

# 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 Daisies, Brownies, and Juniors

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!  
**Supplies needed:** The Girl Scout Cookie line-up sheet.
- ☐ **Test your Cookie Knowledge:** Cut out the cards from the Girl Scout 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:** The 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:**

- ☐ **Goal Setting Brainstorm and Goal Poster:** Set a Girl Scout Cookie goal by completing the “Goal Setting Brainstorm” worksheet and creating a Goal poster. Hang up your goal poster somewhere you can see it every day to remind you to keep working towards your goal.

**Supplies needed:** “Goal Setting Brainstorm” worksheet, Goal Poster, pencil, marker, or crayons.

- ☐ **Cookie Goal Progression Activity:** First, set your cookie goal, and then complete the “Girl Scout Cookie Goal Progression” worksheet. Write your goal at the top in the circle, then break your goal down and fill in the boxes as you work your way towards reaching your Girl Scout Cookie Goal.

**Take this activity one-step further (Optional):** Using your Cookie Goal Progression sheet, make a Hanging Goal Motivator! Using a clothes hanger, tie 4 pieces of string to the bottom of the hanger. Next, write your goal breakdown on four envelopes or zip-lock bags. Add goodies to each zip lock bag or envelope (candy, money, anything you like, your choice). Now, punch a hole into each bag or envelope and tie it to the strings on the hanger. Hang up your Hanging Goal Motivator near your Cookie Goal Progression sheet. As you reach each level and work your way towards your goal, open up your goodies, and enjoy your rewards as you go.

**Supplies needed:** “Girl Scout Cookie Goal Progression” worksheet, pencil or pen, string, clothes hanger, envelopes or zip lock bags, and goodies.

- ☐ **Customer List:** Making a list and identifying your potential customers will help you reach your goals. Complete the “Find Out Where Your Customers Are” worksheet and use it when deciding who you should approach to sell cookies to.

**Supplies needed:** “Find Out Where Your Customers Are” 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:**

- ☐ **Design a Cookie Box:** Use your imagination and complete the Design a Cookie Box worksheet by deciding what flavor cookie you would create and design the cookie box.

**Supplies needed:** Design a Cookie Box worksheet, crayons, color pencils or markers, pencil, and eraser.

- ☐ **Would you Rather Activity:** What will you choose! Complete the Would You Rather worksheet by circling your choice for each question.

**Take this activity one-step further (Optional):** Be creative and have fun, draw a picture or write a story using all of your choices from the “Would You Rather” activity.

**Supplies needed:** “Would You Rather” worksheet, pencil, paper, crayons, or markers.

- ☐ **Customer List: Needs vs. Wants Activity:** It is important to know the difference between a need and a want. A need is something that you must have to survive, and a want is something that you would like to have. Complete the “Needs vs. Wants” activity worksheet by cutting and pasting the images in the correct boxes.

**Supplies needed:** “Needs vs. Wants” worksheet, scissors, and a glue stick.



## 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:

- ☐ **Have Fun Shopping:** Go shopping! Choose 5 items from the Girl Scout Shopping sheet and write them down on the “Have Some Fun” shopping worksheet. After you have chosen your items, add up the total cost, and answer the following questions. Did you go over budget? Did you have any money left over? If you went over budget, what could you do to get back on budget?

**Supplies needed:** “Have Some Fun” worksheet, Girl Scout Shopping sheet, and pencil.

- ☐ **Cost of Cookies:** When your customer buys packages of cookies from you, you will need to let them know how much the total cost is. Practice adding up the cost of cookies, and get prepared for the upcoming cookie season by completing the “Cost of Cookies” worksheet and “Cookie Math” worksheet.

**Supplies needed:** “Cost of Cookies” worksheet, “Cookie Math” worksheet, and pencil.

## Lesson 5: People Skills + Sales Pitch

**Choose one of the following:**

- ☐ **Practice your Sales Pitch:** Think about how you want to greet your customers and get prepared to talk to your customers by completing the “Practice your Sales Pitch” worksheet.

**Supplies needed:** “Practice your Sales Pitch” worksheet and pencil.

- ☐ **Role Play:** Ask a friend or family member to do a role-play activity with you about selling cookies. Have your helper pretend to be the customer, and then try to sell them cookies. Use the “Girl Scout Cookie Role Play Question” sheet to help you practice talking to your customer.

**Supplies needed:** Girl Scout Cookie Role Play Questions. Optional: Cookie prop boxes

- ☐ **Make a Marketing Video:** Create a short video to market your cookie business and share it with your potential customers.

## 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:**

- ☐ **Business Ethics and Customer Scenarios:** What would you? Complete the “Business Ethics and Customer Scenarios” worksheet to find out what you would do in each scenario.

**Supplies needed:** “Business Ethics and Scenarios” worksheet, and pencil.

- ☐ **The Girl Scout Promise and Law Poster:** The Girl Scout Promise and Law are the code of ethics that Girl Scouts live by. Pick five (5) lines from the Girl Scout Promise and Law that you want to use as your code of ethics and promise to your customers for your Girl Scout Cookie Business. Complete the “My Cookie Business Code of Ethics” sheet and share it with your customers.

**Supplies needed:** The Girl Scout Promise and Law poster, “My Cookie Business Code of Ethics” sheet, and a 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 in several different ways, in person, by mail, or by sending a thank you email.

**Take this activity one-step further (Optional):** Be creative and have fun, draw a picture or write a story using all of your choices from the Would You Rather activity.

**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!®**

*French Toast-inspired cookies dipped in delicious icing*



**Lemonades®**

*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter**

**Patties®**

*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**

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

\*Limited availability

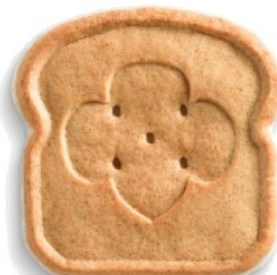


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girl scouts



## Test Your Girl Scout Cookie Knowledge!





## Test Your Girl Scout Cookie Knowledge!

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



# Girl Scout Cookie Goal Setting Brainstorming Worksheet

1. After looking at the Reward Sheet, is there a reward that you want to earn?  
If so, why do you want to earn that reward?

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2. How many packages of cookies would you need to sell to earn that reward?  
That is your cookie goal!

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3. Now that you have made a cookie goal, how do you plan to reach your goal?  
List 3 things you can do that will help you reach your cookie goal.

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**Bonus Question:**

4. What does your troop plan to do with the cookie money that you earn? If you do not know, what do you think your troop should do with the cookie money? Go camping, take a trip to the zoo, throw an ice cream party, etc. What ideas do you have? Share your ideas with your troop at your next meeting.

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# EMBRACE POSSIBILITY

Troop#

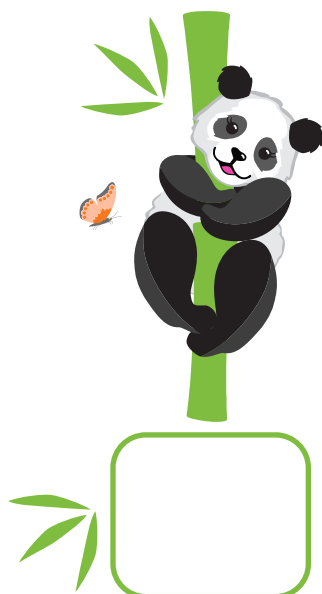
Girl Scout Cookie Goal



# EMBRACE LIMB RACE POSSIBILITY

Troop#

Girl Scout  
Cookie Goal



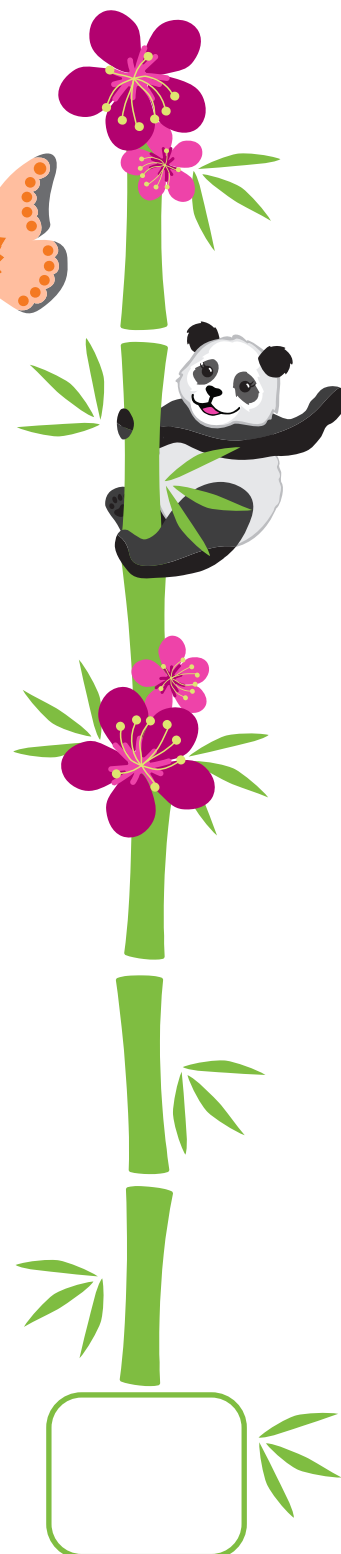
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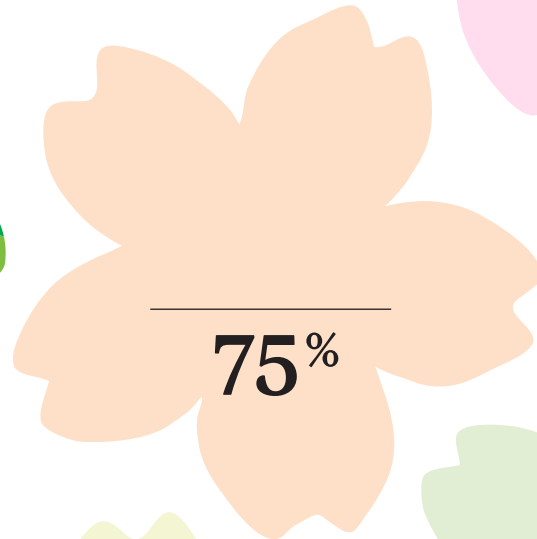
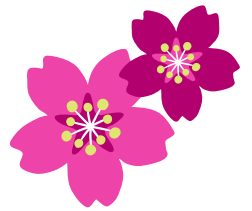
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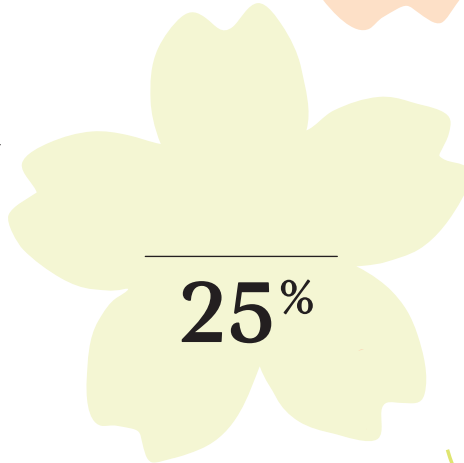
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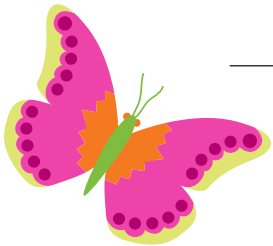
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Troop#

Girl Scout  
Cookie Goal



## Find Out Where Your Customers Are!

**Make a list of people who you want to talk about buying Girl Scout Cookies.**

**Family**

**Neighbors**

**Friends**

**Teachers**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

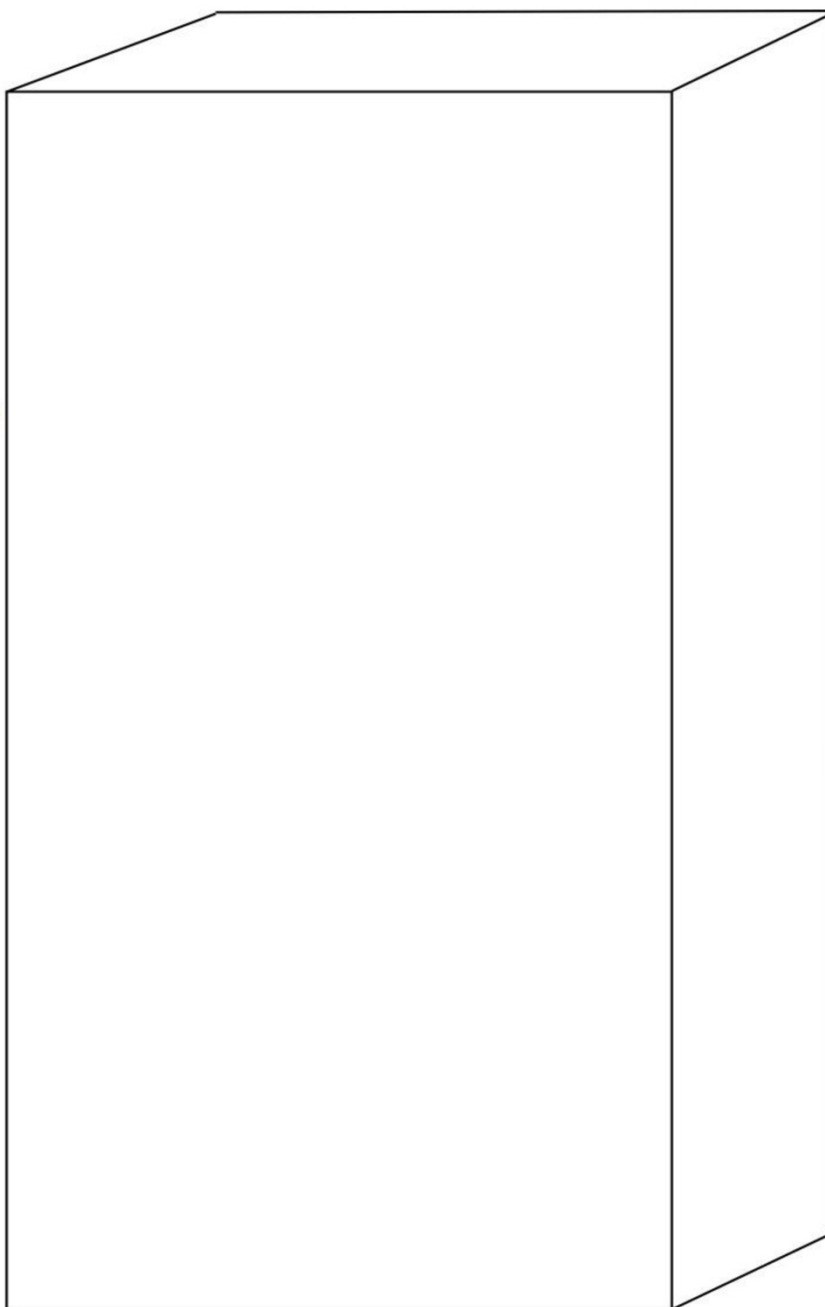
18. \_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

## Decision Making

**If you could create your own cookie and design your own cookie box, how would you design it? What flavor cookie would you create?**





## Would You Rather?







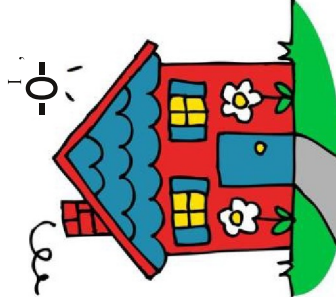



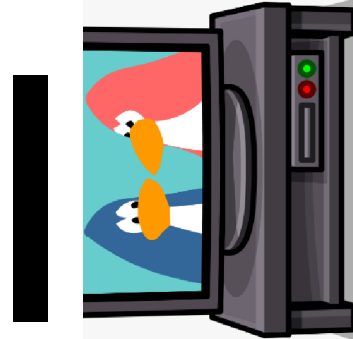

Read each box and circle your choice for each “Would You Rather” question below.

<div data-bbox="227 478 391 594"></div> <div data-bbox="634 478 764 604"></div> <p><b>Be an Eagle or a Lion</b></p>	<div data-bbox="865 472 1000 604"></div> <div data-bbox="1279 472 1421 604"></div> <p><b>Live by the Ocean or the Mountains</b></p>
<div data-bbox="190 762 375 873"></div> <div data-bbox="659 751 760 873"></div> <p><b>Have a pet Sloth or Panda Bear</b></p>	<div data-bbox="850 751 1000 873"></div> <div data-bbox="1291 758 1421 905"></div> <p><b>For it to always be Summer or Winter</b></p>
<div data-bbox="246 1062 386 1178"></div> <div data-bbox="613 1062 727 1167"></div> <p><b>Eat Pizza or Hamburgers every night</b></p>	<div data-bbox="846 1037 1052 1157"></div> <div data-bbox="1252 1037 1414 1157"></div> <p><b>Have a Magic Flying Carpet or Personal Robot</b></p>
<div data-bbox="217 1337 337 1472"></div> <div data-bbox="662 1350 776 1465"></div> <p><b>Live in a Castle or Travel the World in Motorhome</b></p>	<div data-bbox="906 1350 1008 1465"></div> <div data-bbox="1263 1344 1372 1465"></div> <p><b>Ride a Bike or Skateboard</b></p>
<div data-bbox="217 1682 318 1801"></div> <div data-bbox="683 1654 786 1801"></div> <p><b>Always Wear Glasses or a Hat</b></p>	<div data-bbox="906 1633 976 1780"></div> <div data-bbox="1268 1633 1382 1766"></div> <p><b>Help with Laundry or the Dishes Everyday</b></p>

# Needs vs. Wants

<b>Needs</b>	<b>Wants</b>
<p>Needs are things that we must have to survive.</p>	<p>Wants are things that we would like to have.</p>

Cut and paste the images in the correct boxes.

## Have Some Fun Shopping!

Pick out 5 items from the Shopping Sheet. After you go shopping, add up what you spent, and see if you stayed in budget.	<b>Item</b>	<b>Price</b>
	<b>Your Budget:</b>	
	<b>Total Cost of Items:</b>	
<b>Money Leftover:</b>		

Did you go over budget? If so, what could you do to get back on budget?	

## Girl Scout Shopping!



Trefoil Multicolor  
Pen \$3



Girl Scout Oven  
\$10



Camp Menzies  
Necklace \$6.50



Girl Scout  
Teddy Bear \$15



Glitter Heart  
Backpack \$12



Box of Girl Scout  
Cookies \$6



Color & Sew  
Pillowcase \$9.95



Pop it Fidget  
Toy \$3



Thinking Putty  
\$4.00

## Girl Scout Cookies Cost \$6 a Box

Complete the cookie cost chart by filling in the blanks.

One box = \$6	Six boxes =
Two boxes = \$	Seven boxes = \$42
Three boxes = \$18	Eight boxes = \$48
Four boxes = \$24	Nine boxes = \$54
Five boxes = \$	Ten boxes = \$



## Girl Scout Cookie Math

Complete the math problems below.  
Find out how much your customer owes for the boxes they buy.



How much does the customer owe you?

\_\_\_\_\_.

If they pay you \$20, what do they get back in change?

\_\_\_\_\_.



How much does the customer owe you?

\_\_\_\_\_.

If they pay you \$40, what do they get back in change?

\_\_\_\_\_.



How much does the customer owe you?

\_\_\_\_\_.

If they pay you \$25, what do they get back in change?

\_\_\_\_\_.



How much does the customer owe you?

\_\_\_\_\_.

If they pay you \$12, what do they get back in change?

\_\_\_\_\_.

## Practice Your Sales Pitch!

Look at the phrases below and think about how you would respond.

1. Greet your customer

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2. Share your goals with your customer

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3. Ask your customer if they would like to buy Girl Scout Cookies

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4. Recommend your favorite Girl Scout Cookies

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5. Ask your customer if they would like to donate a box Girl Scout Cookies to the troops.

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6. Thank your customer.

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# Girl Scout Cookie Sales Pitch

Hi there! My name's \_\_\_\_\_, and I'm a proud Girl Scout cookie seller for Troop \_\_\_\_\_. Girl Scouts have been selling cookies for more than 100 years. Our cookie lineup is full of classics like Thin Mints and scrumptious Caramel deLites, and don't miss out on the Toast-Yay! because 2025 is your last chance! We know almost everyone loves a good cookie, which is why we also make many of our cookies vegan and gluten-free. My favorite cookie is \_\_\_\_\_.

If you order a box of Girl Scout Cookies for \$\_\_\_\_\_ today, you'll help my troop get closer to our goal of \_\_\_\_\_ packages! If you're all stocked up or just not craving cookies, you can always take part in our Cookie Share Program and donate a package of Girl Scout cookies to the military and first responders.

No matter what you choose, your purchase helps Girl Scouts achieve and experience amazing things and master essential life skills. The best part is that 100 percent of the proceeds stays local, so you can feel good about helping your community with every bite!

My troop has decided we're spending our cookie money on

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Thank you so much for supporting us and helping us achieve our dreams, one box at a time!



## Girl Scout Cookie Role Play Questions

Below are some questions that your customers might ask you. Have the person playing the customer use the questions below to help you practice selling cookies.

1. How much does a box of Girl Scout Cookies cost?
2. Can I donate a box of Girl Scout Cookies to the troops?
3. Which Girl Scout Cookie is your favorite? Why?
4. Do you have any vegan Girl Scout Cookies?
5. How long have you been a Girl Scout?
6. What do you plan on doing with your cookie money?
7. How many flavors of Girl Scout Cookies are you selling?
8. Can I order Girl Scout Cookies online and have them shipped to my house?
9. Can I pay with a credit card?
10. If want to order more cookies later, how do I order more cookies from you?

What are some other questions you think your customer might ask?.

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## Business Ethics and Customer Service

**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.

Girl Scouts practice business ethics when living by the Promise and Law. When answering the questions below, think about the promise and Law and how your answers align with the code of ethics that Girl Scouts live by.

- 1. A customer comes to your cookie booth and tells you she wants to buy one (1) package of Thin Mints and one (1) package of Peanut Butter Patties. You give her the cookies and tell her that the cost is \$10. The customer hands you \$20, and starts to walk away. What should you do? Circle all that apply.**
  - a. Assume the customer meant to give \$20 and don't say anything to her.
  - b. Stop her from walking away and let her know that she overpaid and give her \$10.
  - c. Don't say anything and take the extra \$10 and put it in your pocket.
  - d. Let the customer know that she overpaid, and ask her if she would like to buy 2 more packages of cookies.
- 2. You are working at your cookie booth in front of the grocery store, and you ask a customer walking by if he would like to buy cookies. He says "No thank you, I just bought cookies from a troop yesterday" and continues on his way. What should you do? Circle all that apply.**
  - a. Run after the customer and insist that he buys cookies from you.
  - b. Don't respond, he's not your customer.
  - c. Thank him for supporting Girl Scouts and to have a good day.
  - d. Say "thank you" and let him know that if he wants to buy more cookies that your troop will be there again next weekend.
- 3. Your cookie booth is scheduled to start at 2:00 pm, but when you arrive at your site you find that the troop that was scheduled before you is still there selling cookies. What should your troop do? Circle all that apply.**
  - a. Kindly remind the other troop that their shift is over and ask them to leave.
  - b. Approach the other troop and yell at them for being in your spot, and demand that they leave immediately.
  - c. Don't say anything and let the other troop have your spot, and patiently wait for them to leave.
  - d. Calmly let them know that you have arrived, and offer to help them pack up their cookie booth.
- 4. Your neighbor down the street orders cookies from you, and you let her know that you will deliver the cookies in February. But, every time you try to deliver the cookies she is not home. What should you do? Circle all that apply.**
  - a. Keep the cookies for yourself. If she wanted them she would answer the door.
  - b. Leave a card on the door, letting her know you came by and that you will try again tomorrow.
  - c. Leave the cookies on the porch and hope she gets them.
  - d. Use the contact information she gave you when making her order, and call her to arrange a time to drop off her cookies.

## My Girl Scout Cookie Business Code of Ethics

Using the Girl Scout Promise & Law as a guide, pick out 5 lines from the promise and law that you want to use as your promise to your customers for your cookie business.

### **My code of ethics and promise to my customers**

1.

2.

3.

4.

5.