

FIVE STEPS TO EARN YOUR

Cookie
Entrepreneur
Family

Brownie Pins



YEAR 1



YEAR 2

Check off the boxes as you complete each activity with your family—you can earn a different pin each year! Adults, look for the 💡 throughout for special ways you can help!

- ☐ **1. Go for the goal.** Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second “stretch” goal that’s a little higher. You might not meet the stretch goal, and that’s OK, but you won’t know unless you try! Once you decide on your goals, write them down and fill in the goal tracker—don’t forget to color it as you sell cookies!

My troop goal is _____ packages so we can _____.

My personal goal is _____ packages, and my stretch goal is _____.

- ☐ **2. Find more customers.** Who do you want to sell cookies to besides your family and friends? Have your family help you think of people you see on the way to school or at weekend activities. How could you find even more customers? Brainstorm ways to spread the word about your cookie business, then write or draw your ideas here!



Celebrate together.

Having a goal to aim for will keep your Girl Scout motivated and teach them to embrace challenges, but it’s important to celebrate their efforts along the way, too, not just the outcome!

Cookie Goal Tracker

_____ packages
_____ packages
_____ packages
_____ packages
_____ packages
_____ packages
_____ packages



Open doors. Help your Girl Scout think of different ways to reach new customers, like going door to door, using Digital

Cookie®, making phone calls to family, and setting up a booth. If they decide to go door to door, make sure a caring adult is with them at all times. Ask your troop leader about council guidelines for cookie booths.

- ☐ **3. Be a money master.** Practice counting money and making change with a family member before you start selling to customers. Don't worry if you need help at first—that's what your family is for! Fill in the blanks below to practice totaling up a customer's order.



Help them shine. Your Girl Scout may be ready to handle simple money transactions, but an adult should always be available to assist with big orders and large bills and to keep the money safe after they've collected it.

One box of Thin Mints® costs _____ dollars.

Two boxes of Thin Mints cost _____ dollars. (_____ + _____ = _____)

Four boxes of Thin Mints cost _____ dollars. (_____ + _____ + _____ + _____ = _____)

- ☐ **4. Make your pitch.** Think of how you'll ask people to buy cookies. In addition to introducing yourself and asking if they'd like some cookies, you might want to let customers know what your troop plans to do with the cookie money you're earning or explain your favorite flavors! Write what you want to say below, then practice it on your family at home.



Yes, no, maybe so.
When they're practicing their pitch, pretend to be different customers—some who want cookies, some who don't, and some who are on the fence. It'll build their confidence for real-life situations!

- ☐ **5. Think like a Girl Scout. The Girl Scout Law** reminds us to be responsible for what we say and do. You can do that by filling in important deadlines below so you don't forget! Create your own calendar using these dates, and track your progress with your family.



Day by day. Keep all cookie deadlines on a shared family calendar, and give your Girl Scout a calendar of their own so they can practice crossing off dates and planning ahead. Time management will strengthen their business ethics as they get older!

My Important Cookie Dates

Girl Scout Cookie season starts on: _____

Cookie order deadline: _____

Cookie pick-up: _____

Money due date(s): _____

My other deadlines: _____

Check with your troop leader about how your girl can get each pin,
or head to [girlscoutshop.com](https://www.girlscoutshop.com) to purchase it.