

2024 Cookie Tycoon Program

Revised 1/8/2024

Girl Scouts can take their cookie business to a new level by empowering a business partner at their favorite local business to sell Girl Scout Cookies in their storefront (*provided the below programming requirements are met and activities recorded in Google Classroom*).

If a Girl Scout has a personal contact with a local, sole proprietorship business, she may set up two remotely managed unattended booths (Tycoon Booths) at the location, provided the booths are not at a large business or business that would normally hold a troop attended booth.

*Note: Girls who participated last year may not use the same activities. All classroom work must be unique for the 2024 Cookie Tycoon Program.

Participating Girl Scout Details:

- Registered Girl Scouts of all age levels can participate.
- Each Girl Scout is limited to two Tycoon Booths. Activities must be recorded in Google Classroom for each booth partner.
- Booths can be set up between January 30 and March 3, 2024.
- The Girl Scout's parent/guardian assumes liability for all cookies the merchant receives to sell to benefit the troop/girl.

Business Partner Details:

- Business partner can only accept cash from customer for payment of cookies.
- Payment for cookies cannot be combined with business transactions.
- Cookies retail for \$5 per package (cannot be upsold).
- The business location must be within our council's geographic boundaries.
 - When the Girl Scout selects her business, she should ask herself "Is this business a fit with the Girl Scout mission?" If the answer is no, a Girl Scout should not select that business for participation in the program. (A bar or nightclub are examples of businesses that are not acceptable locations.)
 - Acceptable locations are dry-cleaning businesses, small (Mom & Pop type non-chain) convenience stores, car washes, garages, beauty shops, insurance offices, dentist offices, etc. Small, non-chain restaurants are acceptable. Banks could be a business partner, but Tycoon Booths are limited to one local branch.

- Examples of business partners that should **not** be selected are Sam's Club, Walmart, Target, Lowes Foods, Lowe's Home Improvement, Harris Teeter, Ingles, Walgreens, Applebees, McDonalds, etc.

How to Get Started:

1. Go to <https://tinyurl.com/CookieTycoon2024>.
2. Log in or create a Google account. (After you join this class on one device, you are now enrolled in the Cookie Tycoon class for all devices!)
3. Click to join the Cookie Tycoon Program- you will be participating as a student.
4. Enter your business partner's details.
5. Click on each of the four activities for requirements and to upload your activity results.

Tycoon Booth Approval & Patch Qualifications:

- Girls must join Google Classroom before they can set up their Tycoon Booth. Activities must be completed within two weeks of the booth being set up.
- If a girl has two business partners, activities for each partner should be recorded separately- with the activities completed, documented and uploaded separately.
- Girls who complete all four activities will receive the 2024 bar patch.



Activity 1 – Create a Business Card:

For your first activity, create your own business cards. Business cards can be created on a computer, by hand or a combination of both. Leave the cards you create by your display at your Tycoon Booth location for your customers. Be creative! Explore options with multiple colors, clipart and graphics.

Each business card must include the following:

- 1) Girl Scout first name and last initial
- 2) Troop number
- 3) Business name, address and hours of your Tycoon Booth
- 4) Parent/guardian contact information is optional

When you finish creating your business cards, take a picture of them and upload to Google Classroom.

Activity 2 – How Is Your Troop Spending Their Proceeds?:

For your second activity, tell us about your troop's plans for the proceeds they will earn through participation in the Girl Scout Cookie Program. Service projects, camping, travel...the options are endless!

Document your plans in written or video format and upload to Google Classroom.

Activity 3 – Create a Business Display:

For your third activity, create your own Tycoon Booth display for your business partner location. Displays must include the following:

1. Names of all cookie varieties.
2. Retail price of \$5 per package.
3. Your troop number, your name and our council name (Girl Scouts Carolinas Peaks to Piedmont).
4. Your personal QR code for customers to purchase cookies (QR codes can be found in your DC 24 account).

Take a picture of your display and upload to Google Classroom.

Activity 4 – Tell Us About Your Business Partner:

For your fourth activity, get to know your business partner. Ask them about their business. What products or services do they sell or provide? What is their busiest day of the week? Ask your business partner why they decided to support you as a Cookie Tycoon. Document your conversation. Upload your documentation in Google Classroom. Documentation/conversations can be in video, audio or written format.

*Note: If interested in receiving a paper agreement for the business owner to sign, please send an email to abraca@girlscoutsp2p.org.