



My Cookie Team

When you earn this badge, you will learn that the secret to a successful cookie business is teamwork. Everyone has different skills and ideas to offer. Work with your Girl Scout group to meet your goals and have fun!

Steps

1. Find out about Girl Scout Cookies®
2. Decide how to use your cookie money
3. Set a troop budget and package goal
4. Build your team
5. Create your pitch to customers

Purpose

When I've earned this badge, I will know how to use teamwork to help my cookie business.



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).

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



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.

Step 1: Find out about Girl Scout Cookies

Start by finding out about all the different kinds of cookies and what they cost. Use your order card to see what’s new this year, too. With an adult, explore the Digital Cookie®/Smart Cookies® site to learn more about online selling. Then do one of the choices below.

Choices—do one:

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Play cookie charades. Take turns acting out the Girl Scout Cookie flavors without saying any part of a cookie’s name. Have your group guess which cookie you are. Add to the challenge by acting out other words related to your cookie business, like Digital Cookie/Smart Cookies, cookie booth, goals, and the Junior Cookie Entrepreneur Family pin.
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Hold a cookie race. With your group, create two teams. Each team will race to find the answers to the following questions: How many flavors of Girl Scout Cookies are there? What are the most popular ones? How does Digital Cookie/Smart Cookies work? What are some of the cookie rewards you can earn? How can customers donate cookies? The first team to finish will share the answers. If they make a mistake, the other team takes over to answer the questions.
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Make a cookie team chain. Work in a pair with one of your troop members. Each pair will pick one cookie flavor. Using paper the same color as their cookie package, each pair will write the name of the cookie on one side and a few words about the cookie on the other. Include facts like which cookies are vegan or gluten free. Look up other fun facts to add too. Have your whole group tape all the strips together into a chain.

Words to Know

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.

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.

Inventory: A list of the flavors and how many packages of cookies you and your troop have available to sell.

Order card: Where you'll find the names of the 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 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: The portion of cookie sales kept by troops.





Step 2: Decide how to use your cookie money

With your team, talk about all the different ways you can use your cookie money. If you sold cookies last year, think about how you used your money. Do you want to buy snacks or supplies for your meetings? Or use the money for Girl Scout books, badges, or awards? Your troop may choose to use some of the money for a special field trip or to help others by funding your group Bronze Award project.

Choices—do one:

Create a goals box. Turn an empty box into a goals box. (You could use an empty cookie box.) Ask each team member to write their top idea for using your cookie money on a strip of paper and place it in the box. When everyone has contributed, take each strip out and discuss the ideas together. Then vote to choose the ones you like best.

Make a vision board. Create a vision board with images and words that express your cookie business goals and how your troop will use the money. Your vision board could include a picture of your team or inspirational phrases to help you reach your goal!

Go online to get ideas. Find out what other Junior troops have done with their cookie money. Ask an adult if they can post questions for you on a council forum. Or invite an older Girl Scout to your meeting to share their experience. Make a list of ways your troop will use their money. Vote on your choices.





Step 3: Set a troop budget and package goal

Find out how much it will cost to meet each one of your goals (ask an adult for help). Then decide how many cookie packages you need to sell as a team. Next, decide how many packages you will need to sell to make your team's sales goal. Use the "Cookie Planner" on page 7 to set your budget. Do one of the choices for a fun way to track your progress.

Choices—do one:

Create a cookie sales chart. Create a cookie sales chart to track your goals and show your progress. With an adult, go online to find ideas to make your chart fun!

Make personal goals jars. Decorate two jars. Mark one "Working Goals" and the other "Meeting Goals." What's your personal goal? Fill the "Working Goals" with enough marbles (or buttons or beads or anything you choose!) to match the number of packages you hope to sell to help your troop meet its goal. Whenever you sell a package, transfer a marble to your "Meeting Goals" jar. Make sure to let your customers know what your goals are!

Track your sales online. With an adult, learn how to use Digital Cookie/Smart Cookies to set your goals, track your sales, and manage orders and inventory. Then find out some different ways you can promote your Digital Cookie/Smart Cookies link to your customers.

Cookie Planner

We will use the money we earn to:	This goal will cost:
	\$
	\$
	\$
	\$
Total:	\$

Our troop earns \$ _____ per package. We need to sell _____ packages of cookies to meet our goal.

I plan to sell _____ packages of cookies.

Troop Goal Tracker: Fill in a circle for every _____ packages of cookies sold.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Personal Goal Tracker: Fill in a circle for every _____ packages of cookies sold.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Step 4: Build your team

How will you decide who will do what on your team? What responsibilities does everyone share? With your team, set responsibilities and deadlines for selling in person and online. Decide how you will communicate, track goals, and share responsibilities.

Choices—do one:

Role-play running your cookie booth. Work together to set up your booth. Then decide together which role everyone on your team will take. Who will make the pitch, handle the money, and be in charge of tracking sales? What other roles might you need? How will you work with an adult to keep money safe? Practice with pretend customers and switch roles so that everyone on your team tries each job once.

Get help from experts. Ask an older Girl Scout with cookie sales experience to help you. Ask about the best ways to work together and what the different responsibilities should be. How has selling cookies changed as they've gotten older? Did they ever make mistakes with their cookie business? What did they learn? Talk about ways your troop can continue to take charge of your own cookie business.

Draw back-to-back. Good communication is important for any team, so play this game to practice. Sit back-to-back with another Junior. Both of you will have a pen and paper. Draw a shape or simple drawing, and then describe what you drew so the other person can draw it. When you're ready, compare drawings. Do the pictures match up? What was it like to describe the image? What was it like listening to a description of an image and trying to draw it? How can you apply what you learned to your cookie business?







Step 5: Create your pitch to customers

Find out how to convince customers to buy cookies from you. Let them know about your goals and how your troop will use its cookie money. Tell them all the things you've learned by being a cookie entrepreneur!

Choices—do one:

Practice your pitch with your troop. Take turns sharing your pitch with your Girl Scout troop and getting feedback (see “Pitch Pointers” on this page). Are there ways you can improve your pitch? Think about what they say and try your pitch again. Next, think about how your pitch might change for different audiences. Does it change when you are selling door-to-door and when you are selling at a cookie booth?

Create a video for your pitch. A pitch video is a great way to share your cookie business passion with customers you can't see in person. You can film it as a music video or a news story. Ask an adult to help find apps to add images or special effects. Don't forget to include your Digital Cookie/Smart Cookies link so that you can share your video online.

Create a pitch card. On an index card, write your pitch. You can keep your card in your pocket at your booth, or attach it to your order cards to help you remember what to say. Think about what you would say to a customer who has a gluten-free diet or doesn't eat cookies. Have some answers ready to make your sale. Share your card with your troop to swap ideas.



The Junior **Business Jumpstart** badge will give you even more tools to help improve your cookie business. You'll learn how to solve problems, get feedback, and pitch to your customers.

Pitch Pointers

- Introduce yourself.
- Let customers know about the cookies and how much they cost.
- Share how your troop plans to use its cookie money.
- Let customers know how they can donate cookies.
- Talk about the skills you're learning to run your cookie business.
- Ask your customers to buy your cookies.
- Thank them for listening, even if they choose not to buy.



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