



Girl Scouts of Eastern Pennsylvania

Cookie Entrepreneur Program Ready to Run

Grades K-5

Table of Contents

Welcome Letter.....	Pg. 3
Step 1: Set Your Goals and Strategize Sales.....	Pg. 4-5
Step 2: Decide How to Reach Your Goal and Learn From the Past.....	Pg. 6-7
Step 3: Be a Money Master	Pg. 8-9
Step 4: Learn to Talk to Customers and Make Your Pitch	Pg. 10-13
Step 5: Think Like a Girl Scout and Know Your Product	Pg. 14-16
Daisy CEF Requirements	Pg. 17-18
Brownie CEF Requirements	Pg. 19-20
Junior CEF Requirements	Pg. 21-22

Hello Girl Scouts and Families!

The year-by-year Cookie Entrepreneur Family pin collection is the latest addition to the Girl Scout Cookie Program—and was inspired by and designed for families just like yours!

It has never been easier to support your girl as she develops business skills, makes amazing memories, and earns a different pin for her uniform every cookie season. The simple, age-specific guidelines have been tailored for her developing skill set, making success a snap.

This guide contains fun and engaging activities to help your girl complete the five steps to earn their pin. Once completed, pins can be purchased by visiting our [online shop](#)! Girls who complete the five steps can also enter to win a free week of camp at one of our GSEP camps for the 2021 camp season! Click [HERE](#) to enter. One entry per Girl Scout. The deadline to enter is Monday, March 15, 2021. The winner will be announced via our social media pages by the end of March. Good luck!



Step 1: Set Your Goal and Strategize Your Sales

Bullseye Goal Tracker



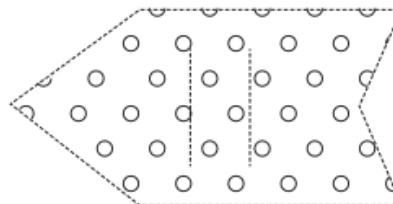
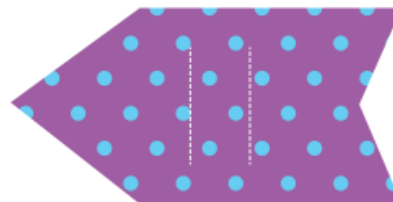
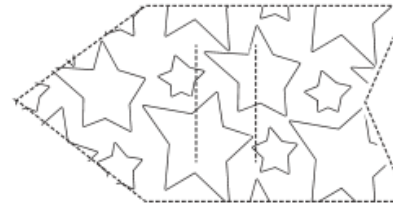
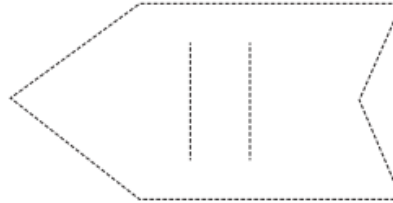
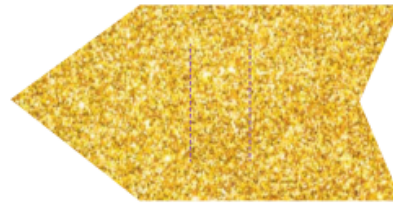
Girls are sure to hit their goals when they're written right in the bullseye of this archery-inspired craft.

Materials:

- [Bullseye Goal Tracker template](#) (printed on cardstock)
- Scissors
- Pencils
- Markers
- Optional: Pencil erasers

Directions:

1. Print the Bullseye Goal Tracker template onto cardstock.
2. Write your activity goal along the bottom ring of the target.
3. Write your package goal in the center of the target (inside the Caramel Delights cookie).
4. Cut the templates out and lightly fold them in half lengthwise. On the bullseye, make two small cuts with the scissors, then unfold it. On the arrow, make two small cuts in the middle, then unfold.
5. Slide the pencil through the cuts in the center of the bullseye. Then slide the arrow onto the end of the pencil.
6. Optional: Place a pencil eraser at the top of the pencil to create the tip of the arrow.
7. As you hit a new package goal throughout the season, color in that section of the target, then celebrate a job well done!



Step 2: Decide How to Reach Your Goal and Learn from the Past

Thinking Ahead

Materials:

- Pencil
- Markers or colored pencils

Instructions:

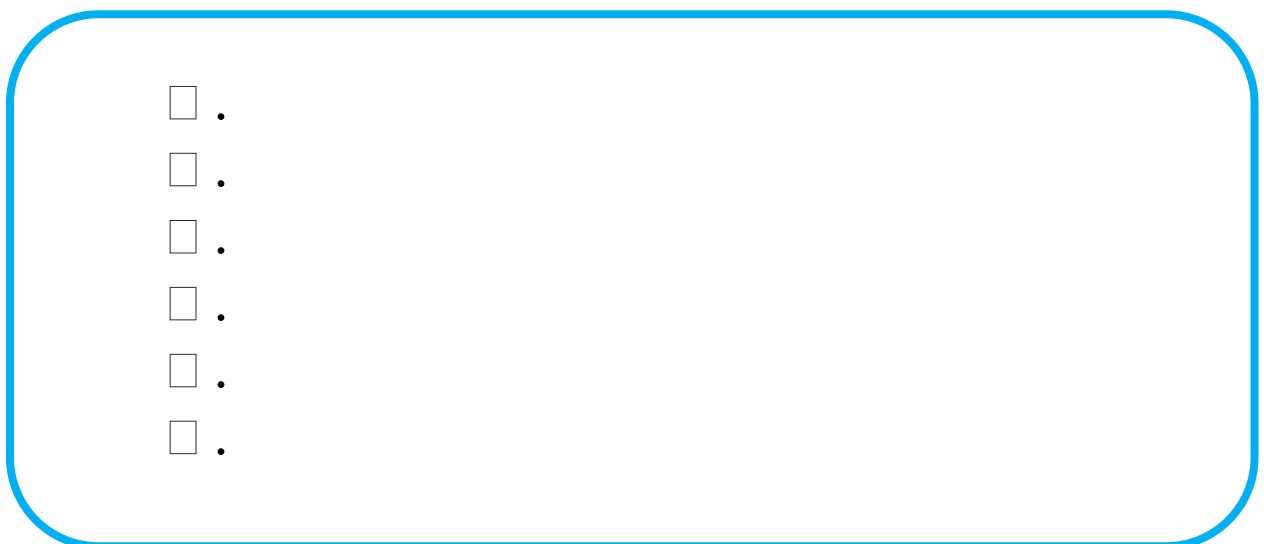
1. Explain to girls that they are going to think about their potential customers and their past cookie selling experience
2. Have girls answer both questions on the next page
 - a. Note: Girls feel the greatest sense of pride when they have ownership over their sales and get to flex their decision-making skills – so feel free to give feedback, but make sure you let her come up with the plan herself.

Questions:

1. 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!

A large, empty rounded rectangle with a thick purple border, intended for a student to write a list or draw pictures of potential customers.

2. 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.

A large, empty rounded rectangle with a thick blue border. On the left side, there is a vertical list of six small, empty square checkboxes, each followed by a period, for creating a checklist.

- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .

Step 3: Be a Money Master

Money Management: Lanyard and Cookie Cash


Materials:

- Lanyard insert (on next page)
- Lanyard case
- Art supplies (markers, crayons, or colored pencils)
- Monopoly money or real money
- Dice

Instructions:

1. Explain to girl that she's going to learn about managing money while selling cookies.
2. Allow her some time to decorate the front of her lanyard insert. The lanyard insert breaks down how much money a customer will need to pay for cookies, depending on how many boxes they want.
 - a. Note: Their name should go on the back of their lanyard only!
3. Explain the game:
 - a. The "customer" rolls the dice to determine how many boxes of cookies she is purchasing.
 - b. The Girl Scout takes the customer's order and figures out the correct price to charge them. Then, the Girl Scout will tell the customer the total price of the cookies and count the money to ensure accuracy.
 - c. The "customer" (an adult or another participant) and the Girl Scout will take turns pretending to buy cookies while their partner figures out how much to charge them and how much change to give, using her lanyard insert.
 - d. The person acting as the buyer will roll the dice to determine how many boxes they are purchasing.
 - e. From there, the Girl Scout will figure out how much to charge for the cookies. The customer will pay using Monopoly money and the Girl Scout will determine how much change they should receive.
 - f. This can be repeated multiple times.

Lanyard Insert

	Traditional Cookies	
	1 box	\$4.00
	2 boxes	\$8.00
	3 boxes	\$12.00
	4 boxes	\$16.00
	5 boxes	\$20.00
	6 boxes	\$24.00
	7 boxes	\$28.00
	8 boxes	\$32.00
	9 boxes	\$36.00
	10 boxes	\$40.00
	11 boxes	\$44.00
	12 boxes	\$48.00

Step 4: Learn to Talk to Customers and Make Your Pitch

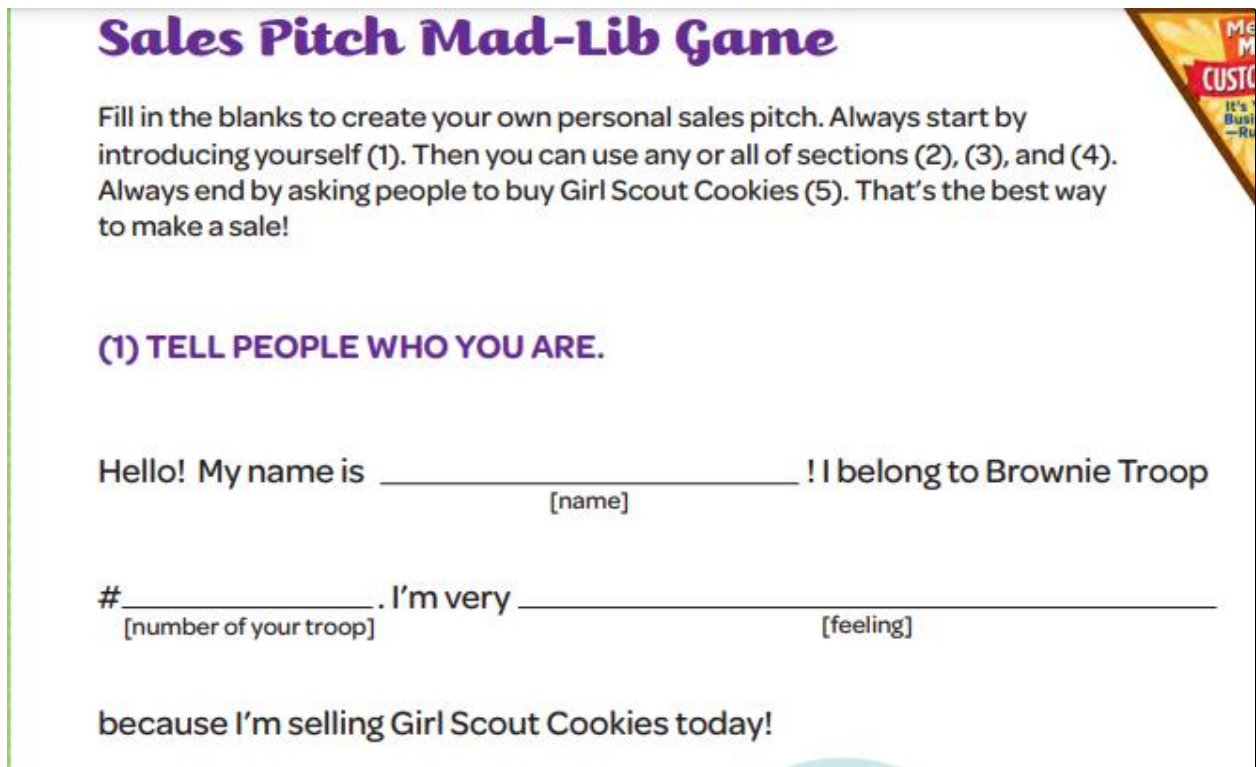
Sales Pitch Mad-Lib Game

Materials:

- Pencil

Instructions:

1. Follow the Mad-Lib Game directions to create your sales pitch.



Sales Pitch Mad-Lib Game

Fill in the blanks to create your own personal sales pitch. Always start by introducing yourself (1). Then you can use any or all of sections (2), (3), and (4). Always end by asking people to buy Girl Scout Cookies (5). That's the best way to make a sale!

(1) TELL PEOPLE WHO YOU ARE.

Hello! My name is _____ ! I belong to Brownie Troop
[name]

#_____. I'm very _____
[number of your troop] [feeling]

because I'm selling Girl Scout Cookies today!

(2) TELL THEM ABOUT THE COOKIES AND HOW MUCH THEY COST.

_____ are the most popular. I like all
[type of cookie]

the cookies , but _____ are my favorite
[type of cookie]

because _____
[what makes that cookie your favorite]

_____.

They're only _____ a box!
[cost of one box]



(3) TELL THEM HOW YOUR TROOP PLANS TO USE YOUR COOKIE MONEY.

Our Brownie troop decided as a team that we're going to spend some

cookie money on _____
[how your troop is spending the money]

_____.

We decided to save some of our cookie money to _____

[if your troop is saving money for something special, write it here]

and we're going to give a little of our cookie money by _____

[how your troop is using cookie money to help others]

We are going to feel _____ when
[feeling]

we come up with our goals.

(4) TELL THEM HOW THEY CAN DONATE COOKIES.

You can also make other people _____
[adjective]

by buying boxes to donate to _____

[people or places who get cookie donations, such as members of the military or local food pantries]

(5) END YOUR SALES PITCH BY ASKING YOUR CUSTOMERS TO BUY COOKIES.

Write down your own way of asking people to buy cookies here!

for
example

→ Would you like to help me and my troop reach our goals by buying some _____

Girl Scout Cookies today? _____

Step 5: Think Like a Girl Scout and Know Your Product

Cookie Flavors: Flavor Trivia

Materials:

- Cards with the picture and name of each cookie
- Descriptions of the cookies and the answers to the game
- Scissors

Instructions:

1. Explain to girls that they're going to play a game to help them understand the description for each cookie.
2. Give each Girl Scout a set of cards (cut apart) with the picture of each cookie
 - a. A family member should read the description for one cookie aloud.
 - b. Each Girl Scout should find a picture of the cookie from their cards that matches the description and hold it up.
 - c. Let girls know the correct answer and then move onto the next cookie description until you have gone through all cookie descriptions.

Cookie Descriptions:

1. Crispy vanilla cookie layered with peanut butter and covered in chocolate. It is also one of our vegan cookies.
2. Shortbread cookie with a tangy lemon-flavored coating. It is also one of our vegan cookies.
3. Gluten free chocolate chip cookie. These cost \$5 per package.
4. Vanilla cookie coated in caramel, sprinkled with toasted coconut, and laced with chocolatey stripes.
5. Traditional shortbread cookie.
6. Crisp and crunchy cookies with creamy peanut butter filling.
7. Crispy chocolate wafers dipped in a mint chocolate coating. It is also one of our vegan cookies.
8. The newest Girl Scout cookie. A graham wafer covered in a marshmallow icing and dipped in chocolate.
9. French Toast-inspired cookies dipped in delicious icing and stamped with the trusted Girl Scouts' signature trefoil on top.

Answers:

- | | |
|-----------------------------------|-----------------------------|
| 1. Peanut Butter Patties | 6. Peanut Butter Sandwiches |
| 2. Lemonades | 7. Thin Mints |
| 3. Caramel Chocolate Chip (Trios) | 8. S'mores Cookie |
| 4. Caramel Delights | 9. Toast-Yay |
| 5. Shortbread | |

Thin Mints



Toast-Yay



Peanut Butter Patties



**Caramel
Chocolate Chip**



**Peanut Butter
Sandwiches**



Shortbread



Lemonades



S'mores



Caramel DeLites



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.

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.

- ☐ **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!


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.

 **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: _____

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.

 **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: _____

FIVE STEPS TO EARN YOUR



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

My Cookie Business Dates


Girl Scout Cookie season starts on: _____

Cookie order deadline: _____


Cookie pick-up: _____

Money due date(s): _____


My other deadlines: _____

 **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.

- ☐ **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.