

Cookie Program

Troop Goal Setting Worksheet

Girls should discuss what their goal activities will be, then use this worksheet to cost it out and determine an overall goal # of packages the troop should sell this year. There are 3 parts to every troop's annual cookie goal:

1. All troops have basic costs to take care of, such as Membership dues to GSUSA. Troops could also be bridging and need new uniforms and Girls Guide to Girl Scouting, or they will be finishing a Journey and are ready for the next one. Girls are even more engaged in Girl Scouting when they earn their own way. Figure out your basic needs first.
2. Set the troop's Service Project goal. What are the girls' interests in helping others? Set a charitable goal, either a fixed # of packages or an overall percent of all boxes sold. The troop will use these funds to fuel their Service Project.
3. Set a common troop goal for fun & learning. How will the troop celebrate their year together? Are they saving towards an international trip in 2 years? What is the plan?

1. Troop Essentials

In some years, the troop only needs their earned awards and some fun patches; other years will be bridging to the next level. Where is your troop? What are their upcoming costs that dues cannot fulfill? Parents are more impressed with Girl Scouting when the girls take charge of the troop's financial needs. Let them show you that they can do it.

Basic Costs of the Troop			
Description	# of Girls	Estimated Cost Each	Budgeted Amount
Patches			
Camp Fees			
Uniforms			
Girl Guides / Journey			
GSUSA Membership Dues			
Total Estimated Basic Costs			

2. Service Project

To estimate the amount needed to fund your Service Project, work through the suggested components of the different aspects of the troop's plan. What else will the troop need to make the Service Project lasting and meaningful for both the girls and the recipients? Write out the goal so everyone can think it over and help determine how they will help it become reality.

Description	Store / Source / Details	Budgeted Amount
Materials/Supplies		
Materials/Supplies		
Transportation		
Other		
Total Estimated Service Project Costs		

3. Fun & Learning Goal

Every troop dreams BIG. The power of the Cookie Program fuels those dreams. Here's where their goal setting and money management skills merge to design the fun that only Girl Scouts can have together. Write down the goal so everyone can think it over and help determine how they will help it become reality.

Participation Plan	
# of Girls	# of Adults
Total	

Transportation Costs			
Description	Provider / Source / Details	Cost per Person	Budgeted Amount
Van Rental			
Train/Plane Tickets			
Fuel			
Other			
Total Estimated Transportation Costs			

Overnight Lodging Costs				
City / Hotel	# of Rooms	# of Nights	Cost per Room	Budgeted Amount
Total Estimated Lodging Costs				

Food Costs				
Meal	# of Days	# of People	Estimated Cost Each	Budgeted Amount
Breakfast				
Lunch				
Dinner				
Snacks				
Total Estimated Food Costs				

Attraction & Entertainment Costs			
Description	# of People	Estimated Cost Each	Budgeted Amount
Admission Tickets—Adult			
Admission Tickets—Child			
Local Transportation			
Souvenirs			
Other			
Total Estimated Entertainment Costs			

Additional Costs			
<i>Description</i>	<i># of People</i>	<i>Estimated Cost Each</i>	<i>Budgeted Amount</i>
Total Estimated Additional Costs			

Total of Costs for Fun & Learning Goal	
Transportation Costs	
Lodging Costs	
Food Costs	
Entertainment Costs	
Additional Costs	
Budgetary Safety Net—You may want to add 5-10% extra for a cushion.	
Total Estimated Fun & Learning Costs	

Income Planning

Now that we have planned for the troop’s Essential Costs to operate this year, and their Service Project and Fun & Learning Goals, it’s time to figure out a sales goal to achieve that goal.

Determine Net Income Needed from Cookies		
Start with	Total Costs for your Troop’s Basic Needs—Part 1	
Add	Total Costs for your Troop’s Service Project—Part 2	
Add	Total Costs for your Troop’s Fun & Learning Goal—Part 3	
Subtotal	GRAND TOTAL FOR COOKIE SEASON GOAL SETTING	
Subtract	Cookie Dough Earned if Troop achieves the Troop PGA Goal(s) (see girl order card for amount earned at each PGA level per participating girl)	
Subtract	How much money is already in the troop bank account that is available towards these costs?	
Subtract	How much income do you anticipate from other approved money-earning activities?	
Equals	Cookie Program Goal Dollars	
Divide	Amount Earned per Pkg (\$.95 or \$ 1.05)	
Subtotal	Troop Pkg Goal this year	
Divide	# of Girls Selling this Season	
Equals	Troop PGA (Per Girl Average) Goal	

