activities on the LBB site OR on GSCO Cookie Resources page

You can use these rally activities while working with Girl Scouts at a troop meeting, to help teach them about the 5 Skills.

The activities are centered around this year's theme: *Own you magic!*

LBB Rally Guide

2023–2024 Rallies

Get Ready with Girl Scouts

Make the rally a true Girl Scout-led experience by inviting Girl Scouts® Cookie Captains to serve as facilitators. Whether they're a station leader at a large event or help run a single troop's rally, they can share the responsibility — and their cookie expertise!
Look for tips throughout this guide for ways to invite participation from Girl Scouts® Cookie Captains.

Introduction

- Rally Preparations

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Need to inspire?
Share this resource that inspires Girl Scouts® Cookie Captains to take the lead.



Focus on 5 Skills
The Girl Scout Cookie Program helps entrepreneurs learn five essential skills: goal setting, decision making, money management, people skills and business ethics.

Interactive links on pages and interactive tabs!

2023–2024 Rallies

Exciting New Goals

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

- Goal Beads
- Instructions: Goal Beads
- Goal Banner
- Instructions: Goal Banner
- Goal Flowers
- Instructions: Goal Flowers

Booth Marketing

Digital Marketing


Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix



Setting a goal is an important — and exciting! — part of the Girl Scout Cookie™ season.

Teach your entrepreneurs all about different types of goals. Then inspire them to set a Girl Scout Cookie™ goal and share it with customers.

Activities for any size rally!

Download guide, review activities and games, and print only the pages you need.



OUR STORY

GIRL SCOUT COOKIE BUSINESS



Download File



Download File



Download File



Download File

Suggested Copy:
Chocolaty indulgence x2! ❤️ If you love Tagalongs®, you're going to love Adventurefuls™.



Download File

Suggested Copy:
Who's ready to go on a flavor adventure? My Girl Scout is now selling Adventurefuls to [insert goal].



Download File

Suggested Copy:
Dance over [insert goal].
My Girl Scout [insert goal].



Find more ready-to-post social resources on the LBB site too!





How do you teach COOKIE ROOKIES the 5 Skills?

(And everything else they need to know to have a successful first cookie season!)



Cookie Captain Tips

When working with Daisies and Brownies:

- Don't talk for more than 10 minutes at a time.
- *Add activities and games* to get girls active and engaged.
- Establish a way to get their attention if they get too loud or distracted.
 - You can use a simple phrase like, "If you can hear the sound of my voice, touch your nose." Repeat with ear, lips, or chin until you have everyone's attention.
- Ask for help from troop volunteers or other adults.

Once you have coordinated dates and times to coach and support your Cookie Rookies, create your MENTORSHIP plan!

- Think about what games and activities YOU did when you were a Cookie Rookie.
- Write down your ideas for activities.
- Review the rally guide and other resources for ideas.
- Think about how you will work with the Daisies and Brownies while you do the activities.
- Time out the games/activities.

Remember to keep it simple and fun!

You can ask a friend to help you too!

Cookie Captain Tips

Entrepreneurship



5 Skills



Goal Setting: Sets cookie sales goals individually and, with her team, creates a plan to reach them. She develops cooperation and team-building skills all along the way.



Decision Making: Helps decide how her team spends their cookie money, furthering critical thinking and problem-solving skills.



Money Management: Takes cookie orders, handles customers' money, and gains valuable and practical life skills around financial literacy.



People Skills: Learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills that she can use throughout her life.



Business Ethics: Be honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she is developing as a Girl Scout.

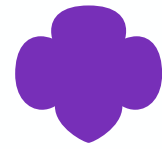




Get to know your Cookie Rookies

Good to Meet You!

- Introduce yourself.
- Ask if any girls have eaten a Girl Scout Cookie. *Which one is their favorite?*
- Explain what the Girl Scout Cookie Program is all about.
- Talk about your own cookie program experiences.
- Ask if they have any questions.



Cookie Knowledge

Review the GSCO cookie varieties.

Be prepared to describe ingredients in each variety and share information to answer customer questions.

- For example, Thin Mints are vegan, Toffee-tastics are gluten free.

Have pictures of the cookies and boxes to reference while you are teaching.



Goal-Setting and Decision Making

Encourage girls to discuss:

What do you want to do with troop money earned?

- Have a party?
- Do a special activity or go on afield trip?
- Save for a troop overnight trip?
- Vote on a charity/non-profit to donate some troop proceeds to? Or do a community service project?



What rewards do you want to earn?

- Look at the order card and help the Girl Scouts set goals.

How will you reach your goals?

- Door-to-door?
- Booth sales?
- Virtual booth?
- Digital Cookie?



Play games to help girls identify money and count back change.

For example, make play money or use Monopoly game money to help girls practice counting out change.



Money Management

People Skills

- Encourage girls to practice making their pitch.
- Share some tips with girls about overcoming nervousness.
- Practice how to answer customer questions.
- Don't forget to talk about what to say when a customer says "no."
- Role play examples for door-to-door sales, booth sales, and best practices for Digital Cookie, girl delivery orders.



What *TO DO* at a booth

- Dress for the weather.
- Locate a safe restroom to use.
- Wear your Girl Scout uniform.
- Be polite and thank people, whether they make a purchase or not.
- Keep money out of sight.
- Clean up after your booth, take cookie cases and trash with you.
- Finish on time so the next troop can start on time.
- Send a thank you note to the store manager.

Booth Pro Tips for Cookie Rookies to learn:

- ✓ Create a catchy jingle.
- ✓ **Make the ask.**
- ✓ Know your cookies and your goals and be prepared to answer questions.

Talk with your Cookie Rookies about what to do at a booth and make it a fun role-play game!



What *NOT* to do at a booth

- Block entrances or doorways.
- Leave money on table, or have a money box on table.
- Take friends or siblings to help at the booth.
- Eat or chew gum while speaking to customers.
- Run around and goof off.
- Have any food items other than cookies on your table.

You can also remind them ***WHAT NOT TO DO!*** Show them in the role play what not-so-great customer service looks like. Make it funny!





Booth Tips to Share:

- **Bling Your Booth!** Get creative and go all out with a theme
- **Offer a Gift of Caring / Hometown Hero option**
- **Share goals with customers - Posters!**
- **Make special cookie bundles – Wrap ‘em up in a ribbon!**
- **Give away recipes**

Little Brownie Bakers has cookie recipes on their website that you can print.

Some recipes are posted on GSCO social media too.



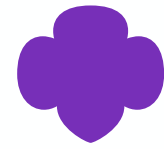
Marketing Makes the Sale More about “Bling Your Booth”

Use available supplies and help Girl Scouts create booth posters, banners, and decorations!

See the LBB website and Rally Guide for lots of ideas and activity templates.

Get cookie costumes from regional Girl Scout offices or the Girl Scout shop.

Look for information about contests and special charms during the cookie program too!



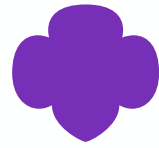
Virtual Cookie Booths are also an option!

Talk with your Cookie Rookies about how to do a virtual cookie booth (with help from a parent/caregiver)

- Set-up on social media
- Talk about cookie varieties
- Answer questions
- Make the ask
- Share Digital Cookie link with customers
- Say thank you
- Manage orders (girl delivery)

Find the virtual booth mini-guide posted to the GSCO Cookie Resources page.



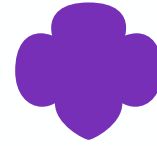


It's important for Girl Scout Daisies and Brownies to know how to connect with customers through their Digital Cookie site.

You can help them by:

- Showing them your own site and talk about and show them how you set it up.
- Coaching them through deciding on their goals
- Helping them to make a video they can add to their site.
- Sharing some of your Digital Cookie customer service tips.

What else would you do to help younger Girl Scouts rock their online cookie business?



The Girl Scout Promise and Law is at the heart of cookie program business ethics.

Girl Scouts are encouraged to be responsible and honest at every step of their cookie-selling journey.

Safety Comes First

Review safety rules

- ✓ **Be Safe on Road** - Always follow safe pedestrian practices and be aware of traffic.
- ✓ **Do Not Enter** - Never enter a customer's home or vehicle.
- ✓ **Sell in the Daytime** – Go door-to-door with adult. Booth sales are in the evening and a Girl Scout volunteer and/or parent/caregiver is with girls at all times.
- ✓ **Be Web Wise and Protect Privacy** - Girls' names and contact information should never be given out to customers. Use a group contact number or address overseen by an adult.

- ✓ **Show You're a Girl Scout** - wear your Girl Scout uniform, membership pin or a Girl Scout T-shirt.
- ✓ **Partner w/ Adults** - adults must accompany Girl Scout Daisies, Brownies and Juniors.
- ✓ **Be Streetwise and ALWAYS use the Buddy System.**
- ✓ **Plan Ahead** - Have a plan for safeguarding money.

Reminder: Girls and adults need to follow all COVID-19 safety guidelines.

Safety Comes First



WHAT'S NEW in 2024?



New Theme and Mascot



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits
Approximately 12 cookies per 6.2 oz. pkg. **\$5**
UD



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg. **\$5**
UD



Do-si-dos®

- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling
Approximately 20 cookies per 8 oz. pkg. **\$5**
UD



Samoas®

- Real Cocoa
- Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg. **\$5**
UD



Tagalongs®

- Real Cocoa
- Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating
Approximately 15 cookies per 6.5 oz. pkg. **\$5**
UD



Thin Mints®

- Made with Vegan Ingredients
- Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg. **\$5**
UD



Girl Scout S'mores®

- Made with Natural Flavors
- Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling
Approximately 16 cookies per 8.5 oz. pkg. **\$6**
UD



Toffee-tastic®

GLUTEN-FREE

- No Artificial Flavors

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg. **\$6**
UD



Adventurefuls™

- Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème filling and a hint of sea salt
Approximately 15 cookies per 6.3 oz. pkg. **\$5**
UD



GSCO is NOT raising cookie prices

Raspberry Rally cookie is NOT in the cookie lineup this year.

LBB Sustainability Promise

Our promise is to consider the environmental impact of all our business practices, consistently minimizing any negative impact of our activities wherever possible.



Goal of 100% reusable, recyclable or compostable plastic



Global Supplier Code of Business Conduct to ensure our products are socially and environmentally responsible



Use less paper



Minimizing GHG via telework and virtual collaboration



Girl Scouts of Colorado 2024 Girl Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Initial Order Rewards

GSCO Tablecloth

First year troop with an IO of 125+ pkgs per registered girl



Cookie Rookie Patch

First year troop with an IO of 125+ pkgs per registered girl



Includes phone case ring insert

Lanyards (two adults)

Troops with an IO of 350+ pkgs per registered girl

Frog Charm (one per girl)

Troops with an IO of 350+ pkgs per registered girl



Troop Super Seller Rewards



Troops with a selling girl average of 450+ pkgs will receive a Super Seller Patch for each selling girl and \$25 per selling girl and two adults in additional proceeds, to fund troop activities.

Troops with a selling girl average of 650+ pkgs will receive an additional \$25 in proceeds per selling girl and two adults, to fund troop activities

Booth Sales



Stand Charm
Sell cookies at booth. TCM must allocate cookies sold via eBudde booth recorder

Digital Cookie



Techie Charm
Site set up and complete one order

Hometown Hero



Cookie Heart Charm
20+ HTH pkgs with data input

Gift of Caring



Axolotl Samoas Charm
30+ GOC pkgs

Earn Them All!



Earn the Charm Patch and all 6 charms

- Charm Patch - 50+ pkgs
- Theme Charm - 85+ pkgs
- Techie Charm - DOC sale
- Axolotl Samoas Charm - 30+ GOC
- Cookie Hearts Charm - 20+ HTH
- Frog Charm - 350+ pkgs Initial Order
- Stand Charm - Booth sales

Stellar Sellers

Top Cookie CEO Event OR 200 Cookie Credits
2500+ pkgs

350 Cookie Credits
3000+pkgs

450 Cookie Credits
4000+ pkgs

50 Cookie Credits for every 500 packages beyond 5000
5500+ pkgs

Bar Patches

100+

Bar Patch
100+ pkgs

Awarded at highest level earned, starting at 100+ in increments of 100 up to 1000+ pkgs, then in increments of 500, up to 8500+ pkgs

View rewards on order card too!



2024 Year Bar
24+ pkgs



Charm Patch
50+ pkgs



Own Your
Magic Charm
85+ pkgs



Bandana
125+ pkgs



Lanyard
160+ pkgs



DIY Playing
Card Set
200+ pkgs



Different
faces
OR
10
Cookie
Credits
Socks OR
10 Cookie Credits
240+ pkgs



OR
15
Cookie
Credits
Axolotl Plush OR
15 Cookie Credits
280+ pkgs



OR
20
Cookie
Credits
Axolotl In my Pocket Tee
OR 20 Cookie Credits
350+ pkgs



OR
25
Cookie
Credits
Axolotl Pillow OR
25 Cookie Credits
400+ pkgs



OR
30
Cookie
Credits
Journal
Sketch Journal
OR 30 Cookie Credits
AND Magic
Marker OR 30 Cookie Credits
450+ pkgs



OR
35
Cookie
Credits
Wallet Pouch AND Screen Cleaner
Dangler OR 35 Cookie Credits
525+ pkgs



OR
40
Cookie
Credits
OR
40
Cookie
Credits
Bulld-A-Bear
OR Ultra
Experience
OR 40 Cookie
Credits
625+ pkgs



OR
45
Cookie
Credits
OR
45
Cookie
Credits
Spinning
Necklace
AND
Collapsible
Cup OR
Shoe That
Grows OR
45 Cookie
Credits
750+ pkgs



OR
50
Cookie
Credits
OR
50
Cookie
Credits
Weekender
Tote OR
50 Cookie
Credits
1000+ pkgs



OR
75
Cookie
Credits
10% Camp Discount*
AND Medallion AND
choice of: Top Achiever
Experience OR 75
Cookie Credits
1250+ pkgs



OR
1500+ pkgs
Crossbody
Bag AND
Fashion
Patches AND
15% Camp
Discount*
1500+ pkgs



Puffy Camp
Blanket
AND 20%
Camp
Discount*
2000+ pkgs

GSCO reserves the right to substitute items for a different item of equal value with or without notice. All troops will earn \$0.81 per package sold. Troops with a selling girl average of 400+ pkgs will earn \$0.86 per package sold.

*Camp discounts only apply to camps with GSCO-run registration through CampInTouch, not volunteer run camps. The highest percentage of camp discount earned during the 2024 Girl Scout Cookie Program will be applied to the cost of GSCO-run camp registration.

View rewards on order card too!

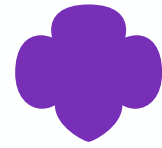


Every 2024 Graduating Girl Scout Ambassador (senior in high school), who sells 500 or more packages of cookies, will earn the reward of a Girl Scout LIFETIME membership!

Remember:

**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 other girls about the cookie program,
you're helping them reach their dreams!



Be respectful

Be reliable

Be friendly

Be helpful

Be *yourself*

Be a Girl Scout!

Next Steps

Contact the service unit cookie manager (SUCM) in your area.

Not sure who that is? Ask your troop leader for their name and contact information.

Your SUCM or another key service unit volunteer can help you connect with delivery site managers and cupboard managers, and Daisy and/or Brownie troops to mentor!





Thank you!