Something AMAZING happens
When a girl participates in the
She gains the **POWER** to ...
Unleash her inner G.I.R.L.

go-getter / innovator / risk-taker / leader™

She has the power to wow!
More than just Sisterhood, Supportive Adults and Special Experiences inspire the Butterfly Effect.
WHY THE PROGRAM MATTERS - it’s not really a sale or a fundraiser!

Sisterhood
• The largest female entrepreneurship development program in the world is the path to future financial independence
• Girls power their entire Girl Scout experience - Powered by Cookies!

Supportive Adults
• Family engagement in the progressive program resources directly correlates to girls’ success and builds innovative and entrepreneurial-minded leaders
• Families help her think and research like an entrepreneur

Special Experiences
• Unique entrepreneurship and reward experiences strengthen the #cookieboss sisterhood
• Gives girls the tools to create an independent future with the courage to fail and keep trying
ENTREPRENEURSHIP

Why does it matter for girls (and for Girl Scouts)?

• Encouraging girls’ interest in entrepreneurship prepares them for any future career pathway.

• The qualities that lead to successful entrepreneurship, like curiosity, confidence, and innovation, are important for all types of academic and career success.

• Addressing some of the early causes of women’s underrepresentation in business helps close the leadership and wage gap.
Girls care about gender parity, financial stability and using their talents to make an impact.

What girls want to do for future careers are the things required of entrepreneurs, including:

- Coming up with new ideas (92%)
- Taking on new challenges (88%)
- Challenging how things are done (80%)
- Creating jobs for other people (80%)

Girls have five requirements for future careers:

- Doing something they’re good at (98%)
- Making positive changes (98%)
- Helping people (98%)
- An environment where men and women are treated equally (97%)
- Steady income (95%)
Girls care about gender parity, financial stability and using their talents to make an impact.

- 78% are interested in being an entrepreneur
- 76% are interested in starting a company
- 84% want to lead a cause or campaign for something they believe in

9 in 10 have done something related to entrepreneurship:

- Found a new way to use a product or service or created a new one
- Encouraged someone to join a social issue or cause
- Started a YouTube channel
- Started their own business (e.g., a lemonade stand, babysitting club, etc.)
- Started a new club, campaign, or organization
PROGRAM PHASES

December/January: Girls develop their strategy
- What is their revenue goal and what is it supporting?
- How will they market their business?
- What are the details on the products they are selling?

Late January: Girls design and promote their Digital Cookie storefront
- Digital Cookie and Care to Share donations are key to girls’ success
- Learning to compete in an online marketplace is critical for entrepreneurs
- Attend Digital Cookie Day and/or local service unit Cookie Rally

February-March: Girls have cookie packages in-hand and may:
- Promote their businesses door-to-door and at booth sites
- Approach businesses with a strategy for bulk purchasing

April-October: Girls celebrate their achievements with rewards!

Three key strategies to support your girl’s goals!
Join us at any local GSNorCal office on January 25, 2020 to kick off the Cookie Program!

Girls will set up and launch their Digital Cookie site, learn how to brand themselves online, take a virtual bakery trip, create their own cookie, ask questions from a cybersecurity pro, and taste test the new lemon-ups cookie! Drop in anytime between 10AM–2PM, no registration required, all Girl Scouts and their families welcome. All Girl Scouts receive a Digital Cookie patch and swag bag. Feel free to bring your own laptop or tablet to use.
BOOTHs: 2/10-3/15

Booths are stationary sites for girls to run their cookie business. They should be fun and valuable entrepreneurship experiences for girls and their families!

Some best practices to keep in mind:

• Parents should be aware of specific business guidelines – it’s a privilege for us to have them as partners and managers are watching us!
• Girls should be proudly wearing their vest or sash
• Girls approach customers as they are leaving businesses – not parents
• Rejection is a critical part of the learning process – encourage your girl to always say thank you and to think of ways to engage customers who don’t automatically say Yes, please
• Leave the site cleaner than you found it

You and your girl are representing ALL Girl Scouts and ALL #cookiebosses when at booth sites!
PROMOTIONAL SUPPORT

- Sharing URLs ok
- Families AND girls may promote entrepreneurs’ businesses
- Social posts + strategies to engage customers

Amazing items in your local retail stores!

ON LittleBrownie.com
Every butterfly starts small. Just out of their cocoons, they might be a little shy, a little uncertain. But as they grow and learn, they bravely decide to try their wings.
They follow their curiosity toward exciting new horizons. They are inspired to fly to new heights. And because of their bravery they don’t just fly...
They SOAR!
Thank You!