

# Senior Pins

Check off the boxes as you complete each activity with your family—you can earn a different pin each year!



**1. Take note!** First set your sales goal on the next page and share it with your family. At the end of your season, reflect on your goal. Did you reach it? Was it too easy or too hard? Think of how you can use what you've learned to inform your future goals. Jot down your thoughts and email them to yourself so you can revisit them next year.

**2. Shout out your strategy.** Write down your plan for the season, including how you'll maintain and grow your Girl Scout Cookie business. Document your plan using the prompts on page two. Then share it with your family, ask for help, and assign roles. Although you should always do the selling, your energy will go a lot further when your network can help you spread the word!

**3. Look to the future.** The Girl Scout Cookie Program has helped you build skills like managing a budget and setting and meeting goals. Now consider your future. Ask your family for support as you earn one of the Financial Literacy badges for Girl Scout Seniors—Buying Power or Financing My Future. Even if you're earning the badge with your troop, your family will play a key role in supporting you.



**4. Segment your customers.** Customers can be motivated by different things. Separate them into different categories. For example, you might put your friends, family, neighbors, and broader community into four different categories. Or think of different motivations for customers; who might want to support girl empowerment? Who might want to participate in a cookie donation program? Create marketing messages that speak to the lives and motivations of each segment. Test your approach with your family, then adjust it based on their feedback.

**5. Show your appreciation.** Whether this is your first or tenth cookie season, you have a support network around you to help along the way. Ask your family to think of everyone who helped cheer you on, spread the word, and manage logistics. Come up with a way to say thank you to your family, troop leaders, most loyal customers, and Girl Scout sisters.

## Tips for Family

Your Girl Scout can run her own cookie business independently at this point—and that should make you proud. Her leadership skills will grow as she documents her plan, expresses gratitude, and reflects on her goals. Look for ways to encourage her to:

- **Take initiative to research** how start-ups or new businesses document their sales strategies. There are plenty of resources online, including videos, articles, and templates for such strategies. Then cooperate as she tries her hand at delegating tasks to you and other family members while she continues to be the one doing the selling.
- **See failing as a learning opportunity** when she encounters setbacks to her plan. Weather and busy schedules can get in the way. Instead of solving problems for her, ask questions that lead her to make her own solutions. What would she do differently next time? How can she predict future risks in her plan?

# My Cookie Business Plan

## My Sales Goal

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**BUSINESS GOALS**—how is your troop using its proceeds?  
How does that translate to your personal goal?

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**MISSION STATEMENT**—define your business’s purpose with a specific, inspirational, and brief statement. If you earned the Business Plan badge as a Cadette, you can use or update your mission statement from it.

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**CUSTOMER TARGETING** (*see step 4*)—think of all the people who might not get asked to buy Girl Scout Cookies. How will you reach them to expand your customer base?

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**MARKETING AND SALES PLAN**—how will you market your business, and what are your selling methods? Think about the different sales channels, like door-to-door, booths, Digital Cookie or Smart Cookie, group pitches, etc. What has worked best in the past? Which selling method will help you reach your target customers?

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**OPERATIONS PLAN**—how will you manage inventory and collect supplies, and who you will ask for help?

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**TIMELINE**—what are the key dates for your business?

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Check with your troop leader about how your girl can get each pin,  
or head to [girlscoutshop.com](https://www.girlscoutshop.com) to purchase it.