



# Cookie Multi-Level Resources

# Multi-Level Cookie Resources

## Badge Requirements

Badge Requirements you can fulfill  
using these resources

## Games and Money Skills Practice

Trivia, Jeopardy, Bingo Games

Guess the Cookie Games

Dice Game

Mock Booth

Taste Testing/Tip Board

## Goals, Sales Pitches, Budgeting and Business Plans

Vision Board

Sales Pitch Skits

SMART Goals

SMART Goals Sales Pitch

Cookie Customer Network

Troop Budget

Visual Budget Activity

Create a Business Plan

# Activities from the cookie kits you can use to help you complete the Girl Scout Cookie badges

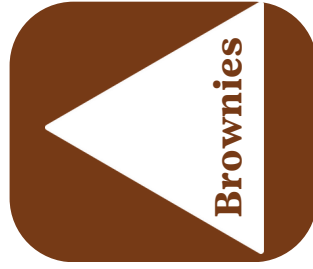


## My First Cookie Business

- Cookie Games: head bands, jeopardy, trivia, bingo, etc
- Set a SMART goal
- Make and practice a sales pitch using SMART goals

## Cookie Goal Setter

- Set a SMART Goal
- Make a sales pitch using SMART Goals
- Create a video or poster of your sales pitch



## My Cookie Customers

- Cookie Games: head bands, jeopardy, trivia, bingo, etc
- Set a SMART Goal
- Create a customer list
- Mock Booth role play or Dice Game
- Practice answering customer questions at a mock booth or real booth

## Cookie Decision Maker

- Set a Troop or Personal SMART Goal
- Decide on a Cookie Share goal
- Practice working as a group at a mock booth or real booth
- Mock Booth role play or Dice Game
- Mock Booth marketing or create marketing for a real booth or wagon sale



## My Cookie Team

- Cookie Games: head bands, jeopardy, trivia, bingo, etc
- Set a troop SMART Goal
- Create a troop budget
- Create a sales pitch poster, online post, or video
- Practice working as a team at a mock booth or real booth

## Cookie Collaborator

- Practice setting up a mock booth and create signs or posters for your booth
- Set a troop or personal SMART Goal
- Create a troop budget
- Make a sales plan
- Practice active listening at a mock booth or real booth and adjust what you say based on the conversation



### **My Cookie Venture**

- Play cookie games or create a tip sheet
- Set troop or individual SMART goals and create a budget
- Read about and create a mission statement
- Create a marketing plan
- Write a team business plan

### **Cookie Innovator**

- Collect important information for a business plan
- Create a vision board to guide your goals
- Create a business plan that focuses on improving your sales
- Use the Girl Scout Law to help create an ethics statement for your business plan
- Create a tip board or video about your goals or past cookie experiences

Most Senior and Ambassador requirements go beyond these activities, but older Girl Scouts can use these activities as a starting point or use them to help teach younger Girl Scouts about being an entrepreneur.



### **My Cookie Network**

- Use activities from this kit to help host a cookie meeting for families or a cookie rally OR take a deep dive into the parts of a business plan
- Set SMART goals and a budget based on your goals
- Expand your cookie customer base and create a database
- Other activities as listed in the badge requirements

### **Cookie Boss**

- Use activities from this kit to help host a cookie meeting for families or a cookie rally
- Set SMART goals based on the budget you would need to accomplish your Girl Scout goals
- Create a marketing and business plan to help reach your goals
- Create a team video sales pitch
- Expand your cookie customer base



### **My Cookie Business Resume**

- Set SMART goals and a business plan and then have an adult review them and give feedback
- Create a marketing plan that focuses on different segments of your customer base and put it into action
- Other activities as listed in the badge requirements

### **Cookie Influencer**

- Create a video sales pitch
- Create a marketing plan and put it into practice. Analyze how it works and make adjustments
- Other activities as listed in the badge requirements

# Girl Scout Trivia Cards

There are several categories of trivia cards you can use:

- The Cookies
- Cookie Math
- Cookie History
- Safety
- Ethics
- Marketing
- Goal Setting



[Link to  
Trivia PDF](#)

You can use the trivia cards to play Bingo or Jeopardy, or a trivia game of your choose. Some possible ways to play trivia:

## **Independent Trivia**

- Set the trivia cards up around a table. Go around the table and see how many you can answer correctly.
- Keep the cards in a pile. Make a correct and incorrect pile. When you've finished, go back and try the incorrect pile again and see if you can get any of them right this time.

## **Small Group**

- Take turns reading the trivia card. You can decide if you take turns answering or if you raise your hand or "buzz in" if you know it.

## **Teams**

Divide into teams. Have one person read the trivia cards or take turn being the reader. Different options for team play include:

- Both teams write down their answer and show it at the same time.
- One team answers and the other can "steal" if they run out of time or answer incorrectly.
- One team gets to answer the question. If they get it wrong, it moves to the other team's turn.

# Girl Scout Cookie

## Jeopardy Instructions

Use the Trivia Cards from any of the categories:

- The Cookies
- Cookie Math
- Cookie History
- Safety
- Ethics
- Marketing
- Goal Setting



[Link to Trivia Questions for Jeopardy PDF](#)

1. The volunteer or Girl Scout that will be running the game will pick 5 cards from each category that they would like to use.
2. Put what you think are the hardest cards for your group in the higher value envelopes. Put the easier cards in the lower value envelopes. If you'd like to do a final jeopardy, put that in the final jeopardy envelope. If you'd like to have a daily double, you can add that into one of the envelopes.
3. Tell Girl Scouts how you will be playing the game. You'll need to decide:
  - a. Are they playing individually or on teams?
  - b. Are they answering the trivia question or are you giving them the answer and they have to answer in the form of a question?
  - c. If they don't answer correctly, does the other person or team get to steal, does it go back into the envelope to try again, or something different?
4. Play the game and have fun!

# Girl Scout Cookie Bingo Instructions

Use the Trivia Cards from the categories:

- The Cookies
- Cookie Math
- Cookie History



[Link to Trivia  
Questions for  
Bingo PDF](#)


1. Girl Scouts set up their boards. They can choose which answers to put on the board and where. Put the extra answers back in their bags.
2. Tell Girl Scouts how they can get a Bingo (possible ways to play: up and down, across, diagonal, four corners, postage stamp, blackout).
3. Shuffle the trivia cards you will be using
4. A volunteer or older Girl Scout will be the caller. They will read aloud one trivia card at a time. Set the read cards aside so that they can be checked when someone calls bingo.
5. Girl Scouts take the answer to the trivia question off their board.
6. When a Girl Scout has empty spaces in the shape of a Bingo, they shout BINGO!
7. The Girl Scout reads back the answers and the caller checks them against the answers on the trivia cards.



# Girl Scout Cookie Bingo






FREE SPACE 	Thin Mints, Caramel deLites, Peanut Butter Patty	Gluten Free: Caramel Chocolate Chip	Peanut Butter Sandwiches	Caramel deLites	FREE SPACE 
Adventurefuls	Exploremores	Lemonades	Peanut Butter Patties	Thin Mints	Calendars
Trefoils	Peanut Butter Patties, Exploremores, Adventurefuls, Caramel deLites, Thin Mints, Caramel Chocolate Chip	Adventurefuls, Caramel Chocolate Chip, Caramel Delites	Other bakery has Samoas	Other bakery has Do-si-Dos	14
Other Bakery has Tag-a- Longs	Trefoils, Caramel Delites	Trefoils, Exploremores	Thin Mints, Peanut Butter Patty	\$12	Little Brownie Bakery and ABC Bakers
3 boxes	5 boxes	\$6 in change	\$14 in change	\$15 in change	2014
\$54	\$72	\$36	\$48	\$10	True
\$4	1917	Sugar Cookie	1939	1935	Caramel Chocolate Chip

# Cookie Guessing Games

**Head Band Game:** Pick a Cookie Card without looking and hold it up to your forehead (or use a head band from the Head Banz game if you have it). Ask yes or no questions to try and figure out which cookie you have. See if you can figure out all 10!

**20 Questions Game:** One person will choose a Cookie Card and keep it a secret. The other person will ask yes or no questions to help figure out which cookie it is. See if you can guess correctly in 20 questions!



**Peanut Butter Sandwich**

Crisp and crunchy oatmeal cookies with peanut butter filling



**Peanut Butter Patties**

Crispy cookies layered with peanut butter and covered with a chocolaty coating



**Lemonades®**

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



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



### Exploremores™

Sandwich cookies with chocolate, marshmallow, and almond flavored creme



### Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème with a hint of sea salt\*



### Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



### Caramel deLites®

Crispy cookies with caramel, coconut, and chocolaty stripes



### Caramel Chocolate Chip

Gluten-free! Rich caramel, semisweet chocolate chips and a hint of sea salt in a chewy cookie\*

# Cookie Dice Game

## **Customer:**

You will roll two dice.

- the die with 1-6 is the number of boxes you'll buy
- the die with \$1-\$20 is the type of dollar bill you'll use to pay

The customer will roll the dice to find out how many boxes of cookies they will buy and what type of dollar bill they will use to pay.

## **The person working the booth:**

- Figure out how much the order costs
- Did the customer pay enough money?
- How much is their change?

# Mock Booth

## Booth Set Up:

You will be setting up a cookie booth. As you set up the booth, you will want to think about how it looks and if it is safe. You will get TASK cards to give you things to do or think about as you set up the booth.

## Role Playing

### Customer:

You can choose to do one or more of the following:

- Pick a MONEY Card and follow the directions
- Pick a BOOTH QUESTION Card and decide what to buy based on the booth worker's response
- Play the Dice Game

### The person working the booth:

You will need to help the customer. They might have questions for you about the cookies or about what you do in Girl Scouts. The goal is to be kind and to ask for them to support your Girl Scout adventures by purchasing cookies. You will need to:

- Answer the customer's questions
- Figure out how much the order costs
- Did the customer pay enough money?
- How much is their change?

# Tip Board

Do you have any tips for other cookie sellers or Girl Scouts who are selling cookies for the first time? Leave your tip on the board and check back later to see if there's any tips that you hadn't thought of before! You can add tips about:

- Cookie booths
- How to talk to a customer
- Door to door wagon sales
- What to wear while your selling cookies
- How to get more customers
- How to improve your sales pitch
- Setting goals
- Anything else about cookie sales!

# Taste Testing

As you taste test the different cookies, brainstorm different ways that you could describe each cookie. Would that cookie go well with another food or drink like hot chocolate, milk, or ice cream?

Descriptive words you can use:

- |                 |           |
|-----------------|-----------|
| • Crispy        | • Salty   |
| • Crunchy       | • Caramel |
| • Soft          | • Mint    |
| • Chocolatey    | • Buttery |
| • Peanut butter | • Chewy   |
| • Sweet         |           |

Or you can compare it to another food or flavor like an ice cream or cereal flavor.

# Vision Board

Before you create a goal for yourself or for your troop for the cookie season, it's important to think about what is important to you in Girl Scouts. You can create a vision board to help you do this.

Suggested materials for a vision board:

- paper or posterboard
- pictures, magazines, etc
- markers, pens, pencils
- other fun things like washi tape or stickers

It is also possible to create a digital vision board using canva, slides, or a document.

## What should I put on my vision board?

What do you want to get out of Girl Scouts? Choose a few words that are most important to you.

Choose pictures that show things you are interested in doing with Girl Scouts as a troop, with a group of friends, or on your own.



# Sales Pitch Skits

You will be creating a skit for the group about asking for people to support Girl Scouts and buy cookies. Some things you should think about while you create your skit:

- Why are you selling cookies?
- Who are your customers?

Wagon Sales  
(door to door)

Phone Call

Booth

Video

Photo

Song or Cheer

# SMART Goals

A SMART goal is a goal that is specific, measurable, achievable, relevant, and time bound. Think about what activities or reward you'd like to work towards. Why is that important to you? How many boxes of cookies will you need to sell? How will you go about meeting your goal? How long will it take you to do?

## S

### Specific

What do you want to accomplish? Is there a special activity you want to help fund or do you want to reach a specific reward?

**My Goal:**

## M

### Measurable

How will you know if you're making progress or if you've reached your goal? Is there a specific number of boxes you want to sell?

**My Goal:**

## A

### Achievable

Is this something you can actually reach? Can you make a plan to get to that number of boxes? How many booths, phone calls,, or hours going door to door?

**My Goal:**

## R

### Relevant

Why is this goal important to you right now? If it's not important, you might want to rethink your specific goal.

**My Goal:**

## T

### Time Bound

How many weeks of cookie sales will it take for you to reach your goal?

**My Goal:**

# SMART Goal Sales Pitch

Now that you've created a SMART goal, you can use it to create a sales pitch! A sales pitch is a few sentences about why you are selling Girl Scout Cookies that is easy to remember.

## Troop Goal

Hi, my name is \_\_\_\_\_. Would you like to support my Girl Scout troop? We are selling cookies to \_\_\_\_\_.  
This is important to me because \_\_\_\_\_.  
My goal is to sell \_\_\_\_\_ boxes of cookies to help my troop!

## Individual Goal

Hi, my name is \_\_\_\_\_. Would you like to support Girl Scouts?  
I am selling cookies to be able to \_\_\_\_\_.  
This is important to me because \_\_\_\_\_.  
My goal is to sell \_\_\_\_\_ boxes of cookies!

## Create your own sales pitch:

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# Girl Scout Cookie Network

Now that you've created a SMART goal, you'll need to figure out how you'll reach your goal. Think about who you know and who you might be able to ask to help support your Girl Scout journey. How will you sell to each group of people: in person, door to door, phone calls, cookie booth, online poster or salespitch?

**Family**

**Friends & Extended Family**

**People I know in the community**

**People I don't know in the community**

# Girl Scout Cookie Network

Now that you've created a SMART goal, you'll need to figure out how you'll reach your goal. Think about who you know and who you might be able to ask to help support your Girl Scout journey. For each way that you can sell cookies, think about who you would sell to that way.

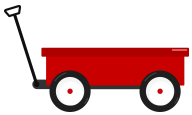
## Phone



## In Person



## Door to Door



## Cookie Booth



## Email or Your Caregiver's Social Media



## Other Ideas:

# Create a Troop Budget: Math Budget

Work together as a team to create a budget for your troop's activities. You can plan out a budget ahead of time to know how to set your troop sales goal and then make adjustments after sales have finished, or you can just make a budget based on how much you earned after sales are done.

Fill out the form below with how much your troop will spend on different parts of the Girl Scout experience. If you go over budget, you will have to decide if you will cut out something, ask your caregivers if they would be willing to help cover the costs, or if you are an older Girl Scout and have participated in both council sales, you may be able to do another fundraiser.

Number of Girl Scouts in our troop: \_\_\_\_\_

Item	Cost for 1 Girl Scout	Cost for Troop
Membership fees		
Basic Art/Craft/office supplies		
Badges		
Uniforms		
Celebration		
Camp or overnight:		
Field Trip:		

Use as many additional sheets of paper  
as needed to list all your budgeted items

Total Troop Cost: \_\_\_\_\_

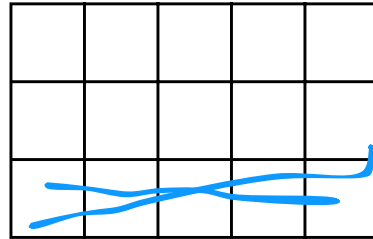
# Create a Troop Budget: Visual Budget

Work together as a team to create a budget for your troop's activities. You can plan out a budget ahead of time to know how to set your troop sales goal and then make adjustments after sales have finished, or you can just make a budget based on how much you earned after sales are done.

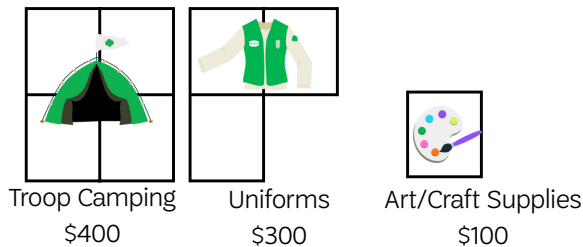
For this activity, each square represents \$100.

**If you have a set budget:** Use just that amount of squares and take away or cross off the extra. Girl Scouts will put blocks on top of the board to see which items they can afford. If they have too many items, they will have to decide if they can do something cheaper or what they will not be able to do this year.

\$1500 board, but your budget is only \$1000. Cross out 5 \$100 blocks.



**If you are setting a sales goal for what you want the budget to be:** Have Girl Scouts decide what items they'd like to use or do for the year and put them all together. Count up how much it would cost to do all those items. Have Girl Scouts evaluate if that is a reasonable goal or if they need to cut costs somewhere or add extra activities in.



## Setting up the Item “Puzzle Pieces”

**For younger Girl Scouts,** you will want to pre-calculate how much items cost and create those “puzzle pieces” for them. So if uniforms would cost your troop \$300, you would put the uniform picture on top of a three block puzzle piece.

**For older Girl Scouts,** they can calculate how much each item will cost and make their “puzzle pieces”. It is helpful if you bring last year's budget so that they can see how much everything cost in past years. You may need to guide them if costs have gone up or if they are under or over estimating something.

\$2000 budget board


\$1000 budget board


\$500

\$500

\$400

\$400

\$300

\$300

\$200

\$200

\$200

\$100

\$100

\$100

\$100

\$100

\$500

\$500

\$400

\$400

\$300

\$300

\$200

\$200

\$200

\$100

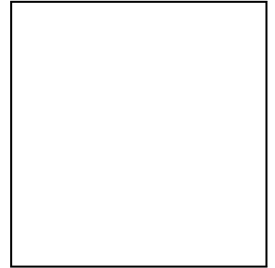
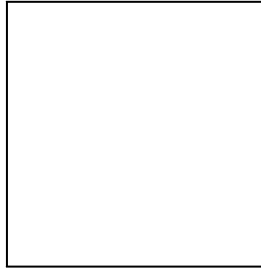
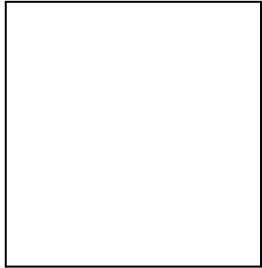
\$100

\$100

\$100

\$100

Write or draw in your own budget categories



Membership Fees



Uniforms



Badges



Patches



Council Events



Bridging



Service Unit  
Events



Cookie Supplies



Art Supplies



Special Badge  
Materials



Entrepreneur  
Field Trips



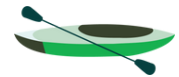
Arts Field Trips



STEM Field Trips



Athletic Field  
Trips



Outdoor Field Trips



Lock In/  
Overnights



Camping



Girl Scout Camp



Trips/Travel



Highest Awards



Take Action/  
Community Service



Food



Celebration

## Make & Share Your Plan: Create a Detailed Business Plan

### READ

Creating a new business idea and sharing it with other people takes courage! To start the business you are taking your ideas and creations and putting them up for sale. You have to have courage to try because you don't know if it will be a success or not before you open up the business. When people start a new business, they create a business plan that has all the information about what the business is selling, how it will be run, how it will make money, and more!

### THINK

Who do you think entrepreneurs share their business plan with? Why?

### DO

You are going to create a business plan and then share it with your troop, friends, or family. Be ready to answer questions about your business plan. Look at the example business plans. Depending on if you are selling a product or a service, your plan may look different. Follow these examples and create your own detailed business plan.

After you've created your document, you will create a poster or power point presentation to help you present your plan to your troop, friends, family, or even prospective business partners or investors.

## Resources for writing a more detailed business plan

### **Small Business Administration:**

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>



Small  
Business  
Administration

### **Small Business Administration Services Example**

**Document:** <https://www.sba.gov/document/support-rebeccas-business-plan-template-traditional>

### **Small Business Administration Products Example**

**Document:** <https://www.sba.gov/document/support-andrews-business-plan-template-traditional>

### **Small Business Administration Lean Product**

#### **Example Document:**

<https://www.sba.gov/document/support-andrews-business-plan-template-lean>



Nerd  
Wallet

**Nerd Wallet:** <https://www.nerdwallet.com/article/small-business/business-plan>

**Harvard Business Review:** <https://hbr.org/1985/05/how-to-write-a-winning-business-plan>



Harvard  
Business

# More Resources

If you'd like more structured badge resources about business skills and ethics or finances, you can check out badge in a box resources for Entrepreneur and Financial Empowerment badges through Badgerland's [Checkfront reservation system](#). You can also download a digital version of the [Entrepreneur Badge in a Booklet](#).

## What's next?

- **Leave us your [feedback](#)!** Do you have suggestions for this Badge in a Booklet or requests for other multi-level badge series? Submit your ideas here.
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