

# FIVE STEPS TO EARN YOUR



# Daisy Pins

Check off the boxes as you complete each activity with your family—you can earn a different pin each year! Adults, look for the 💡 throughout for special ways you can help!



YEAR 1



YEAR 2

- ☐ **1. Set a goal.** Goal setting is the first step to making dreams a reality. Look at the Girl Scout Cookie Program rewards with your family, think about your troop goals, and pick a reward to try for. Once you decide on the number of cookies you want to sell, fill in the goal tracker—then color it as you sell cookies!

My troop goal is \_\_\_\_\_ packages so we can \_\_\_\_\_

My personal goal is \_\_\_\_\_ packages.

- ☐ **2. Decide how to reach your goal.** Who do you want to sell cookies to? Practice decision making by choosing who to reach out to first and in what way. Write a list or draw a picture of the people you'd like to sell cookies to. Put a star by your first customer!



**Keep it real.** Be sure she sets a realistic goal, but remember that not everybody always meets their goals—and that's OK! This is a learning opportunity, and there's a lot to learn even if she doesn't achieve all she sets out to.

Cookie Goal Tracker

\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages



**Work it.** If she wants to sell to your coworkers, either bring her in to pitch them in person or have her draw a poster or make a video that you can share with your colleagues. She could even share her Digital Cookie® platform link or Smart Cookie link. Let her build decision-making skills by choosing the method right for her.

- ☐ **3. Practice with money.** Use your math superpowers to count and identify coins and bills with a grownup in your life. Don't worry if you need help at first—that's what your family is for! Use this space to write down how much each cookie costs so you can tell customers and count money as they make their payments.

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**Make money make**

**sense.** Counting one- and five-dollar bills will take her a while, but letting her handle money at home with supervision will sharpen her math skills and make her a star money manager.

- ☐ **4. Learn to talk to customers.** Ask a family member to pretend to be a customer. Many customers would like to learn about your cookie goal and what your troop might do with the money.



**Navigate “no.”** Some people won't want to buy cookies, and that's OK. Help her think of what to say to people who say no—business people don't always make the sale!

- ☐ **5. Think like a Girl Scout.** The Girl Scout Law reminds us to be responsible for what we say and do. You can do that by filling in important deadlines below and then keeping track of them with help from your family. That means starting your sale on or after the official start date and turning in your orders and money on time!



**Prepare her to lead.** For more business ethics basics, take another look at the Girl Scout Law. From reminding your girl to be honest and fair to telling her to use resources wisely, it's full of cookie boss wisdom!

## My Important Cookie Dates

Girl Scout Cookie season starts on: \_\_\_\_\_

Cookie order deadline: \_\_\_\_\_

Cookie pick-up: \_\_\_\_\_

Money due date(s): \_\_\_\_\_

My other deadlines: \_\_\_\_\_

\_\_\_\_\_

Check with your troop leader about how your girl can get each pin,  
or head to [girlscoutshop.com](https://girlscoutshop.com) to purchase it.

# FIVE STEPS TO EARN YOUR



# Brownie Pins



YEAR 1



YEAR 2

Check off the boxes as you complete each activity with your family—you can earn a different pin each year! Adults, look for the 💡 throughout for special ways you can help!

- ☐ **1. Go for the goal.** Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second “stretch” goal that’s a little higher. You might not meet the stretch goal, and that’s OK, but you won’t know unless you try! Once you decide on your goals, write them down and fill in the goal tracker—don’t forget to color it as you sell cookies!

My troop goal is \_\_\_\_\_ packages so we can \_\_\_\_\_

\_\_\_\_\_

My personal goal is \_\_\_\_\_ packages, and my stretch goal is \_\_\_\_\_

- ☐ **2. Find more customers.** Who do you want to sell cookies to besides your family and friends? Have your family help you think of people you see on the way to school or at weekend activities. How could you find even more customers? Brainstorm ways to spread the word about your cookie business, then write or draw your ideas here!



## Celebrate where she is.

Having a goal to aim for will keep your girl motivated and teach her to embrace challenges, but it’s important to celebrate her efforts along the way, too, not just the outcome!

## Cookie Goal Tracker

\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages  
\_\_\_\_\_ packages



**Open doors.** Help her think of different ways to reach new customers, like going door to door,

using the Digital Cookie® platform or Smart Cookie, making phone calls to family, and setting up a booth. If she decides to go door to door, make sure a caring adult is with her at all times. Ask your troop leader about council guidelines for cookie booths.

- ☐ **3. Be a money master.** Practice counting money and making change with a family member before you start selling to customers. Don't worry if you need help at first—that's what your family is for! Fill in the blanks below to practice totaling up a customer's order.

One box of Thin Mints® costs \_\_\_\_\_ dollars.

Two boxes of Thin Mints cost \_\_\_\_\_ dollars. ( \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_ )

Four boxes of Thin Mints cost \_\_\_\_\_ dollars. ( \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_ )



**Help her shine.** She may be ready to handle simple money transactions, but an adult should always be available to assist with big orders and large bills and to keep the money safe after she's collected it.

- ☐ **4. Make your pitch.** Think of how you'll ask people to buy cookies. In addition to introducing yourself and asking if they'd like some cookies, you might want to let customers know what your troop plans to do with the cookie money you're earning or explain your favorite flavors! Write what you want to say below, then practice it on your family at home.

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**Yes, no, maybe so.**

When she's practicing her pitch, pretend to be different customers—some who want cookies, some who don't, and some who are on the fence. It'll build her confidence for real-life situations!

- ☐ **5. Think like a Girl Scout.** The Girl Scout Law reminds us to be responsible for what we say and do. You can do that by filling in important deadlines below so you don't forget! Create your own calendar using these dates, and track your progress with your family.



**Day by day.** Keep all cookie deadlines on a shared family calendar, and give her a calendar of her own so she can practice crossing off dates and planning ahead. Time management will strengthen her business ethics as she gets older!

## My Important Cookie Dates

Girl Scout Cookie season starts on: \_\_\_\_\_

Cookie order deadline: \_\_\_\_\_

Cookie pick-up: \_\_\_\_\_

Money due date(s): \_\_\_\_\_

My other deadlines: \_\_\_\_\_

Check with your troop leader about how your girl can get each pin, or head to **[girlscoutshop.com](http://girlscoutshop.com)** to purchase it.

# FIVE STEPS TO EARN YOUR



# Junior Pins



YEAR 1



YEAR 2

Check off the boxes as you complete each activity with your family—you can earn a different pin each year! Adults, look for the 💡 throughout for special ways you can help!

- ☐ **1. Strategize your sales.** Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second goal focused on your sales method—like how many packages you'll sell digitally or how many customers you can upsell.

My troop goal is \_\_\_\_\_ packages so we can \_\_\_\_\_.

My personal goal is \_\_\_\_\_ packages, and my strategic goal is \_\_\_\_\_.

- ☐ **2. Learn from the past.** If you've sold Girl Scout Cookies before, think about what worked and what could have gone better. If this is your first time, ask a Girl Scout who knows the ropes to tell you about her experience. Make an "action plan" that includes everything you'll need to run your cookie business.

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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<input type="checkbox"/>	_____
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<input type="checkbox"/>	_____
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<input type="checkbox"/>	_____
<input type="checkbox"/>	_____



## The path to success.

Goal setting isn't only about numbers—it can also be about sales strategy. Help her think through all the different ways she could make a sale, then create a goal for one of them.


## Cookie Goal Tracker

_____	packages
_____	packages
_____	packages
_____	packages
_____	packages
_____	packages
_____	packages



**Step back.** Girls feel the greatest sense of pride when they have ownership over their sales and get to flex their decision-making skills. So feel free to give feedback, but make sure you let her come up with the plan herself.

- ☐ **3. Run the show.** Although your family is responsible for keeping the money you collect safe, you're responsible for everything else—from counting money and giving change to managing your cookie inventory and meeting deadlines. Record the dates here, then track them on a family calendar and let your family know what specific help you need.

 **Check in with her.** She's ready to take charge of her business! Help her think about how she'll track her orders, double check her math, and handle money (with adult supervision). You're there to advise and support, but this is her time to shine.

## My Cookie Business Dates

Girl Scout Cookie season starts on: \_\_\_\_\_


Cookie order deadline: \_\_\_\_\_

Cookie pick-up: \_\_\_\_\_


Money due date(s): \_\_\_\_\_

My other deadlines: \_\_\_\_\_

- ☐ **4. Fine-tune your pitch.** Improve your pitch using customer feedback and test it with your family. If your troop has not earned the Customer Insights badge, interview or survey past and potential customers about their cookie-buying habits.

 **Spark her curiosity.** Knowing her audience is a major people skill. Give her more insight about her customers by having her use a free survey tool online or creating a poll to post on social media.

- ☐ **5. Know your product.** Not every cookie is right for every customer! Learn which ones are gluten-free, vegan, and nut-free for those with allergies and dietary restrictions.

 **Truth in advertising.** Quiz her cookie knowledge! By having the facts and being transparent about her products, your girl is learning the foundation of business ethics.

Check with your troop leader about how your girl can get each pin, or head to [girlscoutshop.com](https://girlscoutshop.com) to purchase it.

# Cadette Pins

Check off the boxes as you complete each activity with your family—  
you can earn a different pin each year!

- ☐ **1. Hit those benchmarks.** You already know how to set personal and troop sales goals and think of strategies you'll use to meet them. Now try breaking your personal goal into benchmarks, or short-term goals, and share them with your family. Splitting your main objective into smaller goals to meet along the way will keep you on track, and giving regular updates to your family will let them know how to support you best!



YEAR 1



YEAR 2



YEAR 3



Benchmark_____	Date achieved_____
Benchmark_____	Date achieved_____
Benchmark_____	Date achieved_____
Benchmark_____	Date achieved_____
Benchmark_____	Date achieved_____
Benchmark_____	Date achieved_____

- ☐ **2. Choose your path.** Practice decision making while earning the Business Planning, Marketing, or Think Big badge with your troop or on your own. Share what you've learned with your family and let them know specific ways they can help you launch your business plan, kick off your marketing campaign, or spread your big idea. Knowing when and how to ask for help and feedback will make you go far in the future!



- ☐ **3. Learn about financial planning.** Ask a family member or another trusted adult in your community to tell you about a time when they set and reached a financial goal. What was the goal? What did they do to make sure they reached it? Would they do anything differently based on what they learned from the experience? Think about how their knowledge could help you with your business.

- ☐ **4. Grow your network.** Use the prompts below to create a customer pitch, then ask your family to help you think of ways to find people to try it out on. Testing your pitch on a group and absorbing the feedback will improve your people skills and refine how you talk to customers.

*Record your pitch and post it to your Digital Cookie® or Smart Cookie® site!*

**INTRO**—how will you introduce yourself and your cookie business? \_\_\_\_\_

**YOUR STORY**—what is your troop going to do with the proceeds, and how did you come up with your ideas? \_\_\_\_\_

**YOUR PRODUCT**—describe your products and why buying them is the right choice. What do customers get when they buy Girl Scout Cookies versus similar products? \_\_\_\_\_

**YOUR TEAM**—who is already supporting your cookie business? \_\_\_\_\_

**YOUR SUCCESSES**—what have you achieved so far? \_\_\_\_\_

**YOUR ASK**—tell your audience how they can best support you. What do you need? Be specific. \_\_\_\_\_

**YOUR CONCLUSION**—how will you summarize your pitch and restate your ask? \_\_\_\_\_

- ☐ **5. Thank your customers.** A great way to maintain your network is to thank your customers and tell them about the outcomes of your cookie business. Consider having your family help you record a thank-you video to tell customers all you've achieved and learned. Keeping clients informed and up-to-date on your successes is an important part of business ethics!

#### **Family Tips**

Your Girl Scout is ready to take charge of her cookie business. Her skills will grow as she learns to ask for help and brainstorms ideas with others. Look for opportunities to encourage her to:

- **Be curious** about others' experiences and ideas by researching how to tell engaging stories and how to create a pitch. Spend an evening online together watching related how-to videos and reading relevant articles. Then help brainstorm ideas for groups for her pitch.
- **Collaborate with others** to accomplish her goals and learn. Let her take the lead in asking you for help and feedback. Remember: teamwork makes the dream work!

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# Senior Pins

Check off the boxes as you complete each activity with your family—you can earn a different pin each year!



☐ **1. Take note!** First set your sales goal on the next page and share it with your family. At the end of your season, reflect on your goal. Did you reach it? Was it too easy or too hard? Think of how you can use what you've learned to inform your future goals. Jot down your thoughts and email them to yourself so you can revisit them next year.

☐ **2. Shout out your strategy.** Write down your plan for the season, including how you'll maintain and grow your Girl Scout Cookie business. Document your plan using the prompts on page two. Then share it with your family, ask for help, and assign roles. Although you should always do the selling, your energy will go a lot further when your network can help you spread the word!

☐ **3. Look to the future.** The Girl Scout Cookie Program has helped you build skills like managing a budget and setting and meeting goals. Now consider your future. Ask your family for support as you earn one of the Financial Literacy badges for Girl Scout Seniors—Buying Power or Financing My Future. Even if you're earning the badge with your troop, your family will play a key role in supporting you.



☐ **4. Segment your customers.** Customers can be motivated by different things. Separate them into different categories. For example, you might put your friends, family, neighbors, and broader community into four different categories. Or think of different motivations for customers; who might want to support girl empowerment? Who might want to participate in a cookie donation program? Create marketing messages that speak to the lives and motivations of each segment. Test your approach with your family, then adjust it based on their feedback.

☐ **5. Show your appreciation.** Whether this is your first or tenth cookie season, you have a support network around you to help along the way. Ask your family to think of everyone who helped cheer you on, spread the word, and manage logistics. Come up with a way to say thank you to your family, troop leaders, most loyal customers, and Girl Scout sisters.



## Tips for Family

Your Girl Scout can run her own cookie business independently at this point—and that should make you proud. Her leadership skills will grow as she documents her plan, expresses gratitude, and reflects on her goals. Look for ways to encourage her to:

- **Take initiative to research** how start-ups or new businesses document their sales strategies. There are plenty of resources online, including videos, articles, and templates for such strategies. Then cooperate as she tries her hand at delegating tasks to you and other family members while she continues to be the one doing the selling.
- **See failing as a learning opportunity** when she encounters setbacks to her plan. Weather and busy schedules can get in the way. Instead of solving problems for her, ask questions that lead her to make her own solutions. What would she do differently next time? How can she predict future risks in her plan?

# My Cookie Business Plan

My Sales Goal

\_\_\_\_\_ packages

**BUSINESS GOALS**—how is your troop using its proceeds?  
How does that translate to your personal goal?

**MISSION STATEMENT**—define your business’s purpose with a specific, inspirational, and brief statement. If you earned the Business Plan badge as a Cadette, you can use or update your mission statement from it.

**CUSTOMER TARGETING** (*see step 4*)—think of all the people who might not get asked to buy Girl Scout Cookies. How will you reach them to expand your customer base?

**MARKETING AND SALES PLAN**—how will you market your business, and what are your selling methods? Think about the different sales channels, like door-to-door, booths, Digital Cookie or Smart Cookie, group pitches, etc. What has worked best in the past? Which selling method will help you reach your target customers?

**OPERATIONS PLAN**—how will you manage inventory and collect supplies, and who you will ask for help?

**TIMELINE**—what are the key dates for your business?

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# Ambassador Pins



YEAR 1



YEAR 2

Check off the boxes as you complete each activity with your family—you can earn a different pin each year!

- ☐ **1. Get information.** First set your sales goals using your past goals and achievements for reference. Then set a learning goal—a new skill you want to gain or something you want to learn as you run your cookie business. Share your goals with your family and identify how they can best support you.

**My sales goal is \_\_\_\_\_ packages**

**My learning goal is \_\_\_\_\_**

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- ☐ **2. Find a mentor.** All along your cookie business journey, you've asked your family and friends for help, but now is the time to go beyond and find the right mentor to take you to the next level and achieve your learning goal. Ask your family to think of ways to find the right mentor. Use the *Maximizing Mentorship: A Girl Scouts Guide* found at [girlscouts.org/mentor](http://girlscouts.org/mentor) to learn how to take charge of your experience while being safe.

- ☐ **3. Make your personal financial plan.**

By running your own cookie business you've learned how to set financial goals and reach them. Now it's time to put that learning into action. Earn the On My Own or Good Credit badge to enhance your money-management skills. Share your plan and knowledge with your family and ask them for feedback. Do they think your plan is realistic? What's good and what might be improved?



#### □ 4. Be a sister to every Girl Scout.

Ask your family how they've seen you grow by participating in the Girl Scout Cookie Program, then make a list of their responses. Use this list to create a presentation, activity, or video to share with younger Girl Scouts to inspire them as they run their own cookie businesses. Part of developing people skills is sharing your learning with others and becoming a mentor yourself!

#### □ 5. Translate your experience.

Business ethics are a set of moral principles that guide the way a business behaves. Talk with your family about a large company or organization that you support or use frequently. What does it seem to already know or think about its business ethics, if anything? After your conversation, do an online search to learn more about the company's business ethics and principles. How do you feel about its ethics, and how do they relate to or differ from the Girl Scout Promise and Law? Which business ethics will you carry from your Girl Scout Cookie business into your future?

#### Tips for Family

Your Girl Scout's experiences as a cookie entrepreneur are about to help her in the next exciting steps of her life. You'll see her skills grow as she sets a learning goal for herself, finds a mentor, and thinks about her future while passing knowledge on to other Girl Scouts. Look for ways to encourage her to:

- **Embrace challenges** as she sets her sights on her future and earns either the On My Own or Good Credit badge. Share your own budget and credit experiences with her, and encourage her to ask others about their experiences.
- **Adapt to change** as she focuses on a learning goal. First ask her to think about her strengths before she focuses on areas that she wants to grow in and develop.
- **Take healthy risks** as she seeks a mentor. Asking for help can be intimidating, and even frustrating—some potential mentors will say no or not respond. Encourage her to keep trying. Mentors will play a key role in her future. And learning to advocate for herself now will serve her for the rest of her life.

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