2027 Girl Scout Cookie Program
Badges, Patches and Pins

girl scouts
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Inspire her to dream big

Goal Setting

Goal setting is one of the six essential skills girls develop through the Girl Scout Cookie Program.® With your support, they'll learn how to set realistic goals and achieve them.

Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.

Six Essential Skills

1. Goal Setting

Girls learn how to set goals and create a plan to reach them.

Action steps: Encourage girls to set incremental, achievable goals. Help girls break down those goals through setting weekly challenges.

2. Decision Making

Girls learn how to make decisions on their own and as a team.

Action steps: Talk with girls about how they plan to spend the troop's cookie earnings.

3. Money Management

Girls learn to create a budget and handle money.

Action steps: Build on girls' interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

4. People Skills

Girls find their voice and build confidence through customer interactions.

Action steps: Ask girls about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5. Business Ethics

Girls learn to act ethically, both in business and life.

Action steps: Talk to girls about the importance of delivering on their promise to customers. They can also consider offering a a Cookies for the Community option.

6. Managing Uncertainty

Girls learn to manage uncertainty at GSACPC.

Action steps: Encourage girls to perservere through unforeseen challenges and uncontrollable circumstances.

Badges, Patches and Pins

How can you inspire girls to think courageously? Let girls know how they can earn a **badge, patch, or pin** — and wear it on their vest or sash — as a symbol of their important Girl Scout Cookie Program achievements.

Girls can earn one of the Cookie Business badges this year when they complete requirements that help them develop new skills as they learn and grow their business. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniform.

Girls collect patches as they achieve specific cookie program milestones, including things like sending emails, selling at booths and using Digital Cookie. These are fun patches that can be worn on the back of the uniform to show her cookie business success.

Where you'll learn more:

- *girlscoutsaz.org*
- *girlscouts.org/cookiebadges*
- *girlscoutcookies.org/troopleaders* for poster download

Patches and pins can be used for recognition at any point in the Girl Scout Cookie season, from the earliest planning meetings through the booth phase.

Where you'll learn more:

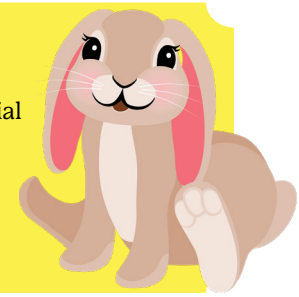
- *girlscoutsaz.org*
- *LittleBrownie.com/volunteers*

Check out the Cookie Business badges and Financial Literacy badges at ***girlscouts.org/badgeexplorer.***

On average, Girl Scouts were two times as likely to have done entrepreneurial activities as other girls!

"Today's Girls, Tomorrow's Entrepreneurs"

Girl Scout Research Institute, 2019



Cookie Entrepreneur Family Pins

The Cookie Entrepreneur Family pin collection helps girls learn essential skills and how to think like entrepreneurs with support from their families.

Each Girl Scout level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

Learn more at girlscouts.org/entrepreneurfamily

Award/Badge	What Girl Scouts Learn
Daisy (Grades K–1) Cookie Goal Setter	How to run their own business working with their troop to decide how to use their money, set goals, and share those goals with real customers
Daisy (Grades K–1) My First Cookie Business	How to sell cookies and excite customers with a sales pitch and how to use the troop's earned cookie money
Daisy (Grades K–1) Cookie Entrepreneur Family Pin	How to have fun with their family while running their Girl Scout Cookie® business. Families help Daisies take their first steps to selling cookies
Brownie (Grades 2–3) Cookie Decision Maker	How to think like an entrepreneur by working with their team and making decisions for the success of their cookie business
Brownie (Grades 2–3) My Cookie Customers	How to get new customers, talk to them about the cookie business, and keep them coming back
Brownie (Grades 2–3) Cookie Entrepreneur Family Pin	How to have fun with their family while running their Girl Scout Cookie business, such as setting a stretch goal, brainstorming ideas, and practicing their sales pitch with their families
Junior (Grades 4–5) Cookie Collaborator	How to collaborate with their troop, community, and network to set goals, make decisions, and grow their cookie business
Junior (Grades 4–5) My Cookie Team	How to use teamwork to help their cookie business by bringing their different skills and ideas together to meet their goals
Junior (Grades 4–5) Cookie Entrepreneur Family Pin	How to have fun with their family while running their Girl Scout Cookie business, such as developing their sales strategy and fine-tuning their sales pitch
Cadette (Grades 6–8) Cookie Innovator	How to make smart money decisions that reflect their values, explore their money habits, and know how to track their spending
Cadette (Grades 6–8) Cookie Market Researcher	How to create a budget for their future based on earning power, living expenses, and giving back
Cadette (Grades 6–8) My Cookie Venture	How to invest, manage their spending habits, be a safe and savvy spender, and make informed money decisions
Cadette (Grades 6–8) Cookie Entrepreneur Family Pin	How to take the lead while getting support from their family when running their Girl Scout Cookie business, including hitting benchmarks, financial planning, and growing their customer network
Senior (Grades 9–10) Cookie Boss	How to lead with confidence as they become the boss of their cookie business to reach their goals
Senior (Grades 9–10) My Cookie Network	How to use their network—their team, customers, and those who support their business—to strengthen their customer base and take their cookie business to the next level
Senior (Grades 9–10) Cookie Entrepreneur Family Pin	How to take charge of their Girl Scout Cookie business by setting and reflecting on goals, strategy, the future, marketing, and showing appreciation, plus letting their family know how to support them

Ambassador (Grades 11–12) Cookie Influencer	How to become an authority on their cookie business, come up with new ways to share information so it makes a big impact, and inspire younger Girl Scouts
Ambassador (Grades 11–12) My Cookie Business Resume	How to market themselves and showcase their cookie business accomplishments in a resume and portfolio to stand out as someone who knows how to think like an entrepreneur
Ambassador (Grades 11–12) Cookie Entrepreneur Family Pin	How to take charge of their Girl Scout Cookie business, including sales, learning goals, money management skills, and inspiring younger Girl Scouts, plus letting their family know how to support them

Girl Scout Entrepreneur Badges

Our Vision: Girl Scouts develop the entrepreneurial mindset by creating their own products and businesses.

Award/Badge	What Girl Scouts Learn
Daisy (Grades K–1) Toy Business Designer	How to come up with an idea for a toy, design it, make it better, and share it—just like an entrepreneur
Brownie (Grades 2–3) Budding Entrepreneur	How to become an entrepreneur by making something, testing it out, improving their idea through feedback, and then pitching it to others
Junior (Grades 4–5) Business Jumpstart	How to come up with an idea that solves a problem, get feedback and revise it, and pitch it to others to bring it to life like an entrepreneur
Cadette (Grades 6–8) Business Creator	How to think like an entrepreneur: come up with a business idea that solves a problem, design a prototype, solicit feedback, improve their idea, then create a business plan and pitch it
Senior (Grades 9–10) Business Startup	How to find out more about the entrepreneurial mindset and what it takes to start their own business, including coming up with a business idea, designing a prototype, soliciting feedback, improving their idea, then creating a business plan and pitching it
Ambassador (Grades 11–12) Entrepreneur Accelerator	How to think and act like an entrepreneur as they bring their business to life, learn how to work with a team, and motivate people to take a chance with them. They will come up with a business idea, produce a prototype, identify customers, solicit feedback, improve their idea, then create a business plan and pitch it

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