

Families

play an important role!



Girl Scout Cookies build leaders

5 Skills for Girls

Much more than a way to raise money, the Cookie Program is a hands-on leadership and entrepreneurial program. Here are a few examples of how participating in the Cookie Program teaches Girl Scouts skills that will help them grow into leaders in their own lives, leaders in business and leaders in the world:



1. Goal Setting

Your Girl Scout sets cookie sales goals individually and with her team, creates a plan to reach them, and develops **Cooperation** and **Team Building** skills all along the way!

2. Decision-Making

Your Girl Scout helps decide how her team will spend their cookie money, furthering her **Critical Thinking** and **Problem Solving** skills that will help her in many aspects of her life.

3. Money Management

Your Girl Scout takes cookie orders, handles customers' money and gains valuable and **Practical Life Skills** around financial literacy.

4. People Skills

Your Girl Scout learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop **Healthy Relationship** and **Conflict Resolution** skills she can use throughout her life.

5. Business Ethics

Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics here reinforce the **Positive Values** she is developing as a Girl Scout.

Many successful business women and community leaders say they got their start selling Girl Scout Cookies.



Little Brownie
www.littlebrownie.com Bakers®

girl scouts 

Top Ways

families can support girls:



5 Skills for Girls

For more on **The 5 Skills for Girls** developed by GSUSA (2010), go to girlscouts.org/program/gsc_central/ and click on Cookies.

Turn in permission form

Visit www.littlebrownie.com

- o **Cookie Club™** is a safe website where girls can send emails requesting orders from family and friends. Customers order nearly twice as many cookies online. (Council practices vary. Please ask your adult volunteer.)
- o Explore all the great resources, clip art and activities.

Encourage goal-setting

Goal-setting is an important life skill. She'll go far if she knows how to set a high goal and reach it. Guide her to set practical and useful goals about what she wants to learn and earn.

Support her sales

- o Ask her questions and help her practice her sales message.
- o Help her take orders or arrange booth site sales at work, places of worship or other locations.
- o Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills. Share email addresses of family and friends for online orders.
- o Help her turn in her orders and deliver cookies.

Volunteer

Her group needs help chaperoning booth sales, picking up cookies and more.

Practice safety

Help your girl understand the Girl Scout safety rules, found at www.girlscouts.org/cookies. Be a role model for business ethics and safety rules.

The Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience, which is girl driven. Let your Girl Scout take the lead in selling cookies and reaching goals. Never do for a Girl Scout what she can do for herself! Your encouragement, coaching and guidance will be key ingredients to a successful Cookie Program experience for her. For more information on the Girl Scout Leadership Experience, check out <http://www.girlscouts.org/gsle>.

