

Let the T-shirts Do the Talking

Goal Sharing T-shirt Activity



Girls learn the importance of **Goal Setting**, and then have fun combining their marketing creativity and crafting skills to create a T-shirt that will help them communicate and reach their goals.



Let the T-shirts do the talking . . .

. . . and the customers will come walking!

Girls can show customers “what a cookie can do” by making their own t-shirts promoting their Take Action Project goals. They could use a commercial t-shirt printer, make iron on transfers or use fabric markers. Encourage girls to wear their shirts often to build support for their project and motivate generous customers to purchase cookies to help earn the proceeds needed to do MORE for their community.

Supplies (to decorate by hand):

Whether you keep it simple and decorate with fabric markers only, or work on sewing skills by adding embellishments, these shirts will be the hit of the cookie season!

- ◆ T-shirts (1 per girl, white or light colors work well)
- ◆ Fabric Markers
- ◆ Embellishments - Optional - (ribbon, buttons, decorations along with fabric glue or needle and thread to apply them)
- ◆ Design Planner(s) (included with this activity)
- ◆ Pens, Colored Pencils or Markers to use with Design Planner



Step 1: Set a goal for a Take Action project

- ◆ If you have not already decided on a Take Action project or a “Helping Others” goal, invite girls to make suggestions on how they can use some of their cookie money for a project that will benefit their community.
- ◆ Using research, discussion and girl voting, agree on a project.
- ◆ Provide each girl with a Design Planner & pen, to record the goal.

Step 2: Design it!

- ◆ Using the Design Planner, plan and sketch your T-shirt design

Step 3: Create it!

- ◆ Provide girls with the T-shirts and supplies that they need to decorate their T-shirts. Encourage them to wear them when taking orders, delivering cookies, or working cookie booths.

*** Avoid using other organization logos or stating that you are fund raising for other organizations. (See GSUSA Money Earning Guidelines). Use broad topics, such as “...build a community garden” or “help others learn to read” rather than name specific organizations. Do not use the GS logo in your design without council permission.**



Supplies (to create your design on a computer for printing on T-shirts):

Using a graphic design software will give older girls a chance to develop some new computer skills and will add a professional look to the finished shirts. Then invite girls to decide how to print their design on the T-shirts (using a commercial T-shirt printer, or using iron on transfers). Suggest girls research local and online T-shirt printers (such as www.mygsds.com) that will print individual T-shirts from art you create. Another option to consider is to purchase iron on transfer paper from a craft store to print the design and then iron it on themselves.

- ◆ Agree on T-shirt Color (s) Girls may want to have matching white or green T-shirts, OR they may want to each choose their own T-shirt color and simply print a matching troop/group design on the shirts.
- ◆ Collect T-shirt sizes of girls
- ◆ Computer access (basic "Word" software can work, but a graphic design software is even better. If you use a commercial T-shirt printer, some sites -like www.mygsds.com- offer the option to design your T-shirt art on their site, and view designs by other Girl Scouts too.)
- ◆ Iron-on transfer paper, iron, ironing board and t-shirts **OR** access to the internet to upload art and order t-shirts from a commercial T-shirt printer.
- ◆ T-shirt templates from www.LittleBrownie.com (optional)
- ◆ Design Planner(s) (included with this activity)
- ◆ Pens, colored pencils or markers to use with Design Planner



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Design Tip:

Check out the web based digital T-shirt printers, which often have resources to design your shirt online. You can either scan in art created by girls or use their design site, complete with stock art and choices of fonts, to design your shirt.



Rally Tip:

If you use this activity at a Rally, consider the following:

- ◆ If you plan to provide T-shirts, be sure to ask for girls' shirt sizes on the Rally registration form. You may consider pre-printing the T-shirts with the lead-in phrase "I'm selling Girl Scout Cookies to . . ."
- ◆ If you do not plan to provide shirts, you may want to ask each girl to bring along a shirt to the Rally to decorate at this station. The council can provide the decorating supplies. Those without shirts can design their shirts on the Design Planner, and then make their shirt later at home or at their next team meeting.
- ◆ If you decorate the shirts at the Rally, be sure and invite girls to display or model their shirts at a Rally Wrap Up parade or fashion show.



Design Planner

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Set a Goal

Write down your goals and place a check mark by the one you will place on your T-shirt

What can we do with our cookie money to help others?

What can we do with our cookie money for fun and learning?



T-shirt Color? _____ T-shirt Size? _____

Art Color? 1 color 2 colors Full color

Method

- Draw design on shirts using fabric markers or fabric paint
- Create art on a computer and print it onto iron on transfers
- Create art on a computer and upload to an online T-shirt printer
- Create art online using a T-shirt printers website design software

Message

I'm selling Girl Scout Cookies to ... _____

I'm selling Girl Scout Cookies to support ... _____

I'm selling Girl Scout Cookies to help ... _____

Supporting Graphics

Which graphics could you picture to support your action?

Tip: Include the line "I'm selling GS cookies to" in smaller letters, above your artwork. The words describing the action you are taking should be larger and the supporting graphic should communicate something about your cause.

Now you are ready to sketch your design on the back side of this page.

**Show the
World ...
What a Cookie Can Do!**



Sketch your design on this T-shirt



Note: To ensure that you are within Girl Scout money earning guidelines, focus on broad topics, such as "...build a community garden" or "...help others learn to read" rather than naming a specific organization. Instead of "I'm using my cookie money ... to help kids at the Memorial Hospital..." say "... to help kids in the hospital"; or "... to help kids read". Avoid using other organization logos or stating that you are fund raising for other organizations. Do not use the GS logo in your design without council permission. Girls can describe the specifics of their project as part of the customer interaction.