

Madam C.J. Walker

“Don’t sit down and wait for the opportunities to come. Get up and make them!”

Madame C.J. Walker was an entrepreneur, philanthropist, and political and social activist. She is recorded as the first female self-made millionaire in America in the Guinness Book of World Records. Learn more about her in this monthly patch!

Complete 3-Daisy, 4-Brownie, 5-Junior, 6-Cadette, and 7-Senior/Ambassador steps to earn your patch.

All monthly patches are custom designed patches. Once we get the final number of patches after the 15th of each month, we place an order. Patches take about a month to create and then we mail them to you. You will get a confirmation email once the patches are headed your way.

Order patch on-line by November 15, 2020 at

GETYOURGIRLPOWER.ORG

Discover

1. Madam C.J. Walker was actually born Sarah Breedlove (she later went by her married name) She grew up on a plantation in Louisiana and was one of six children. She was the first child born into freedom after the Emancipation Proclamation was signed in 1863. What do you already know about slavery in the south? Why was the Emancipation Proclamation so important? Do you know who signed it? Discuss with your troop how growing up in this time must have been for Walker.
2. Walker is known for her hair and skin care products for African Americans, that is how she made her fortune and became the first

female self-made millionaire in the US. She first learned about hair care through her brothers who were barbers in St. Louis. Is there a career that a family member has that you would like to learn more about? Or maybe a family friend? Talk with your parents or troop leader about careers that interest you and then see if there is anyone in your life or the life of people you know that would be able to talk to you about that career path.

3. Walker was an orphan by the time she turned 7 due to her parents falling ill. Something she often said is, “I got my start by giving myself a start.” What do you think this means? Discuss with your troop! Then decide your motto. Is there a phrase you always say or a quote you really love? Design a poster with your phrase or quote to hang up in your room so you can look at it every day.
4. On August 31, 1917, Madam C. J. Walker hosted the first national convention of her Walker “beauty culturists”, the sales representatives for her company. More than 200 women from all over the United States gathered to learn about sales, marketing and management at what was one of the earliest professional gatherings of American women entrepreneurs. Why do you think this was so important? What did those women gain by coming to this conference? What was the role of women during that time period? What about the role and societal constraints on African American women? Discuss the ripple effect that this opportunity had on the African American community.

Connect

5. In the 1880’s Walker lived in St. Louis in a community where ragtime music was developed. Its cardinal trait is its syncopated or "ragged" rhythm. Check out this popular ragtime song in the Youtube link below. Discuss with your family or troop where you may have heard that song

before and how it makes you feel? Take some time to look up some other popular ragtime tunes.

<https://www.youtube.com/watch?v=fPmruHc4S9Q>

6. Did you know that there is a four part mini-series on Netflix called “Self Made” based on Madam C.J. Walker’s life? If you are old enough (it’s rated age 14+) watch this mini-series and discuss with your troop! You could even do a Netflix Party to watch it all at the same time! Although this series is rated 14+, we recommend parents view it first or check a site such as commonsensemedia.org to see if it is right for your teens.
7. Walker made her own skin care and hair care products. As you can imagine this took a lot of testing and trying out different formulas! Did you know you can make your own beauty products? There are all kinds of recipes for making bath bombs, lipstick and eye shadow. Test out different formulas with your troop to decide your signature beauty line. Some links to example recipes are below.

<https://inspiredbycharm.com/diy-bath-bombs/>

<https://kidsactivitiesblog.com/62649/make->

[lipstick/#:~:text=Peel%20your%20crayons%20and%20break,the%20oil%20and%20the%20butter.](#)

<https://www.trendymami.com/edible-eyeshadow-for-kids-video-tutorial-included/>

8. In 1905 Walker was hired to be a sales agent for Annie Turnbo Malone, a successful African American hair product entrepreneur. When Walker moved to Denver in 1906 she started experimenting with her own hair care line and started going by Madam C.J. Walker (her then husband’s name) to brand the business. She used Madam instead of Mrs. as a nod to French beauty industry pioneers. Some people believe that Walker took Malone’s formula but it is stated that Malone’s formula had

been in medical books long before even Malone started using it for her company. What do you think about Walker starting her own beauty business after working for Malone's company? Is there a product that you use that you think you could make better or different? I think especially in today's social media age it can be easy to think that it's all been done before, but entrepreneurship is about seeing what has been done before and making it better or putting your own unique spin on something. What product would you put your own unique spin on? How would you market or design it differently? Can you think of a different use for that product? Brainstorm with your troop!

Take Action

9. Walker's signature hair care line included a shampoo, a pomade cream stated to help hair grow, brushing, and iron combs said to make brittle hair become soft. She understood the importance of marketing to the African American community and primarily put ads in newspapers and magazines. She also had her sales representatives go door to door in a classic white shirt and black skirt uniform and the products had Madam C.J. Walkers face on it. All of this contributed to the overall brand of her hair care line. I want you to imagine that you have some type of product. It does not need to be a beauty product, but can if you want. Take some time to design your product, think about the packaging and how that will look, what the name of your product/company is, who is your ideal customer and do how you plan to advertise to your ideal customer? Will you put it in magazines and newspapers like Madam C.J. Walker? Come up with your product plan and present it to your troop!
10. Beyond being an entrepreneur and self-made millionaire, Walker was also an activist and philanthropist. Education for African American people was very important to her and she donated large sums to many schools. She even started her own educational institution to teach African American women to be hairstylist. She also gave to causes like the Indianapolis YMCA and the NAACP. What does it mean to be an



activist and a philanthropist? In what ways would you be an activist and a philanthropist? What causes would you help? Discuss with your troop!