






















The Girl Scout Cookie Program Badges and Awards

Our Vision: Girl Scouts develop business skills as they become cookie entrepreneurs.

Award/Badge	What Girl Scouts Learn
Daisy (Grades K-1) Cookie Goal Setter 	How to run their own business working with their troop to decide how to use their money, set goals, and share those goals with real customers
Daisy (Grades K-1) My First Cookie Business 	How to sell cookies and excite customers with a sales pitch and how to use the troop's earned cookie money
Daisy (Grades K-1) Cookie Entrepreneur Family Pin 	How to have fun with their family while running their Girl Scout Cookie® business. Families help Daisies take their first steps to selling cookies
Brownie (Grades 2-3) Cookie Decision Maker 	How to think like an entrepreneur by working with their team and making decisions for the success of their cookie business
Brownie (Grades 2-3) My Cookie Customers 	How to get new customers, talk to them about the cookie business, and keep them coming back
Brownie (Grades 2-3) Cookie Entrepreneur Family Pin 	How to have fun with their family while running their Girl Scout Cookie business, such as setting a stretch goal, brainstorming ideas, and practicing their sales pitch with their families
Junior (Grades 4-5) Cookie Collaborator 	How to collaborate with their troop, community, and network to set goals, make decisions, and grow their cookie business
Junior (Grades 4-5) My Cookie Team 	How to use teamwork to help their cookie business by bringing their different skills and ideas together to meet their goals
Junior (Grades 4-5) Cookie Entrepreneur Family Pin 	How to have fun with their family while running their Girl Scout Cookie business, such as developing their sales strategy and fine-tuning their sales pitch
Cadette (Grades 6-8) Cookie Innovator 	How to make smart money decisions that reflect their values, explore their money habits, and know how to track their spending
Cadette (Grades 6-8) Cookie Market Researcher 	How to create a budget for their future based on earning power, living expenses, and giving back
Cadette (Grades 6-8) My Cookie Venture 	How to invest, manage their spending habits, be a safe and savvy spender, and make informed money decisions
Cadette (Grades 6-8) Cookie Entrepreneur Family Pin 	How to take the lead while getting support from their family when running their Girl Scout Cookie business, including hitting benchmarks, financial planning, and growing their customer network
Senior (Grades 9-10) Cookie Boss 	How to lead with confidence as they become the boss of their cookie business to reach their goals
Senior (Grades 9-10) My Cookie Network 	How to use their network—their team, customers, and those who support their business—to strengthen their customer base and take their cookie business to the next level
Senior (Grades 9-10) Cookie Entrepreneur Family Pin 	How to take charge of their Girl Scout Cookie business by setting and reflecting on goals, strategy, the future, marketing, and showing appreciation, plus letting their family know how to support them
Ambassador (Grades 11-12) Cookie Influencer 	How to become an authority on their cookie business, come up with new ways to share information so it makes a big impact, and inspire younger Girl Scouts
Ambassador (Grades 11-12) My Cookie Business Resume 	How to market themselves and showcase their cookie business accomplishments in a resume and portfolio to stand out as someone who knows how to think like an entrepreneur
Ambassador (Grades 11-12) Cookie Entrepreneur Family Pin 	How to take charge of their Girl Scout Cookie business, including sales, learning goals, money management skills, and inspiring younger Girl Scouts, plus letting their family know how to support them