



Cookie Business Financial Literacy Patch

You may ask “What can a girl do?” in Girl Scouts? Build YOUR own business. Set YOUR goals, run it YOUR way through YOUR very own Cookie Business! The Cookie Program provides YOU the opportunity to do “A world of Good!” **If the requirement is starred (*) then it is a mandatory activity for all age levels.*

Discover:

Daisies complete 2; Brownies complete 3; Juniors complete 4; Cadettes, Seniors and Ambassadors complete 5

- A. Set a spending goal, savings goal, and giving goal. Work out a plan to reach your goals and chart your progress.
- B. Practice putting the cost of a box of cookies together with different coins (nickels, dimes, and quarters), and bills (\$1, \$5, and \$20). Then try putting together money for the price of two boxes, then four boxes, then six boxes.
- C. Practice making change by pretending a customer has handed you \$5 and wants to purchase one box of cookies. Then pretend the customer gave you \$10 for two boxes, and then gave you \$20 for four boxes.
- D. Discover what ingredients are in Girl Scout cookies. What other foods have the same ingredients? Try making a new cookie that uses some of the same ingredients or create a recipe using a Girl Scout Cookie as one of the ingredients.
- E. Learn how long Girl Scouts have been selling cookies as a way to earn money for their activities.
- F. Good sales people know all about their merchandise. What are the ingredients in the cookies, what are the different flavors of cookies, how much does a box of cookies cost, which cookies are your favorite and why, etc. Practice answering questions that customers might ask. Ask an adult to “interview” you with these questions.
- G. With the help of your family, friends and/or other Girl Scouts develop ways to reach new customers as well as coming up with ideas for connecting with last year's customers.
- H. Learn to make a good impression when selling cookies. Practice greeting customers with a smile, have a friendly handshake or calling customers on the phone to ask them to purchase cookies. Always practice good manners when talking with customers.

Connect:

Daisies complete 1; Brownies complete 2; Juniors complete 3; Seniors and Ambassadors complete 4

- A. Share with cookie customers your spending, savings and donating goals and how they are helping you meet your goal (and your troop goal if applicable). Think of ways of how you will share this with customers -posters, flyers, etc. Can you think of other methods of advertising your goals?
- B. Connect with former and/or 1000+ (boxes) cookie sellers to find out their selling techniques. Determine how you can incorporate some of them and/or create your own.
- C. Share with your family, friends and/or other Girl Scouts what you learned during the cookie sale. What did you like? What would you change? How would you use what you learned in other situations?
- D. When you (or your group) have established your goal, brainstorm with others on how you will accomplish this goal. Once you have come up with a few solid ideas, write down a list of action steps to make your plan become a reality.



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Take Action:

Daisies complete 1; Brownies complete 1; Juniors complete 2; Cadettes, Seniors and Ambassadors complete 2

- A. Offer to assist your Community Leadership Team with cookie related events (i.e. Cookie Rallies) with one or more components of the event. Such as:
 - a. Inform the Community Leadership Team what girls want to do at the event.
 - b. Determine how you will advertise the event and encourage girls to attend.
 - c. Review all parts of the event to make sure all Girl Scout safety requirements are met.
 - d. Help develop and/or run the activities.
 - e. Attend a meeting after the event to discuss what were the things that worked well, what things did not, what needs to be changed, added and/or deleted from future events?
- B. For Cadettes, Seniors and Ambassadors Only: Develop your own video showing how you established your cookie goals and how you developed a strategy to meet them. The video would be utilized to teach other Girl Scouts the importance of goal setting.
- C. Get more involved with Girl Scouts of Utah’s Gift of Caring Program.
 - a. Before the cookie sale, decide which charitable organization in your area you would like to support. You may choose more than one organization. Contact the agency/organization and schedule a tour, or learn about the organization, before you begin taking cookie orders.
 - b. Promote the organization during door-to-door and/or booth sales. Customers who want to donate do not need to specify the types of cookies.
 - c. Sell/collect a minimum of 48 boxes for your organization.
 - d. NOTE: Girl Scouts cannot solicit monetary donations for their Gift of Caring organization(s).
 - e. Ask an adult to help you deliver the cookies to the organization.
 - f. Check with the organization what other items they need. Create care packages with other needed items.
 - g. Take photos, blog and share your experience with Girl Scouts of Utah
- D. Help spread the word as to what are the benefits of the Cookie Program. Inform people of the activities you were able to do and/or the skills you learned while participating in the Cookie Program.
- E. Share your Girl Scout experiences, such as traveled locally, nationally and/or internationally, went to camp, attended program events, earned Girl Scout badges, etc.
 - a. For Cadettes, Seniors and Ambassadors Only: Utilize social media to spread the word.

