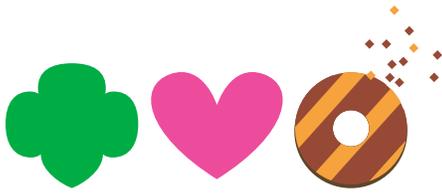


Virtual Cookie Rally

Facebook Live Activities

Watch GSNWGL's Facebook Live to follow along and learn more about the 2021 Cookie Program. >>>



Hello!

Thank you for joining us for our Virtual Cookie Rally! We are going to be going through each of these activities during our Facebook Live Event. Don't worry if you missed it, you can still follow the activities below and work with your Girl Scout to earn her Cookie Entrepreneur Family pin.

Cookie Entrepreneur Family Pins



Celebrate your family's teamwork and get the pin—now available! >>>

Her Cookie Business = A Family Affair



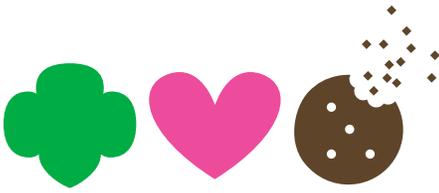
The year-by-year Cookie Entrepreneur Family pin collection is the latest addition to the Girl Scout Cookie Program—and was inspired by and designed for families just like yours! It's never been easier to support your girl as she develops business skills, makes amazing memories, and earns a different pin for her uniform every cookie season. The simple, age-specific guidelines have been tailored for her developing skill set making success a snap.

By completing all five of the activities in this guide, you and your Girl Scout will have earned the Cookie Entrepreneur Family Pin!



Find out more with our Cookie Entrepreneur Family Pin video. >>>

Have questions? Email us . >>>



Activity One

Set Your Goal

Daisies, Brownies, and Juniors

Goal setting is the first step to making dreams a reality. Talk with your family to figure out a realistic goal of how many packages you think you can sell. Look at the Girl Scout Cookie Program rewards to inspire you! Then, write down one idea of what your troop could do with the money they earn from selling cookies. Be sure to share that idea with your troop leader!

Should you stop selling cookies as soon as you reach your goal? Oh no! When you reach your goal, challenge yourself to keep going and exceed your goal! You're a super star!

Cadettes, Seniors, and Ambassadors

You already know how to set personal and troop sales goals and think of strategies you'll use to meet them. Go ahead and set a goal based on your previous year's sales totals. Then set a learning goal—a new skill you want to gain or something you want to learn as you run your cookie business. Share your goals with your family and identify how they can best support you.

Hey, Cookie CEO!

You've been running this business for a while now. Look at your past year's selling data and chart your sales for the past five years (or more, if you can remember!) What do you notice? When sales were up, why do you think that is? Was a new cookie introduced? When sales were down, can you explain why that might be? Were you sick during the first couple weekends of cookie booths? See if you can use these trends to predict how your sale will be this year.

Questions to answer

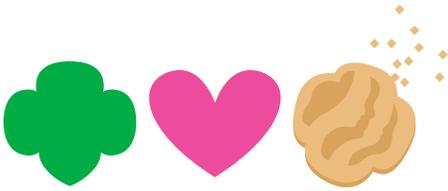
How many packages you want to sell:

What reward you're most excited to earn:

What your troop could do with the money you earn:

My sales goal is:

My learning goal is:



Activity Two

Decide How to Reach Your Goal

Cadettes, Seniors, and Ambassadors

Master your marketing – think about how you will grab your customer’s attention. Create a strategy plan for these two areas of marketing:

Direct Consumer Contact

(i.e. door-to-door sales, cookie booths, calling previous customers)

Virtual Contact

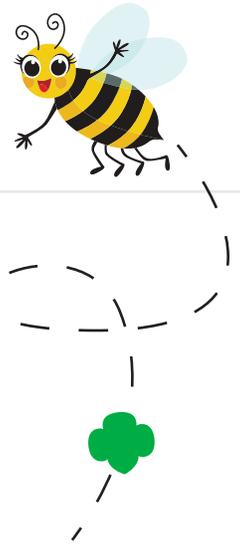
(i.e. Instagram and Facebook posts, emailing potential customers)

Bonus! Can you think of another way to market your cookie business? How would you implement that idea? Who would you need to help you make it happen?

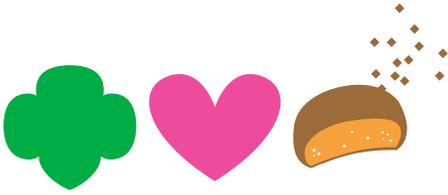
Daisies, Brownies, and Juniors

Practice decision making by choosing who to reach out to first and in what way. Write a list or draw a picture of the people you’d like to sell cookies to. Put a star by your first customer!

If this is not your first year of selling cookies, you might already have a list like this. Challenge yourself – can you add five more people? Ten?



Make your list or marketing strategy



Activity Three

Money Management

Daisies, Brownies, and Juniors

Ask your caregiver to find some spare change and bills. Can you count how much money there is altogether? Would it be enough to buy a box of Girl Scout Cookies? How many boxes could you buy?

Remember, all our cookies cost
\$5.00 per package!

boxes of cookies

of weeks needed

Cadettes, Seniors, and Ambassadors

Think of a big purchase you want to make. Maybe it's a new cell phone, a camp session, or an awesome pair of skis. Figure out the total cost of the expense. Now think about how much money you can set aside for that expense each week. How many weeks will it take you to save enough money for the purchase?

Talk with a family member about a big purchase they've made to get more tips on budgeting for big purchases.



Activity Four

Talk to Customers

Daisies, Brownies, and Juniors

Ask a family member to pretend to be a customer. Many customers would like to learn about your cookie goal and what your troop might do with the money.

Customers often have different needs. What if a customer has a gluten-free diet? What if a customer doesn't eat cookies? Use this time to talk about how to stay safe while selling cookies, too!

Cadettes, Seniors, and Ambassadors

A successful cookie boss will know their Cookie Business inside and out. Use the prompts to help you talk up your business to even the more inquisitive customers.

Intro: How will you introduce yourself and your cookie business?

Your story: What is your troop going to do with the proceeds, and how did you come up with your ideas?

Your product: Describe your products and why buying them is the right choice. What do customers get when they buy Girl Scout cookies versus similar products?

Your team: Who is already supporting your cookie business?

Your successes: What have you achieved so far?

Your ask: Tell your audience how they can best support you. What do you need?

Your conclusion: How will you summarize your pitch and restate your ask?

Are you following a Virtual Contact approach this year? Record yourself presenting your sales pitch

Write it out



Activity Five

Think Like a Girl Scout Entrepreneur!

Daisies, Brownies, and Juniors

The Girl Scout Law reminds us to be responsible for what we say and do. Write down these dates when you get them from your troop leader so you can keep track of your own deadlines.

I can start selling cookies on this date:

My initial order form is due to my troop leader on this date:

When will I pick up the cookies when they come in, and where?

The money I collect from my customers is due to the troop leader on:

Other deadlines:

Write your own cookie business mission statement!

Cadettes, Seniors, and Ambassadors

Talk with your family about a company, business, or store that you love. What are some things you appreciate about it? Do an online search to learn more about the company's business ethics and principles. Does the company have a mission statement? Do you see any similarities between their business ethics and our Girl Scout Law?