



# Cookie Innovator

As an innovator, you are open to change and opportunities. You're empowered to grow, not just personally, but also with your Girl Scout Cookie™ business. To earn this badge, you will innovate in two ways: One is by coming up with fresh ideas for your goals, something bolder and bigger than before. The other is by finding unique ways to reach your goals, connect with your customers, and sell cookies.

## Steps

1. Master your cookie business
2. Choose a big idea, set goals, and build a budget
3. Decide how to meet your big goals
4. Explore ethics in your cookie business
5. Sell your big dream to others

## Purpose

When I've earned this badge, I will know how to set bigger goals for my cookie business and come up with ways to reach them.



Cadette

**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).

**Earn  
your Cadette  
Cookie  
Entrepreneur  
Family pin!**

Go to  
[girlscouts.org/cadettecookiepin](https://www.girlscouts.org/cadettecookiepin)  
to find the requirements.



## Step 1: Master your cookie business

Before you launch big ideas, get to know your business inside and out. Find out what’s new this cookie season. What are the cookie varieties and what do they cost? What marketing tools are available? What resources, rewards, and troop proceeds are you excited about? If you’ve sold cookies before, reflect on your past experience. What successful practices might you do again? Which ones should you change and why? Then go online to learn all you can about selling on the Digital Cookie®/Smart Cookies® platform.

### Choices—do one:

**Create a business journal.** Do this online or in a notebook. Look for the “Girl Scout Cookie FAQs” at [girlscouts.org/cookieprogramfaqs](https://www.girlscouts.org/cookieprogramfaqs) to find out how to buy and sell cookies, product ingredients, and more. Check your council website for information about cookie entrepreneurs in your area. Write all the facts you need to know about your business, important deadlines, and the selling points you want to share with your customers.

**Host a family meeting.** Take charge of your business as a team. Send an invite to your troop families to share information about Girl Scout Cookies and how they can support you to reach your goals. Organize your presentation with talking points on separate poster boards or slides and share each as you present. You might categorize your talk into topics like new cookies, the flavors and costs, Digital Cookie/Smart Cookies, troop proceeds, and ways they can support you to reach your goals. Find the “Cadette Cookie Program Family Meeting Guide” at [girlscouts.org/cadettecookiefamilyguide](https://www.girlscouts.org/cadettecookiefamilyguide) to help you plan it. This is also a great way to kick off earning the Cadette Cookie Entrepreneur Family pin.

**Get inspired by cookie entrepreneur stories.** Check out “There’s magic beyond every box—it’s her!” at [girlscouts.org/cookiemagicbox](https://www.girlscouts.org/cookiemagicbox) and read cookie boss stories by Girl Scouts. Search “#girlscoutcookie” and “#gscookieboss” on social media for more inspiration. Make notes of things you want to try and share with your team. Will these new ideas help you iterate your cookie business?

### Safety First

Find out how to keep your cookie business safe. With help from an adult, go to [girlscouts.org](https://www.girlscouts.org) to find safety guidelines for selling digitally, door-to-door, or at a cookie booth.

# Words to Know

**Brand:** The name, symbol, mark, or logo a company uses to identify their product. A brand is also the way a customer feels about and experiences the product.

**Business ethics:** Guidelines and principles a business follows to help govern their conduct.

**Cookie entrepreneur:** When you sell Girl Scout Cookies, you set goals, talk to customers, make decisions, make mistakes, and try again. This is all part of being an entrepreneur!

**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.

**Digital marketing:** Using technology, such as computers, smartphones, and social media, to reach your customers.

**Entrepreneur:** Someone who creates something or finds a way to help people and solve problems. Entrepreneurs often use their ideas to create a business.

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

**Innovator:** Someone who creates new products or changes something that already exists. For example, you can innovate a new app and then use your entrepreneurial skills to turn it into a business.

**Iterate:** Repeatedly changing something to end up with a result you want. Entrepreneurs go through the entrepreneurial process, a cycle that creates changes and makes improvements. You iterate your cookie business each year as you grow new skills!

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

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

**Troop goal:** What you plan to do with the money your troop earns selling cookies.

**Troop proceeds:** How much your troop will get for each package sold, based on your council and budget.









## Step 2: Choose a big idea, set goals, and build a budget

As a Girl Scout Cadette, it's time to dream big with your cookie goals and create plans that stretch beyond the year ahead. As a group, decide how you'll use your cookie proceeds. It can be to support troop activities, field trips, bigger travel adventures, or Take Action projects. For your big idea, go beyond what you've done before. Then set an individual sales goal that will support your troop goal.

### Choices—do one:

**Team up to visualize.** Break into small groups to create posters or other presentations that show your big dreams and how you'll use the money. Use images to sell your idea. Find out how much your big idea would cost. Come back together to share your ideas, then vote on the ones you like best. Calculate how many packages of cookies your troop needs to sell for your big idea. Is your package goal realistic? Do you need to adjust your plans, or can you sell even more to take your plan further?

**Analyze your dreams and goals.** On a white board or large paper, create two columns with headings: dreams and reality. With your group, brainstorm your big dreams and goals. Maybe you want to help address hunger issues or travel the world. Those would go under the dream column. Which goals are you confident you can make happen? Are there any in the dreams column that can move to reality? Perhaps to address hunger issues, you can start by learning more about ways to contribute to community members who are hungry by planning a food drive with your local food pantry, religious organization, or even at your school. Or to travel the world, you start by planning a trip to another state. Are there any goals that can move to next year or the year after? Figure out what your goals will cost and vote on your priorities. Then set your budget and calculate your package goal.

**Project your future.** Make a big idea plan for each Girl Scout level—Cadette, Senior, and Ambassador. For inspiration, go online to find out what older Girl Scouts have done with their cookie money. Calculate the cost for each year so you'll have a budget to work toward. Can you put money aside now for future big ideas? Remember plans can change! Plans are never supposed to be perfect or final, so don't be afraid to iterate your idea. Then decide which goals you can accomplish this year and how much you need to set aside. Set your budget and calculate your package goal.





## Step 3: Decide how to meet your big goals

Now that you know your goals and how much money you need to earn, decide on the tactics you will use. How will your cookie booths attract customers? How will you use digital marketing to reach new customers? Will you sell door-to-door or to friends and family? How will you go beyond your close network to reach your big goals? How will you inspire people to support you?

### Choices—do one:

**Brainstorm strategies with your team.** Write down all your options for how you will reach your goals. What sales methods will you use? Will you use Digital Cookie/Smart Cookies, host cookie booths, or go door-to-door? Do you plan on selling at any events? Decide on the ideas that make the most sense for your group and make a plan to move forward. Assign responsibilities for each task and create deadlines. How will you update each other to stay on track?

**Talk to a sales person.** As a team, brainstorm sales strategies. What sales methods will you use? Will you use Digital Cookie/Smart Cookies, host cookie booths, or go door-to-door? Do you plan on selling at any events? Come up with some team strategy ideas and take them to someone with sales expertise. Ask them to share their strategies and then use their feedback to refine your plan. Assign responsibilities to each team member and create deadlines.

**Use SWOT to shape your strategies.** SWOT is an acronym for strengths, weaknesses, opportunities, and threats. With your team, do a SWOT analysis on your past cookie sales experience. For example:

- S:** What were the strengths of your previous cookie sales strategies? What did you accomplish well?
- W:** What were the weaknesses? Did you have the resources to pull them off?
- O:** What opportunities did you seize upon? Was there an event or situation that helped your cookie business?
- T:** Were there situations that made your cookie business more challenging? How did you handle them?

Then iterate your cookie business strategies based on this analysis. Reflect on any new strengths or opportunities you have this year and how you can use them to grow your business. Assign responsibilities for each task and create deadlines.





# Big Goal Ideas

As you and your friends think about your goals, challenge yourselves with ideas like these:

- Make plans to save money for a high-impact Silver or Gold Award project or ambitious Take Action project.
- Put cookie money aside for a troop trip across the state or country—or even overseas.
- Help your troop earn a high adventure outdoor badge, which may require special equipment or training.



## Step 4: Explore ethics in your cookie business

Find out how the ethics of your cookie business are important to your big idea. Your standards and values are part of the story you'll want to tell your customers. Your ethics encourage loyalty from your customers and your team. What are the strengths and beliefs behind the Girl Scout brand?

### Choices—do one:

**Research ethical companies online.** Find the highest-rated ethical companies and read about their practices and policies. How do they make their customer base inclusive? How do they use their values to influence the behavior of their employees? How do they use their ethics and values to make changes in their company and/or community? Make a list and share with your team. Decide how you can apply some of their practices to your cookie business. Write a cookie business ethics document you all can sign.

**Prepare an ethics statement using the Girl Scout Law.** Apply the Girl Scout Law to your cookie business. How does the Law help to keep you honest and responsible every step of the way? Or to use resources wisely? Use it as a guide to write a cookie business ethics document your team can sign.

**Look around your community and online.** Walk into different public spaces. (Some examples might be a playground, retail shop, community center, hospital, or grocery store.) Note if there are signs about their codes and practices. How do their employees present themselves? What kind of code of conduct do they expect? For example, a library probably has rules about staying quiet. A public pool might prohibit glass products. Some businesses might have signs that say, "All are welcome here." Check how online businesses protect their customers' privacy. Use what you find to write an ethics document for your team to sign.





# Ethics Reflection

Write in your answers to the questions below and then share with your troop.

What are your responsibilities to your customers? .....

.....

What are your responsibilities to your teammates? .....

.....

What are your responsibilities to the Girl Scouts? .....

.....

What are your responsibilities to your community?.....

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## How can you make your cookie business . . .

*Inclusive?*

*Considerate?*

*Respectful?*

*Honest?*

*Accessible?*

*Safe?*







## Step 5: Sell your big dream to others

Whether you're using your cookie money to go on an adventure or fund a Take Action project, you'll have a better chance of selling cookies if you make your dream real to customers. Find ways to share your dream so customers feel they're part of something bigger than buying cookies.

### Choices—do one:

**Brainstorm ways to tell your story.** With your team, come up with innovative ways to reach your customers. You might create a video using stop-action animation or share your big dream on social media in a new way. You could tell your story in recipe cards, like “Stargazing Adventure Cookies,” or “Take Action Brownies.” Or sell your cookies in bundles by wrapping a ribbon around packs and naming them after your big dreams: Silver Award package, High Adventure snacks, and other goals.

**Let others help sell your big dream.** Some customers buy cookies because they're delicious—others are motivated to help you achieve your goals. You might give each customer a sticker after they've bought cookies to remind them to tell others. Or give them a card to pass on to others that shows your goals and where and when you're selling cookies. You can also ask customers to share your Digital Cookie/Smart Cookies link from your sales pitch video on social media.

**Talk to someone who sells big dreams.** Look around your community and find a businessperson who sells their product with a story. It could be a person who sells homemade soups at the farmer's market or someone who owns a shop that sells products made by global artisans. How do they tell their stories to inspire customers? Get advice about how they find new customers and refine your sales pitch. Use what you learn to inspire your story.





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