

Welcome to the Girl Scout Cookie Academy!

Through Girl Scouting, girls become leaders in their daily lives and prepare for their bright future! The Girl Scout Cookie Program provides an important ingredient for leadership by helping girls develop five key skills. Through our self-paced Cookie Academy, Girl Scouts will learn the five key skills for their cookie business: **Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.**

Goal Setting: Girls set sales goals and with their team create a plan to reach them. This matters because girls need to know how to set and reach goals and how to succeed in school, on the job, and in life.

Decision Making: Girls decide where and when to sell products, how to market their sales, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this gives them the skills to make better decisions.

Money Management: Girls develop a budget, take orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.

People Skills: Girls learn how to talk (and listen!) to their customers, as well as learn how to work as a team with other girls. This matters because it helps girls do better in school on group projects, on sports teams, on the playground, and later at work.

Business Ethics: Girls act honestly and responsibly during every step of the Cookie Sale Program. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.



Self-Paced Cookie Academy Patch Program for Cadettes, Seniors, and Ambassadors

Complete at least one activity from each lesson to round out your skills and knowledge in preparation for the Girl Scout Cookie Program.

Program Overview

Lesson 1: Cookie Introductions + Get to Know Your Product

Lesson 2: Goal Setting + Action Plan

Lesson 3: Decision Making + Needs vs. Wants

Lesson 4: Money Management

Lesson 5: People Skills + Sales Pitch

Lesson 6: Business Ethics

Lesson 1: Cookie Introductions + Get to Know Your Product

Choose one of the following:

- ☐ **Meet the Cookies:** Get familiar with the Girl Scout Cookies by checking out the Girl Scout Cookie line-up sheet. Print it out and put it on your fridge or somewhere else where you can see it every day. By the end of the season, you will know each cookie by heart!

Bonus activity: Test your Cookie Knowledge: Cut out the cards from the Cookie Card Game packet. Lay all the cards out in front of you and see if you can match all the ingredient cards with the correct cookie card. Keep playing until you get them all right.

Supplies needed: Girl Scout Cookie Line up sheet, Girl Scout Cookie Card Game Packet, and scissors.

- ☐ **Girl Scout Cookie History:** With permission from an adult, do some research online. Find out about the history of Girl Scout Cookies. When and where was the first cookie sale? How has cookie sales changed over the years? Make a list of all the Girl Scout Cookie History facts you find and share your cookie knowledge with your customers.

Supplies needed: Access to the internet, paper and pencil, or type out the facts you find.

Lesson 2: Goal Setting + Action Plan

What is a goal: Goals in life are something you shoot for to be more successful. People set goals for things that they want to achieve or get better at. Planning what you need to work on is called goal-setting. It's a skill that will help you in school, at home, with your friends, or later in your job or as an adult.

Choose one of the following:

- ☐ **Post-it note Goals:** Did you know that when you write down your goals and look at them often, you are more likely to achieve them? It's true, try it out! First, set your cookie goal, and then write your cookie goal on post-it notes and post them in places that you will see them every day. (Your room, bathroom mirror, fridge, TV, ect.) By writing down your goal several times, and seeing your notes every day, you will always be reminded of what you are striving for, and will remember to keep working towards your goal.

Supplies needed: Pen or pencil and sticky post-it notes.

- ☐ **Goal Vision Board:** First, set your cookie goal, and then create a vision board to inspire you to reach your goal. A vision board is a visual representation of the things you want to accomplish or acquire. Think about your cookie goal and all the things that you and your troop would like to do with the cookie money that you earn, and create a vision board with pictures, drawings, stickers, words, etc. that represent why you made this goal. Be creative and have fun. Once you complete your vision board, hang it up where you can see it every day to inspire you to reach your goals.

Supplies needed: Poster board, canvas, markers, crayons, stickers, magazines, scissors, glue, etc. Note: These are supply suggestions; you can use any materials you want to create a vision board.

- ☐ **Goal Action Plan:** In order to reach your goal, you need to have an action plan. Think about how you are going to reach your goal. Whom are you going to sell cookies too? How are you going to market your cookie business to your customers? Where are you going to sell? Start developing your action plan now by completing the "Goal Action Plan" worksheet.

Supplies needed: "Goal Action Plan" worksheet, pencil, or pen.

Lesson 3: Decision Making + Needs vs. Wants

Decision Making is an important skill: You decide where and when to sell cookies. How to market your sale and what to do with your earnings. This matters because you must make many decisions, big and small, in your life. Learning this skill will help you make good ones.

Choose one of the following:

- ☐ **4P's of Marketing:** Sometimes cookies will sell themselves, but there are other times when you need to make a decision and figure out the best way to market your product. Complete this brainstorming activity centered on the 4 P's of marketing: Product, Price, Promotion, and Place.

Supplies needed: "4P's of Marketing" worksheet, pencil, or pen.

- ☐ **Flyer with Style:** Sometimes you are not able to catch a customer on their way into the market, or taking a walk in the park. Create a marketing tool that will remind your customer to buy cookies. Design a marketing flyer that you can share with others. Have it reflect your personality and even leave a space for a link to your Girl Scout Cookie purchase profile!

Supplies needed: "Marketing Flyer" worksheet and colored pencils, crayons, or markers.

- ☐ **The Bean Game:** Managing money means making choices. There is never enough money available for all of the things we'd like to have or do. Play the Bean game and practice managing money by deciding what is most important to you. Follow the instructions listed in the "Bean Game" packet.

Supplies needed: "Bean Game" packet, beans, M&M's, or beads.

Lesson 4: Money Management

Money management: Developing a budget, taking cookie orders, and handling customers' money. This matters because you will need to know how to handle money—from your lunch money to your allowance to (someday) your paycheck.

Choose one of the following:

- ☐ **Talk like a Money Manager:** Test your money manager knowledge by completing the following activity. First step: On a piece of paper, make three columns and then at the top of each column, write the following three titles: Budget, Income and Expense. In each column below each title, write three words or meanings that you believe to be associated with each title. Afterward read the “Talk like a Money Manager” worksheet to see how your definitions align.

Supplies needed: “Talk like a Money Manager” Worksheet, paper, and pencil.

- ☐ **DNA of a Girl Scout:** Look at the DNA of a Girl Scout image and use it as inspiration to draw, design and decorate your own DNA of a Girl Scout selling cookies. What tools does she need? What ethical standards does she have? What are her money management skills and capabilities? What needs and wants does she have? What are her cookie goals? What motivates her to sell Girl Scout cookies?

Pro Tip: Girl Scouts use their resources wisely; reuse an existing piece of cardboard from your stash at home. Not sure what to use? Turn any of these items inside out for a recycled blank canvas: Delivery box, Cereal box, Paper bag, or Girl Scout Cookie box

Supplies needed: DNA of a Girl Scout picture, paper, cardstock or recycled cardboard, pen or pencil.

Optional materials: Magazines, stickers, stencils, color pencils, crayons, markers, or rhinestone gems.

- ☐ **Budgeting 101 Online Activity:** Budgeting is the most basic and most important tool in anyone's financial toolbox. Complete the [Budgeting 101 Online Course](#) and get hands-on practice creating budgets. Click the title link to navigate to the budgeting course.

Take this activity once step further (Optional): Create a budget for a trip you would like to go on someday. Maybe it is a family vacation or a trip with your troop. Once you have a budget you can set a goal for how much money you will need to save to go on your trip.

Supplies needed: Access to a computer and Excel or Google Drive.

Lesson 5: People Skills + Sales Pitch

People Skills: Girls learn how to talk (and actively listen) to their customers, as well as learning how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams and on the playground) and in their future careers.

Choose one of the following:

- ☐ **Making a pitch/speech** Create a sales pitch that will quickly convince your potential customer to buy cookies from you. Solve the word scramble to find words that can help improve your one-minute pitch.

Supplies needed: “Make your Sales” Pitch Worksheet and writing utensil.

- ☐ **Make a Marketing Video:** Create a short video to market your cookie business and share it with your potential customers. (Bonus: Think of something that will draw the customer to the video within 15 seconds.) Follow [Girl Scout](#) tips for digital marketing before making your video!

Lesson 6: Business Ethics

What is Business Ethics? Business Ethics is the set of moral rules that govern how businesses operate, how business decisions are made and how people are treated.

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

Girl Scouts practice business ethics when living by the Promise and Law.

Choose one of the following:

- ☐ **Develop your own code of ethics:** Do you have a code of ethics? Look up the definition of ethics, then use a sheet of paper to develop a code of ethics for yourself. On the other side of your paper, write words that define someone who is unethical and answer this question: What is the downside of not following ethical business practices when selling cookies?

Supplies needed: Blank paper and pencil.

- ☐ **Ethical decision role play** Learn and understand the steps for making an informed ethical decision. Afterwards, use role-playing to decide what you would do in scenarios you may encounter during cookie season.

Supplies needed: “Making Ethical Decisions” Worksheet, blank paper, and pen or pencil.

Thank your Customers: Make thank you cards for your customers using the thank you card templates or use your creativity and create your own. After each sale, give your customer a thank you card. You can do this several different ways, in person (when possible), mail, or send a thank you email. You can also create a personal “Thank you” video that you can send to your customers after they order cookies from you.

Supplies needed: Construction paper, pencil, crayon, markers, stickers, etc.

Your Girl Scout Cookie favorites are back!



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Toast-Yay!®

made with
vegan
ingredients

French Toast-inspired cookies dipped in delicious icing



Lemonades®

made with
vegan
ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

made with
vegan
ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

made with
vegan
ingredients

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

made with
vegan
ingredients

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

*Limited availability

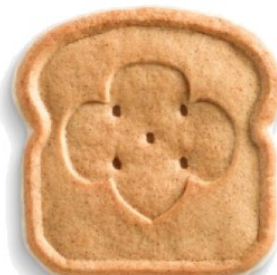


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girl scouts



Test Your Girl Scout Cookie Knowledge!



Test Your Girl Scout Cookie Knowledge!

Crispy chocolate wafers dipped in a mint chocolaty coating.	Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolaty stripes.
Crispy vanilla cookies layered with peanut butter and covered with chocolaty coating.	Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt.
Savory slices of shortbread with a refreshingly tangy lemon flavored icing.	Crisp and crunchy oatmeal cookies with creamy peanut butter filling.
Traditional shortbread cookies.	Each delightful, toast- shaped cookie is full of French toast flavor and flair and stamped with the trusted Girl Scouts' signature trefoil on top.

Goal Action Plan

Develop an action plan to reach your Goals!

Answer the questions below to develop an action plan, and refer to your plan during cookie sales to assist you in reaching your goal.

1. When setting a goal, it is important to make it challenging, but at the same time, it should be obtainable. What is your goal? And, why did you make this goal?

2. Whom do you plan to sell Girl Scout Cookies to? Make a list of your potential customers. Example: Family members, neighbors, etc.

3. What is your marketing plan? How are you going to market and advertise your cookie business to your potential customers? Write your plan below.

4. Where are you going to sell Girl Scout cookies? Booth sales, social media, online, etc. Write your plan below.

The 4 P's of Marketing

Cookie Academy: Cadette, Senior, and Ambassador

Why is it important to market your product?

Who doesn't crave their favorite Girl Scout cookies? This is a product people love, but how do you get people to become customers? This is where marketing comes into play. You need to find ways to make your product appeal to others, select the best location to advertise your product, and promote it in an effective way. Now, let us work to use the **4 P's** effectively in the Girl Scout Cookie Program!

Product

What products are most important to sell? You may have access to all varieties of cookies or only access to a few near the end of the sale. Pick 3 varieties of cookies to advertise. Answer the following question: *What are the selling points of each cookie?*

Price

Do some of your products cost more than others? How does this cookie compare to the others in competition? Why is the product and other varieties worth the price? *Write 3 reasons how the cost supports your cause and/or your goal.*

Promotion

How will you let people know about your amazing cookies? Will you use private social media, place flyers around, make a lawn sign or banner? *Write down and/or draw Z-3 ways you will promote your product.*

Draw/plan your promotion here

Place (Location)

Where will you sell your product? Think about the best locations, and what are the best times of day to sell? If you use social media, research the best times to post to receive the most views.

The Perfect Flyer!

Create the perfect eye-catching flyer to give to potential customers by following the tips and tricks below. Draw out your ideas then build it on the computer!

TIPS AND TRICKS:

1. **Create a focal point** in the center of your flyer. This can be a package of cookies, the Girl Scout Trefoil or anything that will catch the person's attention.
Hint: Make it bright and colorful and make sure the font is easy to read.
2. **Speak to your target audience.** Whom do you want to buy your cookies? How will this get their attention?
Hint: Use words in their perspective such as: "you" and "your" instead of "we," "us" or "I."
3. **Add the benefits.** How does purchasing a package of cookies benefit your customer? (Besides the delicious treat, they receive.)
4. **Keep the content simple.** Have an eye-catching title or headline using powerful words like: "Discover," "The secrets to..." and more.
Hint: use bullet points if you have a lot of information; this makes it easier and faster for the customer to read.
5. **Include your call to action!** Add your link to your cookie website so they can purchase your product later.



Create your Flyer Here!

THE BEAN GAME

Living on a "20 Bean Salary"

Recreated and Reproduced by
Jana Darrington, M.S.
Family and Consumer Science Agent
Utah State University Extension, Utah County

Game Instructions



Purpose

Managing money means making choices. There is never enough money available for all of the things we'd like to have or do. This game will help you decide what is most important to you.

How to Play

This game may be played individually, but optimum results come from playing in a group of 2 or more. Divide participants into groups of at least 2 and not more than 5. Each individual/group receives 20 beans and a set of spending category sheets. The individual/group must decide how to spend their "income" based on life circumstances, values and goals. Each item has a set number of squares which indicates how many beans are needed to "pay" for that item.

ROUND #1

First, each individual/group must select one item in each of the categories with the gold stars (Food, Housing, Furnishings, Transportation, Insurance and Clothing & Laundry). Once you have finished selecting items in the required categories, continue selecting items until you have used up your 20 bean income.

DISCUSSION QUESTIONS

Why did you choose the items you did? In what ways were you influenced by your values? Your goals? Your previous experiences? Compare what you spent your beans on with another individual/group.

ROUND #2

Your income has just been cut to 13 beans. What will you give up? What changes will you make? Make changes until you only have 13 beans on your spending sheets.

DISCUSSION QUESTIONS

What kinds of items did you choose to give up? Why? What did you learn about yourself and money in this process? Compare your budget-cutting choices with another individual/group.

OTHER CHOICES you may have to make...

- 1) Someone in the family just broke their leg. If you have insurance, you don't need to do anything. If you don't, take off 3 beans.
- 2) Your mom or dad just got a 2 bean raise! Decide where it should be spent.

Resources:

Parker, L. (n.d.). *The Bean Game*. Washington State University Extension, Family Resource Management Specialist.

Office of State Treasurer John Perdue. (n.d.). *The Budget Game: Living on a 20 Square Salary*. Financial Education Programs, Charleston, WV.
Retrieved October 26, 2008 from <http://www.wvtreasury.com>.

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Housing with Utilities



live with relatives sharing
cost of utilities (no
phone)

☐ ☐

share an apartment or
house with others,
including basic utilities
(no phone)

☐ ☐ ☐

rent place of your own,
including basic utilities
(no phone)

☐ ☐ ☐ ☐


Insurance



Auto

Liability coverage
only

☐ ☐

Complete coverage

☐ ☐ ☐

Health and Disability

No coverage

No Cost

Fringe benefits of job

☐

Basic health coverage

☐ ☐

Individual health &
disability coverage

☐ ☐ ☐

Renters

Property and liability
coverage

☐

Communications



No phone

No cost

Phone with limited long distance calls

☐

Phone with many long distance calls

☐ ☐

Cell phone



High-speed Internet

☐ ☐

Gifts

Make your own

☐


Purchase cards or small
gifts occasionally

☐ ☐

Purchase frequent gifts
for family and friends

☐ ☐ ☐

Savings



Change in piggy bank

No cost

Five percent of income

☐

Ten percent of income

☐ ☐

Invest for retirement

☐ ☐

Contribution to
charities and religious
groups

☐


Furnishings



Borrow from relatives or friends

No cost

Rent furniture or live in furnished apartment

☐

Buy at a garage sale or thrift shop

☐

Buy new furniture

☐ ☐

Check Out These Budgeting Tips

- ♦ **Wants vs. Needs** — A *need* is a necessity, such as housing or food. A *want* can be anything and may not be a necessity. Be careful when spending on wants.
- ♦ **Pay Yourself First** — After budgeting for necessities and before spending anything for wants, always tuck away some money from each paycheck for emergencies into a rainy day savings account.
- ♦ **Before Charging** — Ask yourself: 1) Do I really *need* it? and 2) Will I still have this 5 years from now? If the answers are *No*, then wait until you can pay cash.
- ♦ **Rule of Percentages** — A good rule of thumb for budgeting your salary is: 70% pay current bills, 20% save for future purchases, 10% invest for long term.
- ♦ **Money Tracking** — We often spend money without thinking about it. Keep track of all your expenditures (cash, checks, debit cards, ATM withdrawals and credit cards), even the smallest ones. Record them every time in a notebook or register. Review them regularly to make yourself aware of where your money goes.
- ♦ **Fixed, Flexible or Luxury?** – Categorize the expenses in your budget. Is it *fixed*, such as rent or a car payment? Is it *flexible* such as groceries, gas or long distance use? Or is it *luxury*, such as entertainment or going out to eat?
- ♦ **Rule of 72** (to double your money) — If you know the interest rate you can get, divide 72 by the known interest rate and it will give you how many years it will take to double your money. If you know how many years you have, divide 72 by the number of years and it will tell you what interest rate you must have to double your money.

Examples: If interest rate is 6%. $72 \div 6 = 12$ years. If time is 10 years. $72 \div 10 = 7.2\%$ interest rate needed.

Average Expenditure Breakdown for Total Household Income

30%	Housing
18%	Transportation
16%	Food
8%	Charity / Misc.
5%	Clothing
5%	Medical
5%	Recreation
5%	Utilities
4%	Savings
4%	Other Debts

Recreation



Hiking, walking, visiting friends or library

No cost

TV, snacks, picnics, driving around

☐

Cable TV, sports and movies

☐ ☐

Fishing, hunting, hobbies

☐ ☐

CDs/music, books, DVDs

☐ ☐

Concerts, vacations & spectator sports

☐ ☐ ☐

Personal care



Basic products like soap, shampoo, toothpaste, make-up, etc.

☐

Occasional professional haircuts, basic personal care products

☐ ☐

Regular professional hairstyling, name brand personal care products

☐ ☐ ☐

Clothing & Laundry



Clothing

Wear present wardrobe

No Cost

Use your sewing skills

☐

Buy at a discount store, thrift shop, or used clothing store

☐

Buy at a department store

☐ ☐

Shop for designer clothes

☐ ☐ ☐

Laundry

Do laundry at parents

No Cost

Use Laundromat; some dry cleaning

☐

Rent or purchase washer or dryer

☐

Food



Cook at home; dinner out once a week

☐ ☐

Frequent fast food lunches and weekly dinner out; cook other meals at home

☐ ☐ ☐

All meals away from home

☐ ☐ ☐ ☐

Transportation



Walk or bike

No cost

Ride bus or join a carpool

☐

Buy fuel for family car

☐ ☐

Buy used car and fuel

☐ ☐ ☐

Buy new car and fuel

☐ ☐ ☐ ☐


More choices

Books or other items purchased on installment plan

☐

Newspaper and magazine subscriptions

☐

New TV, DVD player or iPod

☐ ☐

★ Gold Star denotes Required Category



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Talk Like a Money Manager

Budget

An itemized summary of probable income and expenses; a plan for managing income, spending, and saving.

Income

The payment a troop receives for providing resources (Girl Scout Cookies) in the marketplace (Cookie Booths or door-to-door sales). When girls sell Girl Scout Cookies, they provide human resources (labor of sales), and in exchange, they receive income.

Expenses

Costs incurred for goods and services. Did your troop purchase materials to build a booth? Did your troop have to rent a U-Haul to pick up cookies from Meg Drop?

Bonus Terminology

Fixed Expenses

Expenses that occur each month in a regular amount.

Examples

- Rent
- Mortgage Payment
- Car payment

Variable Expenses

Expenses that change from one time period to the next.

Examples

- Food
- Entertainment
- Gasoline.
- Clothing
- Eating out

Periodic Expenses

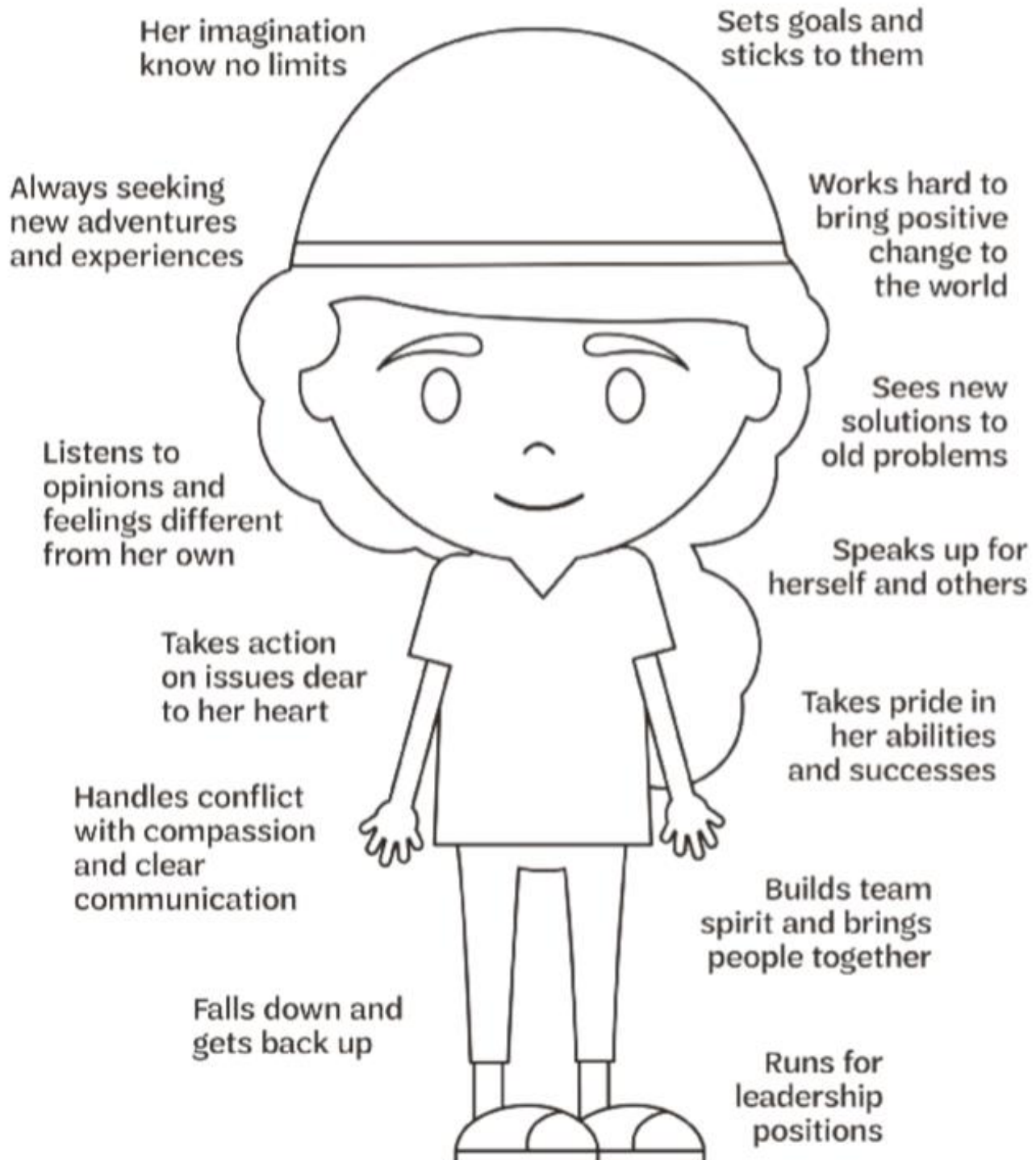
Expenses that occur on an irregular basis rather than monthly.

Examples

- Tuition Fee's
- Back-to-school supplies
- Car maintenance
- Gifts for celebrations and holidays

DNA of a G.I.R.L.

She's a ***go-getter, innovator, risk-taker, leader!***



Make Your Sales Pitch!

Girl Scout Cadette, Senior, and Ambassador Worksheet

A **sales pitch** is a plan that you present either written or verbally to a potential customer. The goal is to have enough details about your product, but present it quickly enough so you won't lose the attention of your customer.

Using the words found in your word scramble to complete this worksheet, and make the perfect sales pitch to help bring in your potential customers!

1. Share a Value Statement

This one-sentence statement will help share the value of your product to the customer. Sell an experience, not a product. Example: The reason I am reaching out to you is to help our troop earn funds to go camping at Yosemite National Park for the first time.

2. Tell a Story

Share a quick story about the importance of this sale. How it will benefit you and your troop's future? Find a common experience with your customer and remind them of the memory. Example: Our troop has always wanted to see the Half Dome and explore the beauty of California and if we sell XX amount of cookies we will be able to hike around the park and purchase the equipment. Have you ever visited a place that took your breath away or a place you always wanted to visit?

3. Finish the sale!

Instead of asking, "Would you like to buy any cookies?" Ask, "How many would you like today" or "Which variety of Girl Scout Cookie would you like today?" This will help the customer answer the question differently

Making Ethical Decisions

Girl Scout Cadette, Senior, and Ambassador Worksheet

Steps for Making Ethical Decisions

STEP	ACTION
1	Identify the ethical issue or problem.
2	List the facts that have the most bearing on the decision.
3	Explain what each affected person would want you to do about the issue.
4	List three alternative actions, and identify the best and worst case scenario for each alternative. Would anyone be harmed by this choice (and how), any values that would be compromised by selecting this alternative, and any automatic reasons why this alternative should not be selected (legal issues, rules, ect.)
5	Determine a course of action.

Answer two of the following scenarios. What would you do if...

- A customer accidentally leaves her change on your table.
- If a customer asks if a box of Girl Scout Cookies is gluten-free, you know they are not, but you also know that the customer will buy them if you say they are.
- After a customer walks away, you realize that you gave them \$5 less than they are owed.
- Another Girl Scout sister sees potential customers walking towards your booth, she whispers in your ear, "Don't ask them, those kind never buy".
- Your troop leader gives you a case of cookies to donate to a shelter, they are your favorite cookies and she would never know if you took a box.
