

COOKIES RISING: COOKIE APPRENTICE

AN INSTANT MEETING FOR PATHFINDERS
FROM THE BC PROGRAM COMMITTEE

You should have a “Cookies Rising” night at Pathfinders 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 are the official fundraiser of Girl Guides of Canada and it is essential that the girls (and Guiders!) understand the importance of this initiative. 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 targeting 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** (goal setting; customer base)
2. **Girl Guides of Canada** (public relations; importance of cookies sales)
3. **Business** (initiative; project planning; marketing)
4. **Social** (creativity; teamwork; leadership)

Meeting Plan

- 5 - 10 min: Pathfinder Opening and Discussion
- 70 - 80 min: The Apprentice Challenge
Development of marketing plan and presentation
- 30 min: Presentations
- 5-10 min: Pathfinder Closing

120 minute meeting. Approximate activity times shown.

**Contributed by Becca Stephen*

Program Connections

Finding the Path: Cookies Rising *Complete module.

Finding the Path: Choosing Your Own Direction

4. Cookie goal setting.

Creating Your Future: Event Planning

5. Publicize your event

Girls Stuff: Girls Just Want to Have Fun 4. Express yourself through the arts

My Music, My Movies, and More!: The Arts from A to Z

8. Create a commercial;
Alternate activity

My Music, My Movies, and More!: Camera Crazy

Alternate activity

Exploring a Theme: Computer Whiz 3. Make a brochure

Meeting Supplies

- | | | |
|--|--|--|
| <input type="checkbox"/> Investigative Questions sheet | <input type="checkbox"/> cookie box template | <input type="checkbox"/> old magazines |
| <input type="checkbox"/> Cookie Facts sheet | <input type="checkbox"/> poster board | <input type="checkbox"/> glue and/or tape |
| <input type="checkbox"/> Judge's Score Sheet | <input type="checkbox"/> paper | <input type="checkbox"/> props for filming |
| <input type="checkbox"/> current cookie ads | <input type="checkbox"/> pens, markers, pencils | <input type="checkbox"/> video recording devices (eg. smart phone or camera) |
| <input type="checkbox"/> current cookie boxes / cartons | <input type="checkbox"/> rulers | <input type="checkbox"/> prizes for the winning team |
| <input type="checkbox"/> current cookie selling aids (including posters, cookie dough envelopes, etc.) | <input type="checkbox"/> masking tape for displaying posters | <input type="checkbox"/> Cookies Rising badges |
| | <input type="checkbox"/> camera | |
| | <input type="checkbox"/> construction paper | |

Preparation

Prior to the meeting

1. Find out selling statistics for the past three years for your unit, district and area. (Your district and/or area commissioners and cookie adviser should be able to help you with this.) Break down the numbers by campaign, classic versus chocolatey mint.
2. Download Girl Guide Cookie ads from the national website.
3. Download posters.
4. Have samples of the current boxes of classic and mint cookies.
5. Prepare a box template by opening a cookie box that girls can trace to create a new cookie box.

Pathfinder Opening and Discussion

Program Outcome: *Financial –customer base; Girl Guides of Canada – GGC Ambassador, importance of cookie sales, public relations; Business – initiative, project planning, marketing; Social – creativity, teamwork, leadership*

Note: Program outcomes apply to the full meeting.

Do your usual Pathfinder opening.

Using the Investigative Questions and the Cookies Facts sheets, discuss the importance of cookie sales and the types of activities that they allow us to do.

Introduction

1. Introduce the meeting by saying:
Girl Guides of Canada - Guides du Canada is looking for a way to increase market shares for spring and fall cookies. The expectation is that we should be able to increase our cookie sales by approximately 3% each year. To do this, we need to look at how we sell and whether our branding can be improved. Your task is to come up with new branding. This may include a new package design, slogan and/or ad campaign through print, TV, radio and/or social media. You will be required to market it to the judges at the end of the meeting. Keep in mind that GGC is looking for something new and innovative that will draw the public to our cookies.

Supplies

- Investigative Questions sheet
- Cookie Facts sheet
- Judge's Score Sheet

2. Introduce the judges. This would be a great time to bring in your district or area council members to help out. If this is not possible, the Guiders can be the judges.
3. Explain what the criteria for judging will be (see the Judge's Score Sheet).
4. Divide the girls into teams of four or five and then proceed with the meeting.

Team Development and Marketing Strategy

For each team

1. Vote on a leader and come up with a group name.
2. Decide the tasks that need to be completed to accomplish the plan and who will be responsible for each of them, e.g., artwork, videography, advertising campaign, acting, etc. It is the leader's responsibility to watch over everything and make sure it is being done, adding her expertise to any areas where she can help.
3. Everyone must be included, either by working on something individually or with a partner.
4. As the aim of this task is to work towards increasing sales every year, you need to look at how you can accomplish this.
5. In your teams, look at the current print, radio, TV and social media ads for cookies. Discuss how you could improve them.

Supplies

- paper and pen
- cookie statistics for your unit/district/area for up to the past three years
- cookie history
- current cookie ads
- current cookie posters
- current cookie boxes / cartons
- current cookie selling aids

Marketing

Develop a marketing strategy in two of the three following areas:

- media ads (radio/TV/newspaper/social media)
- promotional materials (boxes, cartons, posters, cookie sales aids)
- selling techniques (ideas for improving sales through new techniques, investigation of new areas, etc.)

Come up with a new slogan that reflects what our cookies mean to us. Remember that it has to catch your customer's attention.

Media

1. Create an ad campaign for one of the media types (radio, TV or print). It will need to be short, concise and contain all necessary information. Media ads need to get the information across to the public in a very short space of time, so make it memorable - don't forget to use your slogan.
2. Radio and TV ads (voice or video) should be no more than 30 seconds. Written media should be no more than 250 words.

Print campaign: flyer, brochure and/or poster: Can be made on a computer or by hand. All details should be included. Print ads need to be clear, concise and eye-catching!

Supplies

- poster board
- markers
- pencils
- rulers
- construction paper
- old magazines
- glue and/or tape
- smart phone or camera (optional)

3. You can use any of the information, props or materials provided to help you with your challenge.
4. Remember to include the 4 P's of marketing as listed in the Investigative Questions sheet. Be as creative and innovative as you like.
5. When you give your presentation to the judges, make sure that you've answered all the questions that need to be answered in an ad: who, what, where, when and why.

Promotional Materials

1. Develop a new look for your marketing materials. Use a piece of poster board to draw out what the items will look like. Remember that they should have a common link to tie them together. You will be presenting this board to the judges along with your justification for the changes you are making. Be as creative as you like and don't forget to include your slogan.

Selling Techniques

1. Look at the statistics again about your unit sales. Make a new sales goal for the next two sales campaigns based on an increase of 3% to your current cookies sales.
2. Now develop some selling strategies. Where do you think you should be selling? Is there somewhere that you've never tried before that you think could be a successful sales location? Can you work with other units to have a bigger presence in the community during the blitz time? Can you come up with ideas that make cookie selling fun and new?
3. When making your presentation, you will need at least four or five new ideas for selling strategies and good reasons for wanting to try them.

Presentations

Directions

1. Present your two marketing focuses to the judges using any of the props needed. Judging will be based on the following:
 - during the development process: communication within the group, teamwork, leadership and delegation
 - during the presentation: understanding of product, clear communication of marketing plan
2. Judges will mark using the included score sheet.
3. Girls can also vote using the included ballots.
4. Judges calculate the scores to determine the winners. To do this, they add up their scores and then add one point for each girl vote to their total.

Supplies

- Judge's Score Sheet
- girl ballots
- finished product
- completed 30 second ad
- finished poster

Pathfinder Closing

1. The winners of the Cookie Apprentice are announced and prizes are awarded.
2. Present Cookies Rising badges.
3. Do your usual Pathfinder closing.

INVESTIGATIVE QUESTIONS

Answer these questions as a team to make sure that you have sufficient knowledge about the product to help you with this challenge.

Profit per case of cookies sold

1. How much money does your unit keep from each case of cookies? (Note: It is a minimum of \$11 and could be higher based on your area or district procedures)
2. Does your district/area have a cookie incentive that you can take advantage of? How much is it?
3. How many cases of cookies do you have to sell to take advantage of the incentive?
4. How do you apply for it?

Cookie Statistics

Using the statistics provided, answer the following:

1. What is the trend for your unit with cookie sales?
 - Do you sell more in one season than another?
 - Do sales increase every year?
 - Do you sell more if you have specific goals in mind?
2. Compare the sales to both your district and area sales:
 - Do district and area sales increase or decrease at the same rate as your unit sales?
 - Why do you think that is?

Cookie Money Goals

1. What would you like to do with your cookie money?
2. Approximately how much will that cost?
3. How many cases of cookies will you have to sell to do that?

Customer Base

1. Who is buying your cookies?
2. Are there customers that you don't reach?
3. How do you make them aware of Girl Guide cookies?

Marketing

The 4 P's of marketing are: Price, Product, Promotion and Place. These should always be taken into consideration whenever planning an ad campaign.

Marketing Aids:

Look at the various marketing materials that come out with the cookies, including cookie boxes, cartons, posters, selling aids, etc. What about them do you find appealing? What do you think needs updating? What needs to be changed altogether? Why?

Current Marketing:

Look at the current ads (print, social media, radio and TV). What do you like about them? Do you think they are all effective? Why or why not? If you could focus on one or two media forms, what would they be and why? Remember you want to reach the widest audience possible. What would you do to update the existing ads?

COOKIE FACTS

Fundraising

- Cookies became the official fundraiser for Girl Guides in 1929.
 - 25% of all money fundraised must come from cookies. For example, if you are planning an event that costs \$200 and you plan to fundraise the maximum amount, you can fundraise 90% (\$180) of the total cost and 10% (\$20) must come from your own money. Of the \$180, at least 25% (\$45) must be raised through cookie sales.
- The Guaranteed Unit Amount for every unit in Canada is a minimum of \$11/case.

The Cookie

- The first Girl Guide cookies were sold in 1927 in Regina, Saskatchewan.
- In the past, Girl Guides have sold vanilla crème, maple cream and shortbread cookies.
- There are currently three flavours of cookies: chocolatey mint and classic cookies (chocolate and vanilla sandwich cookies).
- GGC cookies are produced in a nut-free and peanut-free bakery.
- Classic cookies have no trans fats, while chocolatey mint has been reduced by more than 90% to just 0.1g in two cookies. To reduce more than that would mean the flavour of the cookie would change significantly.
- Girl Guide classic cookies are certified as Kosher.

Additional Facts

- Girl Guides supports our soldiers: During the Gulf War in 1991, every Canadian soldier received a box of GGC cookies.
- Cookie All Stars is the national cookie-selling rewards initiative available for all girls.
- Girl Guide cookies have their own Twitter account.
- Over 5.5 million boxes of Girl Guide cookies are sold each year in Canada.
- Girl Guide cookies are environmentally friendly. The case and the box are printed on 100% recycled material. The coating on the box is water-based, to be more environmentally friendly. The plastic tray and wrap are recyclable in most communities.
- The cookies do not have an expiry date; they are best eaten within eight months of the date they are produced, and GGC recommends that cookies only be sold within the first six months after production to retain the high quality of standards and flavour consumers have come to expect from Girl Guide cookies.

To determine the packaging date:

 - Look at the code on the end flap to find 5 digits followed by a letter
 - The first two number numbers refer to the year, e.g., 15 = 2015.
 - The next three numbers refer to the day within the year, e.g., 37 is the 37th day of the year or February 6th.
 - The letter is the shift, e.g., A stands for shift A.

So, if the number on end flap says 15126C, it means the cookies were made in 2015 on the 126th day of the year (May 6th) and they were made by shift A.

JUDGE'S SCORE SHEET

Instructions: Score each category on a scale of 1 to 5.

CATEGORY	TEAM 1	TEAM 2	TEAM 3	TEAM 4	TEAM 5	ADDITIONAL NOTES
COMMUNICATION WITHIN THE GROUP						
TEAMWORK / LEADERSHIP						
DELEGATION						
IMAGINATION AND CREATIVITY						
UNDERSTANDING OF PRODUCT						
CLEAR COMMUNICATION OF MARKETING PLAN						
OVERALL SCORE /30						

PRODUCT SCORE SHEET

Write the name of the team that you feel won each category

MEDIA

First: _____

PROMOTIONAL MATERIALS

First: _____

SELLING TECHNIQUES

First: _____

PRODUCT SCORE SHEET

Write the name of the team that you feel won each category

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