

Entrepreneurship: Preparing Girls with Business Skills to Take On the World



Due to persistent barriers to success in business and entrepreneurship, women in top leadership positions remain scarce; just 5% of CEOs and 12% of other top executives in the S&P 500 are women. Helping girls enter and advance in this arena benefits everyone, and Girl Scouts is a powerful place to spark girls' interest in entrepreneurship.

Ninety-two percent of girls believe they are smart enough to become an entrepreneur, but not knowing where to start is the number-one barrier they cite to launching their own business. Girls want more entrepreneurship courses or programs, as well as mentoring from business leaders who look like them. GSRI research indicates that most girls are already engaging with entrepreneurial activities, and Black and Latina girls are especially interested in entrepreneurship. We're committed to helping close the opportunity and leadership gap for girls (and women) of all backgrounds.

The Girl Scout Cookie Program has long been a big part of the overall Girl Scout experience. Whether girls go door to door, set up booths, or sell cookies online through the Digital Cookie® platform, they're learning crucial business skills. And we're expanding and changing our programming to further nurture girls' ambitions and interests in business and entrepreneurship.

Girl Scout experiences shape innovative and entrepreneurial-minded leaders, allowing girls to find the courage to fail and keep trying, the tools to create independence, and the power to do good. Girl Scouts particularly shine when it comes to solving problems in their communities, innovating, strengthening relationships, and embracing setbacks as learning opportunities.



We support girls as they grow skills in these areas:



Financial Literacy

Girls develop a foundation for entrepreneurial activities and gain skills for a healthy financial life; the skills girls learn through participating in the Girl Scout Cookie Program complement and add to the financial literacy skills they learn as part of our Life Skills program pillar.



Cookie Entrepreneurship

Girls run their own cookie businesses and develop five skills for an entrepreneurial mindset. All money earned stays local, and each troop decides how to use some of the proceeds the girls have earned collectively, often for a good cause.



Social Entrepreneurship

Girls take a business approach to developing solutions for social, cultural, or environmental issues.



Business Development

Girls launch their own business ideas and get hands-on entrepreneurial experience.

Funding Opportunities:

Capstone Entrepreneurship Program (for Older Girls) – \$25,000 – Supports this semester-long series of workshops, Cadettes, Seniors, and Ambassadors (6th-12th graders) will focus on specific areas of interest to expand their knowledge and develop specialized skills related to help them in the real world. This practical learning opportunity will use the Girl Scout Leadership Experience to give older girls a closer look into their dream careers so they can start preparing for their futures now! Participants will complete three virtual sessions and then put their skills to work during the in-person finale to celebrate their newly acquired skill set.

Cookie Rally Experience – \$10,000 – Helps prepare new and returning Daisy, Brownie and Junior (Grades K-5) while Cookie University prepares our Cadette, Senior and Ambassador (Grades 6-12) Girl Scouts and their families by teaching them how to engage their community, work together, and gain information on recognition items, promotion strategies, and seller resources.

Box Kits (for Outreach Girls) – \$5,000 – Box kits are mailed or delivered to girls through our network of community partners. Inside the box, girls will find all the materials they need to engage in badge earning experiences that will help them build their financial literacy and entrepreneurship know how. These kits help us overcome the transportation and technology barriers some of our Girl Scouts face. Your support provides 50 girls with box kits in 2021-22.

Funding Opportunities (cont.):

Leadership Summit (for Middle School Girls) – \$5,000-\$25,000 Sponsorship Opportunities – Communities in Schools and Girl Scouts of Greater Atlanta are working together to provide girls a premier leadership program. Over 10-sessions girls will engage in our programming, and they will also attend five one-hour workshops featuring local female entrepreneurs. The experience culminates in a half-day leadership summit headlined by young up and coming entrepreneurs and local women leaders.

“Kennedy stayed motivated the entire season and I’m very proud of her. She practiced at home selling to her baby brother Justice. She enjoyed every trip to the cupboards and helped to sort them as the orders came in. She sold to her teachers and to her grandparents and then convinced her grandmother to sell to everyone at work and in her neighborhood on Kennedys behalf. Kennedy sold to everyone she knew and while every sale mattered, she was most excited when people purchased full cases. Her uncle Leroy built her lemonade stand and she decorated it with empty cookie boxes (using resources wisely). She did several counsel booths but also sold at the shopping center where we live as well. She sold 5,027 boxes of Girl Scout Cookies as an Individual Girl Scout!

Kennedy enjoyed cookie sales so much that she says she wants to keep selling. When I asked her what she will sell next, she said she wants to sell pet blankets. I told her we will learn how to make them and then sell them this summer to people who have pets.”

- Ebony J., Kennedy’s Mother



girl scouts 
of greater atlanta