

# Cookie Entrepreneur Patch Program



The Cookie Entrepreneur patch program helps girls of any age develop marketing skills that will make their cookie business stand out from the crowd. Girls can complete at their own pace at home or the troop can do the activities together during meetings.

## Where to Buy the Patch

Girls earn the Cookie Entrepreneur patch after completing the required activities. This is a limited time patch and can **ONLY** be purchased **in-store** in Girl Scouts Nation's Capital shops until February 28, 2022. Supplies are limited. You can call your local shop to check how many patches they have in stock before beginning the program.

- Washington, DC: (202) 274-3312
- Centreville, VA: (703) 266-4437
- Germantown, MD: (301) 987-8718
- Martinsburg, WV: (304) 263 - 8833

## Badge Connections

Several steps of this program correspond to steps of the Cookie Business badges.

### **Daisy**

My First Cookie Business, Step 3  
Cookie Goal Setter, Step 3

### **Brownie**

My Cookie Customers, Step 5  
Cookie Decision Maker, Step 5

### **Junior**

Cookie Collaborator, Step 4  
My Cookie Team, Step 5

### **Cadette**

My Cookie Venture, Step 4  
Cookie Market Researcher, Step 5  
Cookie Innovator, Step 5

### **Senior**

Cookie Boss, Step 4 & Step 5  
My Cookie Network, Step 5

### **Ambassador**

Cookie Influencer, Step 4  
My Cookie Business Resume, Step 3 & Step 4

### **Girl Scout Cookie Program Pin Collection**

Some steps of this program overlap with the Cookie Entrepreneur Family Pin program. The Family Pins encourage 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.

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

## Safety

This patch program involves designing social media posts and filming an advertisement. Girls are **not** required to actually post or share the materials they create for this patch program. Always get permission from parents/guardians before encouraging girls to share their work online.

Girls **must** sign the Internet Safety Pledge before starting this patch program.

## Instructions

**Daisies, Brownies, and Juniors:** Complete **1** activity from each step.

**Cadettes, Seniors, and Ambassadors:** Complete **2** activities from each step.

Feel free to modify the activities so that they meet the needs of your girl(s) and/or troop.

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

### **Step 1: Become a Cookie Expert**

Practice the Art of Entrepreneurship

Share Your Goals

or Play a Cookie Knowledge Game

### **Step 2: Reach Your Customers**

Know your Network

Write a Sales Pitch

or Do Market Research

### **Step 3: Advertise Online**

Film a Video

Set Up Digital Cookie

or Create a Social Media Post

### **Step 4: Advertise in Person**

Make a Cookie Booth Sign

Make a Cookie Costume

or Make a Goal Tracker

## Step 1 Options: Become a Cookie Expert

**Daisies, Brownies, Juniors:** Complete 1 of the following activities

**Cadettes, Seniors, Ambassadors:** Complete 2 of the following activities

### 1. Practice the Art of Entrepreneurship

*Did you know the Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world? It's true—and it's pretty amazing! Selling cookies is a great way to practice the five business skills every Girl Scout should have.*

Learn the names of the five Girl Scout business skills and what they mean. Then, create a piece of art that represents all five of them. Get creative! Your art can be anything you'd like, but here are some suggestions if you're stuck:

- Make a collage with images, symbols, and words that remind you of each different business skill
- Create a drawing or painting of a Girl Scout who is using her business skills to make the world a better place
- Write a story or poem that teaches other girls about the business skills
- Sing a song about the reasons why business skills are so important

### 2. Share Your Goals

*Girl Scout Cookies are more than just delicious treats—they're also a great way for you to fund some pretty amazing experiences for your troop. What will you do with your cookie money?*

Set a goal for your cookie season and find out how many boxes you'll need to sell to achieve that goal. Maybe you want to travel somewhere with your troop, learn a new skill together, save up for a camping trip, or do something to help your community. Once you've set your goal, find a way to share it with your customers. Some suggestions:

- Film a video where you explain what your goal is and why it matters to you
- Make a sign for your cookie booth that shares your goals in an eye-catching way
- Write a script or an email that explains your goal to your customers

### 3. Play a Cookie Knowledge Game

*Can you tell a Trefoil from a Tagalong? Test your Girl Scout Cookie knowledge with a game!*

Play **one** of the following games:

- Cookie Taboo: Print out the Cookie Cards (Appendix A). Shuffle them and place

them face down in a pile. Find a partner and draw the first card. Your task is to get your partner to guess which cookie card you drew, but you can't say the cookie's name or the name of any ingredients! First team to correctly guess all 9 cookie cards wins.

- Cookie Sorting: Print out a set of Cookie Cards (Appendix A) for each girl playing. Call out each of the categories below. Girls should quickly find which cookies fit in that category and stack up the corresponding cards. Check to see identified the correct cookies. Each girl who got it right gets one point. Most points wins!

Categories (feel free to make up more!):

"Cookies that cost \$5.00"

"Peanut butter cookies"

"Cookies with chocolate"

"Cookies that cost \$6.00"

"Gluten free cookies"

"Sandwich cookies"

"Cookies with caramel"

- Cookie Bingo (Virtual-Friendly): Give each participant a different Bingo card from the link below. Have one person be the "caller" by cutting up a bingo card and drawing each square from a hat, or by using a random number generator online to choose squares (there are 25 squares total). For an extra challenge, call squares using clues instead of regular names ("The newest Girl Scout Cookie" instead of "Adventureful", for example). This game can be printed, sent virtually, or played entirely online.

[https://www.bonus.com/bingo/?bingo\\_card\\_id=113653&bingo\\_card\\_action=view](https://www.bonus.com/bingo/?bingo_card_id=113653&bingo_card_action=view)

- Create Your Own Game: Design a game to help other Girl Scouts learn all about the 9 different Girl Scout Cookie varieties! Playtest your game to make sure it works. Write the rules down so you can share it with your fellow Girl Scouts!

**Brownies and Seniors:** Did you know that you can earn a badge for making up your own games? See if you can complete some steps for your badge while working on this patch program!

Brownie: Making Games badge

Senior: Game Visionary badge

## Step 2 Options: Reach Your Customers

**Daisies, Brownies, Juniors:** Complete 1 of the following activities

**Cadettes, Seniors, Ambassadors:** Complete 2 of the following activities

### 1. Know Your Network

*Your “network” is a very special community: it’s everyone who knows you! Business leaders connect with people in their networks every day to find customers, coworkers, mentors, and supporters. Networks are kind of a big deal—and it’s time for you to get to know yours.*

Write a list of the communities and places that are most important to you. Examples: “Family”, “School”, “Temple”, “Soccer Team”, “Mom’s Restaurant”, etc. For each community or place that you listed, write down the names of the people that you know from there. Would any of them be interested in supporting your Girl Scout cookie business?

**Bonus:** Brainstorm some different ways you can approach people from different communities. Your best friends from school might be interested in buying cookies because they’re so delicious, but your activist aunt may be more interested in buying them if she learns that you’re planning to use your cookie money for a community service project!

### 2. Write a sales pitch

*Imagine you’re in an elevator with a millionaire. You only have thirty seconds before she gets off at her floor, so what can you say to her that will make her want to buy some Girl Scout Cookies from you?*

Write an “elevator pitch” using the Elevator Pitch worksheet (Appendix B). Once you have a basic pitch, practice giving your pitch with a friend. Take turns pretending to be different people—a teacher, a grandparent, a customer at the grocery store—and try changing up what you say in your pitch based on who you are talking to!

### **3. Do market research**

*Do you know the number one reason people don't buy Girl Scout Cookies? Because they were never asked! Finding out where your customers are, and how you can connect with them, is a vital business skill everybody should learn.*

Pay attention when you're out and about with your family, friends, or troop. Where do you see lots of people every day? Where do people go to shop? Where do people go when they're hungry? These might be good places for a cookie booth or a door-to-door sale. Write a list of locations in your area where you think you could talk to lots of people about Girl Scout Cookies. Then, research whether or not you could set up a cookie booth at those locations!



## Step 3 Options: Advertise Online

**Daisies, Brownies, Juniors:** Complete 1 of the following activities

**Cadettes, Seniors, Ambassadors:** Complete 2 of the following activities

### 1. Film a Video

*A video is the best way to add a personal touch to your online cookie sale. Whether you're giving your sales pitch to the camera, performing a cookie song or skit, or even creating an animated cookie commercial, your own creativity is your best asset.*

Come up with a script for a video that promotes your cookie business. Think about different commercials you've seen and what makes them memorable—maybe you can do something similar in your own video! Once you've written and practiced your script, film the video! You can share it on your Digital Cookie site or on social media if you wish.



#### **Cadettes:**

If you enjoyed making a video, check out the “Digital Movie Maker” badge!

### 2. Set Up Digital Cookie

*Digital Cookie is your pathway to internet entrepreneurship. Now you can market your cookie business to more customers than ever—whether they live down the block or across the country! But there's more to digital marketing than just setting up a basic Digital Cookie site. Your mission: supercharge your virtual cookie booth with your own creative flair and stand out from the crowd!*

1. Register
  - a. Sign up to use Digital Cookie at [www.gsdigitalcookie.com/gsnationscapital](http://www.gsdigitalcookie.com/gsnationscapital)
2. Set Up Your Site
  - a. Add your sales goal, write and share your own personal cookie story, and upload a video or picture to make your digital cookie booth stand out!
3. Invite Your Customers
  - a. Add your customers to your customer list and invite friends and family using your personal cookie site link.

### **3. Create a Social Media Post**

*Businesses have to be social media-savvy these days, and your cookie business is no exception! Facebook, Twitter, Instagram, Reddit, Tumblr, Pinterest, Snapchat, and even LinkedIn are all places where business-owners can go to connect with their customers using attractive, innovative posts. How will you get the word out about your cookie business?*

Pick at least one social media site where you could advertise your cookie business. Think about the different types of posts you can make on that site (photos, banners, text posts, videos, gifs, etc.) and which might be most effective for the message you want to send. Then, design a post about your cookie business that you could share on that site! Make sure to write a caption to go along with any images/videos/gifs.

## Step 4 Options: Advertise in Person

**Daisies, Brownies, Juniors:** Complete 1 of the following activities

**Cadettes, Seniors, Ambassadors:** Complete 2 of the following activities

### 1. Make a Cookie Booth Sign

*From across a parking lot or a crowded shopping mall, an undecorated Girl Scout Cookie Booth can be easy to miss. Make your cookie booth the center of attention with eye-catching, informative signs!*

Create at least one sign for your cookie booth. Your sign should be large enough that it can be read from across a room, and it should definitely say “Girl Scout Cookies”! Beyond that, what your sign looks like is up to you. Will your sign showcase the amazing opportunities Girl Scout Cookies fund in our community? Your own cookie season goals? Or just how plain delicious the cookies are? It’s up to you!

### 2. Make a Cookie Costume

*If you really want to make an impression on people walking by your cookie booth, why not bust a move in your very own cookie costume? We have cookie costumes available for rental from our council, but nothing beats a handmade craft.*

Create a Girl Scout cookie costume for yourself or a friend. Will you be a Thin Mint or an Adventureful? A box or a cookie? What materials do you have around the house that you could use to create your costume?

For a simple cookie costume pattern, cut two circles out of posterboard or cardboard, slightly larger than your torso. Decorate the circles to look like the front and back of your favorite Girl Scout Cookie. Some people like to add the cookie’s name and/or a smiling face. Then, tie, glue, or sew ribbons between the two circles to act as shoulder straps.



### 3. Make a Goal Tracker

*Girl Scout Cookies aren't just delicious—they're a great way for you to fund amazing experiences for your troop! Let the world know what your goals for your cookie money are. People love to support a good cause!*

Create a large goal tracker that you can display on your cookie booth and update as you sell boxes. A traditional goal tracker is shaped like an old thermometer, but you can make yours look like anything you want. You can tape several sheets of posterboard together to make the tracker large and easy-to-read. Write your ultimate goal at the top of the thermometer and mark regular increments leading up to it. Include something that tells your customers what you want to do with the money earned by selling cookies. The troop in this picture wants to visit NASA's Houston Space Center!



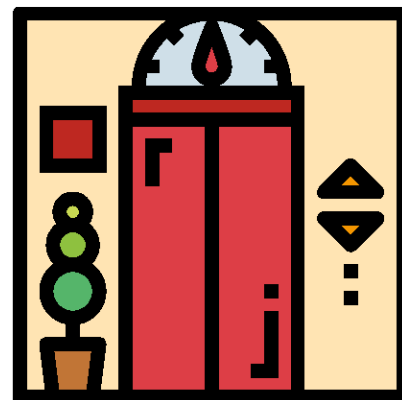


## Appendix A: Cookie Cards



# What's Your Elevator Pitch?

An elevator pitch is a short, 20-30 second speech meant to convince somebody to become a customer for your business. It's called an "elevator pitch" because it should be short enough that you can give your whole pitch in an elevator ride! A good elevator pitch helps entrepreneurs make the best of short encounters with potential customers.



## Helpful Tips

An elevator pitch should be conversational and leave space for people to ask you questions and share their opinions. During your conversation, try to include these important pieces of information:

- 1 Your first name and Troop number
- 2 What you are selling—Girl Scout Cookies!
- 3 How Girl Scout Cookies are different from cookies you can buy at the store
- 4 What your troop plans to do with the money raised by cookie sales
- 5 How your customer can order cookies from you

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