



# My First Cookie Business

When you sell Girl Scout Cookies®, you run your very own business! Find out how to sell cookies and excite your customers. Then decide how you'll use the cookie money with your Girl Scout friends.

## Steps

1. Find out about Girl Scout Cookies
2. Decide how to use your cookie money and set a goal
3. Practice your sales pitch

## Purpose

When I've earned this badge, I will know how to sell Girl Scout Cookies and use my troop's cookie 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).

# Step 1: Find out about Girl Scout Cookies

Get to know your order card before you start. Then find out about all the different kinds of cookies and what they cost.

## Choices—do one:

**Count it up!** With your Daisy friends, lay out the cookie packages, or look at the pictures online or on your order card. Practice saying the name of the cookies. What makes each of them different? How are they the same? Use pretend money to practice buying one package. Now practice counting how much money you need to buy two packages.

**Count it up with the Digital Cookie® or Smart Cookies® site!** With help from an adult, visit the part of Digital Cookie/Smart Cookies that customers see. Practice saying the names of the cookies. Then put different cookies in your shopping cart. How much do all the cookies cost? Try doing the math yourself. Did you get the same total?



# Words to Know

**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.

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

**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.

► **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.



# Cookie Money Goals

**My troop will use our cookie money:**

☐

To buy snacks or supplies for our Daisy meetings

☐

For Girl Scout books or badges

☐

For a field trip

☐

To help others

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## Step 2: Decide how to use your cookie money and set a goal

Think about the different ways your troop can use your cookie money. Look at the Cookie Money Goals checklist on page 4. Then, with an adult, decide how many packages your troop will sell. That's your package goal. Next, draw a picture to show how you'll spend your cookie money. Hang the pictures at your cookie booth or share them online with your troop!

### Choices—do one:

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**Talk to your Daisy friends.** Write down your team ideas. Think about field trips you would like to take and ways to help others. Next, vote on the ones you like best. Then set a troop goal. With your group, draw a picture of your goal to share with customers.

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**Get ideas from other Girl Scouts.** Find out what other Daisy troops did with their cookie money. Invite an older Girl Scout or troop to your meeting to share what they did. Or ask an adult to help search for ideas online. Once you have some ideas, vote on the one you like best. Then draw a picture of your goal and hang it at your cookie booth or share it online.

# Step 3: Practice your sales pitch

When someone is trying to sell you a product or idea, that's called a pitch. Come up with your own pitch to tell your customers why they should buy cookies. What will you say to get their attention? Let your customers know how you'll use your cookie money!

## Choices—do one:

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**Make a finger puppet pitch.** Make finger puppets of a cookie customer and seller. Then make a mini cookie booth. Ask a Daisy friend to pretend to be your customer. Make your pitch to your friend. They can ask questions like:

- ▶ **How much do these cost?**
  - ▶ **What are the different flavors?**
  - ▶ **What's your favorite cookie?**
  - ▶ **What are you doing with the money?**
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**Share your pitch online.** With an adult's help, create a video of you and your friends. Show the different cookies and what they cost. Make sure to tell your customers how they can buy cookies from you. You might have to record a few videos to get it right. That's okay! Part of running your own business is trying, making mistakes, and trying again.





Finger  
Puppets





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# Volunteer's Guide to the My First Cookie Business Badge\*

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

## Step 1: Find out about Girl Scout Cookies®

• 10–20 minutes

**Ask:** What are some of your favorite cookie flavors?

**Share:** As a Girl Scout, you get to run your very own Girl Scout Cookie business! To get started, you are going to find out about all the different kinds of Girl Scout Cookies and what they cost. Let's get started!

### Choices—do one:

- **Count it up!** First, figure out the best way to display Girl Scout Cookies for everyone in the troop. You can lay out cookie packages, look at pictures online, or look at order cards. Introduce the different types of cookies, saying the name of each cookie in a fun way or with a silly motion! Have Daisies repeat after you to practice saying their names. Talk about each cookie flavor and how much they cost. What makes each one different? How are they the same? Ask, "Which Girl Scout Cookie would you buy? How much does it cost?" Using pretend money, practice buying one package. Next, have Daisies count how much money would be needed to buy two packages, then three.

**Materials:** *order cards, cookie packages or pictures, play money*

- **Count it up with the Digital Cookie® or Smart Cookies® site!** Help Daisies visit the part of Digital Cookie/Smart Cookies that customers see. Have them practice saying the names of the cookies by repeating after you—add a silly voice for fun! After talking about each flavor, instruct them to choose one and then add that cookie package to their shopping cart. Ask, "How much does it cost?" Now, have Daisies add another one of their favorites to the shopping cart. Ask, "How much does it cost now with two packages? Did the second package cost the same as the first?" Have them try the math for themselves.

**Materials:** *order cards; computers, tablets, or smartphones*

## Step 2: Decide how to use your cookie money and set a goal • 10–20 minutes

**Ask:** How would you like to use your earned cookie money?

**Share:** When you sell Girl Scout Cookies, you earn money for the troop! That money can be used for different things that the troop might want or need. It can also be used to help others—think of the possibilities! After you choose the ideas you like best, you will decide how many packages of cookies you will try to sell. Your package goal will help you meet the troop's goals!

**Materials for all choices:** *"Cookie Money Goals," plain paper, drawing and coloring supplies*

### Choices—do one:

- **Talk to your Daisy friends.** Write down the troop's ideas for how they would like to use their cookie money (see the "Cookie Money Goals" checklist on page 4). Next, have the troop vote on the ones they like best. Instruct them to do a "show of hands" by clapping for their favorite ideas while you point and read them aloud. As a group, they will decide how many packages the troop will sell to achieve their goals. Have Daisies draw pictures of their goals to share with customers at their cookie booth or share online.
- **Get ideas from other Girl Scouts.** Invite older Girl Scout siblings or Girl Scout alums to a meeting to share their past cookie business experiences with the troop. You can also reach out to an online community to find out what other Daisy troops have done with their cookie money and report these suggestions to the troop. Add to the "Cookie Money Goals" checklist on page 4 (or create your own list), then have the troop vote on the goals they like best. As a group, decide how many packages the troop will sell to achieve those goals. Have Daisies draw a picture of their goals to share with customers online or at your cookie booth.

\*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: Practice your sales pitch •

20–30 minutes

**Ask:** What do you say to someone who might want to buy Girl Scout Cookies? **Share:** When someone is trying to sell you a product or idea, that's called a pitch. Come up with your own pitch to tell your customers why they should buy cookies. What will you say to get their attention? Once you've started a conversation or gotten their attention, let your customers know how you'll use your troop's cookie money!

#### Choices—do one:

- **Make a finger puppet pitch.** Create sample finger puppets (see “Finger Puppets” on page 7) and a mini cookie booth for your troop to recreate—or they can design and create their own unique puppets with provided materials. Have Daisies pair up and create a mini cookie booth between them to practice their pitch! The seller puppets begin by making a pitch, and the customer can then ask follow-up questions like “How much do these cost?”; “What are the different flavors?”; and “What's your favorite cookie?” They should take turns playing the customer and seller roles. For virtual meetings, Daisy pairs can take turns displaying their seller's pitch and customer responses one pair at a time for the troop to enjoy!

**Materials:** *“Finger Puppets” or cutouts and supplies, such as construction paper, scrap fabric or felt, yarn, markers, pipe cleaners, and the like*

- **Share your pitch online.** Communicate the purpose and goal of this activity to families. If doing this collaboratively as a troop, discuss everyone's involvement and what they will say or do in the video—everyone's role is important! Remember to talk about the different cookies and what they cost. Make sure Daisies remember to tell their customers how they can buy cookies and what the troop will do with the money earned. They might have to record a few takes to get it right, but that's okay! Share some of the videos and outtakes with troop families. **Try this:** Encourage Daisies to make their own video for their cookie business (with help from an adult) to share online.

**Materials:** *video recording device, cookie packages or other video props*

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