

COOKIES RISING: LIGHTS, CAMERA, COOKIES!

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 is the official fundraiser of Girl Guides of Canada and it is essential that the girls (and Guiders!) understand the importance of this. 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:

- Financial** (handling money; budgeting cookie money; goal setting; customer base)
- Girl Guides of Canada** (being a good citizen; GGC Ambassador; public relations; importance of cookies sales; history of GGC cookies)
- Business** (initiative; etiquette; project planning; explore career; marketing)
- Social** (creativity; safety; teamwork; leadership; conflict resolution)

Meeting Plan

Preparation *Week before:* At the meeting prior, spend 30 minutes preparing for this meeting.

One-two days before: email reminder of necessary supplies to bring.

- 5 min: Pathfinder Opening
- 15-20 min: Activities and a Wish (Goal Setting)
- 5-10 min: Determining Your Audience
- 25-30 min: Script Writing and Set Design
- 40 min: Filming Your Video
- 15 min: Sharing Your Video
- 5 min: Pathfinder Closing

120 minute meeting. Approximate activity times shown.

Program Connections

Finding the Path: Cookies Rising *Complete module.

Finding the Path: Choosing Your Own Direction

4. Cookie goal setting.

Finding the Path: Bridging the Gap 1. Promo video.

Creating Your Future: Event Planning 5. Publicize event.

Creating Your Future: We're a Team Work together as a team (one alternate activity)

Girls Stuff: Girls Just Want to Have Fun 4. Express Yourself.

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

1. Drama
8. Write a commercial.

My Music, My Movies, and More!: Movie Mania

5. Create a storyboard.
7. Create a silent movie.
9. Create a short film.

Meeting Supplies

Predetermine the supplies required with the girls at the meeting prior to this one.

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| <input type="checkbox"/> “How the Cookie Crumbles” (week prior) | <input type="checkbox"/> Cookie Sales Goal poster | <input type="checkbox"/> additional props and supplies (brought by Guiders) – balloons, banners, etc. |
| <input type="checkbox"/> activity and wish from each girl | <input type="checkbox"/> video cameras, smartphones or tablets to use for video making | <input type="checkbox"/> cookie history and facts |
| <input type="checkbox"/> whiteboard & pens or large sheets of paper and markers | <input type="checkbox"/> cookie costumes (if available) | <input type="checkbox"/> video tips sheet |
| <input type="checkbox"/> paper and pencils | <input type="checkbox"/> costumes / props (to be brought by the girls) | <input type="checkbox"/> computer (to share videos) |
| <input type="checkbox"/> calculator | | |

Preparation

Program Outcomes: GGC – importance of cookie sales

To be completed at the meeting prior to the Cookies Rising meeting. You will require approximately 30 minutes of time to complete this preparation.

At the meeting prior to your Cookies Rising meeting, remind the girls that the next meeting is a “Cookies Rising” meeting. Discuss the basic meeting plan, e.g. learning about cookies and making a PR video. Take time to answer all questions and ensure that they are well prepared.

Supplies

- “How the Cookie Crumbles” (included)

1. Discuss the breakdown of cookies. Make sure they understand what’s in it for them.
 - Cookies are the official fundraiser of Girl Guides of Canada. The money raised from their sales supports girl activities (e.g. camps, activities, equipment & supplies). It is important that cookies sales remain a priority because they fund Guiding initiatives.
 - Dare gets \$21.75 (cost of cookies) and GGC gets \$38.25 per case of cookies
 - From the money that goes to Girl Guides, 8% goes to Girl Guides of Canada (national) to support the programs, national and international camps and events etc.; 21% goes to BC Girl Guides (province) with money going towards events and camps like SOAR and Pathfinder Summit as well as support for Provincial, National and International events. A guaranteed unit share of at least \$11 of that 21% goes directly to the unit. Some areas and districts have incentives that increase that amount. (If your area has incentives, make sure that the girls know exactly how much and how to go about taking advantage of those incentives.)
2. Ask the girls to do some thinking about how they would like to spend their cookie money. For the next meeting, they will need to bring:
 - An activity that they would enjoy that will cost no more than 3 cases of cookie profits. This could be indoor rock climbing, a lesson in an art studio, cake decorating lesson etc. They should know the approximate cost of the activity.
 - A wish - something that they would like to do that will require selling multiple cases of cookies over a longer period of time, e.g. a trip to another city, province or country, an adventure challenge like dog sledding, etc. Bring estimated costs.
 - As a leader, you should be prepared with activities and a wish in case they find that part hard to put together in a week. A rough estimate of costs will work.
3. Lastly, discuss how you are going to complete your Cookies Rising badge this year by making PR videos. Divide into groups. The videos will portray what they think would be a good media campaign for Girl Guide cookies. Give the groups a few minutes to think about what type of props/costumes they will need to bring next week. Make sure that every group will have a device capable of making a video. *(continued next page)*

To be completed one to two days prior to the Cookies Rising meeting.

Send an email or message to the girls reminding them of what they are doing at this meeting, and that they are to be bringing props/costumes, one activity idea and one wish.

Activities and a Wish: An Exercise in Goal Setting

Program Outcome: Financial – goal setting & budgeting

Activities

1. On a whiteboard (or large paper) draw a table with three columns headed “Activity”, “cost”, and “# of cases”.
2. Ask the girls to list the activities they would like to do and the cost in the appropriate columns.
3. Give each girl a piece of paper, and from the list, select her top 3 activity choices, in order. This should be done individually, not as a group.
4. Once completed, hand them in and a Guider can tally up the choices.

Supplies

- activities and wishes
- whiteboard & pens
- paper and pencils
- calculator
- Cookie Sale Goal poster

Wishes

5. Use the same process to share their wishes and determine which wish will be the long-term goal of the group.

Goals

6. Once the group has selected their activities and their wish, they will calculate the total number of cookie cases that need to be sold to reach this goal. Use the amount per case that your unit will earn.
7. Remember that a minimum of 25% of the fundraising must come from cookies. Is your goal something that is achievable? What is the timeline? How many cookie campaigns will be involved and how many cookies will need to be sold in each campaign?
8. If you wish, you can use the Cookie Sales Goal poster to indicate the goals and how many cookies need to be sold. You can mark an activity goal at each level of cases, if you wish, e.g. 1 case of cookies = cake decorating, 4 cases of cookies = rock climbing, 50 cases of cookies = dog sledding, etc.
9. This process is called goal setting. By the end of it, the girls should have determined what they would like to do and how many cookies they will need to sell to achieve it.
10. If you prefer, you can do it with examples that you provide based on previous choices the girls have made.

Determining Your Audience

Program Outcome: Financial – customer base

The first thing you need to do before making a video is determine your target audience. Discuss the following questions.

- Who have you sold cookies to in the past? Why have they bought from you?
- What brings your customer to you?
- Do they always buy from you or from others too?
- Have any stopped buying from you? Why?
- With your video, do you plan to target people who already buy from you or someone else? Who?
- How do you think you can reach new customer?
- Where would you plan to show your video?
- Who do you think your target audience is?

Script Writing and Set Design

Program Outcomes: Business – marketing & initiative, GGC – GGC ambassador, public relations & history of cookies, Social – creativity & teamwork

When making a video, you need to write a script. Divide into your groups and brainstorm first, then write your script. The video should be 30 seconds to 1 minute - no longer. The typical TV commercial is 30 seconds long.

1. The goal is to make a marketing video about Girl Guide cookies that you think will increase your cookie sales. Remember the audience you've decided to sell to.
2. You need to answer the following in your video:
 - Why do Girl Guides sell cookies? You can include history (see the end of this meeting plan) if you like, or you can say what type of things cookies support.
 - What is your specific goal for selling cookies?
 - Why people should buy the cookies from you? What do they get out of it?
 - **Remember to make it FUN!**
3. Decide, as a group, how you will achieve this, then write the script.
4. Cast your characters. Who will be the best in the part?
5. What type of music, if any, do you want?
6. If you like, you can draw the video out in a storyboard to show what happens in each scene. It might make it easier to visualize how it will all come together.
7. Use your props and costumes to set the stage for your video.

Supplies

- paper and pencils
- props and costumes
- cookie costumes (if available)
- Girl Guide Cookie History
- Cookie Tips

Filming Your Video

Program Outcomes: Business – marketing & initiative, GGC – GGC ambassador & public relations, Social – creativity & teamwork

1. Make sure that every person has a script.
2. Set up your stage with your props. Make sure any additional props you need are within reach.
3. Verbally run through what you want to happen and when (timing).
4. Do a couple of run-throughs before you film.
5. Once you have perfected the run-through, it is time to film your video.
6. If you are using a phone or tablet, you can add special effects with a variety of free apps. You can make your video into a music video also using apps. Just make sure that if you're not using voice, that your message is clear.
7. Read the "Tips" sheet. It may help with creating a fantastic video.

Supplies

- copies of the script
- props / costumes
- camera, smartphone, tablet or video camera
- Video Filming Tips

Sharing Your Video

Program Outcomes: Business – marketing & initiative, GGC – GGC ambassador & public relations, Social – creativity & teamwork

1. It's time to view everyone's videos. Upload them onto a computer.
2. Submit finished products to the Provincial Public Relations Committee, if you would like.

Supplies

- completed videos
- computer

Pathfinder Closing

Finish the meeting with your usual closing and distribute Cookie Rising badges. Note that 1st year Pathfinders will get the Cookie Rising 1 badge, 2nd year Pathfinders will get the Cookie Rising 2 badge, and 3rd year Pathfinders will get the Cookie Rising 3 badge.



Girl Guides
of Canada
Guides
du Canada

BRITISH COLUMBIA COUNCIL

How the Cookie Crumbles...

per carton
(12 boxes)



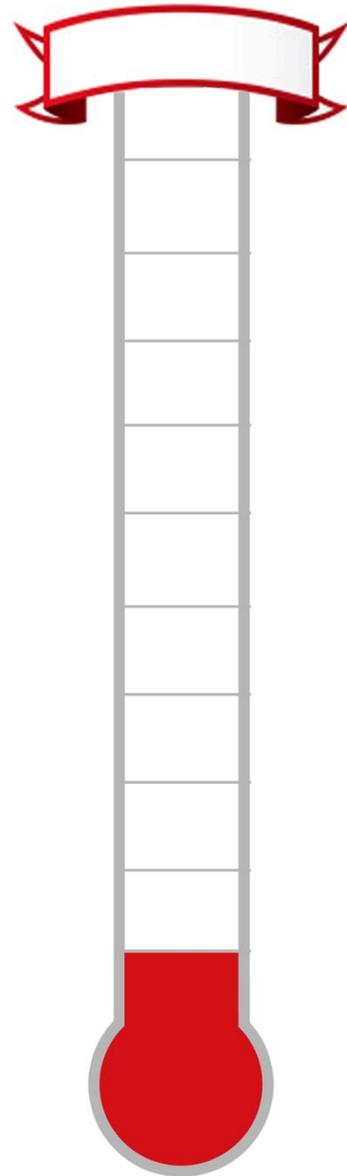
\$5 per box
\$60 per carton

Source: http://www.bc-girlguides.org/WEB/Documents/cookiecrumbles_pr.pdf

Cookies Sales Goal

Our Goal is to: _____

We need to sell
_____ cases
to achieve our goal.



Girl Guide Cookie History

In 1927, a Girl Guide leader in Regina baked and packaged cookies for her girls to sell as a simple way to raise money for their uniforms and camping equipment. Little did she know that she was starting one of Canada's best-loved traditions - Girl Guide cookies!

Today, Girl Guide cookies are the official fundraiser of Girl Guides of Canada-Guides du Canada. All money raised through cookies sales support girls and women in Guiding by:

- Helping us provide diverse and exciting programs and activities
- Allowing girls the chance to discover new interests, learn valuable leadership skills and making lasting friendships
- Assisting girls and leaders to attend camps and events
- Providing training and support for Guiding leaders

There's a Tasty History Behind Girl Guide Cookies!

- 1927** The first Girl Guide cookies are sold in Regina, Saskatchewan.
- 1929** Girl Guides of Canada begins selling cookies as the official fundraising activity for the organization.
- 1946** Vanilla crème, maple cream and shortbread cookies are introduced.
- 1953** Classic chocolate and vanilla cookies make their first appearance.
- 1960** A special box commemorates the 50th anniversary of GGC.
- 1966** The classic vanilla and chocolate cookies are back!
- 1967** GGC centennial cookies are sold.
- 1991** During the Gulf War, every Canadian soldier is given a box of GGC cookies upon arrival in Saudi Arabia.
- 1992** Former Girl Guide and Canadian astronaut Roberta Bondar juggles Girl Guide cookies in space.
- 1995** Chocolatey mint cookies are sold in all provinces across Canada
- 2003** All classic chocolate and vanilla and chocolatey mint cookies are produced in a nut-free and peanut-free bakery.
- 2009** GGC announced and launched reduced trans fats in the chocolatey mint cookies
- 2009** GGC launches first national cookie-selling rewards initiative- Cookie All Stars
- 2010** A special 100th anniversary commemorative box is produced. The classic chocolate and vanilla cookies are now 0 g trans fat per serving.
- 2011** Girl Guide Cookies gets its own Twitter account.
- 2012** The Girl Guide cookie box gets a new look, featuring fun illustrations tracing the journey from Sparks to Rangers.
- 2014** Girl Guide classic chocolate and vanilla cookies are certified as Kosher.

Source: https://girlguides.ca/web/GGC/Cookies/Cookie_History/GGC/Cookies/Cookie_History.aspx

Tips For Cookie Videos

1. SMILE and HAVE FUN!
2. Wear your uniform – it helps people identify with you.
3. Make sure to include your Key Messages.
4. Borrow a cookie costume and use it in your video or design a banner to use.
5. Know your cookie information. How much does a box of cookies cost?
6. Have a unit goal that you plan to accomplish with your cookie money. Let people know what it is.
7. Post your video on Facebook or YouTube after it's approved by your Guider.
8. Use Girl Guide music in the background or write your own song.
9. Remind your customers that cookies make great gifts for special occasions.
10. Send your customers a message with the link to your YouTube video.

Video Filming Tips

Before Filming

- Make sure that what you write is achievable.
- Don't use lots of characters. It's better to keep it simple.
- Don't colour the storyboard. It's just a guide, not an art project
- Make sure you have your supplies.

Filming

- If using voice, do sound tests ahead of time to make sure the recording is clear.
- Make sure your message is clear.
- If you want to show feelings, film closer up.
- If you are directing, don't be bossy. Remember it's a team and everyone has an opinion. Teamwork is important.
- Give clear instructions to everyone, but especially to the camera man. It's very important for everyone to understand what they exactly have to do. That will avoid many mistakes.
- If necessary, plan a short break between the practice and filming
- Remember the people you will need – a director, a camera person, and actors. What other roles are there that you can use.
- If you are not an actor who is speaking, try to be silent while filming.
- Be patient. Good work takes time. You may need to film more than once to get the video the way you want it.

After Filming

- Keep your script as a record.
- Recognize the work that everyone has done to make the video and take time to thank them.
- Make sure that everyone is okay with it before you upload your video. That includes your Guider. She will be able to see if there will be any changes required before you share it on social media.
- Pass a copy along to your Provincial Public Relations Committee.