GIRL SCOUT FIELD TRIP!

Girl Scouts can earn a sweetFrog Community Patch when they take a field trip and tour of a participating sweetFrog store. This patch is made especially for sweetFrog with Scoop and Cookie on it. Scouts can also earn badges from their visit by participating in the exercises below. The cost is $7 per scout and includes the tour, a sweetFrog Community Patch and a 12oz. cup of frozen yogurt. Troop leaders are responsible for additional scouting exercises and providing any official GSUSA badges earned.

DAISIES can earn their Money Counts petal:
1. Introduction from the store manager and a brief tour of the store.
2. The girls are shown how the register works to keep track of revenue earned, coupons tracked, and size cups purchased.
3. Discuss the value of different coins, and different denominations of paper money.
4. Discuss the price of frozen yogurt per oz., and the cost of an average size small sweetFrog frozen yogurt. Have them guess how much their frozen yogurt will cost.
5. The girls get their cup of FROYO and return to the tables to color special sweetFrog coloring sheets.

BROWNIES can earn their Money Manager badge:
1. The girls start by drawing a picture of their favorite sweetFrog frozen yogurt cup and toppings.
2. Discuss how much these toppings cost and have them write down the cost of their FROYO cup.
3. Arrange to have the store manager provide a tour of the store, including the toppings bar. They make a list of the toppings they want on their cup of FROYO and - if each topping is $.50 and the yogurt is $2.00 - determine the cost.
4. Ask the girls, “What do you need to make your favorite sweetFrog dessert? Is it just frozen yogurt and toppings?” NO! They need a cup, a spoon, and perhaps a napkin. Discuss serving supplies and why it’s smart to buy in bulk.
5. Discuss booking a party with discount pricing versus coming to the store alone. Just like buying in bulk, you save money by coming to sweetFrog as a group.

JUNIORS can earn their Business Owner badge:
1. Work with the store manager to allow Juniors to “shadow” the store’s Operating Manager and learn how prices are set and how many customers are served each day.
2. Discuss the importance of good customer service. The girls will describe good and bad experiences they have had at other establishments. The leaders will do the same.
3. Q & A the store manager about a typical day working at sweetFrog, how the business operates, and why the manager likes working for sweetFrog.
4. The girls will complete (or bring with them) a worksheet that describes their own business idea and share with the group while they enjoy their cup of sweetFrog FROYO.

CADETTES can earn their Marketing badge:
1. Discuss branding and why it is important. Focus on mascots and community involvement. Refer to Girl Scout cookies and discuss how THE GIRLS are the branding for the Girl Scout cookies.
2. Who is the competition? Have them name other ice cream/frozen yogurt shops. What do they know about the brand? Talk about Scoop and Cookie as opposed to other mascots. Discuss price differences. Who competes with Girl Scout cookies? (Keebler, Nabisco)
3. Philanthropy—involvement in the community. sweetFrog has Benefit Nights for non-profit organizations such as schools, churches and special causes. What is the philanthropic angle to Girl Scout cookie sales? THE GIRLS! People want to support the girls through the cookies sales. The girls are the brand and people want to support getting them to camp, etc.
4. The girls will draw and color a mascot for their cookie sales. They should also name it. Now have them share and justify their choice. How would their mascot help sell cookies? What else could they do to increase their visibility during cookie season?