



# The Girl Scout Cookie Program

# 5 Skills for Girls



WHAT GIRLS LEARN.  
WHY IT MATTERS.  
HOW YOU CAN HELP.

## Dear Girl Scout Council Colleagues:

Welcome to the newest edition of The Girl Scout Cookie Program: 5 Skills for Girls Toolkit!

### What's the purpose of this booklet?

To help adults in the Girl Scout community—council staff, volunteers, and parents—understand the 5 Skills that girls learn by doing the cookie sale and spread the word to more adults.

### How can you use this booklet?

To get clear on the 5 Skills yourself—and be able to talk about them to other adults.

Here are the key points you need to know:

### What do girls do in the cookie sale?

They “earn and learn”—they earn funds for their Girl Scout activities while learning key skills that will help them in business and life.

All they need to do to develop the 5 Skills is sell cookies with coaching from adults who understand the 5 Skills—no additional layers of activities required!

The 5 Skills apply to all Girl Scouts who participate in the Cookie Program—regardless of how they participate in Girl Scouting.

### What do girls need?

For all adults who coach them in the Girl Scout Cookie Program to be aware of the 5 Skills and how to coach girls to learn as they earn.

### How can you help adults give girls the support they need?

Keep reading!



Wishing Girls Every Success in the Cookie Program and in Life,  
*The National Program Crew*

- ▶ For Help Teaching Adults the 5 Skills: pages 3–12
- ▶ For Helpful Handouts to Share: pages 13–23

## What to Do First

Make sure you're clear about what the 5 Skills are—and why they matter

1

**Goal Setting:** Girls set cookie 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 to succeed in school, on the job, and in life.

2

**Decision Making:** Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.

3

**Money Management:** Girls develop a budget, take cookie 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.

4

**People Skills:** Girls learn how to talk (and 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, later, at work.

5

**Business Ethics:** 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.

To make it  
girl-led...  
let  
girls lead!

# Spread the Word

Here are five things you can say when you talk about cookie sales to adults (any place you have a chance for a quick chat):

## “When girls sell Girl Scout cookies:

- 1 They learn to set goals and meet deadlines. That means your daughter won't tell you last minute that her science fair project is due tomorrow.
- 2 They learn to work well with others. That means your daughter will do better on school projects or as a member of a sports team.
- 3 They learn to talk and listen to all kinds of people. That means your daughter will be able to ask a teacher for help or navigate the school cafeteria more easily.
- 4 They learn how to handle money and make decisions about how to use it. That means your daughter will learn about spending, saving, and giving to those in need.
- 5 They learn to act honestly and fairly. That means your daughter's friends, classmates, and teachers will count on her and think of her as trustworthy.”

And some other fast ways to spread the word:

## Digital Communication

- Use fun videos with discussion to help adults understand the 5 Skills. Your council may have videos that exemplify what girls learn. Check [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies) for links to related videos—note that they are added periodically.
- Add messages from the handouts in this booklet to your e-newsletter.
- Each week, tweet about the 5 Skills in action, giving an example of how girls learn one of the skills by participating in the Cookie Program.

## Press Communication

- List the 5 Skills, with anecdotes about girls' examples, in your press releases.
- Highlight what girls give back to the community via projects using cookie earnings.
- Publicize girls who earn certificates demonstrating their skills in addition to the top sellers. (Download certificates at [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies).)
- Offer examples of successful local women or business students who name the Girl Scout Cookie Program as an important ingredient to their success.

# Use Events

Everyone's busy! It's important for parents and volunteers to learn about the 5 Skills and why they matter in a fast, fun way! Get the word out at any event or meeting where parents are present. Here are some ideas about how and when to use the sample Tip Shop (which you'll find on pages 7–11):

## Cookie Kickoff

- Organize a “wide game” for girls using some activities from Girl Scout badges and the Girl Scout Cookie Activity Pin. Remember: No earning a badge in a day!
- While girls are having fun, talk to parents and volunteers about the Cookie Program, why it matters, and how they can help (use the sample Tip Shop).
- Invite a panel of teen Girl Scouts to offer sales tips and share what they've learned from the Girl Scout Cookie Program.
- Ask local businesswomen, university students, and entrepreneurs to share their lessons learned from the Girl Scout Cookie Program and how the skills they developed paved their way for success in any field.
- Give girls an opportunity to practice responses to customers with the older girls and adults. Here are a few sample scenarios to start with:
  - A customer asks for two boxes. To “upsell” you could say...?
  - A customer asks what you'll be doing with the money raised. You say...?
  - A customer asks, “I have peanut allergies. Can I eat these?” You say...”
- Set up an information booth for people to visit on the way out. Use it to get some logistical needs out of the way. For example:
  - Offer sign-up cards or posters for the adult support needs, from driving to helping at the cookie cupboard.
  - Create a FAQ with information about when order forms are due, what to do if you need more cookies for a booth, how incentives work, where to call or email for customer service and support, and so on.
  - Pass out the Safety Tips handout.
  - Have someone at the booth to answer questions.

## Any Meeting, Anytime, Anywhere

- Put cookie videos on a loop and play them when parents and volunteers are together for any purpose—camp information night, Girl Scout registration day, or a neighborhood gathering. Also have a stack of handouts from this booklet available.
- When volunteers talk to parents about cookie sale logistics at troop organizing meetings, they can discuss what girls will learn by participating and why it matters. This is another great opportunity to give adults handouts from this booklet, including the “My Cookie Business” poster.

## Bridging Events

- Take a moment to give parents and volunteers “The 5 Skills in Action” handout.
- Encourage them to start thinking about their hopes for what girls will “learn by doing” in the year ahead.

## Cookie Wrap-up

- Hold a ceremony to showcase the skills that girls have learned.
- In addition to recognizing the top sellers, give girls certificates to honor other achievements, such as “excellence in teamwork” and “philanthropy award.” Use the reproducible certificates found at [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies).
- During the ceremony, talk about what girls learned and why it matters, using some of the points from this booklet.

# Sample Tip Shop for Parents and Volunteers

Use this sample Tip Shop to get the word out to parents and volunteers at your events and meetings.

## Goals

- Excite parents and volunteers and show how participating in the Girl Scout Cookie Program gives girls skills they need to succeed right now and as they grow up.
- Help parents and volunteers practice for their role in make the Cookie Program a fantastic “earning by doing” experience for girls.

## Tip Shop Checklist

### Getting Ready

- Collect anecdotes about girls in your area who sold cookies: What did they learn? How did they change and grow by selling cookies? Get great quotes from girls and parents about the experience!
- Make copies of the following handouts, which you can find at the end of this booklet and at [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies)
  - ▶ The 5 Skills in Action
  - ▶ Coaching Your Budding Businesswoman!
  - ▶ Creating Cookie Success
  - ▶ The 5 Skills and Girl Scout Leadership Outcomes/  
The 5 Skills: Shaping Your Girl’s Future (print back to back)
  - ▶ The Girl Scout Cookie Activity Pin/Safety Tips (print back to back)
- Make “Tips for Helping Your Girl Scout” bookmarks and “5 Skills” wallet cards ([www.girlscouts.org/cookies](http://www.girlscouts.org/cookies))
- Print “My Cookie Business” posters ([www.girlscouts.org/cookies](http://www.girlscouts.org/cookies))
- Download videos when they become available on [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies) or use your council videos
- Set up computer, projector, and screen if you plan to show videos

# Tip Shop Session

## Why we are here!

- Welcome everyone and thank them for coming!
- Sample introductory speech:

*We know how much of your time and energy it takes to help girls sell cookies, and we are so appreciative of all the important details you take care of to make it a success! (Like getting up early on Saturdays and driving girls and their cookies around...)*

*We thought that you deserve a chance to hear about what participating in the Cookie Program teaches our Girl Scouts and why it matters—to them and to you!*

- If you're talking to people who don't know anything about the Girl Scout Cookie Program, you may want to start with a few facts. Say:

*Did you know that the Girl Scout Cookie Program represents the largest girl-led business in the world?*

*Did you know that the Girl Scout Cookie Program happens only once a year—and for only 8–10 weeks?*

*Did you know that, in that short time period, the Girl Scout Cookie Program grosses more than \$700 million in sales?*

*And did you know that girls who participate in the Girl Scout Cookie Program learn and practice five valuable skills that will help them now and in the future?*

*Those 5 Skills are: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.*

*And by the way, all of the proceeds generated from cookie activities stay right here, in your local Girl Scout council, to support Girl Scouting in our area. That includes the portion that goes directly to the group selling the cookies.*

- Show a **video**—either one from your council or [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies). (Look for *The Girl Scout Cookie Program: What Grown-ups Need to Know!* and *Brownie Elf and Friends: Manage Money!* in fall 2012.)
- If you aren't able to show a video, give **one or two short examples** to bring the 5 Skills to life. For example, maybe a fourth-grader was very shy but became more confident about speaking up after talking to people in order to sell cookies. It's not about the number of boxes sold—it's the skills that girls learn!

- Encourage parents and volunteers to share their own examples.
- Then say:

*As you can see, girls learn a lot while having fun when they participate in the Cookie Program. Let's find out more about what they learn...*

## What are your hopes for your Girl Scout?

- Give everyone **"The 5 Skills in Action" handout.**
- Allow five minutes for people to read the examples and possibly fill in answers to the questions.
- Then invite everyone to turn to those around them and share their hopes for how the 5 Skills will help girls succeed in the future.
- Ask for some "shout out" examples related to how each of the 5 Skills benefits girls—now or later in life. Will goal setting help her plan for college? Will money management help her save up for a destinations trip?

## Let's practice coaching girls to get the most out of the cookie sale.

- Say this:

*Of course, who is behind every girl who sells cookies and develops these 5 Skills? An adult who helps her get the most out of participating in the Girl Scout Cookie Program!*

*Think for a minute about the times in your own life when you have learned something because you had to chance to actually do it...*

- Encourage everyone to share an example of two with those sitting next to them.
- Then say:

*For girls to really get the full benefit of the Girl Scout Cookie Program, they need to "learn by doing" as much as possible for themselves. We're going to do a little role-play now to get into the spirit!*

- Give everyone the **"Coaching Your Budding Businesswoman!" handout.**
- Then say:

*Turn to those near you, form groups, and have some fun!*

- Allow 10–15 minutes for the role-play exercise. Then say:

*Did any of the scenarios sound familiar? What others can you think of? What will you be ready to say and do in response, so that girls have a wonderful experience?*

- If time permits:** Facilitate a discussion about why, as adults, we are sometimes tempted to step in and speak for girls or do things for them they could do for themselves. Try asking these questions:

*Do we start talking before they have a chance because we are nervous for them?*

*What else might be getting in the way of more active girl participation?*

*What can we do to keep girls at the center of the action? (Hint: the older girls are, the further on the sidelines adults can be!)*

## Here are some tips for having a great experience.

- Give everyone the **“Tips for Helping Your Girl Scout” bookmark**, the **“5 Skills” wallet card**, and the **“Creating Cookie Success” handout**.

- Say:

*This handout gives you practical tips for supporting and coaching your Girl Scout. You can slip the bookmark in a book or the card in your wallet to remind yourself about the 5 Skills your Girl Scout is learning.*

- If time permits:** Invite parents and volunteers to brainstorm more ways to help. You may want to make a list of their ideas, which you could post on your website. Encourage parents and volunteers to keep sharing ideas and examples about how to coach these budding businesswomen!

## Wrap-up

- Say:

*Remember, these 5 Skills will help every girl be more successful, no matter what future she chooses.*

*Why? Because they’re leadership skills—and that’s the Girl Scout mission, to develop girls of courage, confidence, and character who make the world a better place. This handout will show you how the 5 Skills are tied to the leadership benefits we offer girls, such as cooperation, team building, critical thinking, and problem solving.*

*On the back of the handout, you’ll see how the 5 Skills will help girls succeed when they’re ready to join the workforce.*

- Give everyone a copy of **“The 5 Skills and Girl Scout Leadership Outcomes/ The 5 Skills: Shaping Your Girl’s Future” back-to-back handouts**.

- Say:

*Thank you for being so engaged in helping girls get the most out of selling cookies by learning the 5 Skills! We want to give you a poster that will help you capture the wonderful memories younger Girl Scouts are creating through the Girl Scout Cookie Program.*

- Hand out the “My Cookie Business” poster.
- Give everyone a copy of “The Girl Scout Cookie Activity Pin/Safety Tips” back-to-back handouts.
- Say:

*Remember that girls who sell cookies can earn the Annual National Cookie Pin. This pin is a great way for them to take pride in the skills they’re building each year—and it’s a great way for you to stay focused on coaching girls around the 5 Skills each year.*

*When you read the steps for earning the pin, you’ll see that they are intentionally designed to engage girls and adults in actively thinking and talking about the 5 Skills they are “learning” as they are “earning.”*

*Here’s a copy of the steps for earning the pin, plus a list of 10 important safety tips for girls.*

The poster is titled "My Cookie Business" and is part of the "5 Skills for Girls" program. It features a grid layout with three columns: "The Five Skills", "Me in Action!", and "Now I know how to...". The rows are labeled with the five skills: "GOAL SETTING", "DECISION MAKING", "MONEY MANAGEMENT", "PEOPLE SKILLS", and "BUSINESS ETHICS". Each row contains a small illustration related to the skill. At the top right, there are fields for "Name" and "Cookie Season".

## How to Use the “My Cookie Business” Poster with Younger Girls

### “ME IN ACTION!” COLUMN

Here’s a place to capture what a girl does during the Cookie Program. There’s room for recording what she did, sketching actions, or posting pictures.

### “NOW I KNOW HOW TO...” COLUMN

This is a place for a girl to take pride in what she has learned during the Cookie Program.

# A Final Word About Financial Empowerment

The recent financial crisis has made one thing clear—many people need basic skills in managing money. Although some schools offer money management courses in high school, researchers and educators agree that financial literacy needs to start much earlier.

We also know that girls are interested in becoming entrepreneurs. Girl Scouting addresses both these needs. How?

- Girls learn the 5 Skills by selling cookies with guidance from adults. If they want to further their business skills, they can earn the Cookie Business badges, also a K–12 curriculum.
- Our Financial Literacy badges offer a K–12 curriculum.
- For girls who want to go even further by creating their own business, they can do all of the above plus the Innovation badges, which adds to our entrepreneurship program.

This whole “learning by doing” curriculum (aka “badges” and “leaves” for Daisies) can be found in *The Girl’s Guide to Girl Scouting*. Here’s how it all comes together:

	Badge Category	Daisy (Grades K–1)	Brownie (Grades 2–3)	Junior (Grades 4–5)	Cadette (Grades 6–8)	Senior (Grades 9–10)	Ambassador (Grades 11–12)
It's Your Story	Innovation		Inventor	Product Designer	Entrepreneur	Social Innovator	
	Cookie Business I	Count It Up	Meet My Customers	Cookie CEO	Business Plan	My Portfolio	Research & Development
	Cookie Business II	Talk It Up	Give Back	Customer Insights	Marketing	Customer Loyalty	P & L
Cookie Business	Cookie Business III				Think Big		
	Financial Literacy I	Money Counts	Money Manager	Business Owner	Budgeting	Financing My Future	On My Own
	Financial Literacy II	Making Choices	Philanthropist	Savvy Shopper	Comparison Shopping	Buying Power	Good Credit
Financial Literacy	Financial Literacy III				Financing My Dreams		

# The 5 Skills in Action

{ Here's a fun way for adults to think about what they hope girls will learn! }

Through Girl Scouting, girls become leaders in their daily life and prepare for their bright future! The Girl Scout Cookie Program provides an important ingredient for leadership by helping girls develop five key skills: **Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.**

Here are some examples of what the 5 Skills can do for your Girl Scout. Keep them handy to remind yourself why the Girl Scout Cookie Program matters and how you can encourage your Girl Scout to develop into a leader!

For more information about the leadership development benefits that Girl Scouting gives girls, visit [www.girlscouts.org/gslc](http://www.girlscouts.org/gslc) and learn more about the Girl Scout Leadership Experience.

**GOAL SETTING:** Because your Girl Scout sets cookie sales goals and develops a plan to reach them...

- She won't tell you on Sunday night that her science fair project is due tomorrow.
- When the time comes, she'll be ready to create a well-thought-out plan for researching colleges and applying for scholarships.

*What important goals do you want your Girl Scout to set for herself, now and in the future?*

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**DECISION MAKING:** Because your Girl Scout helps decide how her team will spend their cookie money...

- She can decide how to use her babysitting money—spend some, save some, give some to those in need.
- As she grows up, she'll know when and how to give back to her community.

*What important decisions do you want your Girl Scout to be prepared to make, now and in the future?*

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**MONEY MANAGEMENT:** Because your Girl Scout takes cookie orders and handles customers' money...

- She'll be less likely to lose her lunch money or field trip fees.
- She can handle a checking account, help with the grocery shopping, and even stay on top of her cell phone bill!

*What's the most important thing you'd like your Girl Scout to learn about earning and managing money?*

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**PEOPLE SKILLS:** Because your Girl Scout learns how to talk and listen to all kinds of people while selling cookies...

- She can ask a teacher for help or navigate the school cafeteria more easily.
- She can work well with others on school projects or as part of a sports team.

*How do you want your Girl Scout to influence others?*

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**BUSINESS ETHICS:** Because your Girl Scout is honest and responsible at every step of the cookie sale...

- Her friends, classmates, and teachers count on her and think of her as trustworthy.
- She'll develop excellent references for when she looks for her first job or applies for college.

*What do you hope your Girl Scout is honest with you about?*

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**And let's not forget:** With the Girl Scout Cookie Program behind her, your Girl Scout will...

- learn the importance of earning money to support herself.
- bring the values of honesty and responsibility to her chosen career.
- have the skills to run her own business—and persuade an investor to back her.
- be able to influence others in her work and in her community.

And she'll know how to use her talents and resources to make the world a better place—today and for the rest of her life!

# Coaching Your Budding Businesswoman!

{ Here are fun role-plays to practice  
guiding girls in learning the 5 Skills! }

*“Hi, Mom. Here are the cookie order forms!  
Can you just write the check like you did last year?”*

NOT THIS	BUT THIS
Okay.	I heard that the cookie sale is a lot of fun. What’s your sales pitch? Let’s make a list of people you can sell to!

*What else can you say or do to help your Girl Scout learn to sell?*

.....

.....

.....

*“I don’t want to go to the cookie booth tomorrow.”*

NOT THIS	BUT THIS
Okay.	Maybe you’re just nervous because you don’t know what to say. Let’s practice. What will you say when customers ask you to name your favorite cookie? How can you get people excited about the community action project you’re using some of your cookie money to fund?

*What are some other ways you can encourage your Girl Scout?*

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.....

.....

*“Here’s that order form. Will you collect orders for me at your office?”*

NOT THIS	BUT THIS
Okay.	Let’s make a poster that tells people about your group’s goals. Then, you can deliver the cookies personally.

*What else can you do to help your Girl Scout build her network of customers?*

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.....

.....

Now, add a scenario or two. After all, you know your Girl Scout best! Brainstorm with other Girl Scout adults about ways to be a great coach!

**Add your own!**

NOT THIS	BUT THIS

*How else can you help your Girl Scout achieve her goal?*

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# Creating Cookie Success

{ Here's a handy checklist for adults! }

You can make this year's Cookie Program a success and help your Girl Scout develop the 5 Skills she'll learn from selling cookies. Here's how:

## Support Your Girl Scout

- Go to the family cookie information meeting.
- Sign and return all permission slips.
- Provide transportation for order taking and delivery.
- Help your Girl Scout network with family and friends, but let her do the “ask” so she can learn important business skills.
- Help her arrange to take orders at your place of work, place of worship, or other places where people might purchase Girl Scout Cookies.
- Attend your council training to become the group cookie coordinator (or help out the group cookie coordinator when another adult is needed).
- Offer to be a supervising adult—there are lots of opportunities to lend a hand.
- Share your business expertise and help link the Girl Scout Cookie Program with the wider business world.
- Follow your Girl Scout Council and group guidelines on how to handle cookie proceeds.
- Never do things for your Girl Scout that she can do for herself!

## Coach Your Girl Scout

- Listen to her practice her sales pitch.
- Review cookie materials together and visit Girl Scout Cookie and cookie company websites with her to help her learn more about her product.
- Ask her questions—maybe even pretend to be a potential customer.
- Guide her to set practical and useful goals about what she wants to learn and earn.
- Listen to her describe what her goals are for the money earned through the sale.
- Be a role model for business ethics and safety rules.
- Have fun with her!

► Remember that the Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience, which is girl-driven. Let your Girl Scout take the lead in selling cookies and reaching goals. Your encouragement, coaching, and guidance will be key ingredients to a successful Cookie Program experience for her.

For more information on the Girl Scout Leadership Experience, visit [www.girlscouts.org/gsle](http://www.girlscouts.org/gsle).

# The 5 Skills and Girl Scout Leadership Outcomes

{ Here's why the 5 Skills matter! }

## The 15 Outcomes of the Girl Scout Leadership Experience

### Discover

- Girls develop a strong sense of self
- Girls develop positive values
- Girls gain practical life skills
- Girls seek challenges in the world
- Girls develop critical thinking

### Connect

- Girls develop healthy relationships
- Girls promote cooperation and team building
- Girls can resolve conflicts
- Girls advance diversity in a multicultural world
- Girls feel connected to their communities, locally and globally

### Take Action

- Girls can identify community needs
- Girls are resourceful problem solvers
- Girls advocate for themselves and others, locally and globally
- Girls educate and inspire others to act
- Girls feel empowered to make a difference in the world

Everything girls do in Girl Scouting is designed to help them grow into leaders of Courage, Confidence, and Character. The 5 Skills that girls learn through the Girl Scout Cookie Program are an important ingredient in the Girl Scout Leadership Experience.

Here are a few examples of how participating in the Cookie Program teaches Girl Scouts skills that will help them grow into leaders in their own life, leaders in business, and leaders in the world:

## The 5 Skills

## Leadership Benefits in Girl Scouting and Beyond

**GOAL SETTING:** Your Girl Scout sets cookie sales goals individually and, with her team, creates a plan to reach them. She develops **Cooperation** and **Team Building** skills all along the way!

**DECISION MAKING:** Your Girl Scout helps decide how her team will spend their cookie money, furthering the **Critical Thinking** and **Problem Solving** skills that will help her in many aspects of her life.

**MONEY MANAGEMENT:** Your Girl Scout takes cookie orders, handles customers' money, and gains valuable and **Practical Life Skills** around financial literacy.

**PEOPLE SKILLS:** Your Girl Scout learns how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help her develop **Healthy Relationship** and **Conflict Resolution** skills that she can use throughout her life.

**BUSINESS ETHICS:** Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics reinforce the **Positive Values** she is developing as a Girl Scout.

To learn more about the Girl Scout Leadership Experience, visit [www.girlscouts.org/gslc](http://www.girlscouts.org/gslc).

For more information on the Girl Scout Cookie Program, visit [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies).

# The 5 Skills: Shaping Your Girl's Future

GOAL SETTING
DECISION MAKING
MONEY MANAGEMENT
PEOPLE SKILLS
BUSINESS ETHICS

## Why do they matter?

Because when your Girl Scout has learned these skills, she'll be poised for success in her career. Think about it:

When employers interview job candidates, they all look for the same things. This is true whether the employer is a bank, high-tech company, university, hospital, publishing house, car dealership, accounting firm—or even the local pet store! They want:

### **Someone who can set goals and meet deadlines.**

Blowing a deadline can mean blowing a deal!

### **Someone who works well with others.**

Who wants to deal with strife and complaining in the workplace? Not the boss!

### **Someone who understands customers.**

It doesn't matter whether the "customers" are hospital patients, TV viewers, or other companies—every business has to know its customers and what they want.

### **Someone who can influence others.**

This doesn't just mean selling a product. Employers want people who can sell ideas, pitch projects, and make deals.

### **Someone who is honest, trustworthy, and reliable.**

This kind of goes without saying—or it should!

## Sound like anyone you know?

That's your Girl Scout, using the 5 Skills she learned in the Girl Scout Cookie Program.

# The Girl Scout Cookie Activity Pin

{ Celebrating the 5 Skills with girls! }

All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin. When they earn the pin, invite girls to share their accomplishments in each of the 5 Skills. Here's how girls achieve the 5 Skills through the Girl Scout Cookie Program:



The Cookie Activity Pin is available in August for purchase at your local store or through [www.girlscoutshop.com](http://www.girlscoutshop.com). The pin is a different color every year.

## 1. Goal Setting

- Set personal learning goals. What do you want to learn this year? What do you want to do better? Share this with at least one other person or your group.
- Set personal sales goals for yourself based on your personal and group goals. Keep a record of your accomplishments each year!

## 2. Decision Making

- Develop a basic business plan for your cookie sale.
- Work as a team with other Girl Scouts to decide when and where you'll sell cookies and what you'll do with the money you earn.

## 3. Money Management

- Develop a budget for accomplishing at least one of the goals you set in the Goal Setting step. Use this budget to help determine your sales goals.
- Be able to explain how the money earned in the Girl Scout Cookie Program helps you, your group, and your council.

## 4. People Skills

- Practice your "elevator speech" for customers about what you are selling, why you are selling it, and why they should purchase it.
- Make a list of customers you will approach. Don't forget people you sold to last year!

## 5. Business Ethics

- Discuss how living the Girl Scout Promise and Law applies to what you do in the Girl Scout Cookie Program as a businesswoman.

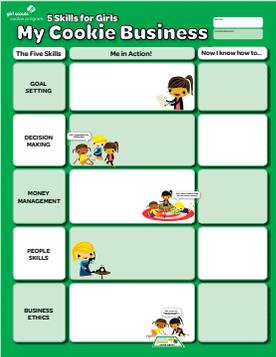
# Safety Tips

All girls who participate in the Girl Scout Cookie Program use 10 Basic Safety Guidelines.

- 1. Show You're a Girl Scout** Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- 2. Buddy Up** Always use the buddy system. It's not just safe, it's more fun.
- 3. Be Streetwise** Become familiar with the areas and neighborhoods where you will be selling Girl Scout cookies.
- 4. Partner with Adults** Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girls grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.
- 5. Plan Ahead** Always have a plan for safeguarding money—avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.
- 6. Do Not Enter** Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- 7. Sell in the Daytime** Sell only during daylight hours, unless accompanied by an adult.
- 8. Protect Privacy** Girls' names, addresses, and email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers.
- 9. Be Safe on the Road** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- 10. Be Net Wise** Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Girl Scouts cannot collect money online.

For more information, visit [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies).

# Cookie Program Resources

WHAT IT IS	WHERE TO FIND IT
<i>The 5 Skills in Action</i>	<ul style="list-style-type: none"> <li>• This booklet</li> <li>• Online at <a href="http://www.girlscouts.org/cookies">www.girlscouts.org/cookies</a></li> </ul>
<i>Coaching Your Budding Businesswoman!</i> (Role-plays)	
<i>Creating Cookie Success</i>	
<i>The 5 Skills and Girl Scout Leadership Outcomes</i>	
<i>The 5 Skills: Shaping Your Girl's Future</i>	
<i>The Girl Scout Cookie Activity Pin</i>	
<i>Safety Tips</i>	
<p><i>Tips for Helping Your Girl Scout Bookmarks and 5 Skills Wallet Cards</i></p> 	<ul style="list-style-type: none"> <li>• Only online at <a href="http://www.girlscouts.org/cookies">www.girlscouts.org/cookies</a></li> </ul>
<p><i>My Cookie Business Poster</i> (17" x 22")</p> 	
<p><i>Cookie Program Certificates</i> (Recognize the 5 Skills)</p> 	<ul style="list-style-type: none"> <li>• <a href="http://www.girlscouts.org/cookies">www.girlscouts.org/cookies</a> (check periodically for new offerings)</li> </ul>
<p><b>Videos</b>            Available now: <i>The Girl Scout Cookie Program: 5 Skills for Girls</i>            Available fall 2012: <i>The Girl Scout Cookie Program: What Grown-ups Need to Know!</i> (For adults); <i>Brownie Elf and Friends: Manage Money!</i> (For girls ages 5–9)</p>	

