



Coaching Girls in Grades 6-12: A Guide for Adults in Girl Scouting

This year's National Girl Scout Cookie Activity is in the form of a "challenge" to girls: share your Discover, Connect, and Take Action journey to success by sending in your best stories and pictures in a business presentation about your Girl Scout Cookie Program experience.

What's in It for the Girls?

- All girls who participate are eligible for the GSUSA Cookie Activity Pin for 2007-'08.
- The teams selected as best practices by their councils will receive a special team award patch.
- At national level, finalists will have the opportunity to become part of a GSUSA Web page on successful cookie entrepreneurial practices, and to become part of a special advisory group on Girl Scout cookie activities.
- Top entries will be displayed at the 51st National Council Session in October 2008 in Indianapolis, Ind.
- Additional recognition is being arranged and will be announced on GSUSA's Cookie Activity Web page.



Focus on 'How,' Not Just 'What'

As you partner with girls to create a pathway to success related to **Discover**, **Connect**, and **Take Action**, remember that it's important to focus not just on what girls do, but how they do it. The same can be said for the adult role in the process—focus on the processes of **Girl Led**, **Learning by Doing**, and **Cooperative Learning** to set and reach your goals. Here are some strategies to keep you on track as the facilitator:

Girl-Led

Having girls play a critical role in the planning and implementation of what they do is a foundation in the Girl Scout Leadership Experience. As the adult, you are the facilitator, not the decider or the instructor. Coach, encourage, and ask girls to brainstorm and choose. You are the cheerleader, referee and coach—avoid a "do-this" style that implies you are doing the deciding. Use strategies like:

- Asking girls how they think they should approach the challenge
- Encouraging girls to brainstorm and think about the presentation creatively
- Encouraging girls to assess their best practices and how they might document them for others to learn from
- Creating opportunities for each girl or group to lead a discussion or report their recommendations

- Encouraging girls to use their photography and computer skills. If they need some coaching, help them arrange to connect with a professional in the field
- Building on their previous years of experience

Learning by Doing

Girls learn best when they are actively engaged and have the opportunity to apply their thinking to new challenges. If your group is too small to divide into smaller activity groups, encourage the girls to go through each step in the Discover section together, switching off leadership roles. If you have divided into groups, encourage girls to reflect on each step they complete so that they might benefit from each other's learning. Your council might have special training or resources for older girls, such as a corporate sales activity or business partner program. Remember to help parents understand their role in the cookie activity as a support person, not a sales person.

Cooperative Learning

Encourage a team spirit and set the tone—the group is in this together and what you do will help other girls in your council and perhaps in other parts of the country! Encourage creativity as you work together. Give girls the opportunity to learn and build from each others' efforts and specific skills. Help girls recognize that the group depends on each team member. For example, skills needed for documenting this activity will be different from those needed for closing the deal or filling out cookie reports.

Encourage girls to stretch personal learning goals and group sales goals. Encourage girls to learn about how the product sale affects not only their goals, but all girls in their council. Evaluate the group and personal experience and don't forget to celebrate personal and group successes along the way and at the end.

Documenting the Cookie Activity

Refer to the "Team Guidelines" for documentation ideas and guidelines. Unlike the challenge for girls in grades 1-5, girls in grades 6-12 must do all the work on their documentation, including photography and presentations. They may enlist the help of people with expertise to coach them in skills they do not have, but they should be doing the work.

For information on judging guidelines that will be used at the council and national levels, download the National Scorecard for grades 6-12.

The Service or Philanthropic Project:

As noted previously, although this money can be applied to a group Girl Scout Silver or Gold Award project or a Leadership Pathway action project, it can also stand on its own as an act of philanthropy or service in your community. It does *not* have to be a major action project. It could involve girls choosing to sponsor an animal at their local zoo, or it could be answering a call for help from a child welfare agency to provide school clothes for a family. The important thing is that girls realize they can use some of their money to make a difference in the community and that they have a plan for doing so. If girls are working on their Leadership Awards, have them include a description of how they will be using cookie money in their projects to benefit the community.

List of Downloads Available on the GSUSA Web Site:

(http://www.girlscouts.org/program/gs_cookies/cookie_activity.asp)

- 2007-08 Girl Scout Cookie Entrepreneurial Challenge for Grades 6-12
- For Adults: Coaching Girls Grades 6-12 to “Dare to Share”
- Entry form for Girl Scouts Grades 6-12
- National Scorecard for Grades 6-12
- The Girl Scout Leadership Model
- Taking Pictures and Writing Captions
- Photo Release for Minors
- Photo Release for Adults
- “Dare to Share” cookie graphic (.gif and .tif formats)