

The Cookie Challenge:

Part Two





Congrats!

You crushed the Cookie Challenge and now it's time to smash Part Two! Every wise businesswoman knows her product well so she can sell with confidence. This year, you're diving even deeper. With these activities, you'll become a true cookie pro. Learning everything from ingredients and packaging to fun facts and flavor profiles.

All the activities below will help you grow your people skills, business ethics, decision-making abilities, money management and goal setting as you level up your cookie-selling confidence and creativity.

Girls earn the Great Cookie Challenge patch after completing the required activities. This is a limited time patch and can ONLY be purchased in the Girl Scout Shops until April 1, 2026.

Grade Level Requirements

Daisies (grades K-1). Choose four activities.

Brownies (grades 2-3). Choose five activities.

Juniors (grades 4-5). Choose six activities.

Cadettes (grades 6-8). Choose seven activities.

Seniors (grades 9-10). Choose eight activities.

Ambassadors (grades 11-12). Choose nine activities.



PRODUCT KNOWLEDGE

Cookie Taste Test Challenge

Blindfold Girl Scouts and have them taste small samples of cookies, then try to guess the cookie based on flavor and texture. Afterward, discuss what makes each one unique.

Cookie Ingredient Match-Up

First, go over the cookies and their descriptions on page 6. Then, use the cards on page 7 to have girls match each cookie with its correct list of ingredients. Once all matches are made, lead a short discussion about common allergens found in the cookies and highlight special options such as gluten-free or vegan varieties.

Cookie Around the World

Research cookies from different cultures and compare them to Girl Scout Cookies. Create a chart or display that shows similarities and differences.

Cookie Commercial Creator

Girls work in small teams to create and perform a short commercial for one Girl Scout Cookie. They'll showcase its flavor, ingredients, packaging, and why customers should try it! Each group will create a 30–60 second "commercial" promoting their cookie. Encourage them to be creative; singing, acting, humor, and visual props are all welcome!



SELLING STRATEGIES

Obstacle Course: The Cookie Sale Journey

Create a physical or paper-based obstacle course representing real-world selling challenges (weather, rejection, low stock, etc.). Girls navigate and brainstorm solutions at each "stop."

Money Matters Mania

Set up a game simulating different customer transactions using fake money and cards. Practice giving correct change, calculating totals, and responding to special requests.

Confidence Builder Bingo

Girls will complete the cards on page 10 and 11 during practice sessions.

Sales Personality Scenarios

Give girls different customer "types" (shy, indecisive, enthusiastic, etc.) and have them role-play how to adapt their sales approach for each one.



MARKETING YOUR COOKIE BUSINESS

Create a Cookie Flyer

Have girls design a printed flyer for cookie sales using fun graphics and persuasive language. Include troop goals, cookie types, and contact info (with parent help if needed).

30-Second Commercial

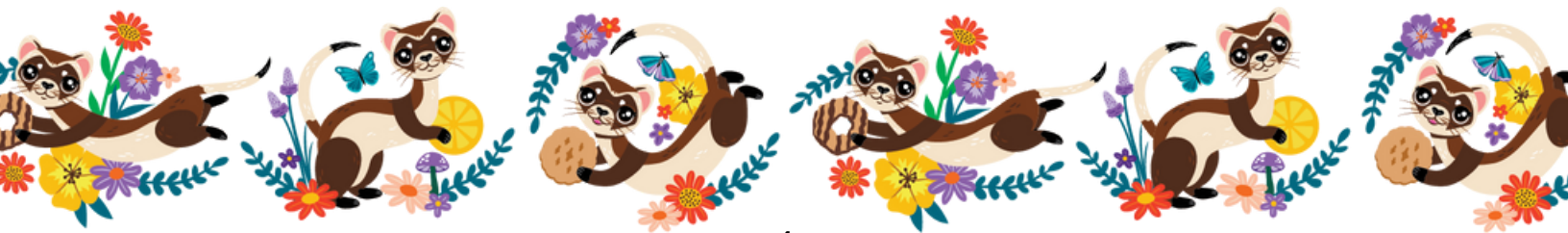
Girl's script and perform a short commercial promoting cookie sales. It can be filmed for social media or performed live for the troop.

Cookie Sales Map

Using a printed map of your community or state, plot where you've sold cookies in the past or plan to. Discuss areas to reach next and new marketing ideas for each.

QR Code Quest

With adult help, create and decorate a sign with a QR code that links to your Digital Cookie site. Practice where and how to display it for best impact.



SHARING YOUR COOKIE SPIRIT

Cookie Spirit Parade

Create cookie-themed banners, costumes, and chants. Hold a mini parade around your meeting area or neighborhood to spread spirit and smiles (and maybe flyers!).

Kind Cookie Compliments

Girls write compliments, or thank-you notes with cookie puns ("You're a sweetie like a Thin Mint!") and hand them out at booths or attach them to packages.

Cookie Cheerleader Challenge

Girls create their own cookie-themed cheer or chant to use at booths. Perform for the troop or record to share with other Girl Scouts.

Cookie Spirit Photo Booth

Design a cookie-themed backdrop and fun props (giant cookies, speech bubbles, etc.). Take silly and spirited pictures to post (with parent permission) or display at booths.





Your Girl Scout Cookie favorites are back!



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Exploremores™

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

*Limited availability



Indulgent brownie-inspired cookies topped with caramel flavored crème with a hint of sea salt	Sandwich cookies with chocolate, marshmallow, and almond flavored creme	Savory, refreshing shortbread cookies topped with a tangy lemon-flavored icing
Iconic shortbread cookies inspired by the original Girl Scout Cookie recipe	Crisp, chocolate cookies dipped in a delicious mint chocolaty coating	Crispy cookies layered with peanut butter and covered with a chocolaty coating
Crisp cookies with caramel, coconut, and chocolaty stripes	Crunchy oatmeal sandwich cookies with peanut butter filling	Gluten free! Chewy cookies with rich caramel, semisweet chocolate chips, and a hint of sea salt



OBSTACLE COURSE: THE COOKIE SALE JOURNEY

“It’s Raining!” – Weather Challenge

Scenario: You planned a booth today... but it’s pouring!

Prompt: What’s your backup plan?

Goal: Adaptability and preparedness.

“They Said No” – Rejection Station

Scenario: A customer walks by and says “No thanks.”

Prompt: How do you respond positively and keep going?

Goal: Building resilience and confidence.

“I Forgot My Pitch!” – Memory Mix-Up

Scenario: You freeze and forget what to say mid-sale.

Prompt: What can you do to recover with confidence?

Goal: Self-reliance and public speaking.

“No Cash!” – Payment Problems

Scenario: A customer wants to buy but has no cash.

Prompt: What options can you offer?

Goal: Digital literacy and problem-solving.

“Can I Have a Vegan Option?” – Special Request

Scenario: A customer asks for vegan or gluten-free cookies.

Prompt: What do you say and recommend?

Goal: Product knowledge and customer service.



OBSTACLE COURSE: THE COOKIE SALE JOURNEY

“I Don’t Know What I Want” – Indecisive Buyer

Scenario: A customer is unsure what to get.

Prompt: How do you guide them and recommend cookies?

Goal: Listening and decision support.

“We Ran Out!” – Inventory Issue

Scenario: A customer wants a cookie you’ve sold out of.

Prompt: What can you offer instead or suggest?

Goal: Flexibility and upselling.

“You’re Not Smiling” – Body Language Checkpoint

Scenario: A mirror shows a frown!

Prompt: Fix your posture and smile—how does it feel?

Goal: Positive body language.

“Where Does the Money Go?” – Mission Moment

Scenario: A customer asks where the money goes.

Prompt: Practice sharing your troop’s goals.

Goal: Communicating purpose.

“Teamwork Test” – Partner Obstacle

Scenario: Help your teammate complete a cookie fact relay or puzzle.

Prompt: How did you support each other?

Goal: Team collaboration.

CONFIDENCE BINGO

BUILDER

CARD 1

Greet a new customer	Say your troop goal	Smile while selling	Give a compliment	Tell your favorite cookie
Handle a “no” politely	Offer to explain flavors	FREE SPACE	Make eye contact	Explain how funds are used
Ask, “Would you like to buy some	Upsell a bundle	Use a loud clear voice	Say thank you	Offer help choosing
Share how cookies help Girl Scouts	Mention a digital option	Show confidence	Talk about vegan/gluten-free	Introduce yourself
Repeat your pitch confidently	Be polite to everyone	Say something positive	Help a fellow Girl Scout	Remember to smile again!

CARD 2

Introduce yourself	Ask “Would you like to support our troop?”	Say thank you	Share your favorite cookie	Help another Girl Scout
Smile and wave	Give a reason to buy cookies	FREE SPACE	Speak clearly	Use kind words
Talk about troop plans	Offer bundle suggestions	Show confidence	Handle rejection politely	Mention allergy-friendly options
Make eye contact	Be excited	Mention Digital Cookie	Ask a follow-up question	Say something encouraging
Offer your sales sheet	Explain why the cookies are awesome	Thank someone even if they don’t buy	Practice your pitch	Cheer on your troopmates!

CONFIDENCE BINGO

BUILDER

CARD 3

Say hello cheerfully	Offer digital payment	Talk about your goals	Show kindness	Introduce your troop
Help organize the booth	Smile genuinely	FREE SPACE	Encourage a friend	Recommend a bundle
Be enthusiastic	Offer to explain the cookies	Thank a passerby	Role-play a scenario	Greet a group of people
Ask if someone has a favorite cookie	Stay positive even if tired	Mention why Girl Scouts matters	Use confident posture	Say “thank you” clearly
Create a poster or sign	Use eye contact	Be brave and speak up	Talk about a cookie story	Give someone a cookie fact

CARD 4

Say your name with a smile	Recommend a cookie flavor	Use polite manners	Practice before selling	Greet someone first
Compliment another scout	Explain what cookies support	FREE SPACE	Stay calm under pressure	Offer to help a customer
Talk about troop goals	Create a fun chant or cheer	Tell a cookie joke	Be kind and helpful	Make eye contact
Offer a fun bundle	Speak with energy	Role-play with a partner	Say “thank you” in a creative way	Help with cleanup
Ask a question about someone’s taste	Smile naturally	Share how you grew this year	Support your teammates	Show respect to everyone