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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.

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.

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®.

Turn the page for more ways parents can get involved to help make cookie season a success.
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 vary by Girl Scout Council, please contact your council to see what’s available in your area.
Rally Activities
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
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 brainstorm 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]

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**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.*
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)

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**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.)

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**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.

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

COOKIE KICKOFF PATCH
Commemorate contributions to this year’s Cookie Kick-Off.

VOLUNTEER PATCH
Show your appreciation to volunteer troop leaders and cookie chairs.
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

**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.

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.
Goals Thermometer

Keep track of your packages sold!

- 100%
- 75%
- 50%
- 25%
INTRODUCE YOURSELF
Hi, I’m ______________ from Troop ______. This is my ______ year selling Girl Scout Cookies!

SHARE YOUR GOALS
Proceeds from every package will help my troop ______________________________________
and help me ___________________________________________________________.

PITCH YOUR COOKIES
My two favorite Girl Scout Cookies _______________ and _______________.
are I like them because _________________________________________________.

SAY THANK YOU
Thank you for your purchase and for helping my Girl Scout troop.
_________________________________________________________!
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<th>SWAPS</th>
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