



Girl Scout Cookies®
RALLY GUIDE
2020

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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. It provides lessons on goal setting and helps prepares 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 the Girl Scout Cookie Program® — but supported by councils, parents, and volunteers. Girls will travel from station to station engaging in different activities designed to help them play an active (and age appropriate) role in managing their Cookie business.

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 the Girl Scout Cookie Program®.

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 register for Smart Cookies, set goals, establish 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 skills for leadership and success, both during and after cookie season, we've designed activities to support the five 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

✓ GOAL SETTING

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 Setters

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



DAISIES AND BROWNIES (GRADES K-3)

Help girls calculate how many packages they need to sell to reach their goal. Girls can use their favorite recognition item as motivation, then create their own patch or pin to exchange with a friend.



JUNIORS AND CADETTES (GRADES 4-8)

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.



SENIORS AND AMBASSADORS (GRADES 9-12)

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 SETTER

Pro Tip

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



Supports



PEOPLE SKILLS

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 Girl Scout Cookie Program® — not just passive participants — and help them identify individual actions they can take to promote and boost sales.

Sample Agenda



DAISIES AND BROWNIES (GRADES K-3)

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



JUNIORS AND CADETTES (GRADES 4-8)

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



SENIORS AND AMBASSADORS (GRADES 9-12)

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.

Idea Starters

SAMPLE BOOTH THEMES

- Local Sports Teams
- Favorite Movies
- Animals (like Fox)
- Girl Scout Skills / Quotes
- Camping
- Forest Adventure
- Around the World
- 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](#)

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.



COOKIE INFLUENCERS

Pro Tip

Challenge girls to focus on online sales in addition to booth and door-to-door sales by incorporating tools from Smart Cookies®.



Supports

- ✓ **DECISION MAKING**
- ✓ **PEOPLE SKILLS**
- ✓ **BUSINESS ETHICS**

Suggested Supplies

- Girl Scout Cookies (All Varieties)
- Construction or Craft Paper Drinks
- 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.)

Sample Agenda



DAISIES AND BROWNIES (GRADES K-3)

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



JUNIORS AND CADETTES (GRADES 4-8)

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



SENIORS AND AMBASSADORS (GRADES 9-12)

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

PATCHES



COOKIE UNIVERSITY PATCH

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



GLUTEN FREE PATCH

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

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

TASTING CHALLENGE

Pro Tip

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





Supports



PEOPLE SKILLS:

- LEADERSHIP
- TEAMWORK
- CREATIVITY



DECISION MAKING

Suggested Supplies

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



Cookie Actionary

Combine activities like acting, drawing and sculpting to help girls build creative communication skills by delivering a compelling story with reasons to believe to potential customers. This activity will help girls remember key selling features their peers demonstrated and will make selling cookies fun!

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**

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

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



PEOPLE SKILLS:

- ADAPTABILITY
- SELF-CONFIDENCE

Suggested Supplies

- Printed Story Starter Prompts
- Bowl to Grab Prompt from



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...
- My customer said she does not like chocolate so I...
- I had just sold my last package of cookies when a huge crowd came walking toward me...

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

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 Girl Scout Cookie Program is to build essential 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

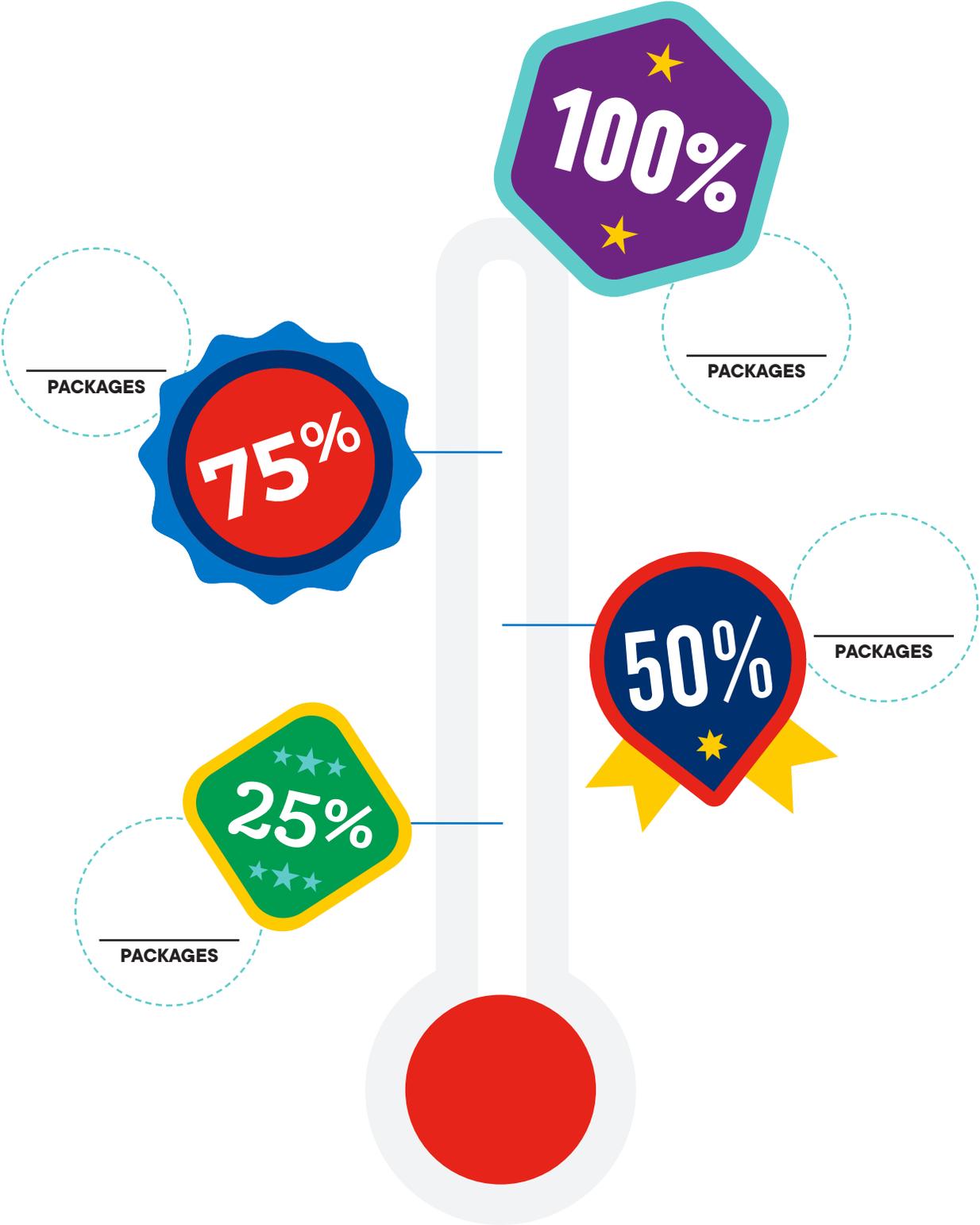
Leave 20–30 minutes at the end of the day to thank girls (and volunteers) for coming, share highlights, distribute patches, and discuss next steps: at-home kick-offs, goal setting, booth prep, sign-ups, etc.

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

THINGS I WANT TO LEARN (SELF-CONFIDENCE, WORKING AS A TEAM, 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 _____ and _____ are I like them because _____.

COOKIE NAME

COOKIE NAME

WHY DID YOU PICK THESE COOKIES?

SAY THANK YOU

Thank you for your purchase and for helping my Girl Scout troop.

_____!

TROOP GOAL



CAMPFIRE	MILK & COOKIES	SWAPS	FOX
GIRL SCOUT S'MORES^R	LEMONADES^R	COOKIE BOOTH	STRENGTH
GIRL SCOUT	SMILE	SMART COOKIES	GIRL SCOUT SASH
CAMPING	DAISY	SING	BROWNIE
BADGE	LEADER	HIKE	MOUNTAIN
TEAMWORK	HUNGRY	CARAMEL DELITES^R	PEANUT BUTTER SANDWICH
TREFOILS^R	GIRL SCOUT PLEDGE	CADETTE	PEANUT BUTTER PATTIES^R
THIN MINTS^R	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

