



PROCEEDS GO
TOWARDS LOCAL
GIRL GUIDE
UNITS

IT'S COOKIE TIME!



Cookie Information 2019

Creating Entrepreneur Opportunities for girls

Sept 2019

Dear Leaders,

We are delighted to send you the details of our Cookie venture that aims to **Create Entrepreneur Opportunities** for all members! This booklet will provide you with all the information you need to know about the **Irish Girl Guides Cookie programme**.

Please don't hesitate to get in touch by emailing cookies@irishgirlguides.ie with any questions you may have after reading through this booklet.

Looking forward to working with you as we prepare for Cookie month in November!

Yours in Guiding,
The Cookie Team



In short ...

Girls sell packets of Irish made cookies to develop their money management and business skills. There are two flavours (in 2019) and for each pack sold the Unit keeps €1 and returns the rest to IGG to cover the production costs. Units can raise 100's of euro while empowering their girls.

We have 40,000 packets ordered and when they're gone, they're gone! So order online soon!



Cookie
Badge
Details



The Idea

Why have this initiative?

Guiding gives us opportunities to develop skills and learn new things. It's been repeatedly reported on the news that girls and women are not well represented in the world of business and entrepreneurship. According to Irish Business and Employers' Confederation (IBEC) the lack of representative numbers of women in decision-making roles remains a very real issue. At the current pace of progress, female executive representation across Europe is unlikely to reach 20% until 2035.

Irish Girl Guides want to change the imbalance of the number of women in decision-making positions across the various sectors of society such as businesses, communities, companies and boardrooms all around Ireland and beyond.

We have created this new initiative #FutureCEOs, which stands for Creating Entrepreneur Opportunities while at the same time giving Units the opportunity to raise funds for their programme activities.

Having reviewed all the fundraising initiatives that IGG had done over the years; we decided to seek expert advice and contacted Alison Cowzer of TV's Dragon Den and co-founder of East Coast Bakehouse in Drogheda, Ireland's largest biscuit making facility. Alison was delighted to support IGG with the #FutureCEO project as according to her, "it could take centuries to achieve equality without serious efforts to bring women into male-dominated spheres such as business and politics." She explained to the Sunday Business Post (11 June 2017) that the value of the #FutureCEO programme is that "it's something that's very real, it's not something theoretical" and will help foster a spirit of entrepreneurship among young Irish girls.



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When?

- Deadline for orders is 25 October 2019
- Sell the cookies during November
- Pay IGG for all you ordered by 12 December

How?

Units decide how many boxes to order via the IGG website www.irishgirlguides.ie

Boxes are delivered to Units as the orders come in. Girls and Units sell packets of Girl Guide Cookies in October or November. Units pay back IGG for the products in December and then decide how to spend their profits!



The Aim: to Create Entrepreneur Opportunities for girls and women in IGG

The Outcomes: girls and women will develop business and money managing skills by working in a team while supporting an Irish business

The Badges: As with all aspects of our Journey Programme, girls are challenged to do their best and if they achieve their best, their positive contribution will be acknowledged with a sew-on badge, which will be available for sale for the usual interest badge price of €1 each from the Distribution Centres. The badge with a pink background is for those doing this for the first time and a purple background is for those doing it for the second time and an orange background for those doing it a third time.

Ladybirds & Brownies must do 1 Action from each Skill area to earn the badge.

Guides & Senior Branch must do 2 Actions from each Skill area to earn the badges.

4 Key Life Skills

1. Teamwork - the ability to work well with others is need throughout life.
2. Goal-Setting – girls set cookie sale targets with group/Sixes/Patrols and create a plan to reach the goal.
3. Communication – girls learn to share information in a variety of ways.
4. Money Management – girls develop a budget, take cookie orders and handle customers' money.

IGG Cookie Badge Curriculum


4 Key Skills	Action Required by the Girls
Teamwork	1. Work with a team to decide when and where and how you will sell the cookie product. 2. Discuss and recognise each team members' skills and delegate responsibilities accordingly.
Goal-Setting	1. Set a sales goal based on your personal network. 2. Develop a plan on how to utilise the profits.
Communication	1. Discuss your sales approach and how you will find customers. 2. Design a poster/leaflet to promote the product.
Money Management	1. Keep a record of all income and expenditure and share the information with your Unit. 2. Be able to explain how the money earned helps your Unit.

Ladybirds & Brownies: do 1 Action from each Skill
Guides & Senior Branch: do 2 Actions from each Skill

Actions

Skills

Links to the Journey Programme

Branch	Journey Programme Link
<p>Ladybirds</p> 	<ul style="list-style-type: none"> - Grow Challenge 4: take part in an event with another Unit - Choice Challenge 4: take part in a fundraising activity for a charity - Interest Badges: Ladybird Day Out: take part in an event with another Unit Ladybird Cultural Diversity: complete a co-operation activity
<p>Brownies</p> 	<ul style="list-style-type: none"> • Detect - Guiding no. 2: Take part in games or activities to get to know each other better and explore our similarities or differences • Detect - Change no. 7: Take part in an activity with other Branches • Explore - Change no. 8: Discuss how we can show good teamwork. Show examples of sharing, taking turns and compromise • Interest Badge: Brownie Money Matters – keep a record of money you receive and how you spend it
<p>Guides</p> 	<ul style="list-style-type: none"> - Guiding Adventure section – no. 10: Help plan and run a Guiding event - Teamwork Adventure section – no. 3: Organise a PR event - with discussion about posters - Change Adventure section – no. 5: Report on a Guide event and send to <i>Trefoil News</i> - Global Awareness section – no. 11: Take part in a fundraising event - Interest Badges: Guide Entrepreneur - Sections 2 and 4: to develop business skills Guide Money Matters - Sections 5 and 6: to encourage you to manage your money responsibly Guide Team Player – Sections 2 to 7: to gain an understanding of the qualities of good teamwork
<p>Senior Branch</p> 	<ul style="list-style-type: none"> • Community Adventure Choice Challenges: 19. Investigate how to communicate effectively. Discuss ways to promote discussion and exchange of different viewpoints 25. Take part in a Unit activity that will improve your team skills • Outdoors Adventure Choice Challenges: 10. Carry out a risk assessment for a proposed outdoor activity. What safety measures need to be considered? How do you limit the risks involved? • Change Adventure Choice Challenges: 19. Undertake a service that will help change your world or the world around you for the better • Lifeskills Adventure Choice Challenges: 4. Identify skills necessary for the workplace 5. List skills needed for the different roles you can have in your Unit 6. Identify your skills and talents, choose one to share with your Unit 24. Investigate and raise issues of finance and budgeting. Examine spending priorities

Sample 1 hour programme focused on the Cookie programme

Time	Activity	Equipment Needed
10 mins	<p>Teamwork activity - Human Knot</p> <p>Form groups of about 10 people each. Have each group standing shoulder to shoulder, facing towards each other in a circle. Instruct everyone to lift their left hand and reach across to take the left hand of someone standing across the circle. Next, have everyone lift their right hand and reach across to take the hand of another person standing across the circle. Make sure that no one is holding hands with someone standing directly beside them.</p> <p>To play, the groups must communicate and figure out how to untangle the knot (forming a circle of people) without ever letting go of any hands. If you wish, this icebreaker can be played competitively. If any group member lets go of a hand (breaks the chain), then the group must start from the beginning.</p>	None
5 mins	<p>Introduction to the #FutureCEO Cookie programme – share key details</p>	None
10 mins	<p>Communication activity - Blind Trail</p> <p>Preparation: Lay out a simple obstacle course using the chairs, paper, mat/rug</p> <p>What to do:</p> <ol style="list-style-type: none"> 1. Divide the girls into teams of 3-4. 2. Ask one girl to stand at the bottom of the hall and use her neckerchief to blindfold her. Explain that she must make her way to the top of the hall through the obstacles with verbal guidance from her team mates. 3. Get the rest of the team to move to the top of the hall. From there they must give direction and guidance to their team mate. 4. All teams are simultaneously guiding their team mate through the obstacle course. <p>This activity can be run a couple of times giving all the girls a go at being blindfolded. The Leader can move the obstacles around in between goes.</p>	Chairs, paper and a mat/rug
15 min	<p>Money Management activity – Relay game</p> <p>Set up two chairs per team at opposite ends of the hall. On one of each team's chair, place a selection of coins – 2c, 5c, 10c, 20c, 50c, €1, €2. Call out an amount of money e.g. 75c. The first person in each team must run between the chairs swapping coins, one coin at a time, to end up with that amount of money on the top chair. Repeat for the next person in each team with differing amounts and so on. Groups can help the person running by shouting out where to put what.</p>	Breakdown of all the euro coins – for each group, 2 chairs for each team
25 mins	<p>Goal Setting activity <i>*might need to be modified and simplified for Ladybirds and Brownies for e.g. doing it as one whole group with Leaders helping.</i></p> <p>Explain to the girls you would like to start discussing the goals they would like to set and their plans for the Cookie project in small groups.</p> <p>Each group gets a worksheet, paper, markers and pens.</p> <p>Give them the following steps as a guideline to help them with the activity</p> <ol style="list-style-type: none"> 1. Discuss and decide – how many cookies you want to sell and what you want the funds for! 2. Brainstorm the how, where etc. – write down all your ideas. 3. Break it down step by step and start by planning your first step. 4. Share your plans with your Unit. 	Goal Setting work sheet , flip chart or A4 paper, markers and pens per group

Goal Setting Worksheet

When setting goals, remind the girls to use the SMART analogy to ensure their goals are good ones.

1. Specific
2. Measurable
3. Achievable
4. Realistic
5. Timely



Goals for Selling Cookies

What are your goals? e.g. how many packets will you sell? Where will you sell them? How will you advertise? How will you keep track of the money?	Who will do this task?	Any support or equipment needed?	By when does this task need to be done?	Done 😊 (always affirm when done!)

A Sales Pitch for the Girls

Dress for the occasion	When selling cookies remember to wear your full uniform! You are an Irish Girl Guide ambassador.
Greet your customer	Being friendly and approachable will help you gain potential customers. Say hello and smile! Remember to have confidence.
Introduce yourself	Tell the customer who you are and that you are a member of the Irish Girl Guides. Also name your local Unit as they may be familiar with it.
Describe your product	Tell the customer what you are selling. Describe the product and the flavours you have available to sell. If you have a sample packet now is the time to offer them one!
Share your goal	Share your reason for fundraising with the customer. This may help with your sale and the customer may want to help support your cause. Explain why your Unit needs the money- for new tents for camping, for OCTAGON, for an outing or a trip etc. Once the customer hears the reason why you are selling cookies they will be more likely to show their support to you.
Share the price	Tell the customer the price of the cookies that you have on offer.
Be thankful	Be thankful to the customer for taking the time to listen to your sales pitch and be extra thankful if they purchase some cookies!



Be clear on the products:

Cream packaging
Chocolate Chip €2.50

Dark blue packaging
Chocolate Enrobed Milk Chocolate
Chunk €3.00





Timeline 2019

September

- Brainstorm with your girls on the reasons you want to sell cookies. Do you want to practice your entrepreneurial skills or raise money? This will help you determine the number of boxes you need to order.
- Review IGG's Cookie Badge Curriculum on page 3 and incorporate it into your weekly meetings.
- Get the girls to start making "pre-orders" with their family and friends - this will give you an idea of how many boxes you will need to order for your Unit.
- Decide on how many to order - remember the minimum order is 4 boxes and you must order in multiples of 4 i.e. 8 boxes, 12, 16, etc. You can order both types - but each flavour must be ordered in multiples of 4.
- Pair up with another Unit if you don't think you will sell that many as you must pay for all the packets you order.

October

- **Order your cookies online at www.irishgirlguides.ie Click on the homepage for the Shop**
- Explore the 4 Key Life Skills on page 3 with the girls in your Unit.
- Work with the girls to plan for the Cookie sales in November. Approach your local stores/meeting points about setting up a Cookie sales stand.
- Discuss and decide on the plans for the funds raised and set a target.
- Deliveries will be made as ordered, to the Leader's Address provided.

November

- November is Cookie Selling Month.
- Arrange for sales either through the girls' own networks or by setting up a sales stand locally.
- Let your local media and social media know what the Unit is up to.
- Complete the actions required in the Cookie badge curriculum and order Cookie badges from IGG's Distribution Centres for all who took part in November's Cookie Month.
- There are different coloured Cookie Badges depending on if its your first, second or third year to do the Cookie project. You can order a mix of colours if required. Available through the Distribution Centre.

December

- **Lodge your money to National Cookie Account by 12 December 2019**
- **Account payment methods (online or cheque) will be provided with the invoice sent to you in November**
- Take time to reflect with the girls on their learning from the project and what they would do differently if selling cookies again
- Help the girls to be proud of what they achieved by celebrating your success and deciding on how to spend the profits!

Let's Talk Money – The Facts



- ★ There are two flavours:
 - Chocolate Chip is selling price at €2.50
 - Chocolate Enrobed Chocolate Chunk is selling at €3.00
- ★ Your Unit keeps €1.00 per packet ordered
- ★ The rest of the income should be sent to Irish Girl Guides to cover the production, delivery and project costs. Any remaining funds will go to fund future Leader trainings, programme resources and girl events.
- ★ Units will be invoiced for every packet they order and must pay by 12 December so all money is in the account by year end
- ★ Any Unit who doesn't pay the money owed, will not be included in future Cookie programmes

The original cookie packets come in boxes of 24 packets and the new ones come in boxes of 12 packets. You order by the box. For delivery direct to you, a Unit's minimum order is 4 boxes. If 4 boxes are too many for your Unit to order, you could consider partnering with another Unit in your District. You will need to select one Leader as the key contact and all boxes will be delivered to that key contact only.

Below is a sample form for each girl to record their orders and sales.



Sample Order Form for the Girls

#FutureCEOs - Creating Entrepreneur Opportunities Irish Girl Guides Cookie Programme Order Form

Girl's Name:

Cookies Cost: €2.50 per pack of Choc Chip (24)
€3.00 per pack of Choc Enrobed (7 larger cookies)

All proceeds go towards local Girl Guide Units

No:	Customer Name	No. Packets of Choc Chip (€2.50)	No. Packets of Choc Enrobed Choc Chunk (€3.00)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Record Keeping

This tracker is available with formulas inserted. Please email cookies@irishgirlguides.ie for a copy.

Sample Cookie and Income tracker

No. Cookies Boxes Order	13	Total No. Of Cookie Packet ordered	312
		No. Cookie Packets left	2

Who	No. Packs	Money to be returned	Signed when money returned
Stall at Shopping Centre	110	€275.00	
Siobhan	12	€30.00	
Rachel	9	€22.50	
Katrina	14	€35.00	
Laura	16	€40.00	
Mary Jane	10	€25.00	
Aoife	22	€55.00	
Ellen	18	€45.00	
Amy	7	€17.50	
Christine	11	€27.50	
Lauren	24	€60.00	
Niamh	9	€22.50	
Beth	22	€55.00	
Jill	26	€65.00	
Total	310	€775.00	



Tips for Leaders

- As far as possible let the girls lead so they can learn by doing. The whole process from start to end is a great learning opportunity and a chance to develop key life skills.
- Practice running a stall or selling situation beforehand to give girls the opportunity to practice what they might say when selling the cookies. It's important they know how to explain where the profits will go.
- If running a stall at your local shop/shopping centre remember to get permission and bring a float. Ensure there is an adult present at all times and money can be stored safely.
- Check if you need a permit with your local Garda station - for example if your cookie stall is inside a supermarket, you will not need one, but if you are in a public place such as a street you will need one.
- This is a great opportunity to share about IGG in your local community and possibly recruit new Leaders or girls! Ensure all girls selling cookies are in correct uniform.

About our Cookie Suppliers - East Coast Bakehouse

East Coast Bakehouse is based in the town of Drogheda, just 30 minutes north of Dublin. The 5-acre facility, comprising offices, test bakery, innovation centre and production line is an ideal site for biscuit manufacturing. The focal point of the headquarters is the Bakehouse itself – a 50,000 square foot state of the art facility, using the most advanced technology that will have the capability to produce 20,000 tonnes of biscuits per annum. That’s a lot of biscuits!

Alison Cowzer from TV’s Dragons Den and her husband Michael Carey are two of the co-founders of the East Coast Bakehouse. Alison is very supportive of our ethos and the Cookie project and the aim of #FutureCEOs to Create Entrepreneur Opportunities for our members. As a Dragon, she has a lot of experience of entrepreneurs and business and she has been a wonderful mentor to the Cookie Team. For more information check out www.eastcoastbakehouse.com

As you will see from the list of ingredients Palm oil is used in the making of one of the flavours of Girl Guide cookies. Palm oil is a type of edible vegetable oil that is derived from the palm fruit which flourishes wherever heat and rainfall are abundant. There are reports in the media of damage caused by using palm oil from unsustainable sources such as deforestation of irreplaceable rainforests and the threatening of the survival of many species such as orangutans. The palm oil used in our Chocolate Chip cookies is from a sustainable source, as the East Coast Bakehouse has been awarded Roundtable on Sustainable Palm Oil (RSPO) certification, which is just one part of their core commitment to sustainability. For more information check out www.rspo.org



Further Information

The chocolate-enrobed chocolate chip cookie is butter-based, made with Irish butter and Irish oats.

The cookies have no artificial colours or flavours, They have no GM ingredients and are suitable for vegetarians. The cookies are not gluten-free.

As the cookies are produced in a factory which has other products with nuts, eggs and dairy, the cookies may also contain **these allergens**.



Win a Tour of the Cookie Factory!

- ★ East Coast Bakehouse have offered us a visit of the factory for one Unit involved in the Cookie programme.
- ★ The Unit that sells the most cookies in 2019 will win this great prize for 2020! In October 2018, Merlin Woods Unit from Galway visited the factory and Carrigaline Unit from Cork, will visit in 2019. Well done!



Cookie Distribution Company

Getting the Cookies to you will be done by the Distribution Company Speedpak.

Speedpak is known for its efficient, reliable and innovative packing and delivery solutions. Speedpak will send your cookie order with An Post. If you aren't home at the time that Speedpak calls to deliver, your cookie order will be sent to your local An Post collection centre.

IGG's Cookie Team

Support is available from the Cookie Team:

- Helen Concannon
- Jenna Goodwin
- Sylvia Richardson
- Miriam Kevlihan
- Sinead Downey
- Jessica Walter Woods

For all queries, please email cookies@irishgirlguides.com



Supports Available

Spreading the Word!

We have professionally designed templates for cookie posters, pop-up banners, and letters that can be emailed to any Unit that would like to print them locally at the Unit's own expense. Sample press releases are available for any Unit that wishes to let their local papers know about the Cookie project by emailing cookies@irishgirlguides.ie

If you need any general IGG promotional material, contact National Office by emailing communications@irishgirlguides.ie or call 01-6683898.

If you are using social media to spread the word, don't forget to use the hashtags #futureCEOs #irishgirlguides #givinggirlsconfidence to help let people know about the programme and about Irish Girl Guides.



Sample Information Flyer for Parents

Dear Parents/Guardians,

As a member of Irish Girl Guides, your daughter is offered the opportunity to develop many skills. This project will help her develop entrepreneurial and business skills.

We want to change the imbalance of the number of women in decision-making positions across the various sectors of society such as businesses, companies and boardrooms around Ireland. And this begins by giving girls confidence.

We have created a new initiative #FutureCEOs which stands for Creating Entrepreneur Opportunities while at the same time giving the opportunity to raise funds for your daughter's local Unit.

The four skills this project is aiming to develop and strengthen are teamwork, communication, money management and goal setting. Cookies cost either €2.50-€3.00 per packet and your daughter's Unit will keep €1.00 per packet to go towards its Unit activities. The project will run for the month of November.

What Next?

1. With your girls, decide how many packets you want to order
2. Go onto www.irishgirlguides.ie and put in your order
3. Develop your Unit's sales plan for November
4. Keep track of all fundraised money and pay IGG for the products by 12 December

Safety Tips

- Show you're a member of Irish Girl Guide by wearing correct uniform
- Plan ahead so you have a plan for depositing the money to your Unit bank/post office account as soon as possible
- Keep good records of money collected
- Girls should use their own networks to sell rather than going door-to-door of houses they don't know for safety reasons

Setting up a Stall or Pop-Up Cookie Shop

If your Unit has participated in the project for the last two years you may want to encourage your girls to sell the cookies beyond their family and friends.

Setting up a stand or a “pop up” shop in a public area is a great way to generate more cookie sales in your local area. The process is easy and it can be a great way to increase your sales. Here are a few tips to keep in mind when setting up your stand and selling cookies.

Join forces:	You may want to consider joining up with your local Ladybird/ Brownie / Guide Unit if your group is small or if you live in a small area. It may be more effective to sell together and share the sales rather than setting up individual stands and selling to the same local residents.
Target & goal	With the girls, decide on a reasonable and realistic goal on the amount of cookies you want to sell or how much money you want to raise. Having your goal in mind will help you decide how many days and time slots you will need to sell the cookies and achieve your target. Bring a few extra packets in case you exceed your goal!
Picking a location	Select a local shop, supermarket or shopping centre that you can set up your stand in. Arrange a time by either phone call or email to meet the manager to discuss the possibility to set up the stand. You may be asked to bring a copy of the Irish Girl Guides insurance letter.
Assigning groups	Assign the girls to a “sales group”. Leaders may want to choose to group girls based on girl’s ages and social skills (confident and shy girls) to ensure all groups have an even balance. Each group should set a goal (amount of cookies they want to sell) and assign roles within the group. <i>Examples of the roles may be:</i> <ul style="list-style-type: none"> • Sellers – Girls who seek the customer and make the sales pitch • Money Handlers – Girls who take charge of receiving the money and giving change • Cookie Counters / Stockists – Girls who keep tabs on the amount of cookies being sold, if their goals are being achieved and ensuring the table is stocked with cookies at all times. • Advertisers – Girls who advertise the stand. This can be done a week in advance, the day before or the day of the event. They can give out leaflets at the front of the shop and hang up promotional materials. The group may want to work on advertising material together.
Decide on a rota and timetable	Set up a rota or a schedule of girls to ensure there is always a presence at the table during your designated selling time. Ensure you confirm the time and date with the shop / venue in advance and be strategic when picking your time. Evenings and weekends are generally the busiest time with more opportunities for cookie sales.
Prepare for Sales Pitches	Prepare the girls in advance during your weekly meetings. Ask the girls to write their sales pitches (see article on preparing a sales pitch) and to practice them. Working in groups and doing some role plays will help the girls gain confidence by practising their pitches. They will feel more comfortable on the day selling the cookies if they have practiced their pitches, especially if they have a group sales pitch.

<p>Know your product</p>	<p>Prepare the girls for questions they may receive during their sale pitches from potential customers. Ensuring the girls are familiar with the product and have knowledge on the cookie project will give them confidence when making sales pitches. If the sales pitch and questions are answered with confidence the customer will feel more confident about buying the product.</p> <p><i>Some sample questions to prepare the girls on:</i></p> <ul style="list-style-type: none"> • What flavour are the cookies? • How many cookies are in a packet? • What are the ingredients in the cookies? • Are they gluten free / sugar free? • Are your cookies suitable for vegetarians / vegans? • Where are the cookies made? • Who bakes the cookies? • How much are the cookies? • How much money does your Unit receive/ IGG receive / manufacturer receive? • What will your Unit use the money for? • What are you fundraising for? <p><i>These questions may be adapted based on the age of the girls.</i></p>
<p>Prepare for failure</p>	<p>Prepare the girls in advance that they may experience some failed attempts during their selling and sales pitches, especially if it is their first time participating in the cookie project. Remind the girls that not everyone will want to buy cookies and they should not let a failed sales pitch deter them from continuing. Practising this in a weekly meeting during a role-play will help the girls prepare for this situation.</p>
<p>End of day sales</p>	<p>Remind the girls to count their remaining stock to see if they achieved their sales goal. Ensure they count the money collected to make sure it corresponds to the number of packets sold. Remind the girls to keep separate records of any donations that may have been given.</p>
<p>Have a debriefing session</p>	<p>You should plan to have a debriefing session at your next weekly meeting. The girls can work in their groups, or as part of a larger group to discuss their successes and any obstacles they may have faced during their selling. This is an important part of the sales process. It will help the girls build on further successes and how to work on areas that did not work well for them.</p> <p><i>Some sample questions to use during a debriefing session:</i></p> <ul style="list-style-type: none"> • How many packets / boxes of cookies did we sell? • How much money did we raise? • Did we achieve our sales goal? • How do we know if we achieved our sales goal? • Were our sales pitches effective? • Could we improve our sale pitch for next time? • Did we bring enough stock to sell? • Did our advertisements work? • What could we do differently next time? <p><i>These questions should be adapted based on the age of the girls.</i></p>