
















BADGE	DESCRIPTION
 <p>Count It Up</p> <p>Daisy (Grades K-1) Financial Literacy Entrepreneurship</p>	<p>Learn how much coins and bills are worth.</p> <ol style="list-style-type: none"> 1. Find out what cookies cost 2. Learn about different kinds of cookies 3. Set a sales goal <p>When you've earned this leaf, you'll know how your cookie money adds up.</p> <p>GET THIS BADGE</p>
 <p>Making Choices</p> <p>Daisy (Grades K-1) Financial Literacy Entrepreneurship</p>	<p>Learn the difference between needs and wants.</p> <ol style="list-style-type: none"> 1. Find out the difference between needs and wants 2. Try setting a goal to save for what you want 3. Help others with what they need and want <p>When you've earned this leaf, you'll know more about how to make choices about using money.</p> <p>GET THIS BADGE</p>
 <p>Money Counts</p> <p>Daisy (Grades K-1) Financial Literacy Entrepreneurship</p>	<p>Find out about money. You can use it to buy things, and you can use it to help other people too.</p> <ol style="list-style-type: none"> 1. Understand different kinds of coins 2. Know more about paper money 3. Find out the cost of fun <p>When you've earned this leaf, you'll know more about money and what it's worth.</p> <p>GET THIS BADGE</p>

BADGE	DESCRIPTION
 <p>Talk It Up</p> <p>Daisy (Grades K-1) Financial Literacy Entrepreneurship</p>	<p>When you take part in the Girl Scout Cookie Program, you are helping with the largest business run by girls in the whole world. Now, choose what to do with the money you earn.</p> <ol style="list-style-type: none"> 1. Decide how to use your cookie money 2. Talk about how to use cookie money to help others 3. Inspire your customers <p>When you've earned this leaf, you'll be able to decide how to best use your cookie money.</p> <p>GET THIS BADGE</p>
 <p>Give Back</p> <p>Brownie (Grades 2-3) Financial Literacy Entrepreneurship</p>	<p>Find out how philanthropists give money to help others. Then use the skills you learned to come up with ideas for how to give back with some of your cookie money!</p> <ol style="list-style-type: none"> 1. Find out about businesses that give back 2. Set a giving goal 3. Involve your customers 4. Practice giving back 5. Tell your cookie customers how they helped <p>When you've earned this badge, you'll know how businesses help others—and how you can do the same thing.</p> <p>GET THIS BADGE</p>
 <p>Meet My Customers</p> <p>Brownie (Grades 2-3) Entrepreneurship Financial Literacy</p>	<p>Find out how to manage your money by pretending to be a customer. Then use what you learned to make sure your cookie customers enjoy buying from you.</p> <ol style="list-style-type: none"> 1. Find out where your customers are 2. Talk to some customers 3. Practice handling money and making change 4. Role-play good customer relations 5. Thank your customers! <p>When you've earned this badge, you'll know how to find customers and be comfortable selling to them.</p> <p>GET THIS BADGE</p>

BADGE	DESCRIPTION
 <p>Money Manager</p> <p>Brownie (Grades 2-3) Entrepreneurship Financial Literacy</p>	<p>Learn the difference between needs, like food and clothing, and wants, like video games and movie tickets.</p> <ol style="list-style-type: none"> 1. Shop for elf items with your elf doll 2. Go grocery shopping 3. Go clothes shopping 4. Get ready for school 5. Have some fun <p>When you've earned this badge, you'll know how to manage money wisely.</p> <p>GET THIS BADGE</p>
 <p>Philanthropist</p> <p>Brownie (Grades 2-3) Entrepreneurship Financial Literacy</p>	<p>Find out more about basic human needs and learn how you can be a "philanthropist"-a person who gives to people who need help!</p> <ol style="list-style-type: none"> 1. Learn what every person needs 2. Investigate how to help people who are hungry 3. Find out how to help people who need clothing 4. Know how to help in times of emergency 5. Think-and act-like a philanthropist <p>When you've earned this badge, you'll know how to help people in need.</p> <p>GET THIS BADGE</p>
 <p>Business Owner</p> <p>Junior (Grades 4-5) Entrepreneurship Financial Literacy</p>	<p>Find out how you can turn something you love into a successful business.</p> <ol style="list-style-type: none"> 1. Explore a business you might like to start someday 2. Learn the basics of running a business 3. Find out what kind of support is available for small-business owners 4. Investigate what makes great customer service 5. Understand the importance of consumer research <p>When you've earned this badge, you'll know the basic steps to plan and create a new business.</p> <p>GET THIS BADGE</p>

BADGE	DESCRIPTION
 <p>Cookie CEO</p> <p>Junior (Grades 4-5) Financial Literacy Entrepreneurship</p>	<p>When you sell Girl Scout Cookies, you're already running your own business—and you can earn this badge for it!</p> <ol style="list-style-type: none"> 1. Set a group goal 2. Explore how a small business works 3. Create a cookie sale job list 4. Learn to make a good impression 5. Track your sales <p>When you've earned this badge, you'll know more about how to run all parts of your cookie business.</p> <p>GET THIS BADGE</p>
 <p>Customer Insights</p> <p>Junior (Grades 4-5) Entrepreneurship Financial Literacy</p>	<p>Use what you learn from your customers to make your cookie business even stronger!</p> <ol style="list-style-type: none"> 1. Ask an expert what customers want 2. Do some research at the grocery store 3. Find out who buys cookies and why 4. Learn from people who don't buy 5. Listen for clues and ask great questions <p>When you've earned this badge, you'll have a better understanding of your cookie customers.</p> <p>GET THIS BADGE</p>
 <p>Savvy Shopper</p> <p>Junior (Grades 4-5) Life Skills Financial Literacy</p>	<p>Explore the difference between needs and wants, and learn how to save for both.</p> <ol style="list-style-type: none"> 1. Explore your needs and wants 2. Look into why you want what you want 3. Find out what makes people happy (or not!) with what they buy 4. Learn how to decide what to buy 5. Make a plan to buy something you need or want <p>When you've earned this badge, you'll know the difference between what you need and what you want—and you'll be able to wisely save money for both.</p> <p>GET THIS BADGE</p>

BADGE	DESCRIPTION
 <p>Budgeting</p> <p>Cadette (Grades 6-8) Financial Literacy</p>	<p>Find out how to make a budget, which is a plan for spending and saving money.</p> <ol style="list-style-type: none"> 1. Practice budgeting for what you value 2. Learn to track your spending 3. Find out about ways to save money 4. Explore different ways to give 5. Create a budget that focuses on your values <p>When you've earned this badge, you'll be able to keep track of your money, save for things you need and want, and help others by giving.</p> <p>GET THIS BADGE</p>
 <p>Business Plan</p> <p>Cadette (Grades 6-8) Entrepreneurship Financial Literacy</p>	<p>Find out how to create a business plan.</p> <ol style="list-style-type: none"> 1. Write your mission statement and business goals 2. Increase your customer base 3. Get into the details 4. Make a risk management plan 5. Gather expert feedback on your plan <p>When you've earned this badge, you'll know how to write an effective business plan for your cookie business.</p> <p>GET THIS BADGE</p>
 <p>Comparison Shopping</p> <p>Cadette (Grades 6-8) Financial Literacy</p>	<p>Learn how to use the internet to find great products and save money.</p> <ol style="list-style-type: none"> 1. Learn to comparison shop 2. Find out how to use online reviews 3. Check out the fine print 4. Investigate how to avoid online fraud 5. Know how to manage your online shopping <p>When you've earned this badge, you'll know how to go online to find the best deals on the best products in the safest way possible.</p> <p>GET THIS BADGE</p>

BADGE	DESCRIPTION
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Financing My Dreams

Cadette (Grades 6-8)
 Entrepreneurship
 Financial Literacy

Find out how to turn your daydreams into real life-and then learn how to budget for them.

1. Explore dream jobs
2. Price out buying your dream home
3. Research dream vacations
4. Make a dream giving goal
5. Add up your dreams!

When you've earned this badge, you'll know the realities of budgeting and how to practice financial habits that will help you in the future.

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Marketing

Cadette (Grades 6-8)
 Entrepreneurship
 Financial Literacy

Find out how to sort through promotions, deals, and ads to find the best bargain for you. Then use what you learned to create a strong advertisement and marketing message for your cookie sale.

1. Find out more about brand identity
2. Check out the competition
3. Research other products that have a philanthropic angle
4. Develop your marketing message
5. Create your marketing campaign

When you've earned this badge, you'll know how to create a marketing plan for your cookie business.

[GET THIS BADGE](#)

BADGE	DESCRIPTION
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Think Big

Cadette (Grades 6-8)
 Entrepreneurship
 Financial Literacy

Come up with a big goal and then take your cookie business to a whole new level so you can achieve it.

1. Come up with a big idea
2. Take your sales to the next level
3. Sell your big dream to others
4. Ask experts to help you take your plan up a notch
5. Share your experience in a big way

When you've earned this badge, you'll know how to set bigger goals for your cookie sale and come up with creative ways to reach them.

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Business Etiquette



Senior (Grades 9-10)
 Financial Literacy
 Entrepreneurship

Learn the basic business manners that will allow you to showcase just what you're capable of.



1. Communicate with style and confidence
2. Ace an interview
3. Try your hand at negotiating
4. Explore how to act on the job
5. Network with flair



When you've earned this badge, you'll know the kind of savvy you'll need to be successful in the business world.


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BADGE	DESCRIPTION
 <p>Buying Power</p> <p>Senior (Grades 9-10) Entrepreneurship Financial Literacy</p>	<p>Find out about the long-term impact of making a big purchase and understand how you need to be prepared to keep paying for your purchases long after you've started to use the items.</p> <ol style="list-style-type: none">1. Compare costs and options2. Conduct consumer research3. Calculate the long-term costs4. Investigate ways to find better deals5. Create a savings plan for a big purchase you'd like to make <p>When you've earned this badge, you'll know how to research and budget for a big purchase for yourself or your family.</p> <p>GET THIS BADGE</p>
 <p>Customer Loyalty</p> <p>Senior (Grades 9-10) Entrepreneurship Financial Literacy</p>	<p>Find out how to engage your cookie customers so they'll keep coming back for more.</p> <ol style="list-style-type: none">1. Show how cookie money helps girls2. Connect with former cookie sellers3. Build your customer list4. Create a customer-appreciation program5. Keep your customer connection <p>When you've earned this badge, you'll know how to build your cookie business by increasing customer loyalty.</p> <p>GET THIS BADGE</p>

My Badge Explorer

BADGE	DESCRIPTION
 <p>Financing My Future</p> <p>Senior (Grades 9-10) Financial Literacy</p>	<p>Declare your dreams for your educational future and then figure out how to finance them so you can start planning thoughtfully for your future.</p> <ol style="list-style-type: none">1. Declare your dreams2. Decide what you need and want3. Go comparison shopping4. Explore your financial aid options5. Build a blueprint for your future <p>When you've earned this badge, you'll have a plan for your educational future-including ideas on how to pay for it.</p> <p>GET THIS BADGE</p>
 <p>My Portfolio</p> <p>Senior (Grades 9-10) Entrepreneurship Financial Literacy</p>	<p>Find out how you can use your cookie sales experience to stand out in the future.</p> <ol style="list-style-type: none">1. Create a cookie resume2. Put together a cookie portfolio3. Get feedback about how to market yourself for a job or college interview4. Write an essay about what you learned from the cookie sale5. Learn how to ace an interview <p>When you've earned this badge, you'll be able to show college admissions officers and employers what you've learned from your cookie sales experience.</p> <p>GET THIS BADGE</p>

BADGE	DESCRIPTION
 <p>Good Credit</p> <p>Ambassador (Grades 11-12) Entrepreneurship Financial Literacy</p>	<p>Know what it takes to keep good credit and borrow money wisely, including how to pay back what you owe in time.</p> <ol style="list-style-type: none"> 1. Get the scoop on credit scores 2. Find out how bank loans work 3. Learn the ins and outs of credit cards 4. Gather real-life borrowing stories 5. Write your own credit commitment <p>When you've earned this badge, you'll know more about ways to responsibly borrow money and understand the importance of establishing good credit.</p> <p>GET THIS BADGE</p>
 <p>On My Own</p> <p>Ambassador (Grades 11-12) Entrepreneurship Financial Literacy</p>	<p>Know how to create and stick to a budget so you can avoid financial pitfalls and be independent.</p> <ol style="list-style-type: none"> 1. Plan for where you'll live 2. Plan for your daily needs 3. Plan for having fun 4. Plan for the unexpected 5. Plan for sharing with others <p>When you've earned this badge, you'll understand the importance of creating a budget-a skill that will help you wherever life leads.</p> <p>GET THIS BADGE</p>

BADGE	DESCRIPTION
 <p>P&L</p> <p>Ambassador (Grades 11-12)</p> <p>Entrepreneurship Financial Literacy</p>	<p>Find out how to apply the values of honesty and responsibility to your cookie business.</p> <ol style="list-style-type: none">1. Find out more about business ethics2. Create your own cookie promise3. Pass on your customer list4. Teach younger Girl Scouts about the business ethics of the cookie sale5. Leave a legacy <p>When you've earned this badge, you'll know how to apply your Girl Scout values to your cookie business.</p> <p>GET THIS BADGE</p>