



Girl Scouts

Financial Literacy Packet





Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

*Members may substitute for the word God in accordance with their own spiritual beliefs.

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
and responsible for what
I say and do,
and to respect myself
and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to
every Girl Scout.



This booklet belongs to:

A rounded rectangular box with a black border, intended for writing the owner's name. It contains several decorative icons: a coin, a blue flower, a green dollar sign, a brown triangle, a purple circle, and another green dollar sign.

My troop number is:

A rounded rectangular box with a black border, intended for writing the troop number. It contains several decorative icons: a coin, a green dollar sign, a wallet, a green dollar sign, a green dollar sign, a piggy bank, and a green dollar sign.



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What is Financial Literacy?

Financial Literacy is the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing!

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How does being Financially Literate
make you feel Courageous?

How does it make you feel Confident?

How does it build Character?

Courage

Confidence

Character



Entrepreneurship

Everything Girl Scouts do is designed to help you grow into leaders of courage, confidence, and character. The five skills you learn through the Girl Scout Cookie Program are important ingredients in the Girl Scout Leadership Experience. Here are a few examples of how participating in the cookie program teaches Girl Scouts skills that will help you grow into leaders in your own life, leaders in business, and leaders in the world.

Through the Girl Scout Cookie Program, Girl Scouts learn...

Goal setting as you set cookie business goals individually and with your troop and then create a plan to reach those goals.

Decision making by deciding what to do with your troop funds, how to market your business, and how to adjust your plans as you encounter challenges and new opportunities.

Money management as you develop and manage a troop budget, take cookie orders, track your sales, and gain confidence handling and managing money.

People skills as you learn how to talk to, listen to, and work with customers in person and virtually. Plus, you put teamwork into action as you reach your goals together.

Business ethics as you learn to run your businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.

This matters because...

Girl Scouts develop a strong sense of self and cooperation and team-building skills as you learn to set and reach goals to succeed in school, on the job, and in life.

You'll develop critical-thinking and problem-solving skills that will help you make big and small decisions in your life; practice helps you make good decisions.

You gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.

These experiences help you develop healthy relationships and conflict-resolution skills for the future.

You practice putting the positive values you learn as a Girl Scout into action to become ethical leaders.

Financial Literacy Badges

Girl Scouts develop money skills through understanding budgeting, investing, and financial planning. Here are some of the badges you can earn!

Money Explorer



How much paper bills and coins are worth and how to use money.

My Money Choices



How to know the difference between what they need and what they want and how to make choices about the money they spend.

Budget Builder



How to make smart budget decisions by learning how much things cost, the difference between wants and needs, and how to be thrifty.

My Own Budget



How to create a real-life budget to spend on things they want or need now, save for something they want or need later, and share to help others.

Budget Maker



How to create a budget to spend, save, and share and understand how financial services work.


My Money Plan





How to earn an income, make it grow by saving and investing, and protect their money and information.


Financial Literacy Badges, Continued

Here are some more of the badges and pins you can earn!
Use this checklist to keep track of your accomplishments!


Cookie Business & Financial Literacy Badges		Earn	Recv
	Cookie Goal Setter		
	My First Cookie Business		
	Money Explorer		
	My Money Choices		

Pins		Earn	Recv
	Cookie Entrepreneur: Year 1		
	Cookie Entrepreneur: Year 2		







Cookie Business & Financial Literacy Badges		Earn	Recv
	Cookie Decision Maker		
	My Cookie Customers		
	Budget Builder		
	My Own Budget		

Pins		Earn	Recv
	Cookie Entrepreneur: Year 1		
	Cookie Entrepreneur: Year 2		

Cookie Business & Financial Literacy Badges		Earn	Recv
	Cookie Collaborator		
	My Cookie Team		
	Budget Maker		
	My Money Plan		

Pins		Earn	Recv
	Cookie Entrepreneur: Year 1		
	Cookie Entrepreneur: Year 2		

Cookie Business

Badge	What Girls Learn	What It Means
<p>DAISY (Grades K-1)</p> <p>Count It Up</p> 	<p>How to set sales goals by learning about the different kinds of cookies and what they cost.</p>	<p>When girls walk into a grocery store, they will know that foods cost money and have value. Family discussions about shopping bills and “saving for a rainy day” will become more meaningful.</p>
<p>DAISY (Grades K-1)</p> <p>Talk It Up</p> 	<p>How to agree on what to do with their cookie money, and let their customers know their goals.</p>	<p>Young girls are beginning to learn how to make important decisions together. Team-work helps girls communicate their ideas, listen, compromise, and not get their feelings hurt in the process.</p>
<p>BROWNIE (Grades 2-3)</p> <p>Meet My Customers</p> 	<p>How to talk to customers, count change, and role-play for better customer relations.</p>	<p>Developing a sales pitch and being able to deliver it confidently empowers young girls, and gives them tools to benefit in other areas of their life—from running for student council to convincing their soccer team to practice more.</p>
<p>BROWNIE (Grades 2-3)</p> <p>Give Back</p> 	<p>Ways to set a giving goal to help others through their cookie sales, and how to communicate this to their customers.</p>	<p>Girls develop the positive habit of giving, and begin thinking about how to build philanthropy into their own saving and spending plans.</p>
<p>JUNIOR (Grades 4-5)</p> <p>Cookie CEO</p> 	<p>How to set up a group goal, explore how a small business works, create a cookie sales job list, and track sales.</p>	<p>Women are becoming a dominant force in business—two out of five privately held firms are female-owned. By finding out what it takes to run a business, Girl Scout Juniors can use these same skills in any profession they choose.</p>
<p>JUNIOR (Grades 4-5)</p> <p>Customer Insights</p> 	<p>Who buys cookies and why. By doing the research, listening for clues, and asking great questions, girls find out what customers want and need.</p>	<p>Girls become savvier sellers <i>and</i> shoppers by exploring their own purchasing power and being aware of what attracts them to a product and compels them to buy (or not!).</p>



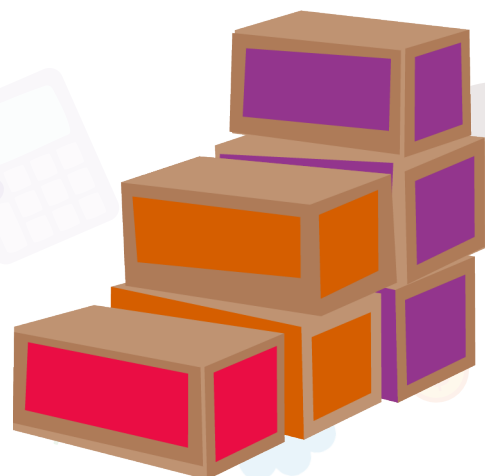
Goal Setting



Did you know that when you are a Girl Scout, you are helping with the largest girl-led business in the whole world? Running our cookie business helps girls do great things.

Your sales numbers are the key to knowing if you're meeting your goals and identifying areas where you can improve. Create a chart to track sales in different ways. For example, you may want to keep a log of daily sales that includes a note about the weather on each day; it will help you figure out how rain, snow or cold affects your sales. You could even track sales by the hour to see what time of day is best for sales. At the end of the sale, discuss with your family how you could use what you've learned to increase business next year.

One special thing I hope to do this year is:



Cookie Goal Meter

Set a sales goal.

For each box of cookies you sell, you can work toward earning incentives or Program Points to go to Girl Scouts events or camp!



How many boxes of cookies do you want to sell?

A rounded rectangular box with a black border, intended for the user to write their goal. It contains faint background icons of a coin, a cloud, and a dollar sign.

Now, break that overall goal down into small goals.

For example, how many boxes do you want to sell per week?

Who bought cookies last year?

Who do you want to ask again?

What new people can you ask?

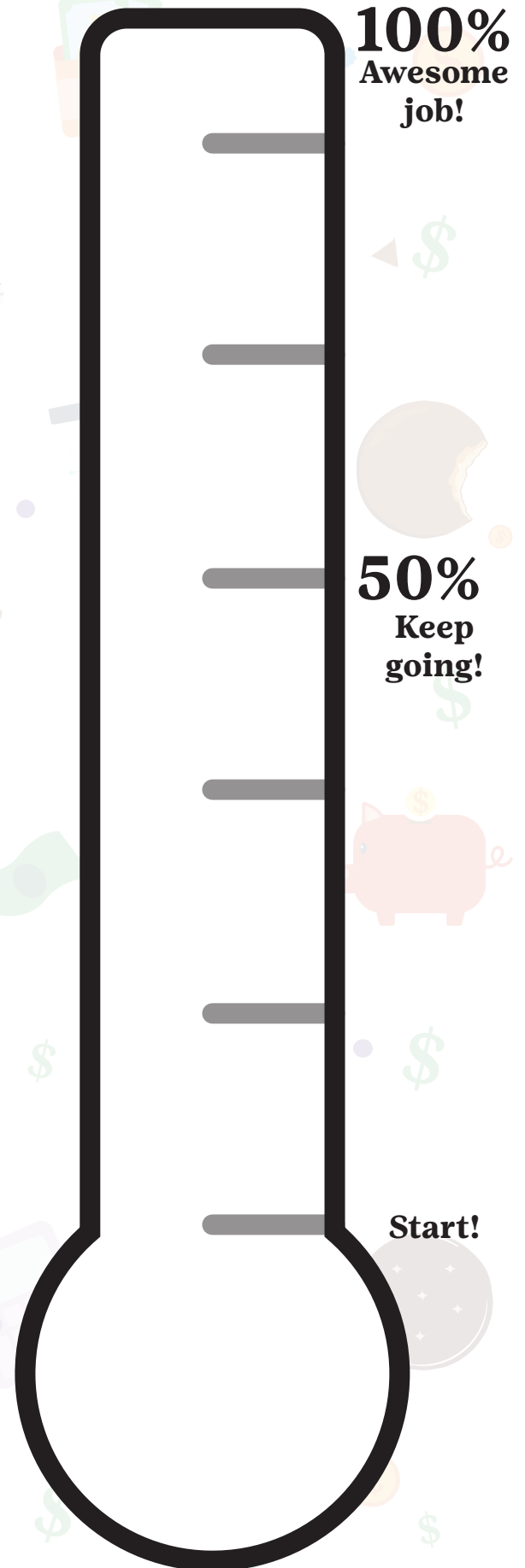


Draw a poster to help you see your goal.

Put lines on the pictures that show the number of boxes sold.

Hang your poster somewhere where it will remind you of your goal everyday.

Once a week, color in the poster according to your sales to see how close you are to reaching your goal!





Decision Making

As Girl Scouts learn to handle money and become self-reliant, you will also learn how to bring your own values to the business world and how to use your time, talent, and resources (including money) to make the world a better place. Our unique program model lets the you take the lead through hands-on activities where you work together to navigate a variety of topics with supportive and caring friends and adults.

All Girl Scouts have access to progressive experiences that build innovative and entrepreneurial-minded leaders, giving you the courage to fail and keep trying, the tools to create an independent future, and the power to do good in the world.



Girl Scouts has the financial empowerment and entrepreneurial programming that allow you to build essential money habits while also building your entrepreneurial mindset as you learn from real-life, hands-on experiences.

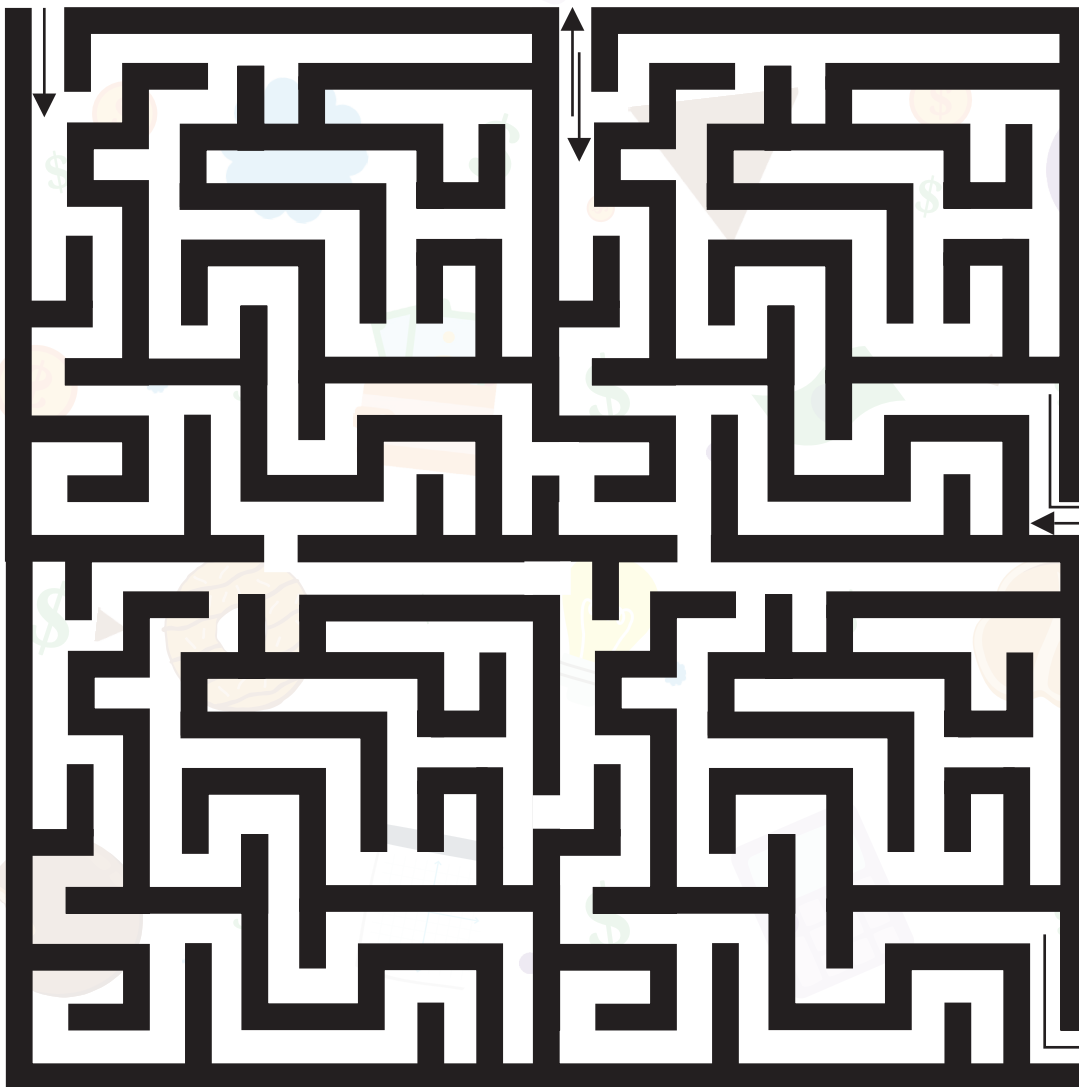


Money Maze

Think about where our money goes. If someone saved up their money to buy their favorite box of Girl Scout cookies, their money then goes into the troop's bank account, and then that troop gets closer to their goal, like a party or a trip!

1. Someone saves up their money.

2. They buy their favorite cookie!



3. Your troop gets closer to your goal!



4. Celebrate!



How is your troop celebrating this year?



Money Management

Financial literacy skills matter now more than ever. However, there's a gap when it comes to teaching young people, especially girls, the skills they need. Many schools don't effectively address financial literacy. And even the financial literacy programs that are available don't start early enough—experts say that young people need to start learning about money as early as five and begin forming money habits as early as the age of seven.



We also know that helping girls enter the business and entrepreneurial workforce is beneficial for girls and the world. Plus, encouraging girls' entrepreneurship prepares them for any future career. The social and emotional qualities that lead to successful entrepreneurship—like curiosity, confidence, and innovation—are also critical to all types of academic and career success. Entrepreneurs learn how to take an idea and turn it into action.



Make a Budget Binder

Making a Budget Binder is easy! All you need is a three ring binder and three pencil bags! Label each of the bags with the names, “Earned,” “Share,” and “Save.”

Your Earned bag is going to be where you store your money as you earn it to spend, share, and save it later. Make a log to keep track of your money!

Your Share bag is going to be where you set aside money to donate to your favorite nonprofit or maybe even buy gifts for a birthday or holiday!

Your Save bag is going to be where you set aside money for the future, maybe there’s a big toy or trip you’re saving up for!

Earned

Share

Save

Date	Reason	Earned	Share	Spend	Save
		\$	\$	\$	\$
		\$	\$	\$	\$
		\$	\$	\$	\$
		\$	\$	\$	\$
		\$	\$	\$	\$
		\$	\$	\$	\$
		\$	\$	\$	\$
		\$	\$	\$	\$
		\$	\$	\$	\$



People Skills

It's not just “what” you do, but “how.” When girls are engaged that creates a high quality experience. All Girl Scout experiences are built on three processes (Girl-Led, Cooperative Learning, and Learning by Doing) that make Girl Scouting different from school and other extra-curricular activities. When used together, these processes promote the fun and friendship so integral to Girl Scouting.

Girl-Led

Girls play an active role in the planning and implementation of activities while adults provide age-appropriate facilitation, ensuring that planning, organization, set-up, and evaluation of all activities are done jointly with the girls.

Cooperative Learning

All members of your group work together towards a common goal that can only be accomplished with the help of others.

Learn by Doing

A “hands-on” learning process that engages girls in cycles of action and reflection resulting in deeper understanding of concepts and mastery of practical skills.



Replies and Responses

Everyone who buys cookies is helping you and other girls have a great time in Girl Scouts! Customers want to feel that they are helping girls do something important when they buy cookies. However, hearing people say, “No, thanks,” is a part of selling any product. Use each “no” to learn more about customers. Customers often give you clues about what they want when you talk to them. Listen closely, and be ready to respond with a suggestion or follow up question in order to close a sale.

Think about what you might say if a customer said one of these things.

If a customer said this:

How would you reply?



“My kids aren’t at home anymore, they’re in college.”

“I don’t eat cookies because they aren’t healthy.”



“I really don’t like chocolate.”

“I already bought a box from the girl down the street.”



“I can purchase cookies for less money at the store.”



Business Ethics

Girl Scouts are honest and fair in everything you do, especially when it comes to selling cookies. If you are honest and fair, your friends, classmates, and teachers will count on you and think of you as trustworthy.



When you act in the ways that the Girl Scout Law suggests, how are you acting like a responsible business owner? Get together with your sister Girl Scouts or friends and see what they say.

When I act in an honest way, I am showing:

It is dishonest to:

Design a Business Card and Advertising

Think of your business, whether it's your cookie booth or something else. How do you tell your customers who you are? What would your title be? What kind of sign would you design to attract customers?

Design Your Own Business Cards:

First Name:

Troop Number:

DC Link:

First Name:

Troop Number:

DC Link:

Design Your Own Advertisement:



