

## Cookie Entrepreneur Patch Program



The Cookie Entrepreneur patch program is designed for all Girl Scouts to learn the five business and leadership skills (goal setting, decision making, people skills, money management, and business ethics) that are part of the Girl Scout Cookie Program. Girls can complete at their own pace at home, or the troop can do together during meetings. This is the perfect way to get ready for the Cookie Program if you have a very busy schedule.

If you would like to do this patch virtually with your troop, you can request the slide deck by emailing Sara Tyler at [styler@gscnc.org](mailto:styler@gscnc.org).

### Patch

Girls earn the Cookie Entrepreneur patch after completing the required activities. **This is a limited time patch and can ONLY be purchased in the Girl Scout Shop until February 28, 2021.**

### Badge Connections

Several of the activities correspond to some of the steps in the badges listed below.

**Brownie:** Meet My Customer, Steps 1, 2 and 3

**Junior:** Cookie CEO Steps 1 and 4

**Cadette:** Business Plan Step 1; Marketing Step 4

### Girl Scout Cookie Program Pin Collection

The Cookie Entrepreneur Family pin enables families to support girls as they learn to think like entrepreneurs through the Girl Scout Cookie Program. Each Girl Scout grade level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection – one unique pin for every year they participate.

Requirements for each level can be found at <https://www.girlscouts.org/en/cookies/troop-leader-resources.html>. Encourage girls to earn the pins with their families. You will notice overlap between this patch program and the pin program. Be sure not to skip any steps in order to reinforce girls' understanding of the content.

Cookie Entrepreneur Family pins can be purchased in the Girl Scout Shop or online.

## Safety

Be sure to sign the Internet Safety Pledge before starting this patch program. If you do use the internet, please get permission from your parents/leaders/guardians before starting.

## Instructions

To earn the patch, each girl must complete all of the activities for her level. Feel free to modify the activities so that they meet the needs of your girl and/or troop.

### \*Legend

D = Daisy	C = Cadette
B = Brownie	S = Senior
J = Junior	A = Ambassador

## Optional

Visit Little Brownie Bakers' website for more activities for all girls. Explore marketing ideas, safety tips, and play online games. <http://www.littlebrowniebakers.com>

## 1. Decision Making

### Girl Level – D/B/J/C/S/A

#### A. Business Plan Worksheet

Complete the provided worksheet on your own if you plan to run your own cookie business. Do as a troop if you plan to be part of a troop cookie business. This activity can be used if your troop wants to start another business of their own to earn money for other Girl Scout trips and activities.

B. Make your own business cards using templates found in Microsoft Word or online. Remember to never give your personal information to a stranger (email address, phone number, address, and where you meet as a troop). Only give information your troop leader or parents have approved.

## 2. People Skills

### Girl Level – B/J/C/S/A

A. Write an elevator pitch for your cookie business. Practice saying it to other Girl Scouts and family members to get comfortable speaking. Practice how you will respond if someone says Yes, No, or Maybe to buying some cookies. Add your pitch to your business plan worksheet. Use the sheet at the end of this document as a guide.

### Helpful Tips

An elevator pitch is a succinct 20-30 second speech geared to convince someone about a product or business. Having a good elevator pitch ready can help entrepreneurs make the best of brief encounters with potential customers at parties, school and church events. An elevator pitch is a prime chance to make a good first impression and generate interest in your business. It should not be a list of features of the product, but it should focus on telling listeners how it can help solve their problems. An elevator pitch is a personal interaction, and it should feel natural. It should not sound too rehearsed. The pitch should be conversational and leave space for people to raise questions and share their opinions.

In your elevator pitch, remember to include:

1. Your name (first only) and Troop #
2. What you are selling
3. Who your customers are (everyone). We have a variety of cookies, including gluten free, so there is something for everyone.
4. How Girl Scout cookies are different than cookies you can buy in the grocery store year round
5. Incorporate information about your troop's big achievements. For example, what were you able to accomplish with last year's cookie earnings?
6. Next steps. There should be a call to action that provides clear next steps on how people can either get in touch with you or order cookies on the spot. You could end your pitch with a simple line: I would love to show you the cookie selection we have this year.
7. It is important to show enthusiasm and help people see why you do what you do.

### **Girl Level – Daisy**

**A.** Practice making pretend phone calls to your family and friends asking them if they would like to buy some Girl Scout cookies. When you call someone on the phone, what is the first thing you should say? Should you ask the person to buy some cookies or should you start by telling them what you are doing and why you are doing it?

It's always a good idea to explain what you are doing and why, and then ask the person if they are interested in buying some cookies to help you earn money for a trip or a project. Be sure to include your name (first only) and your troop number. Never give out your address or phone number to strangers.

Girls can make paper cup phones using the directions attached or pretend with a real phone (just don't turn it on if it's a cellphone).

### **Girl Level – D/B/J/C/S/A**

#### **Digital Cookie**

By adding online and mobile channels to their cookie business, girls can market to family and friends down the street or across the country from the comfort of their homes. The Digital Cookie platform will walk girls through how to set up their personalized website and provide tips to create advertising videos. For more information and to get started, use this link: <http://www.gscnc.org/en/cookies/for-girls.html>

## **3. Money Management**

### **Girl Level – D/B/J/C/S/A**

#### **A. Mock booth sale**

Practice selling cookies, making change, and using your elevator pitch to attract customers.

Set up an area to host a mock cookie booth sale. Include a money drawer and play money, a calculator, and pictures of cookies for sale. Girls can take turns being the customer and the seller. This is a great opportunity to practice making change and perfecting your elevator pitch.

#### **Optional**

Make a bracelet to help you remember the cost of a box of cookies. For example, you can use a pipe cleaner and pony beads. Choose 5 pony beads of the same color – these represent the cost of a box of most cookies (\$5.00; however, S'Mores and Toffee-tastics are \$6.00). These five beads go in the center of the bracelet and girls can use different color pony beads to fill in the space around them.

## 4. Goal Setting

**Girl Level – D/B/J/C/S/A**

### A. Goal Tracker

Why are you selling cookies? What do you hope to do with the money you earn? These are some questions you need to ask yourself or have a discussion with your troop. Do you want to go on a trip or do some other Girl Scout activity? Do you need money to fund your Take Action project? Decide what you are going to do with your cookie money and figure out how many boxes need to be sold to pay for your adventure. Find out how much a box of cookies costs and how much a troop earns per box. Set a goal for how many cookies you are going to sell. And how many the troop must sell. List some things that you are going to do to help you achieve your goal.

Make a goal tracker to track your cookie sales. You can use the Horseshoe Goal Setter activity attached or create your own way of tracking your progress.

Goals are what give you direction in life. By setting goals for yourself you give yourself a path to follow. This sense of direction is what allows your mind to focus on walking down the best path, and rather than waste energy walking aimlessly, allows you to stay on track and reach your goal.

By setting goals for yourself you are able to measure your progress because you always have a fixed endpoint or benchmark with which to compare. When you have a certain end point in mind you automatically stay away from certain distractions and stay focused towards the goal. This is how you become successful; you set a goal, you lock it in and then give it your 100%.

## 5. Business Ethics

**Girl Level – D/B/J/C/S/A**

**A.** Choose one of the scenarios below and discuss with someone of your choice. These can be done in pairs, teams, or as a whole troop.

\*You are working your cookie booth and you see a fellow Girl Scout taking money from the cash register. Do you report them?

\*Your troop has decided to take a trip using the money earned from cookie sales. In a troop meeting, everyone is asked to give a verbal vote or show of hands, agreeing or disagreeing with the chosen destination. You don't agree but you don't want to be the only one to disagree. Do you go along or say no?

\*A Girl Scout is always late to troop meetings and cookie booth sales. This is causing your troop a delay in making important troop decisions. You know it's because of her home situation; however, she continues to slide into Girl Scout activities unnoticed. Do you say something or not?

\*You see a troop selling cookies in front of a grocery store but you know booth sales are over. What do you do?

\*Your troop created a flyer to announce their cookie booth sales. A Girl Scout in your troop says her mom can make copies of the flyer at her work because she knows how to operate the copy machine. You don't know if her mom is allowed to use the copier for personal projects, however, it would save your troop some money by not having to pay to have the flyers copied. What do you do?

### Helpful Tips

Ethics refers to the standards that help determine what is good, right, and proper. Business ethics are the moral principles which direct us to 'do the right thing'. When making decisions, businesses must decide how they should act. Ethical behavior can benefit businesses by attracting more customers, high quality employees and additional investors. However, behaving ethically can have its drawbacks. For instance, additional costs may be incurred.

When faced with an ethical dilemma, ask yourself the following questions:

- How do I do the right thing in this situation?
- Should I be completely honest, even if it puts others in jeopardy?
- What kind of community do we want to be?
- How do we do what's best for the long term?
- Who should cover the cost of "doing the right thing"?

It is also helpful to seek out family and friends that have different views than you do. Exploring different perspectives can sometimes help you find the right answer.

**B.** Create a poster showing and/or telling how you will conduct your cookie business in an ethical manner.



# My Cookie Business Plan

Name of your Business: \_\_\_\_\_

The product your business provides: \_\_\_\_\_

People who are most likely to be customers: \_\_\_\_\_

Price of the cookies: \_\_\_\_\_

Location of your business: \_\_\_\_\_

List the ways you will advertise your business: \_\_\_\_\_

Elevator Pitch (in 2-3 sentences, what will you tell customers about your product so they will want to purchase it):

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## Paper Cup Phones

### Materials

- Paper Cups – 2 per girl
- String or Yarn – 3 feet per girl
- Tape
- Scissors or other sharp tool for poking holes
- Optional: Stickers, Crayons



### Instructions


- Each girl will make her own paper cup phone to take home.
- Girls may need help attaching the string.
- Give each girl two paper cups with a hole already poked into the bottom of each cup and 3 feet of string/yarn.
- Push the string through the hole in each cup and secure with a piece of tape.
- Allow girls a few minutes to decorate their phones with either stickers or crayons.
- Have girls choose a partner and practice saying the following on their phones:  
“Hi, this is \_\_\_\_\_. I am selling Girl Scout cookies so I can  
\_\_\_\_\_ (your goal). Would you like to buy some Girl Scout cookies? Thank  
you!”
- Instruct girls to pull the string tightly between the two phones but not so tight that you are pulling the phone out of your partner’s hand.

# Horseshoe Goal Hanger

Girl Scout Cookie™ Activity

Page 1 of 1

Recommended Girl Scouts® grade level: Daisy, Brownie, Junior

Skills girls build with this activity:  Goal Setting



## Eyes on the prize.

Girls will keep their eyes on the prize after making this goal-setting craft. Decorate a horseshoe with package goals and inspirational messages, then hang it somewhere she'll be reminded that she's got this!

## Supplies:

- Printed horseshoe goal hanger template
- One wooden horseshoe
- Tip: Or use printed easy horseshoe goal hanger template*
- Paint
- String or ribbon
- Markers or pens
- Scissors
- Tape or glue


## Steps

- 1 Print out the horseshoe goal hanger template on 8.5"x11" printer paper. Each girl will fill in the blanks with their cookie season goals and write their name on the banner shape.
- 2 Cut out the cookie shapes, banner shape, circle goal sticker, and the big goal piece for the inside of the horseshoe.
- 3 Paint the wooden or paper horseshoe. Let dry. If using paper template cut out.
- 4 Glue or tape the goal piece on the back of the horseshoe shape. Make sure your goal can be seen in the open space of the horseshoe shape.
- 5 Glue or tape the cookie shapes and banner shape on the front of the horseshoe.
- 6 Have girls glue or tape a piece of ribbon or string on the back of their horseshoe so they can hang it somewhere to remind them of their cookie season goals.





# Horseshoe Goal Hanger Template

KEY	
	= cut here

MY COOKIE SEASON GOAL

\_\_\_\_\_

\_\_\_\_\_



MY COOKIE SEASON GOAL

\_\_\_\_\_

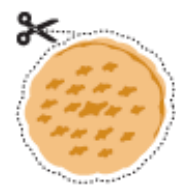
\_\_\_\_\_



MY COOKIE SEASON GOAL

\_\_\_\_\_

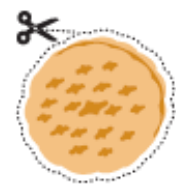
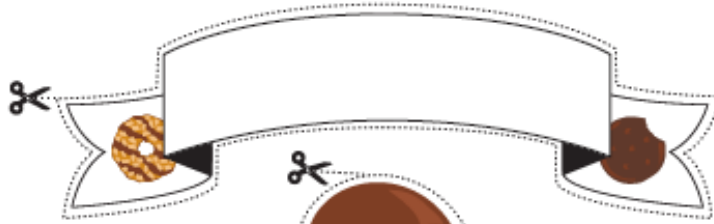
\_\_\_\_\_

MY GOAL:

\_\_\_\_\_

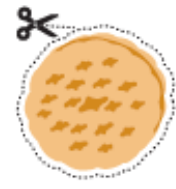
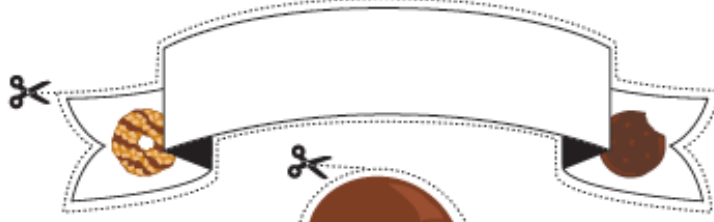
PACKAGES



MY GOAL:

\_\_\_\_\_

PACKAGES




MY GOAL:

\_\_\_\_\_

PACKAGES

# Easy Horseshoe Goal Hanger Template

KEY	
	= cut here



# Elevator Pitch Activity

Girl Scout Cookie™ Activity



## Going up!

Girl Scouts build confidence and people skills when they practice their elevator pitch, a tried-and-true tool of successful businesswomen.

## Supplies:

- Elevator pitch template
- List of possible customer responses
- Pencils or markers
- Scissors

## Steps

- 1 Cut out the possible customer responses, and then fold and place them in a small container.
- 2 Ask girls to imagine they are in an elevator with a potential customer. How will they quickly convince a customer to buy Girl Scout Cookies® before the door opens and the customer leaves?
- 3 Invite girls to discuss important points that should be in their pitches, such as:
  - Greet the customer
  - Share your goals
  - Ask them to buy Girl Scout Cookies
  - Tell the customer a little about the different varieties
  - Suggest donating cookies if you have a Girl Scouts® Gift of Caring project
  - Close the sale
- 4 Challenge girls to write their own elevator pitches on their templates. Remind them to include the important points, but to also add some personal touches, like a mention of their favorite varieties.
- 5 Invite girls to practice their sales pitches with one another.
- 6 Ask each girl to take a turn drawing one of the customer responses, reading it aloud to the group and providing a possible response.
- 7 Encourage girls to discuss different ways to respond. Guide the group in choosing the best responses.



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Little Brownie  
BAKERS

## Elevator Pitch Activity

### Possible customer responses:

*I would love to buy some!*

*I might be interested, but I'm very busy right now.*

*Sure, but I never know what kind to get.*

*I'm sorry, but we don't have enough money right now.*

*I don't know. My mom isn't home.*

*I'd like to help you out, but I'm trying to cut down on sweets.*

*I'd like to buy a few packages for my wife. She loves chocolate.*

*These are my family's favorite cookies. I wish we could have them all year.*

*Sure, come in while I decide which kinds to buy.\**

**What is the money from the Girl Scout Cookie Program<sup>®</sup> used for?**

*Unsafe scenario: Make sure Girl Scouts follow safety guidelines in scenarios like these. Review GSUSA guidelines at [girlscouts.org](https://www.girlscouts.org).*

