



girl scouts
cookie program



GIRL SCOUT COOKIE

RALLY GUIDE

2019

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Letter from the Baker

We want everyone to get the most out of the Girl Scout Cookie Program experience—so

we created this guide to help fuel your cookie business, teach essential skills, and create amazing, year-round experiences powered by cookies.

Each activity focuses on a specific set of skills with modifications for different age groups. You'll find additional materials and resources in the appendix to go along with each activity, but feel free to adapt and personalize these ideas, adding your own spin.

Most of all, remember to have fun and give your girls the creative space to lead each activity in their own direction!

Sincerely,
Your ABC Bakers Team



About the Girl Scout Cookie Rally

What is it?

A Cookie Rally is a pre-season kickoff event that gives councils and troops an opportunity to brush up on everything that goes into cookie season. From introducing new cookies like this year's Caramel Chocolate Chip to providing lessons on goal setting, a rally helps prepare new and returning Girl Scouts (and their parents) to engage the community, work together, and gain transparency around topics like recognition items, promotion strategies, and seller resources. **Think of it as a pep rally, practice run, training camp, and celebration all in one.**

What happens?

Just like cookie season itself, a rally is meant to be led by girls—but supported by councils, parents, and volunteers. Girls will travel from booth to booth engaging in different activities designed to help them play an active (and age appropriate) role in their personal cookie selling journey.

Who should attend?

Rallies aren't just for Girl Scouts. It's also important that troop volunteers and parents attend so they can show support, understand what to expect from cookie season, and take lessons home with them.

Why is it important?

A long time passes between cookie seasons—some cookie fans would say too long—and a lot happens during that time: new goals, new recognition items, new troop members, and so on. A cookie rally provides important introductions for first-time cookie program participants and important updates for returning Girl Scouts participating in this season's sale, designed to help them build on their skills from previous years.

When should it be held?

Rallies are normally held two weeks prior to the beginning of your council's sale season. This allows troops, girls, and parents enough time to gear up for the season and get everything in order ahead of time.

How do I prepare?

In addition to following the steps in this guide, don't forget to set a budget, pick a date and location, promote your event to troop leaders and parents, and register attendees.



Turn the page for more ways parents can get involved to help make cookie season a success.



Selling Girl Scout Cookies, Supporting Skills

To help girls build essential life skills for leadership and success, both during and after cookie season, we've designed activities to support the essential skills of the Girl Scout Cookie Program—and help foster **teamwork**, **creativity**, and **self-confidence**.

1

GOAL SETTING

2

DECISION MAKING

3

MONEY MANAGEMENT

4

PEOPLE SKILLS

5

BUSINESS ETHICS



At-Home Girl Scout Cookie Kick-Off Celebration

Rallies are packed with value for girls, volunteers, and families. But there's more that troops can do at home to prepare for the upcoming season—and build on the conversations and materials they take home from the rally.

Hosting your own kick-off at home is a great way to:

- Help girls practice the skills they'll put to use interacting with customers
- Review troop goals, strategies, and recognition orders
- Get a jump on decorating and creative booth decor

Ideas for in-home activities:

- Writing thank you notes to volunteers
- Signing up for booth sales
- Holding cookie tastings
- Designing booth decor
- Demonstrating Smart Cookies as a digital sales tool (walking through sign-in, ordering, etc.)
- Onboarding new members (what skills are involved, where the money goes, etc.)

PATCHES



COOKIE KICKOFF PATCH

Commemorate contributions to this year's Cookie Kickoff.



COOKIE BOOTH PATCH

Reward creative booth decorations and participation in booth sales.

Patches vary by Girl Scout Council, please contact your council to see what's available in your area.

Rally Activities





Supports

- 1 GOAL SETTING
- 2 DETERMINATION
- 3 ENCOURAGEMENT

Suggested Supplies

- Last Year's Sales Data
- Markers/Crayons/Pencils
- Construction or Craft Paper
- Journals or Notebooks
- Decorative Beads & Jars
- Your Own Memento Idea



Goal Keepers

Encourage them to use goal setting to think about what they'll do with their cookie earnings and decide how many Girl Scout Cookies they want to sell.

Sample Agenda



BEGINNER (AGES 5-9)

Help girls calculate how many boxes they need to sell to earn their favorite recognition items, then create their own patch or pin to exchange with a friend.



INTERMEDIATE (AGES 9-14)

Guide girls to choose specific personal skills they'd like to focus on during cookie season (public speaking, self-confidence, entrepreneurship, etc.) and decorate a jar they'll fill with beads to mark their progress.



ADVANCED (AGES 14-18)

Have girls create a journal to track and reflect upon their goals during each week of cookie season, taking note of personal accomplishments (helping younger girls, reaching new milestones, etc.).

Resources

- Thermometer Sheet **PG. 16**
- Goals Sheet **PG. 17**

PATCHES



GOAL GETTER PATCH

Encourage the completion of individual, council, or event-driven goals—and tracking them through the Smart Cookies platform.



SUPER! PATCH

Celebrate sales leaders who've aimed the highest, broken personal records, or exceeded per-girl averages.

Patches vary by Girl Scout Council, please contact your council to see what's available in your area.

GOAL KEEPERS

PRO TIP

End the activity by revisiting goals from last season and sharing tips for success.





Supports

- 1 PUBLIC SPEAKING
- 2 BUSINESS STRATEGY
- 3 SELF-CONFIDENCE

Suggested Supplies

- Markers/Crayons/Pencils
- Construction or Craft Paper
- Lined Paper

Girl Scout Cookie Influencers

Encourage girls to see themselves as true influencers in the cookie business—not just passive participants—and help them identify individual actions they can take to promote and boost sales.

Sample Agenda



BEGINNER (AGES 5-9)

Get girls comfortable talking to customers by practicing their sales approach in a “cookie elevator pitch.”



INTERMEDIATE (AGES 9-14)

Take your troop’s cookie booths to the next level by leading creative brainstorming to help your booth stand out, attract more customers, and show individuality.



ADVANCED (AGES 14-18)

Inspire girls to think like entrepreneurs by scouting booth locations, putting together creative cookie bundles, and making plans to sell in bulk to local businesses.

PATCHES



GOAL GETTER PATCH

Encourage the completion of individual, council, or event-driven goals—and tracking them through the Smart Cookies platform.



COOKIE UNIVERSITY PATCH

Reward cookie education tied to pre-season events or training from older girls.

Patches vary by Girl Scout Council, please contact your council to see what’s available in your area.

Idea Starters

SAMPLE BOOTH THEMES

- Local Sports Teams
- Favorite Movies
- Animals (like Narwhals!)
- Girl Scout Skills / Quotes
- Cookie Land
- Camping
- Beach Day
- Around the World
- Under the Sea
- Lemonade Stand

BOOTH SCOUTING CHECKLIST

- Free (and ample) parking
- Heavy foot traffic (e.g., near busy stores)
- Easily visible from the street
- Easily accessible
- Room for signage
- Safe neighborhood
- Proximity to crowds (e.g., sporting events, movie theaters)

Resources

Cookie Elevator Pitch [PG. 17](#)

COOKIE INFLUENCERS

PRO TIP

Challenge girls to focus on online sales in addition to booth and door-to-door sales by incorporating tools from the Digital Cookie platform, such as Smart Cookies Direct Ship e-cards.





Supports

1 **PRODUCT KNOWLEDGE**

2 **COMMUNICATION**

Suggested Supplies

- Cookies (All Varieties)
- Construction or Craft Paper
- Drinks (for Palate Cleansers)



Tasting Challenge

Build cookie knowledge with a fun taste test to get girls comfortable answering customer questions and making purchase recommendations. (Always check with parents in advance to be aware of potential food allergies or dietary restrictions.)

PATCHES



COOKIE UNIVERSITY PATCH

Reward cookie education tied to pre-season events or training from older girls.



GLUTEN FREE PATCH

Promote sales of our new gluten-free Caramel Chocolate Chip cookies.

Patches vary by Girl Scout Council, please contact your council to see what's available in your area.

Sample Agenda



BEGINNER (AGES 5-9)

Have girls take turns sampling, identifying, and describing each cookie type.



INTERMEDIATE (AGES 9-14)

Up the difficulty—and laughs—by adding a blindfold and challenging girls to identify and describe each cookie by taste alone.



ADVANCED (AGES 14-18)

Keep the blindfold and remove the sense of taste, challenging girls to identify and describe each cookie based only on touch and aroma.

TASTING CHALLENGE

PRO TIP

Bring drinks so girls can
cleanse their palates
in between tastings.





Supports

- 1 LEADERSHIP
- 2 TEAMWORK
- 2 CREATIVITY

Suggested Supplies

- Dice
- Stopwatch or Timer
- Clay
- Drawing Pad/Whiteboard
- Markers
- Clay



PATCHES



COOKIE KICKOFF PATCH

Commemorate contributions to this year's Cookie Kick-Off.



COOKIE UNIVERSITY PATCH

Reward cookie education tied to pre-season events or training from older girls.

Patches vary by Girl Scout Council, please contact your council to see what's available in your area.

Cookie Actionary

Combine activities like acting, drawing, and sculpting to help girls build creative communication skills and recognize the keys to a successful cookie season.

Sample Agenda

ALL AGES



Break girls into teams of two to four. During each round, one girl from each team will be given a thematic word and roll the dice to determine whether they will act it out, draw it, or sculpt it while the other girls on her team try to guess the word. Each round lasts one minute, and the team with the most correct guesses after everyone has gone wins.

DICE ROLLS

- 1-2 Acting
- 3-4 Drawing
- 5-6 Sculpting

Resources

Word Cards **PG. 18**

COOKIE ACTIONARY

PRO TIP

Allow each team to skip one word per game without any penalties and add your own words (inside jokes, fun memories) to our word list on page 18.





Supports

1 PUBLIC SPEAKING

2 ADAPTABILITY

2 SELF-CONFIDENCE

Suggested Supplies

Printed Story Starter Prompts

Bowl to Grab Prompt from



PATCHES



COOKIE KICKOFF PATCH

Commemorate contributions to this year's Cookie Kick-Off.



VOLUNTEER PATCH

Show your appreciation to volunteer troop leaders and cookie chairs.

Patches vary by Girl Scout Council, please contact your council to see what's available in your area.

Cookie Story Starters

Help girls break the ice, build confidence, express themselves, and practice adapting by improvising creative cookie stories on the fly.

Sample Agenda

ALL AGES



Gather girls in a circle. The first girl in the circle will read a story prompt. Each girl must then pick up where the last girl left off and add her unique twist to the story. When it's her turn, the girl who started the story can either choose to end it or go around again.

STORY STARTER PROMPTS IDEAS

- I was selling cookies when all of a sudden...
- I never expected a package of cookies to...
- I never expected my biggest sale would come from...
- Did you hear about the newest flavor of Girl Scout Cookies...?
- I had just sold my last package of cookies when a huge crowd came walking toward me...



COOKIE STORY STARTERS

PRO TIP

Add a fun twist and keep girls on their toes by randomly switching the direction or the circle from clockwise to counterclockwise.

Sample Rally Agenda

Remember: Think of the Cookie Rally as a pep rally, practice run, training camp, and celebration all in one—an opportunity to learn skills, ask questions, and brush up on everything that goes into cookie season.



Getting Ready 1-2 HOURS

Plan on 1-2 hours of prep time before your girls arrive, depending on the number of activities, volunteers, and supplies. Use this time to set up your stations and registration table, perform practice runs, test audio and visual equipment, and make sure everything is in order to ensure a smooth operation.



Registration 20-30 MINUTES

Set aside the first 20-30 minutes of the rally to provide name tags, hand out materials, and give girls time to get situated before the fun begins.



Kick-Off 10-15 MINUTES

Set the tone for the day with a 10-15 minute, high-energy welcome that reminds girls (and parents) that the goal of the Cookie Program is to build essential life skills for girls. This can include introductions, an overview of materials and activities, music, and ice breakers.



Activities 20 MINUTES EACH

Plan on approximately 20 minutes per each activity, leaving a few minutes at the beginning for introductions and a few minutes at the end for recaps and reflections.



Send-Off 20-30 MINUTES

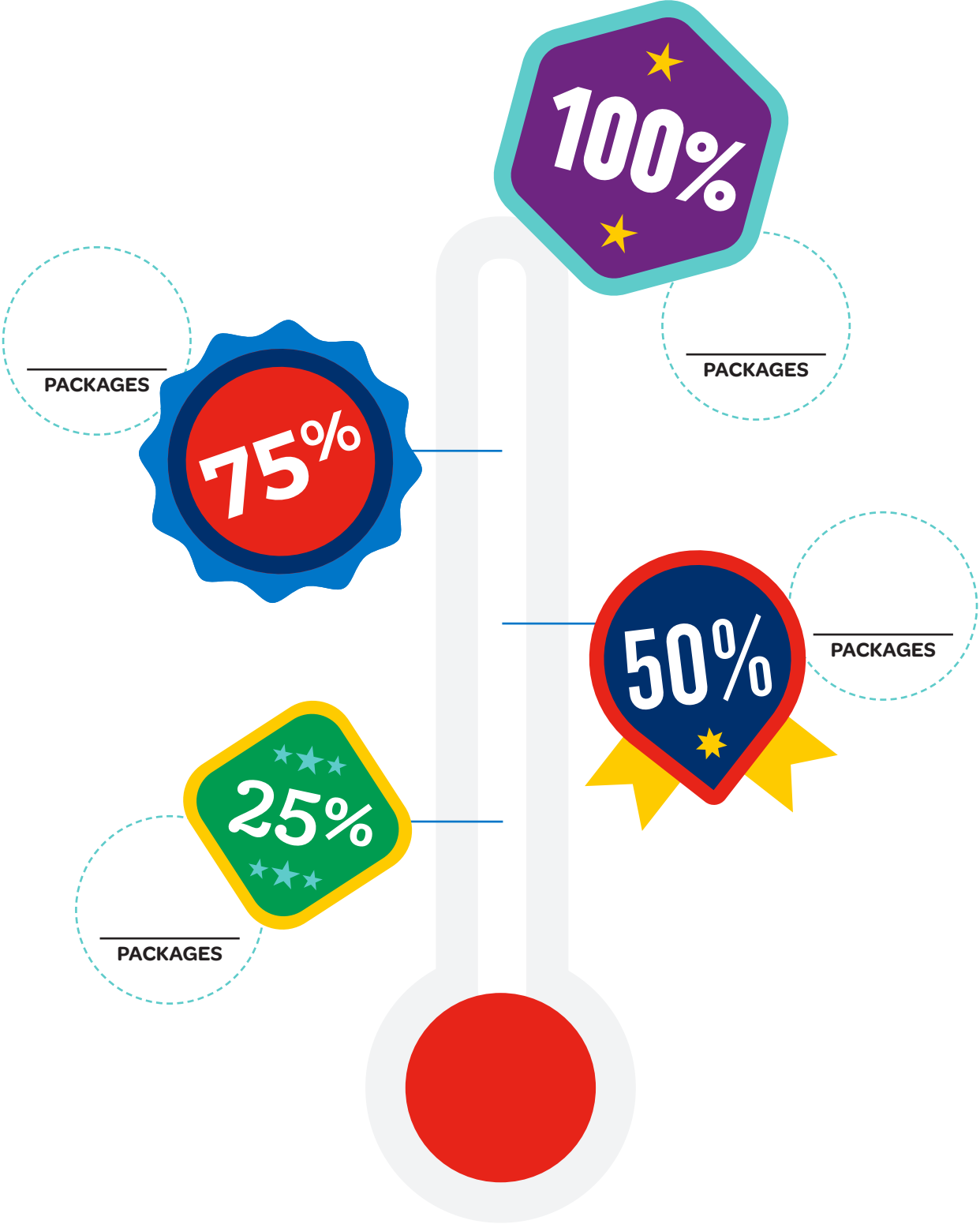
Leave 20-30 minutes at the end of the day to thank girls (and volunteers) for coming, share highlights, distribute patches, and discuss next steps: at-home kick-offs, goal setting, booth prep, sign-ups, etc.

PRO TIP

Use your practice runs in the Getting Ready stage to nail down your presentation timing and organization—and consider creating a playlist to use as a timed soundtrack for each activity.

Goals Thermometer

Keep track of your packages sold!



My Goals for Girl Scout Cookie Season

MY PERSONAL GOALS (SELF-CONFIDENCE, CREATIVITY, ETC.)

IF I FEEL LIKE GIVING UP I WILL

MY SALES GOALS

IF I NEED SUPPORT I WILL TALK TO

10 THINGS I CAN DO TO REACH MY GOALS

5 THINGS I WILL ENJOY ALONG THE WAY



Girl Scout Cookie Elevator Pitch

INTRODUCE YOURSELF

Hi, I'm _____ from Troop _____. This is my _____ year selling Girl Scout Cookies!

YOUR FIRST NAME

TROOP #

NUMBER

SHARE YOUR GOALS

Proceeds from every package will help my troop _____ and help me _____.

TROOP GOALS

PERSONAL GOALS

PITCH YOUR COOKIES

My two favorite Girl Scout cookies are _____ and _____. I like them because _____.

COOKIE NAME

COOKIE NAME

WHY DID YOU PICK THESE COOKIES?

SAY THANK YOU

Thank you for your purchase and for supporting Girl Scouts and helping us _____!

TROOP GOAL



CAMPFIRE	MILK & COOKIES	SWAPS	NARWHAL
GIRL SCOUT S'MORES™	LEMONADES®	COOKIE BOOTH	STRENGTH
GIRL SCOUT	SMILE	SMART COOKIES	GIRL SCOUT SASH
CAMPING	DAISY	SING	BROWNIE
BADGE	LEADER	HIKE	MOUNTAIN
TEAMWORK	HUNGRY	CARAMEL DELITES®	PEANUT BUTTER SANDWICH
TREFOIL®	GIRL SCOUT PLEDGE	CADETTE	PEANUT BUTTER PATTIES®
THIN MINTS®	SENIOR	SMART	COOKIE PACKAGE
AMBASSADOR	LOVE	PEACE	CAMPFIRE
WRITE IN YOUR OWN	WRITE IN YOUR OWN	WRITE IN YOUR OWN	WRITE IN YOUR OWN
WRITE IN YOUR OWN	WRITE IN YOUR OWN	WRITE IN YOUR OWN	WRITE IN YOUR OWN
WRITE IN YOUR OWN	WRITE IN YOUR OWN	WRITE IN YOUR OWN	WRITE IN YOUR OWN



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