

Why Participate?

Teaching Essential Skills for a Lifetime of Leadership

Through the Girl Scout Cookie Program, girls as young as five develop these five essential skills that will help them be successful today and throughout their lives:

- **Goal setting:** Girls learn to create a plan to reach their goals.
- **Decision making:** Girls learn to make decisions on their own and as a team.
- **Money management:** Girls learn to create a budget and handle money.
- **People skills:** Girls find their voice and up their confidence through customer interactions that build relationships.
- **Business ethics:** Girls learn to act responsibly and honestly, both in business and in life.

Check out our [5 Skills for Girls Toolkit](#) to see how you can foster these keys to success with your troop.

But the exciting skill building isn't just tied to the cookies themselves! Girls continue to hone their entrepreneurial skills and go-getting spirit by earning [Cookie Business and Financial Literacy](#) badges.

Before your cookie bosses open shop, be sure to check out these helpful resources that will empower you to:

- Manage your troop's funds.
- Learn how girls participate in money earning.
- Discover how your troop can reach its financial goals.
- Understand just how much your girls are capable of by grade level and how their entrepreneurial skills progress.



girl scouts
cookie program

The Largest Girl-Led Business In The World

Building a Lifetime of Skills and Confidence

Goal Setting
Setting important goals inspires a girl to better herself.

Decision Making
Smarter decision making empowers a girl to excel.

Money Management
A girl learns the importance of good money management.

People Skills
Confidence in dealing with others helps a girl reach her goals.

Business Ethics
A girl learns the value of running a business the right way.

Find your cookies and download the new Girl Scout Cookie App:
girlscoutcookies.org

/GirlScoutCookieProgram
 @girlscouts #5skills
 /GSUSA

In 2012, the Girl Scout Research Institute set out to understand the extent to which Girl Scouts actually develop these five essential skills, as well as to examine the specific ways girls benefit from their participation in the Cookie Program. Findings included:

1. Overall, a majority of Girl Scout Entrepreneurs develop the 5 essential skills.
 - 85% of girls developed **Money Management** skills, reporting that they had developed budgets, taken cookie orders, and handled customers' money.
 - 80% of girls developed their **Goal Setting**, learning how to set sales goals and action plans.
 - 77% of girls developed their **Decision Making**, learning how to work as a team, deciding when and where to sell, and deciding what to do with the money they earned.
2. Learning the 5 essential skills has a positive impact on girls' lives.
 - Girls who developed the 5 skills learned new things while selling cookies that will help them in school and other areas of their life than girls who did not (93% vs. 63%).
 - Overall, girls reported that selling cookies was fun (96%). Learning by earning made it even more fun.

3. Specific Girl Scout experiences can make the difference between achieving and not achieving the 5 essential skills.
 - Girls who attended troop meetings about selling cookies, practiced how to sell Girl Scout cookies with their friends and family, and worked toward the Cookie Business and Financial Literacy badges developed more skills.
 - Girls who acted as leaders, engaged in hands-on learning experiences, and worked cooperatively as part of a team developed more of the 5 skills than girls who did not.

What do girls like the most about selling cookies?

- "Working toward a goal and sorting and organizing the customers' orders." - Junior Girl Scout, 4th grade
- "Knowing that I'm helping my troop and my community." – Junior Girl Scout, 5th grade
- "Doing math to figure out how many I have left to sell for my goal." – Brownie Girl Scout, 3rd grade
- "I love counting how many I sold." – Brownie Girl Scout, 3rd grade

Most of all, girls who participate in the product program gain a tremendous amount of confidence. It's not easy to ask people to buy something—you have to speak up, look them in the eye, and believe in what you're doing. These are all skills that help a girl succeed now and throughout the rest of her life.

Provides Money for Girl Scout Activities

Participating in the Girl Scout council-sponsored product program gives girls proven opportunities to earn money and/or credits for their other Girl Scout program activities.

Girl Rewards

Girls may choose rewards related to product program participation levels. GSNorCal's reward plan applies equally to all participating girls and includes participation patches, reward items, Reward Cards to increase access to camp, travel, and Take Action projects.

Reward Cards

Girls may choose Reward Cards as a reward for participation based on ranges for items sold, as cards are not calculated on a dollar-per-dollar basis. Reward Cards may be used to purchase items at all **GSNorCal retail stores** and to register for qualifying events, such as the following:

- GSNorCal Council-organized trips
- GSNorCal Day/Resident Camps
- GSNorCal Council-sponsored events listed in The Guide
- GSNorCal Service Unit Camporees or Events
- GSUSA *Destinations* programs
- GSUSA Silver Award and Gold Award Projects
- GSNorCal Cookie Reward Experience Travel
- Troop Travel and High-Adventure
- FY20/21 Membership Renewal
- Young Alum Lifetime Membership

Helps the Community

Product program troop proceeds also contribute significantly to the girls' local councils and communities through funding girls' Take Action projects. Groups are strongly encouraged to put group funds to good use by holding program events and/or supporting a service project in the community – the GSNorCal Fall Take Action Animal Conservation Project is a great example.

Stretches the Family Budget

Program rewards earned through the programs also benefits girls and families, as they include ways to stretch the family budget by partially or fully funding resident camp experiences, participation in Program Guide events, and more.

The Girl/Adult Partnership

Underlying all the lessons that girls can learn from their participation in the product programs is the girl/adult partnership. Ideally, this is a partnership between the girl and her leader and between the girl and her parent/guardian. Adult members do not sell products, they participate by supporting the direct involvement of girls. The girl/adult partnership may look like this:

- An adult and girl working together to make plans and set goals.
- An adult assisting a girl by encouraging her to manage all aspects of selling and delivery.
- An adult guiding a girl in understanding program finances.
- An adult helping a girl understand her responsibility to support her local council but ensuring that her participation is voluntary.
- Girl safety is the top priority. Volunteers, parents and girls should be familiar with and practice the following:
 - [Safety Wise – Volunteer Essentials](#)
 - [Girl Scout Cookie/Council – Sponsored Product Program Safety Activity Checkpoints](#)
 - [Safety Tips for Product Sales](#)
 - [Computer/Online Use: Safety Activity Checkpoints](#)

Cookie and Financial Literacy Awards

There is one Financial Literacy and one Cookie Business badge to earn each year for each grade level (Daisy awards are “leaves” instead of badges). The requirements may be found in each level's Girl's Guide to Girl Scouting.

Her Cookie Business = A Family Affair! The year-by-year Cookie Entrepreneur Family pin collection is the latest addition to the Girl Scout Cookie Program.

As families support girls in developing business skills and making amazing memories, she earns a different pin for her uniform every cookie season. Visit

<https://www.girlscouts.org/en/cookies/just-for-cookie-sellers/cookie-entrepreneur-family-pin.html> for the simple requirements.