

# 2009 Girl Scout Council Activity Guide for the DQ Girl Scouts *Blizzard* Treat Promotion

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## Welcome from DQ Vice President of Marketing, Lane Schmiesing



Welcome to the 2009 Girl Scout Cookie *Blizzard* promotion! Last year, Girl Scouts Thin Mint Cookie *Blizzard* became one of the most popular *Blizzards* of all time. Girl Scout Appreciation Week activities brought stores and girls together to create many “Smiles and Stories,” the cornerstone of Dairy Queen’s customer and community experience.

This year we’re encouraging Dairy Queen stores and Girl Scouts to “think outside the box” (the cookie box, that is) in building meaningful Girl Scout to store connections. To that end, Dairy Queen is pleased to unveil the “Think Outside the Cookie Box” store experience. This store tour and entrepreneurship insight program has been developed to address aspects of the Girl Scout Leadership Experience, through the processes of learning by doing, cooperative learning, and girl led activity opportunities.

## INTRODUCTION

Dairy Queen believes in the Girl Scout Leadership Experience and the Girl Scout Mission of “building girls of courage, confidence and character, who make the world a better place.” Dairy Queen owner/operators embody the virtues of leadership in their communities, and they face challenges every day in running their own business. Financial responsibility, community relations, customer service and safe, quality operations are critical in building a successful Dairy Queen business.

Girl Scouts are part of the largest entrepreneurial sales experience for girls in the country. As part of a multimillion dollar Girl Scout Cookie program, Girl Scout Cookies dominate the market during the cookie sale. The program gives girls an opportunity to learn sales and marketing skills, to set goals for activities and service projects, and to contribute money to their local Girl Scout councils so that they may serve the local community. It becomes a family and team effort, with a lot of fun and learning along the way.



### DQ LED ACTIVITIES: STORE TOUR AND FINANCIAL LITERACY

The cornerstone of the 2009 program is a store tour experience that allows Girl Scouts to get an insider’s view of store operations. Dairy Queen operators are encouraged to share their experiences with you – everything from restaurant operations, to the role business owners play in their community, to the technique involved in making the iconic Dairy Queen cone with a curl. Additionally, Dairy Queen stores may help Girl Scouts understand financial literacy and how to be “Money Wise” in running a restaurant.

### GIRL SCOUT LED ACTIVITIES: PROGRAM ENHANCEMENTS

For those Girl Scouts and Girl Scout groups desiring an enhanced experience, additional activities specific to leadership, the product development process, organizational pride and volunteer/member recruitment are described in the Guide. We suggest that these activities be conducted prior to or following your store tour experience, as they provide opportunities to explore your Girl Scout experience in relationship to the tour.

## DAIRY QUEEN LED ACTIVITIES

### STORE TOUR

Learn about restaurant operations and being an entrepreneur—about how Dairy Queen operators make important decisions about marketing and restaurant operations, and interact with their customers, employees and community. Compare the DQ business operation with your involvement in the Girl Scout Cookie Program.

Dairy Queen restaurants are special places in the community. They provide a gathering spot for families and groups such as your Girl Scout group. During the 2009 DQ Girl Scout Appreciation Week, July 20-26, you are invited to visit your local DQ to get a behind the scenes peek at how a restaurant operates. You will get to experience the Restaurant Success Wheel in action by learning about everything from safety and cleanliness to customer service to food preparation.

Use the additional program enhancements such as Money Wise and Leadership Through Work, described later in this guide, to generate questions for your tour guide.

Your experience will be topped off by the opportunity to make the iconic DQ cone with a curl!

### STEPS FOR A SUCCESSFUL DQ STORE TOUR

Share these Steps for a Successful Store Tour with Girl Scout adults

- Adults working with girls are encouraged to call store at least one week in advance to schedule their tour.
- Ask the DQ owner what time and day is most convenient for a tour. Avoid peak meal times and Miracle Treat Day (August 13).
- Review the Restaurant Success Wheel and Money Wise worksheets prior to your tour and encourage girls to make a list of questions for the tour guide (see individual activities for additional ideas).
- ***Understand that DQ operators are franchise owners and each runs his or her business differently. Dairy Queen cannot guarantee store participation in this program, but we are here to help you locate a participating location, and to suggest other ways your girls could get involved.***

### COUPON PROGRAM

Celebrate the NEW Girl Scouts Tagalongs Peanut Butter Patties *Blizzard* Treat! DQ would like to recognize Girl Scouts and Girl Scout volunteers in local communities during Dairy Queen's Girl Scouts Appreciation Week from July 20-26. This is the ideal time to schedule your store tour. During your visit, use the coupon available at [www.GirlScoutsWW.org](http://www.GirlScoutsWW.org) to enjoy the Girl Scouts Tagalongs Peanut Butter Patties *Blizzard* Treat or *Blizzard* cake at a discount. Follow these guide-lines to redeem coupons:

- Visit a Dairy Queen between July 1 and July 31 to enjoy the new Girl Scouts Tagalongs Peanut Butter Patties *Blizzard* at \$1.00 off or a Girl Scouts Tagalongs Peanut Butter Patties *Blizzard* cake at \$3.00 off.
- Coupons may be emailed to Girl Scout volunteers and reproduced. A single coupon may be used for an entire group during an event.
- Coupon redemption is intended for the sole use of Girl Scouts (individually or as a group), Girl Scout volunteers, and Girl Scout council staff and board members. You may be asked to identify your affiliation at time of redemption. Coupon acceptance is at the discretion of individual store operators and managers.

## GIRL SCOUT LED ACTIVITIES

### **FOR ALL AGES: MONEY WISE**

One of the biggest challenges in running a restaurant is managing income and expenses to maximize profit. To understand the flow of money through a business, you need to understand:

- **REVENUE:** Total income produced, also known as gross income.
- **EXPENSES:** Costs charged against/deducted from revenue/gross income.
- **PROFIT:** Excess of returns after expenditures, also known as net income.

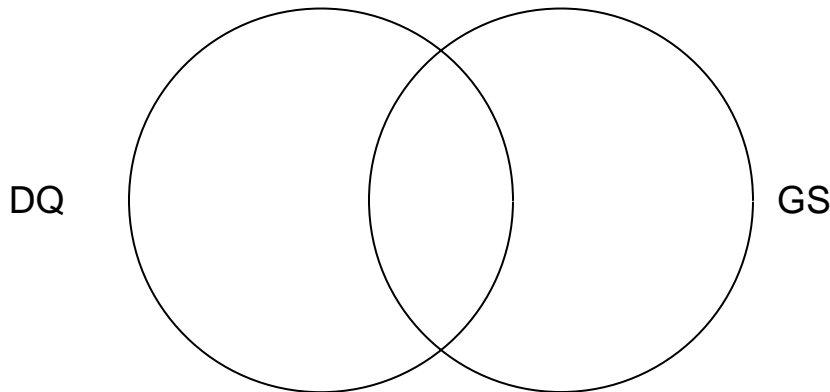
Prior to your store tour, complete the Money Wise worksheet (see below). Girls can brainstorm how revenue is generated, what expenses a restaurant might incur and what a business owner does with his/her profit. Then, encourage girls to learn all they can by talking to the store operator. Here are some examples of questions to guide the visit. Ask the DQ operator for some definitions: What's a "fixed cost"? What are costs that you can change? What's "revenue"? Now find out from the DQ operator: How do you use store profits to grow the business? What helps you make more money (revenue)? How do you attract customers?

If you were to do this activity as part of the Girl Scout Cookie Program, what would it look like? How do you generate more revenue year after year? How does your Girl Scout group spend their Cookie Program profits?

### **FOR ALL AGES: FINDING COMMON GROUND ACTIVITY**

Create a simple Venn diagram of the DQ Experience and the Girl Scout experience and fill in the qualities you associate with both. Determine what experiences/qualities are similar and what are different? What does the DQ brand experience represent? What does the GS brand experience represent? Are there qualities that are shared by both?

DQ GS



### **FOR ALL AGES: QUESTION PREPARATION ACTIVITY**

Encourage girls to review what kinds of skills they have learned in the Girl Scout Cookie Program. Suggest girls use those skills to come up with questions they might have about running a business. Suggested topics of exploration include marketing efforts, product and supply acquisition, product quality, decision making surrounding profit use, and identifying customers. Ask the operator how their business helps the community.

## FOR TEENS: LEADERSHIP THROUGH WORK ACTIVITY

Look at running a business in terms of the Girl Scout Leadership Experience. Develop questions around leadership skills that are helpful in a business.

Ask DQ operators what they have discovered about their values by starting and maintaining a business? How do their values guide their decisions?

How do business people need to connect with others?

How have they taken action in the community by identifying community needs, solving problems within their community, or making the world a better place?

Does a successful business need to make the world a better place in order to survive?

## FOR ALL AGES: RESTAURANT SUCCESS WHEEL

The Restaurant Success Wheel represents the critical areas of restaurant operations. Review the Success Wheel worksheet (see below) prior to your tour and prepare questions for your tour guide. For an enhancement to the store tour and Success Wheel experience, use the Success Wheel worksheet to develop one related to cookie program or another Girl Scout activity.

Ask the girls to identify what it means to “Build a Foundation” or “Drive Performance” for a business. What kinds of activities fall into these categories for the cookie sale? Challenge the girls to make a Success Wheel that includes the following critical elements and identifies additional topics relevant to the Girl Scout Cookie Program to add to the wheel: banking, delivery and service, developing a customer base, goal setting, incentives, learning about product, learning about safety, marketing, recycling, scheduling cookie booths, selling, tracking goals, and training.

## KEY DATES

- **July 1-31:** Girl Scouts Tagalongs Peanut Butter Patties Blizzard Treat available at DQ
- **July and August:** 6 weeks of national television advertising July and August: Girl Scout Blizzard Treats featured on [www.DQ.com](http://www.DQ.com) and [www.blizzardfanclub.com](http://www.blizzardfanclub.com)
- **July 20-26:** Girl Scout Appreciation Week
- **July 1-31:** Girl Scout Appreciation Week Coupons valid
- **August 1-30:** Girl Scouts Thin Mint Cookie Blizzard available at DQ
- **September 1 – December 31:** Dairy Queen stores with any remaining Girl Scout Blizzard product allowed to sell off leftover product

# SUCCESS WHEEL WORKSHEET

Look at the Restaurant Success Wheel. What areas can you identify for the Girl Scout Cookie Program or your Girl Scout group that help “Build a Foundation” and “Drive Performance”? Use the Restaurant Success Wheel to brainstorm questions for your store tour.



**Drive Performance**



**Build Foundation**





# MONEY WISE

## An exercise in money management for business and life

One of the biggest challenges in running a restaurant is managing income and expenses to maximize profit. To understand the flow of money through a business, you need to understand :

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- PROFIT: Excess of returns after expenditures, also known as net income.

Think about revenue, expenses and profit as it relates to a restaurant, the Girl Scout Cookie Program and your personal finances (self or family).

### REVENUE: WHERE DOES THE MONEY COME FROM?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL

### EXPENSES: HOW IS THE MONEY SPENT?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL

### PROFIT: WHAT IS DONE WITH THE MONEY THAT REMAINS AFTER EXPENSES?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL