



# Cookie Goal Setter

When you sell Girl Scout Cookies®, you are running your own business. You get to work with your Girl Scout troop to decide how you will use your money. Together, you set goals and share them with real customers!

## Steps

1. Decide how you will use your money
2. Set a package goal
3. Share your goals with your customers

## Purpose

When I've earned this badge, I will know how to set and share my goals.



# Step 1: Decide how you will use your money

## **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).

By selling Girl Scout Cookies, your troop can do fun things together. Set a goal for how many packages of cookies you want to sell. Then decide what you want to do with your cookie money. First, look at your order card.

Find the different kinds of cookies and what they cost. Are there clues that tell you what the mascot is this year? Next, look at the rewards you can earn. Which ones do you like?

## **Choices—do one:**

---

**Draw your mascot.** Draw a picture of the mascot. Then talk with your Daisy friends about what you want to do with your cookie money. Do you want to take a field trip? How can you use some of the money to help others? Next, add your favorite ideas to your drawing. Have girls in your troop share their favorite ideas. Then vote on your top choices!

---

**Brainstorm with your Daisy friends.** Hang three large pieces of paper around the room. One will say “Helping Others,” one will say “Field Trips,” and one will say “Troop Meeting Activities.” With help from adults, write or draw a picture of all your ideas on sticky notes. Put the sticky notes under the right topic. Then you and your friends can place a sticker next to your favorite idea. The idea with the most stickers wins!

# Words to Know

**Brainstorm:** A fun word that means coming up with a list of ideas.

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

**Digital Cookie®/Smart Cookies®:** A way for your 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 solves problems with an idea or a business.

**Mascot:** An animal that represents the cookie season. The mascot changes every year.

**Order card:** The order card shows the names of the cookies and what they cost. Your customers can write their orders here.

**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.

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



## Step 2: Set a package goal

How many packages of cookies do you need to sell to reach your goal? How can you keep track of your sales? Ask an adult to help!

### Choices—do one:

---

**Make a team goal tracker.** Check out the drawing on the next page. Then, with your team, make your own goal tracker. When you and your Daisy friends meet, find out how many packages everyone sold. Color in the tracker. See how close you are to reaching your goal and celebrate everyone's hard work!

---

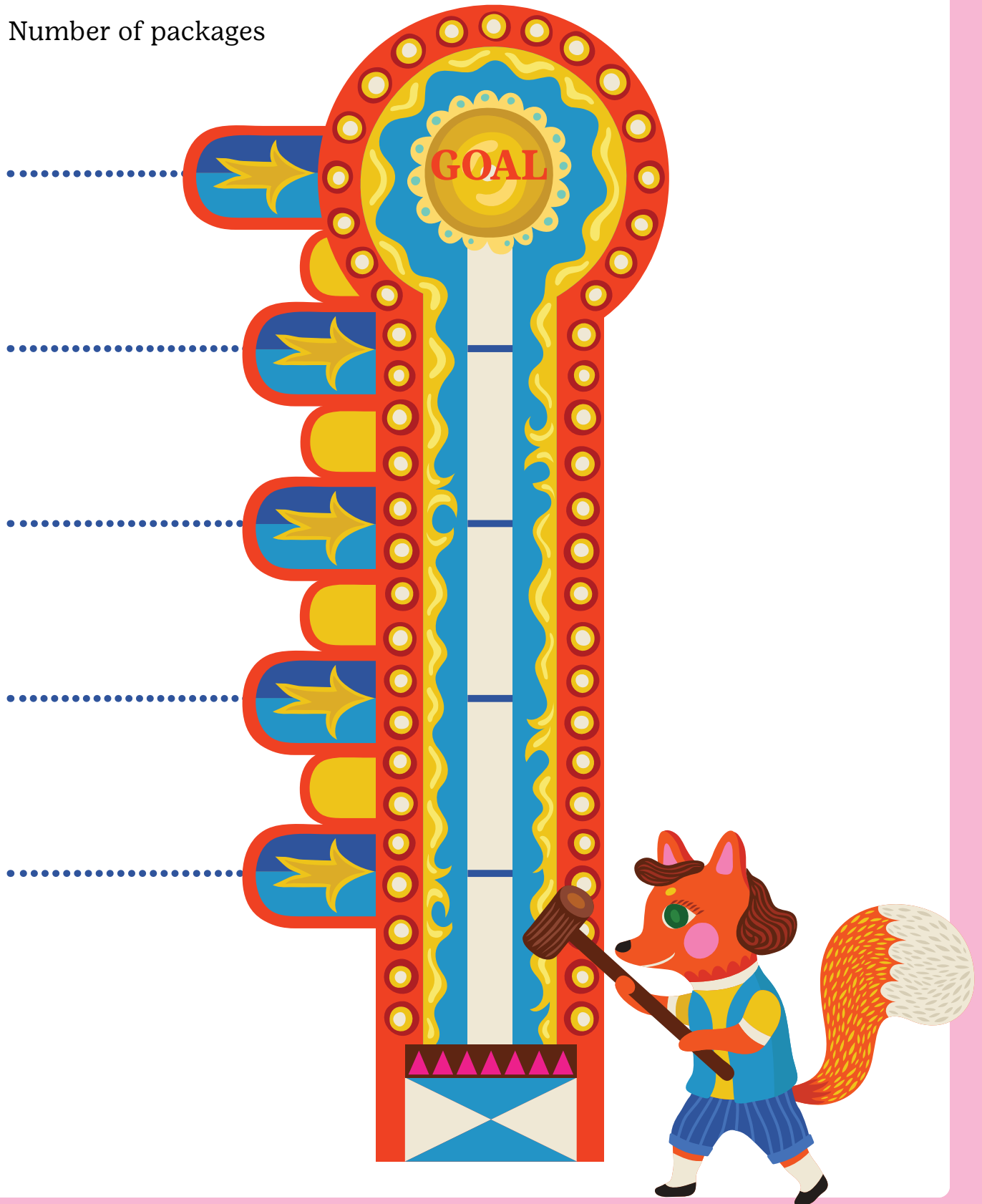


► **For more fun: Earn your Daisy Cookie Entrepreneur Family pin!** With help from an adult, go to [girlscouts.org/daisycookiepin](https://girlscouts.org/daisycookiepin) to find the requirements.

**Put your goal in the Digital Cookie® or Smart Cookies® site.** Ask an adult to help you set goals in the site. How many packages will you sell to help your troop meet the goal? Your customers will see your goal and want to help you reach it.

# Goal Tracker

Number of packages



## Step 3: Share your goals with your customers

Customers want to know they are helping you do something great. That's why it's important to include your goals in your sales pitch. Practice your cookie pitch to your customers. See the next page for a sample cookie pitch.

### Choices—do one:

---

**Play cookie seller.** With your friends, set up a pretend cookie booth. Act out what you'll say to customers. Take turns being the seller and the customer. Then create decorations and signs for your real cookie booth. Show how you'll use your cookie money. What else can you do to make your booth fun for customers?

---

**Create a video to share with customers online.** Use the sample cookie pitch on the next page to get started. Have fun with props or pick exciting music to go with your video. Ask adults in your family to help you share your video online. Don't forget to include your Digital Cookie/Smart Cookies link too!

► **Talk to an adult about getting permission to use any pictures, songs, or ideas that come from someone else.** When in doubt, create your own!



# Sample Cookie Pitch

Girl Scout Cookies help girls do great things.  
The money we earn will help my troop

and

Our troop goal is to sell \_\_\_\_\_ packages.

My goal is to sell \_\_\_\_\_ packages to help my troop.

You make the world a better place by buying  
Girl Scout Cookies!

Thank you!





TM ® & © 2021 Girl Scouts of the United States of America. All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, electronic or mechanical methods, including photocopying, recording, or by any information storage or retrieval system, now known or hereinafter invented, without the prior written permission of Girl Scouts of the United States of America (GSUSA), except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permissions requests, write to GSUSA at the address below or visit the [www.girlscouts.org](http://www.girlscouts.org) website to access permission request forms.

First published in 2021 by Girl Scouts of the United States of America  
420 Fifth Avenue, New York, NY 10018-2798  
[www.girlscouts.org](http://www.girlscouts.org)







## Volunteer's Guide to the Cookie Goal Setter Badge\*

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

### Step 1: Decide how you will use your money • 10–20 minutes

**Ask:** What are some of the things you would like to do with your troop? **Share:** By selling Girl Scout Cookies®, the troop can earn money to do fun things together. First, you're going to set a goal for how many packages of cookies you want to sell. Then you'll decide what you want to do with your earned cookie money. Take a look at your order card. Find the different kinds of cookies and what they cost. Are there clues that tell you what the mascot is this year? Next, look at the rewards you can earn. Which ones do you like?

#### Choices—do one:

- **Draw your mascot.** Have Daisies draw a picture of the mascot (or a different character if they would like). While they are drawing, ask questions to encourage and steer conversations, like “What do you want to do with the troop's cookie money? Do you want to take a field trip? How can you use some of the money to help others?” Instruct them to add their favorite ideas to their drawing. They can add a background or landscape, speech or thought bubbles, or a design on their mascot's shirt to show their ideas! Have each Daisy share their favorite ideas, then vote on their top choices.

**Materials:** order cards or mascot image, plain paper, drawing and coloring supplies

- **Brainstorm with your Daisy friends.** Hang three large pieces of paper around the room, each with a different title: “Helping Others,” “Field Trips,” and “Troop Meeting Activities.” Ask Daisies to think about the three topics. Tell them to write or draw their ideas on sticky notes, and then put the sticky notes under the right topic. After that Daisies can place a sticker next to their favorite idea. The idea with the most stickers wins! For virtual meetings, slideshow software can be used to display the three topics. With help from an adult, Daisies can add text boxes or pictures to the slides for their ideas.

**Materials:** order cards, large poster paper or newsprint, sticky notes, pencils, stickers

### Step 2: Set a package goal • 10–20 minutes

**Ask:** How many packages of cookies do you need to sell to reach your goal? **Share:** When you sell Girl Scout Cookies, the troop earns money to help reach your goals. A goal tracker will keep track of the number of cookie packages you and the troop have sold. It will also tell you when you have reached your goals!

#### Choices—do one:

- **Make a team goal tracker.** Show “Goal Tracker” on page 5 to Daisies and explain how and why it will be used. As a troop, help Daisies design and create their own goal tracker. With troop goals in mind, decide how many packages the troop will sell to reach those goals. Explain that at each meeting the tracker will be updated and colored in to show the total packages sold by the troop. Each week, they will see how close they are to reaching their goals and celebrating everyone's hard work! Goal trackers can be made and shared digitally as well.

**Try this:** Encourage Daisies to think ahead and make predictions about how much closer they think the troop will be at their next meeting.

**Materials:** “Goal Tracker,” poster paper, drawing and coloring supplies

- **Put your goal in the Digital Cookie® or Smart Cookies® site.** Communicate the purpose and goal of this activity to families ahead of time. With the help of an adult, Daisies can set their goals in the Digital Cookie/Smart Cookies site and share the link with friends and family. Their customers will see their goals and want to help Daisies reach them!

**Materials:** computers, tablets, or smartphones

\*Detailed choice activities, meeting tools, and additional resources and materials can be found within the Volunteer Toolkit on [my.girlscouts.org](https://my.girlscouts.org).

### Step 3: Share your goals with your customers • 20–30 minutes

**Ask:** What do you say to someone who might want to buy Girl Scout Cookies? **Share:** Customers want to know they are helping you do something great. That's why it's important to include your goals in your sales pitch. Let's look at the sample cookie pitch on page 7, then practice your cookie pitch to your customers.

#### Choices—do one:

- **Play cookie seller.** Help Daisies set up a pretend cookie booth. Set the scene and have them help finish some sentence starters (try with eyes shut to enhance the imagery!) Say things like, “It’s Friday afternoon and your cookie booth is outside by the \_\_, and thankfully the weather is \_\_! On our booth, we have plenty of \_\_ and some \_\_. We also have \_\_ to show customers too. Look! A customer is coming up to the booth!” Have Daisies practice their sales pitch while taking turns being the seller and the customer. Then Daisies can create decorations and signs for their real cookie booth. As they get started, encourage brainstorming by asking “What should we include in our signs? What else can you do to make your booth fun for customers?”

**Materials:** *plain paper and/or construction paper, drawing and coloring supplies*

- **Create a video to share with customers online.** Communicate the purpose and goal of this activity to families ahead of time. Start with “Sample Cookie Pitch” on page 7 to give Daisies ideas of what to say to their customers, but encourage them to be creative and put their own spin on it! With the help of an adult, Daisies can record their sales pitch for their cookie business and share it with friends and family online. Encourage them to have fun with props, share their goals, pick exciting music, and include their Digital Cookie/Smart Cookies link too!

**Materials:** *“Sample Cookie Pitch,” video recording device, Girl Scout Cookie packages or other props*

---

TM ® & © 2021 Girl Scouts of the United States of America. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, electronic or mechanical methods, including photocopying, recording, or by any information storage or retrieval system, now known or hereinafter invented, without the prior written permission of Girl Scouts of the United States of America (GSUSA), except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permissions requests, write to GSUSA at the address below or visit the [www.girlscouts.org](http://www.girlscouts.org) website to access permission request forms.

First published in 2021 by Girl Scouts of the United States of America, 420 Fifth Avenue, New York, NY 10018-2798, [www.girlscouts.org](http://www.girlscouts.org)