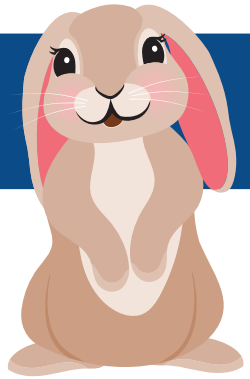
girl scouts
heart of new jersey

COOKIE UNIVERSITY

2027

Troop Leader Guide





Cookie Skills Lab

This series of activities is designed to prepare your troop to have a stellar Cookie Season by practicing the five financial management skills - Goal Setting, Decision Making, Money Managment, People Skills, and Business Ethics.

1. Set the Goal, Achieve the Goal!

- Make decisions about what the troop would like to do with cookie proceeds.
- Define steps to success and set individual and troop goals.
- Complete a craft to remember individual goals.
- Make a poster as a troop goal reminder.
- Prepare a congratulatory postcard for the end of the season.

2. Find the Lie!

Show your cookie business knowledge, people skills, and business ethics by playing 2 Truths and a Lie.

3. Get to Know the Cookie!

Understand your product with the Allergen Match Game.

At the Cookie University Pep Rally (January 9, 2027), complete your Girl Scout Cookie taste test.

4. Manage the Sale!

- Practice making the sale.
- Learn to overcome objections.
- Try to sell more cookies.
- Test your cookie sales skills at the Cookie University Pep Rally.



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1.

Set the Goal, Achieve the Goal!

Activity 1 Overview
Girl Scouts will set realistic troop and individual goals and define the steps they plan to take to achieve them.

Materials
Page 1 of the participant guide

Activity 2 Overview
Girl Scouts will make a bracelet out of clay beads that represents their cookie sales goal.

Materials
Bracelet kit (included) and tape (not included)

Activity 3 Overview
Girl Scouts will pre-congratulate themselves on achieving their sales goal by preparing a postcard that their leader will mail to them at the end of the cookie season.

Materials
Post Card (included)

2.

Find the Lie!

Activity Overview
Girl Scouts will test their knowledge by playing Two Truths and a Lie.

Materials
Find the Lie! Connect the Dot Bunny found in the participant booklet.
A, B, C- Printouts for each pair
Crayons (not included)

Instructions
1. Divide the Girl Scouts into pairs and hand out the A, B, C printouts to each pair.
2. Read the three statements for each question.
3. Each pair must agree on their answer and raise the letter they think corresponds to the lie. For each question they get right, they can connect another dot on the **Find the Lie! Connect the Dot Bunny page.**
4. Girl Scouts can color the bunny during the next activity while alternating with the other Girl Scouts who play **The Allergen Match Game** until it is their turn.

	A	B	C
1	Lop-eared rabbits have soft coats and are extremely cuddly.	Although their ears are long, lop-eared rabbits have poor hearing. ***Lie: They actually have excellent hearing.***	They love hay, leafy greens, and carrots.
2	Girl Scout Cookies are sold in more than 150 countries around the world.	Nabisco makes Girl Scout Cookies. ***Lie: ABC Baker our makes Girl Scout Cookies.***	The Girl Scout Cookie Program is the largest girl-led business in the world.
3	Selling 20 Girl Scout cookie boxes will earn enough money for your troop to go to Disney World. It would cost a lot more than that!	Sharing the opportunity to buy Girl Scout cookies with friends and family will help to build your cookie business.	Participating in Cookie Booth sales is a good way to build your cookie business.
4	Lemonades are shaped like a slice of lemon.	The most popular Girl Scout Cookie is the Thin Mint.	Girl Scout Cookies have always been round. We have been creative with cookie shapes in the past.
5	Adventurefuls are made with peanut butter. They are a brownie-inspired cookie with no peanuts.	Caramel deLites are made with coconut.	Thin mints are made with chocolate.
6	It is good customer service to treat a customer kindly even if they don't buy cookies.	It is good customer service to tell all customers that all cookies are gluten-free when they are not. ***Lie: That could be very dangerous.***	It is good customer service to ask parental permission before selling cookies to younger kids.
7	It is good business ethics NOT to sell cookies in areas where you don't have permission.	It is good business ethics to offer discounts even though it is not allowed. ***Lie: It's never good to break the rules.***	It is good business ethics to keep accurate records of your sales for badges or recognition.

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	A	B	C
8	When you do not have anymore boxes of a customer's favorite cookie you should apologize.	When you do not have anymore boxes of a customer's favorite cookie you should let them know that the cookie is out of stock.	When you do not have anymore boxes of a customer's favorite cookie you should promise to bring a box tomorrow anyway. Never lie, it breaks trust.
9	It is good customer service to be aware of the allergens in the cookies you are selling.	It is good customer service to provide accurate change after a sale.	It is good customer service to eat your inventory while you are selling. That's rather unprofessional.
10	One box of cookies costs $8. The correct price is $6.	Carmel Chocolate Chip is the only gluten-free cookie we have for sale.	There are no sugar-free Girl Scout cookies.
11	A budget is a plan that you write down to decide how you will spend your money.	Looking at your budget frequently will help you keep on track with how you want to use your money.	Depositing your money in a budget will help you to keep it safe. A budget is a plan, you deposit money into a bank.
12	I would like to sell 1,000 boxes of cookies as a troop so that we can go snowboarding, is a good goal.	I would personally like to sell 10,000 boxes of cookies so that my troop can plant a community garden, is a good goal. ***Lie: That is too lofty a goal.***	I would like to individually sell 150 boxes of cookies so that I can contribute to my team's cookie goal, is a good goal.

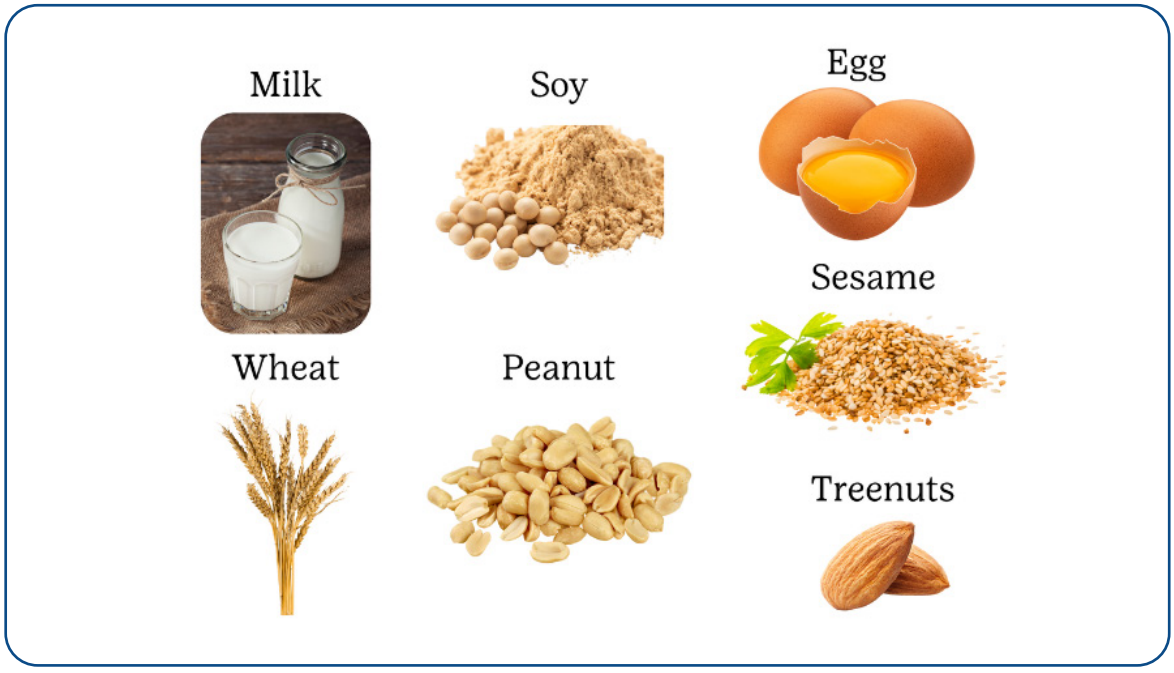
3.

Get to know the Cookie!

Activity Overview
Girl Scouts deepen their product knowledge by playing the **Allergen Match Game.**

Materials
Cookie cards

Instructions
1. Cut out each square for the **Allergen Match Game.** You have 2 sets.
2. Before the game, review the allergens below with the Girl Scouts and explain what food allergens are and how allergen information is communicated on Girl Scout Cookie packaging.
3. Explain that some Girl Scout Cookies contain major food allergens, while others may be manufactured in facilities that also process certain allergens.
4. Girl Scouts should place all cards logo side up with cookies face down. Players take turns turning over 2 cards. If the cards match, the player keeps them and takes another turn. If the cards don't match, the player turns them face down, and the next player takes a turn. When all cards have been matched, players count their pairs. The player with the most cards wins.
5. Two pairs of Girl Scouts can play the Allergen Match game while the other Girl Scouts color their **Find the Lie! Connect the Dots Bunny page.**



4. Manage the Sale!

Use the worksheet in the Girl Scout Booklet to guide your Girl Scouts through this activity.

Activity Overview
Girl Scouts will practice managing money while role-playing a real-life cookie sale.

Materials
- Play money — $50 per pair of Girl Scouts
- 1 die per pair of Girl Scouts
- Girl Scout Cookie variety sheet

Instructions
1. Pair up Girl Scouts and decide who will start as the **Cookie Seller** and the **Customer**. The Cookie Seller gets the die, and the Customer gets the money.
2. The Cookie Seller rolls the die and determines how many cookie boxes she should try to sell.
3. The Cookie Seller should try to overcome objections and provide reasons to sell that number of boxes. For example, roll a 3, try to sell 3 boxes.
4. Once the Customer agrees to make the purchase she should give the Cookie Seller the $50 and the Cookie Seller should make change and give it to the Customer.
5. The Girl Scouts should switch roles and start again. Walk around and listen to the conversations to provide guidance on how to overcome objections.

Offer these tips to the Customer:

- Offer objections, but be reasonable to help your Girl Scout sister practice a successful sale.
- Give the entire $50 to the Seller and allow them to give you change. Then count your change.

Offer these tips to the Girl Scout Seller:

- Listen to the customer.
- Recommend cookies.
- Explain the value of the purchase.
- Answer questions.
- Handle objections wisely.

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Girl Scout Cookies®
2027 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					CONTAINS				CERTIFICATIONS		
	Wheat	Soy	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
Adventurefuls®	Y	Y	M	M		Y	Y	Y	Y			Y
Exploremores®	Y	Y	Y	Y		Y	Y		Y			Y
Lemonades®	Y	Y	M	M		Y	Y		Y		Y	Y
Trefoils®	Y	Y	Y	M		Y		Y	Y			Y
Thin Mints®	Y	Y	M	M		Y	Y	Y	Y		Y	Y
Peanut Butter Patties®	Y	Y	M	Y	M	Y		Y	Y		Y	Y
Caramel deLites®	Y	Y	Y	M		Y			Y			Y
Peanut Butter Sandwich	Y	Y	Y	Y		Y		Y	Y			Y
Caramel Chocolate Chip	M	M	M	M	M	Y		Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit **girlscoutcookies.org** or **www.abcbakers.com** for more information.

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Your Girl Scout Cookie favorites are back!



Adventurefuls®

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



Exploremores®

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted nutty crème



Lemonades® made with vegan ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints® made with vegan ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter Patties® made with vegan ingredients

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 made with vegan ingredients · Certified Gluten Free · Peanut PF Free

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

**Limited availability*

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