



Girl Scouts of Eastern Pennsylvania

Cookie Entrepreneur Program Ready to Run

Grades 11-12

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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: Get Information

Road Map to Cookie Success

Girls will identify opportunities to meeting their cookie goal and find solutions to overcome potential obstacles on the road to cookie success!

Materials:

- List of [2021 Recognition Prizes](#) (Page 11)
- Paper and pen
- Poster board or other large paper
- Art supplies (markers, crayons, or colored pencils)

Instructions:

1. Review GSEP's recognition prizes for the 2021 Cookie Program.
2. Work with your girl to set an overall goal for how many packages of cookies she hopes to sell or talk about the goal she already set.
 - a. How many packages of cookies does she need to sell to earn the recognitions she wants?
 - b. Remember, she earns free Girl Scout membership by selling 300+ packages!
3. Explain that short-term goals, or benchmarks, can make hitting a big goal seem more doable.
4. Using her overall goal, create four benchmarks to hit during the Cookie Program. To do this, she should divide her total package goal by four.
5. After identifying benchmarks, work together to think about and record potential strategies and opportunities to sell more packages. For example, she could sign up for a bunch of virtual cookie booths.
6. Next, identify potential obstacles that she may have to overcome to meet her goal. For example, she may not have enough cookies on hand to fulfill her orders quickly.
7. Time to problem-solve! Have her identify solutions to each obstacle she has identified. For example, a solution to not having enough cookies on hand could be to research how to use Unplanned Order Stations and locating the closest one.
8. Once she has her list of opportunities and obstacles, pull out the poster board. On the top of the poster, she should write, draw, or create a collage of her overall goal.
9. Using art supplies, have her create a road map to her goal.
 - a. Add scenic points or fun pit stops to represent her benchmarks.
 - b. Create shortcuts that will help her reach her goal more quickly – these are the opportunities she identified.
 - c. Add road hazards to represent potential obstacles along with the solutions to overcome them.

Step 2: Find a Mentor

Maximizing the Mentorship Experience

It may not take a village to sell Girl Scout Cookies but having a ton of support will help your girl's cookie business immensely – and mentorship is one key role in her amazing village.

Materials:

- [Maximizing Mentorship Guide](#)
- Paper and pen

Instructions:

1. Review the Maximizing Mentorship Guide with your girl.
2. In her own words, have her describe to a family member the role of a mentor and how they can be a valuable piece of her cookie business journey.
3. Next, begin the process of finding a mentor with you girl. Have her ask herself the following questions from the guide to start the process:
 - a. Where would I like support?
 - b. What kind of support am I looking for?
 - c. How frequently do I want to connect with a mentor?
 - d. What's the end goal of the mentorship?
 - e. Who that I know has had the experience I want?
 - f. Does my mentor need to be local?
4. Now that your girl has an understanding of what goes into finding the right mentor, have her create an email or letter that she can send out to her potential mentor asking if she/he would be willing to be her mentor.
 - a. Make sure she includes the following information in her letter:
 - i. Introduce yourself
 - ii. Be clear about your interests
 - iii. Write in full sentences and provide details! Remember, this isn't a text!
 - iv. Express to the person that you've done your homework and are familiar in their expertise
 - v. Connect the person's work to your current interest and focus to show how they would be a good mentor
5. Then, once she has determined who her mentor will be, have her come up with a schedule for how often she should meet with her mentor, as well as the best way to communicate with the mentor.
6. In preparation for her first mentor meeting, have her come up with 10 icebreaker questions to get the conversation started!
7. Lastly, have her set a date for the first meeting with her mentor. She's on the way to the start of a great and productive relationship!

Step 3: Make Your Personal Financial Plan

In the Business of Badges

The only thing better than earning a badge is earning a badge while learning valuable skills and knowledge that will help you sell more cookies!

Instructions:

Choose between earning the On My Own or Good Credit Badge. You can decide to earn this badge with your troop or at home! Remember, even if you work with your troop to complete this step, you can keep your family involved by sharing what you learned and gaining their support as you execute the new strategies you learned!

On My Own Badge: Know how to create and stick to a budget so you can avoid financial pitfalls and be independent.

1. Plan for where you'll live
2. Plan for your daily need
3. Plan for having fun
4. Plan for the unexpected
5. Plan for sharing with others

When you've earned this badge, you'll understand the importance of creating a budget—a skill that will help you wherever life leads.

OR

Good Credit Badge: Know what it takes to keep good credit and borrow money wisely, including how to pay back what you owe in time.

1. Get the scoop on credit scores
2. Find out how bank loans work
3. Learn the ins and outs of credit cards
4. Gather real-life borrowing stories
5. Write your own credit commitment

When you've earned this badge, you'll know more about ways to responsibly borrow money and understand the importance of establishing good credit.

Step 4: Be a Sister to Every Girl Scout

My Cookie Experience

Now that your girl knows all about the value of mentorship, it's time for her to practice shining and supporting other girls as a Girl Scout mentor herself!

Materials:

- Pen and paper
- iPhone or another video-recording device
- Props and backdrop (optional)

Instructions:

1. Together, talk about your fondest and most notable memories of the Cookie Program and the lessons your girl learned from them. Perhaps sticking it out at a cookie booth during a snowstorm taught her resilience! Or maybe a troop trip to Costa Rica taught her to be more environmentally conscious? Take a trip down memory lane!
2. If she is able, your girl should ask other family members, friends, or loved ones what they remember about your journey as a Cookie entrepreneur. She can ask them how they've seen the Cookie Program help her build important skills and its overall impact on her life.
3. Based on her reflections and others' feedback, have your girl record the most valuable lessons she learned and the best memories she has from participating in the Cookie Program. She will use this information as a base for a video script meant to inspire younger Girl Scouts to participate in the Cookie Program.
4. Start building the script together. Keeping younger Girl Scouts in mind, what can she share with younger girls to show them the value of the Cookie Program? Think of it like a sales pitch!
5. Once the script is created, help her rehearse it until she feels comfortable recording it.
6. Record the video! Use a backdrop or props to make the video most interesting to younger Girl Scouts. Remember that it may take a few tries to get it just right!
7. Share the video with younger Girl Scouts and with anyone else that might enjoy it! Optional extra: Upload the commercial to her Smart Cookie site!

Step 5: Translate Your Experience

Personal Code of Cookie Ethics

The Girl Scout Promise and Law are important parts of being a Girl Scout and reminds us to act ethically. This activity will help girls apply those values to their own cookie business!

Materials:

- Pen and paper
- Poster board
- Art supplies (markers, crayons, or colored pencils, stickers, ribbon, etc.)

Instructions:

1. Review the following vocabulary together. As you read the definitions, ask your girl to share her feelings and experiences with these things, if any:
 - a. **Ethics** - moral principles that govern a person's behavior
 - b. **Ethical** – systematizing, defending, and recommending concepts of right and wrong conduct
 - c. **Ethical Dilemma** – a problem in the decision-making process between two possible options, neither of which is absolutely acceptable from an ethical perspective
 - d. **Business ethics** - the study of appropriate business policies and practices regarding potentially controversial subjects
 - e. **Code of Ethics** – standards adopted by organizations to assist members in understanding the difference between “right” and “wrong” and in applying that understanding to their decisions
 - f. **Personal ethics statement** - a written declaration of your closely held ethical principles, sometimes used on college applications
2. On a piece of paper, have your girl record her personal ethics and how they help her every day. For examples of ethics Girl Scouts hold, refer to the Girl Scout Law.
3. Facilitate a discussion about how your girl’s personally held beliefs can be translated into business – in particular, her cookie business. How can she make sure she is maintaining her ethics throughout the Cookie Program? For example, if one of her ethics is to use resources wisely, she might find ways to recycle her old cookie cases into cat scratchers for the local cat shelter.
4. When she has identified a way to integrate most of her ethical beliefs into her cookie business, use the posterboard to record her personal set of business ethics for her cookie program. She can also decorate it!
5. Hang or display the poster board somewhere your girl will see it throughout the Cookie Program to remind her of her ethics and how she will put them into action!



Ambassador 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

- ☐ **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 _____

- ☐ **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 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.

Check with your troop leader about how your girl can get each pin,
or head to girlscoutshop.com to purchase it.