

wagon topper

PROGRAM LINK: [Try-Its for Brownie Girl Scouts](#) (GSUSA, 2000): Colors and Shapes Try-It



Girl Scout Brownies will learn some advertising basics and the value of teamwork as they work together to plan, design and create a wagon topper.

Get Ready

Materials:

Poster board – 3 sheets per wagon
Markers or Colored Pencils
Glue
Pictures or clip art (see www.LittleBrownie.com)

Scissors
Ruler or tape measure
Packing tape
Wagon(s)



Preparation:

Make copies of **Cookies on Wheels** planner
Hang chart paper for brainstorming ideas
Print out cookie clip art in varying sizes

Step 1:

1. Explain that the purpose of marketing is to draw the customers' attention to a specific product. As a business owner your advertising goal is to have your product noticed.
2. Discuss techniques that companies use to grab the attention of potential consumers
3. Discuss advantages of moving versus stationary advertising: van/car/truck versus .billboards.
4. Explain that the purpose of this activity is two-fold. Its main objective is to advertise the Girl Scout Cookies you plan to sell, but the design will also be creating additional storage in the wagon to haul the cookies.
5. As a group, make a list of design ideas or key words to use on your wagon topper such as: Group/Troop number, cookie price, clipart of cookies, .your goals etc...

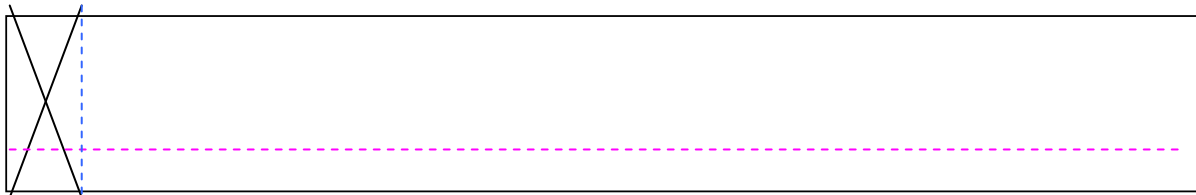
Step 2: Design Team

1. Divide the girls into small groups.
2. Hand out the “Cookies on Wheels planner” and colored pencils.
3. Have each team design a topper for their wagon.



Step 3: Construction

1. Take three sheets of poster board and fold each in half lengthwise.
2. Tape the three folded sheets end-to-end, overlapping about ½ to 1 inch. Do not tape the ends together.
3. Place the poster into the wagon that it will be used in. Using a light pencil draw a dotted line along the edge of the wagon onto the poster, so the girls know where to stop decorating. Also, overlap the ends of the poster board and mark where they will be taped together. Draw a light “X” on the area that doesn’t need a design. (See sample.)



DO NOT PLACE DESIGNS BELOW DOTTED LINE!!

4. The team can now decorate their wagon topper.
5. Once designs are complete, place topper in the wagon and tape the two end segments together. Tape the poster board in place inside the wagon for additional security.

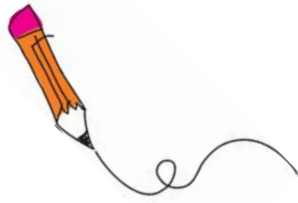
Step 4: Let’s Roll

Have each team load up their wagons and take them for a spin.



Little Brownie
www.LittleBrownie.com Bakers+

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wagon topper planner

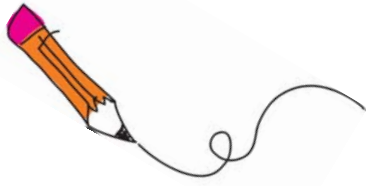
What's the Message?

Circle the "Key Words" you want to include in your wagon banner:

1. Girl Scout Cookies
2. Troop number
3. Cookie Price
4. _____
5. _____

What are some design ideas or graphics you want to include in your banner:

1. Pictures of Girl Scouts
2. Clipart of cookies
3. Bold lettering
4. Bright colors
5. _____
6. _____



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What's the Look?

Before you begin, sketch your design here. What colors will you use? What craft supplies will make your walking poster stand out? Clip art from www.littlebrownie.com makes great decorations.

Front of wagon

&

Left side design

→

Back of wagon

&

Right side design

→

Supplies I'll need: _____
