

FIVE STEPS TO EARN YOUR



Junior 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. Strategize your sales.** Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second goal focused on your sales method—like how many packages you’ll sell digitally or how many customers you can upsell.

My troop goal is _____ packages so we can _____

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

- 2. Learn from the past.** If you’ve sold Girl Scout Cookies before, think about what worked and what could have gone better. If this is your first time, ask a Girl Scout who knows the ropes to tell you about their experience. Make an “action plan” that includes everything you’ll need to run your cookie business.

The path to success. Goal setting isn’t only about numbers—it can also be about sales strategy. Help them think through all the different ways they could make a sale, then create a goal for one of them.

Cookie Goal Tracker

_____ packages

_____ packages

_____ packages

_____ packages

_____ packages

_____ packages

_____ packages

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Step back. Girl Scouts feel the greatest sense of pride when they have ownership over their sales and get to flex their decision-making skills. So feel free to give feedback, but make sure you let them come up with the plan themselves.

- 3. Run the show.** Although your family is responsible for keeping the money you collect safe, you're responsible for everything else—from counting money and giving change to managing your cookie inventory and meeting deadlines. Record the dates here, then track them on a family calendar and let your family know what specific help you need.



Check in. Your Girl Scout is ready to take charge of their business! Help them think about how they'll track their orders, double check their math, and handle money (with adult supervision). You're there to advise and support, but this is their time to shine.

My Cookie Business Dates

Girl Scout Cookie season starts on: _____

Cookie order deadline: _____

Cookie pick-up: _____

Money due date(s): _____

My other deadlines: _____

- 4. Fine-tune your pitch.** Improve your pitch by getting feedback. Create two different customer pitches and then test them with your friends and family. Ask them which they liked better and why. Use their feedback to make changes. Then try creating a video to share online with help from an adult.



Spark their curiosity. Getting feedback is an important part of running a business. Be specific and encouraging in your feedback. Then help your Girl Scout share their pitch with others.

- 5. Know your product.** Not every cookie is right for every customer! Learn which ones are gluten-free, vegan, and nut-free for those with allergies and dietary restrictions.



Truth in advertising. Quiz their cookie knowledge! By having the facts and being transparent about their products, your Girl Scout is learning the foundation of business ethics.

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.