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Goal Beads

All Ages
Beginner-Friendly

Did you know customers tend to buy more when they hear about goals? To share package goals, invite Girl Scouts to create goal beads to display on cookie lanyards!

Supplies:
- Wooden beads
- Lanyard or string
- Ruler
- Scissors
- Permanent markers
- Key chain ring

Go Virtual!
Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home. Remind them to post a pic of their design online and share their goals!

Goal setting is one of the five skills learned through the Girl Scout Cookie Program.

Sharing Your Why with Customers
- ☐ Tell them who you are
- ☐ Tell them about your favorite Girl Scout adventure with your troop
- ☐ Tell them about your goal
- ☐ Tell them how to support your goal

This activity gets Girl Scouts one step closer to earning a Cookie Business badge!

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Goal Beads Instructions

1. Write the first number of your package goal on each side of the bead. When writing, make sure the hole is at the top and bottom of the bead.

2. Repeat step 1 with the rest of the numbers from your package goal.

3. Measure a piece of string and cut it at 30 inches.

4. Fold the string in half and loop the folded end through the hole of the key chain ring. Thread the loose ends of the string through the loop and pull tight.

5. Thread the beads onto the string, starting with the last number of your package goal.

6. Tie a knot at the top of the string. Wear at booths or share online!*

See the booth marketing activity for a Cookie Menu to add to the lanyard!

Call in Captains!
Girl Scouts® Cookie Captains can give examples of how their goals progressed over the years.

*Caregivers should post for Girl Scouts under age 13, but all entrepreneurs should have a hands-on role in marketing their cookie business. Review online safety guidelines on girlscouts.org.