



Boosting girls' skills with the e-cookies portal

Every year, by selling cookies, girls in Guiding build confidence and gain empowerment. The experience of selling cookies helps girls learn about goal setting, practice teamwork, build their money skills and use their creativity.

Our program + the e-cookies portal = more magic!

With the introduction of the e-cookies portal and our new online cookie-selling website, girls in Guiding will continue to get the same great skill-building experience, plus valuable 21st century skills in a few new areas.

Teamwork: With progress tracking enabled on our e-cookies portal, girls explore what it means to work together towards a common goal in a more concrete, measurable way. They also learn tips for finding their unique contribution on a team and continue to practice collaboration.

Entrepreneurship: The e-cookies portal encourages girls to use their creativity and strategic thinking to find fun new ways to spread the word about Girl Guide cookies. Girls learn highly transferrable skills, like building a social network, setting targets, creating timelines, crafting messages and designing eye-catching visuals.

Money mastery: How does money move through the internet? How does clicking a button send boxes of delicious cookies to your door? With new activities about our e-cookies portal, girls will build financial literacy by learning the basics of e-commerce and digital banking.

Digital media literacy: Online cookie-selling offers concrete opportunities for girls to explore and understand the digital culture that surrounds them every day. Through programming related to this new selling approach, girls can build their awareness of how advertisers target audiences online. They'll also learn key cybersecurity tips to become more empowered media users.

Advocacy: Through cookie sales, each girl takes the lead to support her own Guiding experience and helps to sustain the magic of Guiding for girls across the country. By selling cookies online, girls can share what Guiding means to them with a wider network, practice speaking up for themselves and other girls, and spread support for the global Guiding Movement.

