Congratulations!

You’re a Cookie Captain.

You play an important role in educating younger Girl Scouts® about the Girl Scout Cookie Program.
Cookie Captain Responsibilities

- Mentor a group of first-time cookie sellers.
- Help at cookie events.
- Join young Girl Scouts at booths.
- Provide assistance to your Service Unit Cookie Manager.
How do YOU teach girls about cookie selling?
You can create your own plan or you can use the step-by-step guide provided by Little Brownie Bakers®.

Gather all your materials and keep it simple.

Cookie Captains have their own Little Brownie Bakers Pinterest board – and it’s packed with fun games, activities and resources. Go to pinterest.com/lbbbakers/cookie-captain.
Start with the basics.

1. Introduce yourself.
2. Ask if any girls have eaten a Girl Scout Cookie!
3. Explain what the Girl Scout Cookie Program is all about.
4. Ask if they have any questions – some questions you can answer right away and other answers will be part of your meeting with them.
Review the cookie varieties your council offers.

- Be prepared to describe each variety.
- Have pictures of the cookies and boxes to reference while you are teaching.

Find cookie games
STEP 3

How to sell

Girls will need lots of practice.

- Role play examples for door-to-door sales and booth sales.
- Encourage girls to practice what to say when a customer declines.

Find cookie games
STEP 4

Money management

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

Find money games
Safety comes first

Review safety rules.

1. Wear a Girl Scout pin and/or clothing to identify yourself as a Girl Scout.

2. Adults must accompany GS Daisies, Brownies and Juniors.

3. Always use the buddy system.

4. Have a plan for safe-guarding money with adults.

5. Never enter a customer’s home or vehicle.

6. Sell only during daylight hours, unless accompanied by an adult.

7. Girls’ last names and contact information should never be given out to customers. Use a group contact number or address overseen by an adult.

Play a game of Safety Charades or create Safety Tip Pinwheels.
STEP 6 🍪
Marketing makes the sale

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

• What could we do with the money to help others?
• What could we do with the money for fun and learning?
1. Don’t talk for more than 10 minutes at a time.

2. Break up your teaching with activities and games to get girls active.

3. Get help from other adults.

4. 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.
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.

Remember
Go Cookie Captains!