

AMBASSADOR P&L BADGE

Badge Purpose: When you've earned this badge, you'll know how to translate your Girl Scout values to your cookie business.

Activity	Materials Needed
What Does P&L Have to Do with Ethics? <ul style="list-style-type: none"> Find out how the Girl Scout promise and law can inform your cookie business, and business in general. 	<input type="checkbox"/> Phone or computer with internet access <input type="checkbox"/> (Optional) Copies of the Girl Scout Promise and Law
On My Honor <ul style="list-style-type: none"> Create your cookie business promise to your customers. 	<input type="checkbox"/> Phone or computer with internet access <input type="checkbox"/> Paper <input type="checkbox"/> Markers
Share the Love <ul style="list-style-type: none"> Share your cookie business knowledge with younger Girl Scouts. 	<input type="checkbox"/> Varies, depending on activity chosen
Leave a Legacy <ul style="list-style-type: none"> Brainstorm ways you can share your cookie money to leave a personal legacy of your Girl Scouting experience. 	<input type="checkbox"/> Phone or computer with internet access

Activity #1: What Does P&L Have to Do with Ethics?

Badge Connection: Step 1 – Find out more about business ethics

Materials Needed: Phone or computer with internet access; (optional) copies of the Girl Scout Promise and Law

- P&L in the business world means “profit and loss.” It’s a way to account for your sales and expenses to track your business progress.
- P&L in the Girl Scout world means “promise and law.” The Girl Scout Promise and the Girl Scout Law are the backbones of our ethics as Girl Scouts—they support everything we do. How can the Girl Scout Promise and Girl Scout Law relate to business profit and loss?
- Find a few companies whose ethics and strong business practices have enabled them to give back to the community in some way. If you’re browsing websites for information on companies, read the “about us” sections of their sites that tell you why they prioritize charitable giving as a pillar of their business. Here is a great source to get you started: bit.ly/sociallyconsciouscompanies
- Now find a couple of examples of companies who have taken heat from the public for unethical practices. Check your newsfeed for info on current issues with businesses under fire.



5. Discuss what you've learned about business ethics (good and bad), and how these examples can apply to your cookie business.

Activity #2: On My Honor

Badge Connection: Step 2 – Create your own cookie promise

Materials Needed: Phone or computer with internet access; paper; markers

1. Girl Scouts are very familiar with the importance of a promise, since the Girl Scout promise is the center of all that we do. Businesses make promises to their customers about their products and services too.
2. Take some time to dig in to the promises that companies make to their customers. What makes a good promise? The sky's the limit? Good service? An excellent product?
3. Now that you've done your research on business ethics, write your promise to your cookie customers, keeping the Girl Scout Promise and Girl Scout Law in mind.
4. Come up with a fun way to remind yourself of your promise. Write it down on a card, make a reminder on your phone, or create a promise handout that you can share with your customers.

Activity #3: Share the Love

Badge Connection: Step 3 – Pass your customer list on and Step 4 – Teach younger Girl Scouts about the business ethics of the cookie sale

Materials Needed: Varies depending on activity chosen

1. After selling cookies for years, you've probably learned a few tricks that you could share with other Girl Scouts. Come up with an age-appropriate way to teach younger Girl Scouts about how to run a fair cookie business. You might design a game for Daisies, Brownies, or Juniors, or do a role-playing exercise or panel discussion with Cadettes and Seniors.
2. Invite some younger Girl Scouts to join you during your sales so you can make personal introductions to your customers. Or contact your regular customers and ask if they would like to be connected with a younger Girl Scout or troop, and then pass on your customer list. This will ensure that your customers continue to have access to tasty Girl Scout cookies, and will also give a boost to younger Girl Scouts.
3. Don't forget to reach out to your Service Unit to connect with different Girl Scout troops and volunteers!

Activity #4: Leave a Legacy

Badge Connection: Step 5 – Leave a legacy

Materials Needed: Phone or computer with internet access

1. Giving back to your community through your cookie money is a wonderful way to leave a personal legacy and ensure that future girls will be able to experience Girl Scouts just like you have.
2. Do you have cookie money you could donate to your favorite Girl Scout camp or to your Service Unit? What about planting a tree (a living legacy!) or donating money to a scholarship or endowment fund?
3. Think about the businesses you researched in Activity #1 who use their good business ethics to give back to communities and people. What inspiration can you draw from their stories as you think about leaving your personal legacy?

