

Celebrating the Five Skills in a Virtual Cookie World!

We all know this Cookie Season is going to look different. How can your Girl Scout face new challenges and still get the most out of her experience? Don't just sell cookies- build business skills!

Goal setting- You have to set goals in order to crush them! Help your Girl Scout set realistic but inspirational goals this year by considering how she'll be participating. Will she cover her neighborhood in doorhangers to share her Digital Cookie link? Will she focus on social media, try hosting a Zoom booth? There are so many safe, no-contact ways to make this cookie season a unique learning experience. Check out this year's order card to see the new rewards available and help set a goal. Aiming for Hope, the horse plush or going big for the Rock Star Kit? Now's the time to make a plan!

Decision Making- This year is one we all find ourselves making tough decisions. Practice makes perfect so it's a great time for your Girl Scout to start! Will your family participate in booth sales if they're approved? If not, what other creative options are there for hitting that goal you've just set? Who will your customers be and how will you reach them? What kind of marketing will work best for your neighborhood- door hangers? Yard signs? Posters? Social media? Decision making is an important skill that will make planning your Girl Scout's experience a breeze!

Money Management- Whether it's allowance, troop activity planning or managing her future paychecks, strategic money management skills are vital. Talk to your Girl Scout about whether you'll be collecting cash from customers or want to focus on online payments. Has she talked with the others in her troop about how they'll spend their proceeds- community service projects, saving for future activities, or maybe online programs? How many cookies will the troop need to sell to reach these financial goals? Letting your Girl Scout take an active role in managing her Digital Cookie storefront also gives her insight into how online commerce works as she watches her sales totals skyrocket!

People Skills- As we're all learning, online people skills are more important than ever! Creating a Zoom booth is an opportunity to learn how to create a presentation outline, prioritize your message and engage possible customers in a virtual environment. When helping your Girl Scout promote her sale on social media, it's a great time to talk about making posts that are compelling AND inclusive. Strong people skills, whether in person or online, are critical to preparing your Girl Scout for success in school, community and beyond into her future career!

Business Ethics- Part of making the world a better place is modeling the values of honesty and trustworthiness. This Cookie Program will likely have more restrictions than those in the past to keep everyone safe and healthy. How will your girl manage a successful sale while following the rules? How will she honor her customer deliveries while keeping social distanced? How do the Girl Scout Law and Promise fit into her sales plan?

Moving into a year of unique obstacles, it's important to remember that every new experience is an opportunity for learning and defining what kind of person you want to be. Taking time after the program to evaluate what went well and what could be improved next year is a great way to help your Girl Scout grow!