

# Cadette Pins

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



YEAR 1



YEAR 2



YEAR 3

- 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!



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| Benchmark _____ | Date achieved _____ |
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- 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!

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