



Girl Scouts of Eastern Pennsylvania

Cookie Entrepreneur Program Ready to Run

Grades 6-10

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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: Hit Those Benchmarks and Take Note

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: Choose Your Path and Look to the Future

Badge for Your Business

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 – Seniors:

Choose between earning one of the Financial Literacy Badges for Seniors – Buying Power or Financing My Future. You can decide to earn this badge with your troop or at home with your family! 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!

Buying Power: Find out about the long-term impact of making a big purchase and understand how you need to be prepared to keep paying for your purchases long after you've started to use the items.

1. Compare costs and options
2. Conduct consumer research
3. Calculate the long-term costs
4. Investigate ways to find better deals
5. Create a savings plan for a big purchase you'd like to make

When you've earned this badge, you'll know how to research and budget for a big purchase for yourself or your family.

OR

Financing My Future: Declare your dreams for your educational future and then figure out how to finance them so you can start planning thoughtfully for your future.

1. Declare your dreams
2. Decide what you need and want
3. Go comparison shopping
4. Explore your financial aid options
5. Build a blueprint for your future

When you've earned this badge, you'll have a plan for your educational future—including ideas on how to pay for it.

Instructions – Cadettes:

Choose between earning the Business Planning, Marketing, or Thing Big 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!

Business Planning Badge: Find out how to create a business plan.

1. Write your mission statement and business goals
2. Increase your customer base
3. Get into the details
4. Make a risk management plan
5. Gather expert feedback on your plan

When you've earned this badge, you'll know how to write an effective business plan for your cookie business.

OR

Marketing Badge: Find out how to sort through promotions, deals, and ads to find the best bargain for you. Then use what you learned to create a strong advertisement and marketing message for your cookie sale.

1. Find out more about brand identity
2. Check out the competition
3. Research other products that have a philanthropic angle
4. Develop your marketing message
5. Create your marketing campaign

When you've earned this badge, you'll know how to create a marketing plan for your cookie business.

OR

Thing Big Badge: Come up with a big goal and then take your cookie business to a whole new level so you can achieve it.

1. Come up with a big idea
2. Take your sales to the next level
3. Sell your big dream to others
4. Ask experts to help you take your plan up a notch
5. Share your experience in a big way

When you've earned this badge, you'll know how to set bigger goals for your cookie sale and come up with creative ways to reach them.

Step 3: Learn About Financial Planning and Shout Out Your Strategy

Interview with a Family Member

Girls do not have to look far to find savvy financial advice. More often than not, family members and close friends are great resources when it comes to financial planning. How's that for using resources wisely!

Materials:

- Paper and pen
- List of interview questions

Instructions:

1. Explain that financial planning is an important part of not only a cookie business, but in many other endeavors as well! Girls will need to manage finances wisely for the rest of their lives; in fact, they're probably already dealing with financial situations!
2. Discuss the different ways your girl might be involved with finances. Does she earn an allowance or have income from a job? Does she pay to take a bus or train to get around? Has she planned to spend only a certain amount on a gift for a friend?
3. Identify a family member or close friend that is financially savvy or has experience maintaining finances. Work together to come up with a list of questions your girl should ask to give her a better insight into financial planning. Use the example questions below plus create your own!
 - a. What is a big or notable financial goal you have set?
 - b. What did you do to reach your goal?
 - c. Would you do anything differently based on what you learned from the experience?
 - d. What is one thing you think all Girl Scouts my age should know?
4. When your girl is holding the interview, she should record any responses or quotes that resonated with her or gave her further insight into the world of finances.
5. After the interview, discuss the responses and what she learned from the interview. How can she incorporate what she learned into her cookie business and beyond? The benefits of gaining this insight will last even longer than the Cookie Program and can set her on a path of financial success!

Step 4: Segment Your Customers and Grow Your Network

Cookie Commercial

Girls will investigate ad strategy, segment customers, and then create their own marketing message through a commercial for their cookie business.

Materials:

- Computer, tablet, or another device with internet connection OR television (optional)
- Props and backdrop (optional)
- Pen and paper
- iPhone or another video-recording device

Instructions:

1. Ask your girl if she can recall any commercials or ads that stood out to her. Lead a discussion about what made the commercial so memorable.
2. If you are able, watch a few commercials on television or look up and watch a few online.
3. Talk about the commercials – Which were good? Which were not so good? Which stuck out? Which made her want to purchase the product or service?
4. Explain that marketers identify different segments (groups) of customer and create advertisements targeted specifically to those segments.
5. Make a list of the customer segments and choose one that she would most like to target. Segments may include family members, friends, teachers, neighbors, and so on.
6. Start building your commercial script. Keeping your target customer segment in mind, discuss what makes a good Girl Scout Cookie ad. What kind of commercial would appeal to that group of people?
7. Consider including the following information in the commercial as you build the script:
 - a. Why should customers buy Girl Scout cookies?
 - b. What are her goals and benchmarks?
 - c. What will she do with the funds?
 - d. What are some key aspects of the sale/product?
8. Once the script is created, help her rehearse it until she feels comfortable recording it.
9. Record the commercial! Use a backdrop or props to make the commercial most interesting. Remember that it may take a few tries to get it just right!
10. Share the commercial with the target audience and anyone else that might enjoy it! Optional extra: Upload the commercial to her Smart Cookie site!

Step 5: Thank Your Customers and Show Your Appreciation

Handmade Thank You Cards

Girls will show appreciation for the support they received from their network throughout the Cookie Program.

Materials:

- Card stock or other thick paper
- Scissors
- Markers, colored pencils, and/or crayons
- Stickers and ribbon (optional)
- Any other card-making supplies you want to use

Instructions:

1. Discuss the importance of showing your appreciation when people help out and provide support. What are some ways your girl likes to be thanked? How does being thanked make her feel?
2. Together, put together a list of all the names and addresses of people that supported your girl throughout the Cookie Program, such as loyal customers, family members, friends, and troop leaders.
3. Have your girl create handmade thank you cards for each person that helped her out or played a special role in helping her succeed in the Cookie Program. Decorate the front and inside using markers, stickers, ribbon, etc. Include a nice note on the inside.
4. Ask your girl to consider implanting these card-making tips as she creates her thank you cards:
 - Think about what you want to say before you start writing
 - Double-check the spelling of each person's name before writing it in the card or on the envelope
 - Add a special, personalized note in each person's card that details why you are thankful for them and how they helped you succeed
 - Include an update on how your sale went and the goal you reached
5. Mail or deliver the cards!



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!



Goal Tracker

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!

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



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?

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

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