



DAIRY QUEEN GIRL SCOUT LED ACTIVITIES

FOR ALL AGES: MONEY WISE (WORKSHEET INCLUDED)

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 located on your CD. 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: RESTAURANT SUCCESS WHEEL (WORKSHEET INCLUDED)

The Restaurant Success Wheel represents the critical areas of restaurant operations. Review the Success Wheel 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 template on your CD 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 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.

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?

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?
- Have they taken action 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?



MONEY WISE

An exercise in money management for business and life

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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

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

