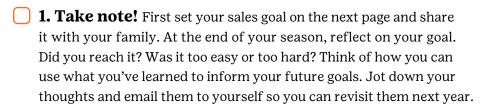
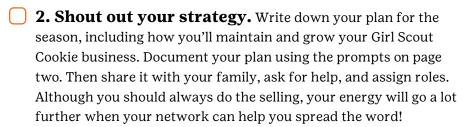
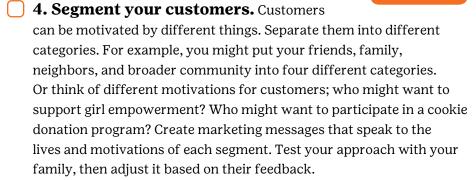
Check off the boxes as you complete each activity with your family—you can earn a different pin each year!









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.



YEAR 2

Tips for Family

Your Girl Scout can run their own cookie business independently at this point—and that should make you proud. Their leadership skills will grow as they document their plan, express gratitude, and reflect on their goals. Look for ways to encourage them to:

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 your Girl Scout delegates tasks to you and other family members. The key is to let your Girl Scout lead their business completely.

opportunity when they encounter setbacks to their plan. Weather and busy schedules can get in the way. Instead of solving problems for your Girl Scout, ask questions that lead them to make their own solutions. What would they do differently next time? How can they predict future risks in their plan?



My Cookie Business Plan

Mv	Sal	les	Go	al
- - -			\mathbf{c}	~1

packages

BUSINESS GOALS—how is your troop using its proceeds? How does that translate to your personal goal?
MISSION STATEMENT—define your business's purpose with a specific, inspirational, and brief statement.
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?
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 group pitches, etc. What has worked best in the past? Which selling method will help you reach your target customers?
OPERATIONS PLAN—how will you manage inventory and collect supplies, and who you will ask for help?
TIMELINE—what are the key dates for your business?

Check with your troop leader about how your girl can get each pin, or head to **girlscoutshop.com** to purchase it.