































girl scouts 		Badge Name	Girl Scout Level	Description	Sponsor
<b>Cookie Business</b>					
1		<b>My First Cookie Business</b>	<b>Daisy (grades K–1)</b>	Daisies learn how to sell cookies, rally customers, and decide together how to use their earnings. First girls explore their product, an order card, and the Digital Cookie® platform. Then they practice their cookie sales pitches or even share them online (with adult supervision).	
2		<b>Cookie Goal Setter</b>	<b>Daisy (grades K–1)</b>	Daisies learn how to set cookie goals and share them with real customers. First girls set goals for how many cookie packages they want to sell this year and decide as a troop what to do with the earnings, whether that means planning a community action project, taking a trip, or attending a leadership experience. Finally, Daisies practice their cookie pitches with their goals included.	
3		<b>My Cookie Customers</b>	<b>Brownie (grades 2–3)</b>	Brownies learn how to get new customers and keep them coming back. First girls get to know their product, decide how to use their earnings, and practice handling money. Then they think of new ways to find customers and inspire them before connecting with them through sales pitches, video pitches, or thank-you cards.	
4		<b>Cookie Decision Maker</b>	<b>Brownie (grades 2–3)</b>	Brownies learn how to make decisions that benefit their cookie businesses. First girls explore their product, an order card, and the Digital Cookie® platform. Then they decide on their sales goals and what to do with their earnings, learn how to use teamwork to run their businesses and make decisions, and practice handling money and tracking sales manually or digitally. Brownies also have fun with their cookie businesses by dressing up, creating cookie songs or dances, or decorating their cookie booths!	
5		<b>My Cookie Team</b>	<b>Junior (grades 4–5)</b>	Juniors use teamwork to have successful cookie businesses. First girls get to know their product and its cost, decide as a group how to use their earnings, and set a troop budget and sales goal. Then they decide who will do what on their cookie team and how the team will communicate, track goals, and share responsibilities.	
6		<b>Cookie Collaborator</b>	<b>Junior (grades 4–5)</b>	Juniors collaborate with their troop, communities, and networks to grow their cookie businesses. First girls get to know their product and its cost, learn more about online sales on the Digital Cookie® platform, decide on their goals as a troop, and collaborate on a troop budget to reach their goals. Then Juniors learn how to use their networks to increase their customer bases and learn more about them.	
7		<b>My Cookie Venture</b>	<b>Cadette (grades 6–8)</b>	Cadettes learn how to create a cookie business plan that guides them to success. First they research their product and sales methods, set their goals and budgets, and create mission statements for their businesses that communicate what they stand for. Then girls learn about digital marketing, discover how to reach their customers, and create a sales pitch. Finally, Cadettes write a team business plan that includes creating a mission statement, team roles, risk management, competitive analysis, and budget.	
8		<b>Cookie Innovator</b>	<b>Cadette (grades 6–8)</b>	Cadettes set bigger goals for their cookie businesses and come up with unique ways to reach the goals. First girls get to know their businesses inside and out, choose a large goal for how to use their proceeds, and set a budget and sales goal to reach it. Then they brainstorm business tactics and strategies to meet their goals and explore ethics within their businesses. Finally, Cadettes learn how to describe their big dreams to customers so they feel part of something bigger than buying cookies.	
9		<b>Cookie Market Researcher</b>	<b>Cadette (grades 6–8)</b>	Cadettes learn how to use market research to grow their cookie businesses and connect with customers. First girls learn about their product, what's new this season, and the marketing tools available to them; explore the Girl Scout Cookie brand; and develop and create their own marketing plan and campaign, including online components.	
10		<b>My Cookie Network</b>	<b>Senior (grades 9–10)</b>	Seniors tap into their networks to run and grow their cookie businesses. First girls set goals for every part of their businesses, including for their cookie earnings, personal sales goals, online sales, booth sales, and marketing. Then they create a social responsibility strategy and determine how they'll let their customers and supporters know about it to attract support. Finally, Seniors learn how to reach more customers and expand networks, as well as try customer segmentation to tailor marketing messages.	
11		<b>Cookie Boss</b>	<b>Senior (grades 9–10)</b>	Seniors explore how to lead their cookie businesses with confidence to reach their goals. First girls apply SMART criteria to set goals and use teamwork to decide as a troop who will do what, how much inventory they will have or need, where it will be safely stored, and what their marketing strategies are. Then they design different cookie pitches based on the audience and outcome they're hoping for (such as inviting customers to a sales event, encouraging purchases on the Digital Cookie® platform, giving cookies as a gift, etc.). Finally, Seniors grow their customer bases and keep their businesses competitive.	

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12		<b>My Cookie Business Résumé</b>	<b>Ambassador (grades 11–12)</b>	Ambassadors create a résumé and portfolio that highlight the skills they've gained running their cookie businesses—a powerful way to stand out and show entrepreneurship. First girls research effective résumés and learn how to market not only their cookie businesses but also their own experience and skills. Then they learn how to expand their business networks and start thinking about how to use that support when girls move beyond their cookie-selling days. Finally, Ambassadors pull their experiences into dynamic portfolios that include a résumé, sample marketing materials, and a cover letter that showcases their skills and interests.	
13		<b>Cookie Influencer</b>	<b>Ambassador (grades 11–12)</b>	As cookie influencers, Ambassadors find new ways to inspire their customers and mentor younger Girl Scouts as they sell cookies. First Ambassadors become experts on their own cookie businesses and target a skill they want to work on that will help them be cookie influencers. Then they create and share their business value proposition as an elevator pitch, list, or statement that convinces customers to buy. Girls also create a marketing campaign with a strategy, a timeline, and tactics to motivate their customers. Finally, Ambassadors support the next generation of cookie entrepreneurs by mentoring a younger troop, leaving a digital playbook, or connecting customers with a younger troop.	

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<b>**EMBARGOED UNTIL AUGUST 3, 2021 AT 9am EST**For informational purposes only**</b>					
<b>Math in Nature</b>					
14		Shapes in Nature	Daisy (grades K–1)	Daisies identify shapes and patterns in nature and then create their own. They search for the shapes through an outdoor scavenger hunt, their indoor environments, or a nature video. Then they find and make patterns with sticks, objects, or sound. Finally, Daisies create art inspired by nature from a mobile, raised pattern, song, or dance.	Johnson & Johnson
15		Numbers in Nature	Daisy (grades K–1)	Daisies learn about shadows, measurement, sorting, and estimating. They trace their shadows with a partner, create shadows with natural objects, or learn how shadows change with the sun's movement. Then girls sort and measure natural objects, such as leaves, rocks, seashells, pinecones, or sticks. Finally, Daisies create their own unit of measure, for example, using a natural object.	
16		Design with Nature	Daisy (grades K–1)	Daisies use math to identify and sort things in nature, then learn how to create a map. First, they count birds, mix bird food, and measure bird calls using a timer. Then girls explore and identify natural objects, animal tracks, or clouds. Finally, Daisies learn about the components of a map and make their own walking map, neighborhood map, or sound map.	
17		Shapes in Nature	Brownie (grades 2–3)	Brownies explore nature, such as spiderwebs and birds, to learn about counting, graphing, symmetry, and tessellations. Then girls track natural objects by going on a scavenger hunt and record their finds on a bar graph, pie chart, or word cloud. Girls also discover tessellations in leaves, foods, or quilts. Finally, Brownies observe birds and share their data with others using a data table, skit, or log for a citizen science project.	
18		Numbers in Nature	Brownie (grades 2–3)	Brownies learn how to measure temperature, length, and square footage by exploring leaves and gardening. First girls measure temperature by listening to crickets or observing the states of water and create a calendar with nature's clues. Then girls measure leaves and graph the data. Finally, Brownies learn more about square footage and diagramming by plotting their own indoor or outdoor gardens.	
19		Design with Nature	Brownie (grades 2–3)	Brownies learn about bees, butterflies, birds, and other animals, as well as how to calculate the age of natural objects, use scale and ratios, measure, and make a graph. First girls calculate the age of a tree, snake, or a pet's age in human years. Then they explore the shape and components of beehives. Finally, Brownies build their own bird feeders, use ratios to make bird food, and graph data about birds.	
20		Shapes in Nature	Junior (grades 4–5)	Juniors learn about symmetry, fractals, and the Fibonacci sequence as they identify patterns and shapes in nature. First girls identify symmetry in nature and make art inspired by it with birdseed, natural objects, or tie-dye. Then, Juniors search for and make their own fractals and look for the Fibonacci sequence in food, animals, or flowers.	
21		Numbers in Nature	Junior (grades 4–5)	Juniors use math to tell time, predict the weather, and learn about trees, as well as to measure shadows, perimeter, and area. First girls make a sundial or use the sun and their hands to tell time. Then they learn how to use instruments to predict the weather by making weather stations or barometers or by tracking nature's clues. Finally, Juniors explore the circumference of trees; search for and measure shadows; and find the area and perimeter of plants, gardens, or a natural landscape.	
22		Design With Nature	Junior (grades 4–5)	Juniors use math to plan and organize a hike and campout. First, they calculate and compare walking paces to determine their hiking speeds, choose a hiking trail on a map, and calculate changes in elevation to plan their hike. Juniors then calculate how much food and water to bring for their group by divvying up trail mix or packing lunch or a treat. Finally, they pack for their trip by calculating the area and volume of their equipment, vehicle, or campsite.	

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<b>**EMBARGOED UNTIL AUGUST 3, 2021 AT 9am EST** For informational purposes only**</b>					
<b>Digital Leadership</b>					
23		Daisy Digital Leadership	Daisy (grades K–1)	Daisies learn how to be digital leaders by exploring how they can use technology in a way that's safe, kind, and helpful to others. They discover their online and offline communities, learn which information is safe to share online versus keep private, and create digital content that makes the world a better place. Daisies are also encouraged to learn how to balance their time spent online with activities in real life.	Instagram
24		Brownie Digital Leadership	Brownie (grades 2–3)	Brownies discover how technology can help them make a difference for others. They explore their digital communities, review their digital footprints, examine the accuracy of what they see online, use their values to guide their actions online, and create digital content for an issue they care about to inspire change. Brownies also learn ways to stay safe and balance their time online.	
25		Junior Digital Leadership	Junior (grades 4–5)	Juniors use technology to help others and learn, share, and act in the digital world. They explore ways to connect with others online by designing an avatar, making a zine, or creating a hashtag. To discover their digital footprints and learn how to protect their data, girls design their own digital communities. Juniors also learn how to weigh online sources' credibility to combat misinformation, bias, and stereotypes. Finally, Juniors create content that builds awareness and shares a message about an issue they care about.	
26		Cadette Digital Leadership	Cadette (grades 6–8)	Cadettes immerse themselves in the digital world around them and use technology to make a difference. They explore how they connect with others online and how to keep their identities, devices, and data safe, examining clickbait, scams, and digital bias. Finally, Cadettes create digital content that gets people to act and makes a real difference for an issue they're passionate about. They then share their content creation process to teach and learn from others.	
27		Senior Digital Leadership	Senior (grades 9–10)	Seniors explore how the digital world lends itself to activism and how digital leaders use technology to encourage action. First girls learn how to be proactive to balance time and stay safe online, critically examine digital advertising, look out for biases and stereotypes online, and be more intentional with how they navigate the digital world. Then they create content that positively influences and inspires others to act on an issue they care about before expanding the content's reach.	
28		Ambassador Digital Leadership	Ambassador (grades 11–12)	Ambassadors explore how people—from community organizers to world leaders to girls themselves—use technology to connect with and lead others. After learning about their own digital landscapes and tips for digital well-being, they examine algorithmic bias and how to tailor their online experiences to help them take action as a leader online and offline. Finally, they create content that positively influences and inspires others to act on an issue they care about. They learn how to expand the content's reach and may even launch a full campaign.	