



Cookie Decision Maker

Being a decision maker is one of the ways you learn to think like an entrepreneur! To make a decision, you find out what your options are, learn about them, and work with your team to choose what to do. Then you make it happen!

Steps

1. Get to know your Girl Scout Cookie™ business
2. Decide on your giving goal
3. Build your team
4. Practice handling money and tracking sales
5. Show your cookie spirit!

Purpose

When I've earned this badge, I will know how to make decisions that help my cookie business succeed.





Step 1: Get to know your Girl Scout Cookie business

As a cookie entrepreneur, you need to know all about your business. Start by looking at your council order card. Find out about the different cookies and what they cost. With an adult, explore the Digital Cookie®/Smart Cookies®

Before you explore, review the “Supplemental Safety Tips for Online Marketing” and “Digital Marketing Tips for Cookie Entrepreneurs and Families” at [girlscouts.org](https://www.girlscouts.org).

site to learn about online selling. You’ll be ready to share what you know with your team and your customers!



Choices—do one:

Take a cookie quiz. With your Brownie friends, write down the cookie descriptions on cards. Then create a quiz game where each team guesses the flavor. You can add other cookie program facts, like deadlines and rules. Then test how ready you are to get started!



Make a cookie lanyard or necklace. On paper, draw circles that are about the size of a cookie. Inside each circle, write the names of the Girl Scout Cookie flavors. Have an adult help you cut out the circles and punch a hole in each. Weave yarn or ribbon through the holes. Wear it around your neck when you’re selling. It will help you remember the cookie names!



Practice online. With an adult, visit the part of Digital Cookie/Smart Cookies that a customer sees. First, find out how it works. Then put cookies in your shopping cart. You won’t really buy them, but you’ll find out what it’s like when your customers shop online. Do they pay more for shipping? What are the differences between buying online or in person?



Words to Know

Brainstorm: A fun word that means coming up with new ideas and different ways to solve a problem.

Cookie entrepreneur: When you sell cookies, you set goals, make decisions, make mistakes, and try again. That makes you an entrepreneur!

Credit card: A credit card is a way to pay for things. The money moves from one account to another electronically.

Digital Cookie/Smart Cookies: A way for customers to buy cookies online. Depending on where you live, you will either use Digital Cookie (for Little Brownie Bakers councils) or Smart Cookies (for ABC Bakers councils) to manage digital sales.

Entrepreneur: Someone who creates something or finds a way to help people and solve problems.

Feedback: What someone thinks about your ideas or how you run your business.

Order card: Where you'll find the kinds of cookies, what they cost, your customer's information, and the number of packages you sell.

Package goal: How many packages of cookies you and your troop want to sell.

Pitch: What you tell your customers to get them excited about buying cookies.

Troop goal: What you plan to do with your troop cookie money. Your giving goal is how you plan to help others with the money.



For more fun: Earn your Brownie Cookie Entrepreneur Family pin! With help from an adult, go to [girlscouts.org/browniecookiepin](https://www.girlscouts.org/browniecookiepin) to find the requirements.



Step 2: Decide on your giving goal

It's exciting to earn money by running your own cookie business, and it feels great to use your money to help others. First, talk to your troop about your goal. Your goal is how you'd like to spend your cookie money. Do you want to use it for meeting supplies? What about a field trip? Decide as a group. Then do one of these choices to find your giving goal.

Choices—do one:

Brainstorm ideas. As a group, think how to give back with your cookie money. Maybe you want to donate food to a food pantry or make treats for an animal shelter. Vote on the idea you like best. Then set a goal for how much money you will use for it. If possible, visit the place you will give money to. Get to know the people there. Will they allow you to volunteer when you are older?

Make a donation poster. Think about how your troop can donate cookies to others. You can take part in a donation program through your council. Your troop could also choose a different cause. First, learn everything you can. Why is the organization important to you? Then set a donation package goal. Make a poster to show customers how they can support your goals. Hang it at your cookie booth or have an adult help you post it online. Customers using Digital Cookie/Smart Cookies can also buy cookies to donate to your council's donation program.

Bottle your goals. Take an empty bottle and paint lines from the bottom up. Next to each line, write a number of packages to sell. At the top, put "Goal" for the total number of packages you hope to sell. Use sand, sugar, rice, or marbles to fill the bottle to the line each time you get closer. Bring the bottle to your cookie booth to show customers.



Step 3: Build your team

You need teamwork to run a business! How will you split up tasks on your team? How will you share and track your progress? Decide with your troop. Then do one of these choices.

Choices—do one:

Role-play running your cookie booth. With your troop, give everyone a role. One troop member can make the pitch, one will handle the money, and another can be in charge of putting your booth together. After you've role-played, decide what changes you can make to improve your teamwork. Take turns playing each role.

Get help from an expert. Everyone brings a special skill to your team. Think about what you each like best about selling cookies. Write down all the roles in your business that you can think of. Then have your team decide which role they would like best. Present your roles to an older Girl Scout or an adult leader. Ask for feedback about your team roles. Is there a role you didn't think of? Are there changes you can make?

Play a team-building game. See how well you can communicate with your troop! As a group, use your bodies or fingers to form letters for the word "cookie." Try doing it without making a sound. You could have an adult take a picture. Ask them to help you post it on social media to promote your business. Think about how you will use what you learned to help you work together. Now you are ready to give roles to each girl and decide how you will reach your goals.





Step 4: Practice handling money and tracking sales

Running your cookie business means handling money. Get used to making change. Make sure you have a way to track your sales. This will tell you how much money you've collected. Always work with an adult to keep your money safe!

Choices—do one:

Make a chart. Go online with an adult to look at sales-tracking charts. With your troop, make a chart for your cookie business. Decide how often you will update it. How will you celebrate when you reach your goal?

Play cookie booths. Divide your troop into groups of four. These are your cookie booth teams. Each team will have ten minutes to decorate and set up their booth. Then take turns being a customer at each team's booth. Practice taking orders and giving change. How did you do? What could you do to improve? Did you get ideas from the other groups about their display or how they worked together?

Track your sales online. With an adult, visit Digital Cookie/Smart Cookies to set goals and track your sales online. How often will you check your progress to see how close you are to your goal?



Step 5: Show your cookie spirit!

Have fun with your cookie business. Your customers will love your energy. They may even buy more cookies!

Choices—do one:

Dress up. With your troop, make DIY cookie costumes. You can decorate foam boards to look like cookies and use ribbons as straps. You can also wear clothes in the color of your favorite cookie.

Come up with a cookie song or dance. With your Brownie friends, make up a song or dance about each cookie flavor. You can break off into teams and then share your performances with the larger group. Video it and have an adult help you post it online.

Decorate your cookie booth. Have an adult help you find artwork, photos, and videos to decorate your booth. You can also make your own! Think about how you will attract people to your booth.





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Volunteer's Guide to the Cookie Decision Maker Badge*

Find tips and ideas to help guide your troop through this badge.

Step 1: Get to know your Girl Scout Cookie™ business • 30–40 minutes

Ask: What kind of information can you find on a cookie order card? **Share:** As a cookie entrepreneur, you need to know all about your business. You can start by looking at your council order card or Digital Cookie®/Smart Cookies® to find out about the different cookies and what they cost. Then you'll be ready to share what you know with your customers!

Choices—do one:

- **Take a cookie quiz.** Have Brownies write down cookie names on one side of the cards and descriptions on the back (or create digital flashcards). Then have them add cards with cookie facts or other program facts, like deadlines and rules, for a fun challenge. Brownies form teams, shuffle cards, and test their knowledge!

Materials: order cards, cookie packages, index cards, pencils

- **Make a cookie lanyard or necklace.** Instruct Brownies to draw and cut out paper cookies. One side can be colored in to represent cookie details and the other side labeled with cookie names. Hole-punched cookies can be worn as necklaces or strung as decorative garlands at cookie booths.

Materials: order cards, plain paper, string or yarn, scissors, hole puncher, drawing and coloring supplies

- **Practice online.** Encourage Brownies to explore the different kinds of cookies on the Digital Cookie/Smart Cookies site. Brownies will learn about buying cookies online by adding packages to their shopping cart, seeing how much they cost, and exploring further. Ask, "How is buying online different from buying in person?"

Materials: order cards; computers, smartphones, or tablets

Step 2: Decide on your giving goal • 30–40 minutes

Ask: How can our troop use cookie money to give back to our community? **Share:** It's exciting to earn money by running your own cookie business, and it feels great to be

able to help others. It's important to have goals for things that you want for the troop, but it's also important to have a troop giving goal.

Choices—do one:

- **Brainstorm ideas.** Label paper bags with different ideas for how the troop would like to give back to the community. After talking about each cause, have Brownies vote for their favorite ideas. Give each Brownie three beads to drop into the bags with their favorite ideas (or create an online poll). Set a goal for how much money will be used for that goal. If possible, schedule a visit to the recipient of your donation or invite a representative to a future meeting.

Materials: paper bags, sticky notes, beads

- **Make a donation poster.** Discuss opportunities to give back to the community, including your council's cookie donation program and other ideas from the troop. As a group, decide which cause is most important to the troop, then set a package goal that they will donate. Provide materials for Brownies to make posters about their donation goals to hang at their cookie booth—or have an adult help share it online.

Materials: poster paper, drawing and coloring supplies

- **Bottle your goals.** Model how to create the bottle using paint or thick rubber bands to mark lines on a clear empty bottle. Write the number of packages to sell at each mark. At the top, put "Goal" for the total number of packages Brownies hope to sell. Tell them to use sand or rice to fill the bottle to the line each time. Encourage Brownies to display their bottles at their cookie booth.

Materials: empty bottles and line indicators, filling materials (sand, rice, or similar items)

Step 3: Build your team • 20–30 minutes

Ask: In what ways do you work as a team in your Girl Scout Cookie Business? **Share:** You need teamwork to run a business! When everyone plays an active role on a team, the group's success becomes everyone's success.

*Detailed choice activities, meeting tools, and additional resources and materials can be found within the Volunteer Toolkit on my.girlscouts.org.

Choices—do one:

- **Role-play running your cookie booth.** Brainstorm different tasks or roles within a Girl Scout Cookie business (making a sales pitch, handling money, setting up booth supplies, and other jobs). Working in groups, Brownies divide the tasks and role-play at a pretend cookie booth to practice good teamwork. They take turns playing each role. Ask and share, “What did you learn about teamwork?”

Materials: *play money, calculators, cookie packages*

- **Get help from an expert.** As a troop, brainstorm all the roles involved in the cookie business. Create a team for each role. Instruct teams to draw a picture, write a description, and include character traits for that role. Invite older Girl Scouts or adult leaders to help facilitate conversations. Have each team share out to the troop and ask for feedback.

Materials: *plain paper, lined paper, drawing and coloring supplies*

- **Play a team-building game.** Break Brownies into groups of two to six. Once teamed up, each group decides on a word relating to their cookie business or Girl Scouts. Words must have one letter for each person in the group. For example, a group of four can spell out “goal” with their fingers or bodies. Allow time for teams to prepare, then have them take turns spelling their word for the troop to guess. Ask, “What did you learn about teamwork that can help your cookie business?” Don’t forget to share photos with families!

Materials: *paper, pencils; computers, smartphones, or tablets*

Step 4: Practice handling money and tracking sales • 20–30 minutes

Ask: Why might it be important to practice handling money and keep track of sales? **Share:** Running your cookie business means handling money. Get used to making change. Make sure you have a way to track your sales. This will tell you how much money you’ve collected!

Choices—do one:

- **Make a chart.** Go over the different features of a chart (title, x-axis, y-axis, labels, and increments) and different ways to report data (bars versus line graphs). Provide supplies and have Brownies design their own sales charts. They can create a chart to display overall troop sales too. Ask, “How often will you update it?” and “How will you celebrate when you reach your goal?”

Materials for all choices: *graph paper, rulers, drawing and coloring supplies*

- **Play cookie booths.** Have Brownies team up to set up and decorate a pretend cookie booth (or create a digital slide of their dream cookie booth). Brownies then visit other booths and take turns being customers. At their booth, they practice taking orders and giving change. Ask, “Did you get ideas from other groups about their display or how they worked together?”

Materials: *cookie packages, play money, plain paper, construction paper, drawing and coloring supplies*

- **Track your sales online.** Communicate the purpose of this goal and activity directions to families ahead of time. Brownies may need help and support navigating Digital Cookie/Smart Cookies. Ask, “How often will you check your progress to see how close you are to your goal and if you have any new orders to fill?”

Materials: *computers, smartphones, or tablets*

Step 5: Show your cookie spirit! • 20–30 minutes

Ask: How do you show excitement for something you are passionate about? **Share:** Have fun with your cookie business. Your customers will love your energy, and they may even be inspired to buy more cookies!

Choices—do one:

- **Dress up.** Give Brownies the option to create their own cookie costume or one for a stuffed animal. They can bring dressed-up stuffies to cookie booths to show their cookie business spirit!

Materials: *foam board, ribbons, scissors, glue*

- **Come up with a cookie song or dance.** The different songs, dances, chants, or cheers can be recorded and used to start a “Flavor of the Week” campaign online with help and support from families.

Materials: *paper, pencils; computers, smartphones, or tablets*

- **Decorate your cookie booth.** Find artwork or have Brownies create their own bold and bright cookie art. Sturdy cardboard can be cut and painted to look like large Girl Scout Cookies to attract customers to their booth!

Materials: *cardboard, paint, paintbrushes*

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