

## 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.

### Patch

Girls earn the Cookie Entrepreneur patch after completing the required activities. To order the Cookie Entrepreneur Patch, please call or email the Girl Scout Shop. This patch is not available online.

202-274-3312 | [gsshop@gscnc.org](mailto:gsshop@gscnc.org)

### Badge Connections

**Daisy:** Cookie Goal Setter, Steps 1 and 2

**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 Scout 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.

**B.** Learn about the 5 different types of cookie customers. They can run through skits and take guesses on which type of customer it is in the skit. They will have a copy of the different types of customer that can be found below. Your group will learn about the 5 different types of customers. Have all the listen to the 5 different types of customers. Only read the Why would they buy portion. Pass out the cookie customer cards. Next, you will have them take turns role-playing a type of cookie customer. They will act out the customer's characteristics for the audience, like a game of charades. The Girl Scouts in the audience try to figure out which cookie customer group they belong to from the clues given.

## **8. Customer Skits**

1. For the Life Balancer
  - Person 1: "my kids love Girl Scouts cookies and so do I!"
  - Person 2: "You can get everyone in the family a package of their own!"
  - Person 1: "I would love to do that! I hope the buying process is easy"
2. Program Believers
  - Person 1: "What are you going to do with the cookie money that you earn",
  - Person 2: "Our troop is earning money to be able to go to Orlando to SeaWorld!"
  - Person 1: "I want to be able to help you get closer to your goals, but I already bought some,"
  - Person 2: "Would you like to donate cookies to a local organization. That way, they support your goals while also giving back!"
  - Person 1: That is a great idea! I did not know I could do that
3. Cookie Lovers
  - Person 1: I loveeee Cookies so much!
  - Person 2: You do!? Me too! Do you have a favorite Girl Scout cookie?
  - Person 1: Hmm I don't know if I have a favorite. I just love tasty treats!
  - Person 2: "Do you love peanut butter? Tagalongs® and Do-si-dos® are delicious!"
  - Person 1: I'm actually allergic to Peanut Butter
  - Person 2: Oh! Well you definitely cannot have those. How about S'mores? They are actually getting retired this year
  - Person 1: I'll take 20 boxes please!
4. Conscious Supporters
  - Person 1: Hi! Would you like to hear all about how we are spending our cookie money?
  - Person 2: Sure! I'd love to hear all about it
  - Person 1: With our money we are going to donate it all to our local animal shelter to help the shelter be able to provide food and toys for all of the little animals

- Person 2: That's so cool! I like to support organizations like Girl Scouts® that give back to the community.
  - Person 1: Would you like to buy any cookies today?
  - Person 2: No not today but it's great what you guys are doing!
5. Healthy Indulgences
- Person 1: Good day! We're selling Girl Scout cookies over here!
  - Person 2: I try not to buy anything sweet
  - Person 1: That is okay! Would you like to donate instead?
  - Person 2: I would love to but I don't have any cash
  - Person 1: If you'd like you can still donate from your phone!
  - Person 2: How can I say no to you now!

### **Girl Scout 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.

Girl Scouts 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 Scout Level – D/B/J/C/S/A Digital Cookie**

By adding online and mobile channels to their cookie business, Girl Scouts 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 Girl Scouts 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 Scout 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. Kiddos 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 Kiddos can use different color pony beads to fill in the space around them.

## 4. Goal Setting

**Girl Scout 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 Scout 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: \_\_\_\_\_

\_\_\_\_\_

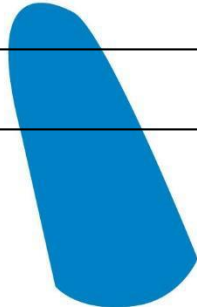
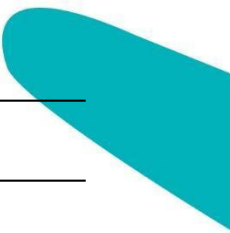
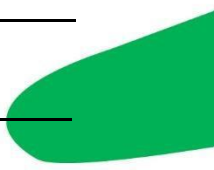
Elevator Pitch (in 2-3 sentences, what will you tell customers about your product so they will want to purchase it):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Paper Cup Phones

### Materials

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








### Instructions

- Each Child will make her own paper cup phone to take home.
- Kiddos may need help attaching the string.
- Give each Child 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 Girl Scouts a few minutes to decorate their phones with either stickers or crayons.
- Have Girl Scouts 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 Kiddos 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.



Print, cut out and give to Girl Scouts to reference while role playing as a cookie customer.

Program Believers	Cookie Lovers	Conscious Supporters	Healthy Indulgers	Life Balancers
 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They believe in the Girl Scouts' mission.</li> <li>•They want to support your goals.</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>•Could be Girl Scout Alum</li> <li>•Familiar with the cookies &amp; has a favorite or two</li> </ul> <p><b>Roadblock Ideas:</b></p> <p>"I already bought Girl Scout Cookies this year from someone I know."</p> <p>"I also donated cookies already."</p>	 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They love a tasty treat.</li> <li>•They want familiar flavors to satisfy cravings.</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>•Already has a favorite</li> <li>•Knows their friends' &amp; family's favorite cookies</li> <li>•Want to know about any new cookie flavors</li> </ul> <p><b>Roadblock Ideas:</b></p> <p>"I will get some the next time I see you! I already bought some."</p> <p>"I already bought my favorites and I don't like the other Girl Scout Cookies."</p>	 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They like to support organizations like Girl Scouts that give back to the community.</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>•Care that their money helps out the community</li> <li>•Think about recycling &amp; being environmentally kind</li> </ul> <p><b>Roadblock Ideas:</b></p> <p>"Do any of the Girl Scout Cookies have natural ingredients?"</p> <p>"I will donate next year."</p>	 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They want healthier options that still taste delicious.</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>•Carefully watch what they consume due to dietary restrictions</li> </ul> <p><b>Roadblock Ideas:</b></p> <p>"I try to not buy sweets."</p> <p>"I cannot eat any of these Girl Scout Cookies."</p>	 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They like getting cookies for their children and family.</li> <li>•They like when the buying process is simple and convenient.</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>•On the go and often busy</li> <li>•Young families or caregivers with children</li> </ul> <p><b>Roadblock Ideas:</b></p> <p>"We'd love to buy, but we're careful about food allergens."</p> <p>"I don't have time to buy right now."</p>

Print a copy for each Girl Scout to reference while guessing, pitching and responding to the cookie customer.

Program Believers	Cookie Lovers	Conscious Supporters	Healthy Indulgers	Life Balancers
 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They believe in the Girl Scouts' mission.</li> <li>•They want to support your goals.</li> </ul> <p><b>Pitch Starters:</b></p> <p>"People love getting Girl Scout Cookies as gifts."</p> <p>"Girl Scout Cookies make great snacks for on the go!"</p> <p><b>Response Starters:</b></p> <p>"You could donate Girl Scout Cookies! We donate our cookies to _____!"</p> <p>"That's great, thank you! Would you like to also donate to our cause? Our proceeds stay local and they will help our troop _____!"</p>	 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They love a tasty treat.</li> <li>•They want familiar flavors to satisfy cravings.</li> </ul> <p><b>Pitch Starters:</b></p> <p>"Samoas are back! Get your favorite Girl Scout Cookies now!"</p> <p>"Do you love peanut butter? Tagalongs and Do-si-dos are delicious!"</p> <p><b>Response Starters:</b></p> <p>"The favorites will sell out fast! Stocking up now is the best way to keep tasty snacks on-hand in the future."</p> <p>"You're on top of it! You could surprise a friend or family member with their favorites and your purchase will help me reach my goal of _____!"</p>	 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They like to support organizations like Girl Scouts that give back to the community.</li> </ul> <p><b>Pitch Starters:</b></p> <p>"Girl Scout Cookie proceeds stay local to help us support our community."</p> <p>"The skills I'm learning are shown on every package of Girl Scout Cookies!"</p> <p><b>Response Starters:</b></p> <p>"Girl Scout S'mores are made with natural flavors, Thin Mints are made with vegan ingredients and Toffee-tastic cookies are gluten-free. Or you could donate so our troop can _____!"</p> <p>"I look forward to that. This year my troop and I have a goal to raise enough money so that we are able to _____."</p>	 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They want healthier options that still taste delicious.</li> </ul> <p><b>Pitch Starters:</b></p> <p>"Girl Scout S'mores and Do-si-dos are made with natural ingredients."</p> <p><b>Response Starters:</b></p> <p>"Toffee-tastic cookies are gluten-free which are a good option, or you could purchase cookies for a loved one or for donation. Your donation would go towards _____!"</p> <p>"I'm sorry about that. You could buy cookies as gifts for others. Girl Scout Cookies make the perfect treat for any occasion and it'll help me reach my goal of _____!"</p>	 <p><b>Why would they buy?</b></p> <ul style="list-style-type: none"> <li>•They like getting cookies for their children and family.</li> <li>•They like when the buying process is simple and convenient.</li> </ul> <p><b>Pitch Starters:</b></p> <p>"Girl Scout Cookies are easy treats to pack in lunches."</p> <p>"You can get everyone in the family a package of their own!"</p> <p>"You can buy cookies online and have them delivered right to your door!"</p> <p><b>Response Starters:</b></p> <p>"We have an Allergen Guide so we can make sure the right choice is made!"</p> <p>"You can buy Girl Scout Cookies online when you have a chance! Scan my QR Code for my Digital Cookie- or _____! The cookies will even ship right to you!"</p>

## 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

.....

.....

.....

.....

.....

.....

## Goal Setting — Goal Tracker



### Goal on a roll

After setting their goals, Girl Scouts will be on a roll this season! With this DIY package goal tracker, they can keep tabs on their progress and share it with customers.

#### Supplies:

- [Goal Tracker template](#)
- Cardboard tube
- Scissors
- Tape
- Markers

#### The sweet payoff:

By turning goal setting into a fun game, this activity motivates Girl Scouts to keep going throughout the season.



*Little Brownie*  
BAKERS®

®, ™ & © 2024 Girl Scouts of the USA. ®, ™ & © 2024 Ferrero Group. All Rights Reserved.



## Goal Setting — Goal Tracker instructions

*Little Brownie*  
BAKERS®

- 1 Print the Goal Tracker template. Cut out the pieces along the dotted lines. Pay close attention to what is a cut (dotted line) and what is a fold (solid line).



- 2 Write the goal between the panda's arms.



- 3 Fold the panda stand forward and tape the flaps at the front, so the stand creates a rectangle.



- 4 Tape or glue the panda arms to the front of the tracker. Add any other accessories too.



- 5 Tape the number bands around the cardboard tube being sure not to tape to the tube. The bands need to slide around the roll so you can reset the number.



- 6 Place the cardboard tube in the stand. You can use the black line above the "Embrace Possibility" theme graphic as your number's baseline.



Display  
at booths to track  
your progress  
and share it with  
customers!

Goal Setting — Goal Tracker template

1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
0	0	0	0



FOLD —  
CUT - - -

Fold all sides in towards panda to form box