

Girl Scout Cookies®

girl scouts 



RALLY GUIDE 2022



CLIMB WITH COURAGE



**BUILD TOP KOALATY SKILLS
THIS SEASON!**

A Cookie Rally is the ideal pre-season kickoff event for girls and troops to refresh their skillset!

You can also use this event as an opportunity to learn more about this season's delicious new cookie – Adventurefuls!



LET'S START PLANNING!



CHOOSE A FORMAT AND EVENT VENUE

Partner Event - Host your event at a local zoo – girls can learn all about this year's mascot, the Koala, and all of the other animals!

Drive-in Rally — short and sweet – meet at a central location and host the best pep rally ever. Cheers, songs, ceremonial first cookie order – all for fun. This event could also be held simultaneously in several areas of the council and streamed via the web to connect all girls together. Have fun!

Sleepover – Did you know koalas sleep up to 18 hours a day? So let's get some "koalaty" sleep like the koalas do!

Community – Check out your local community center! It's more than likely they would love to support the local troop and host the fun event, with plenty of room for stations!





PREPARATION

Choose an appropriate location for your event. Be sure to find out what costs are involved and any special requirements needed.

Create a budget for the event and cost to attend, if applicable.

Advertise the event through council newsletters, flyers, or social media as appropriate. Be sure to set up a method of registration so you know how many will attend.

Coordinate with your council communications and marketing team to get the word out about the rally.

Recruit help! Don't try to do it all alone. Break jobs into small responsibilities that people can easily do. Invite teen Girl Scouts to help with set up and program activities.

Please Note: *If you are going to sample cookies or provide refreshments, be sure to ask the girls about any potential allergies they may have.*

WHAT TO INCLUDE



Welcome! Open the event with a fun welcome! Create fun cheers or songs to get the enthusiasm going! Talk about why the Girl Scout Cookie Program is so important to Girl Scouting and helps girls build essential skills to prepare them for a lifetime of leadership through the program.

Organize objectives. Divide the girls into manageable groups. Explain how the event will run. Be creative and have fun! Encourage the girls to interact and share ideas during the event.

Activities. If girls are visiting stations and there is a time limit, use a horn or whistle to signal, about every 15 minutes, when it is time to move to the next station.

Incorporate the 5 Skills for Girls into booth activities: **Goal Setting, Decision Making, Money Management, People Skills** and **Business Ethics**. The hands on stations in this guide highlight which skills are supported by these rally activities.

Many of these activities were inspired by the new Cookie Business Badges. Learn more at

<https://www.girlscouts.org/en/cookies/just-for-cookie-sellers/Pins-and-Badges.html>

A vibrant, stylized illustration of a koala holding a white sign with the word "ACTIVITIES" written in pink. The background is a dark green field filled with various colorful leaves and flowers in shades of yellow, purple, blue, and pink. The koala is grey with large ears and a white chest, looking towards the viewer. The sign is rectangular with a thin orange border.

ACTIVITIES

Kick off your event with some fun and goal setting!

Girls can get creative with this fun Koala craft that re-uses a common house hold supply... Toilet Paper rolls!



**KOALATY
FUN!**



All you need is some paint, glue, and toilet paper rolls! All the details can be found on an activity sheet at the end of the guide.



PRODUCT EXPERTISE

Make a cookie lanyard or necklace!

On paper, draw circles that are about the size of a cookie. Inside each circle, write the names of the Girl Scout Cookie varieties. Have an adult help you cut out the circles and punch a hole in each. Weave yarn or ribbon through the holes. **Wear it around your neck when you're selling. It will help you remember the cookie names!**

"Name that Cookie"

Call out key facts about the cookies and have girls shout out the name when they recognize it. You can add other cookie program facts, like deadlines and rules.



Cookie Bingo

Set up bingo cards with cookie facts, names, etc. and play to increase girls' knowledge of all the cookie varieties. Especially this year's new Adventurefuls!



Building on customer interactions

Reuse boxes from last year to make thank you cards that can be handed out or put in the mail as postcards. Customers will never forget this thoughtful gesture when they come back next year!

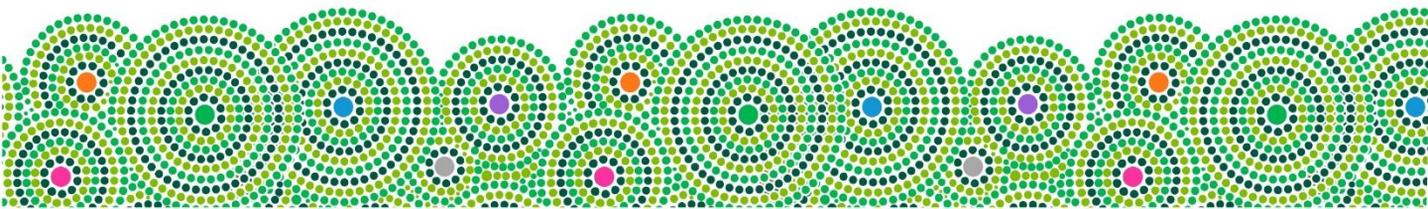
PEOPLE SKILLS



Stay Safe When Selling!

Play **trivia**! Visit the link below to find safety guidelines for selling digitally, door-to-door, or at a cookie booth. Use the tips found on the website to create a fun trivia game for girls to test their knowledge and learn more safety tips to remember this season:

<https://www.girlscouts.org/en/cookies/troop-leader-resources.html>



DECISION MAKING



STATION 3



Role-play running your cookie booth can build teamwork!

With your troop, give everyone a role. One troop member can make the pitch, one will handle the money, and another can be in charge of putting your booth together. Take turns playing each role!

After you've role-played, decide what changes you can make to improve your teamwork.

Let's Spell!

Have girls group together to spell the word **COOKIE**, using nothing but themselves! Girls will learn to make decisions as a team to accomplish this fun task.

Make sure to take a picture of the end result to admire!



Have girls set up goal tracking!

Make tracking goals a fun crafty activity!

All you need are some jars + fake leaves from the nearest craft store (the koala's favorite treat in real life!)

Girls can mark their goal lines on their jars with paint or permanent markers. As they reach their goals throughout the season, they can fill the jars with the koala treats!



GOAL SETTING

Mission Statements can inspire!

Girls can do this as a troop or individually. Have girls write down their cookie season goal and what they plan to do with their money this year. Girls can create mission statement necklaces or name tags out of these to wear at booth sales to show off their motivation! You can find more templates at the end of this guide.



MY MISSION IS...





STATION 5



MONEY MANAGEMENT

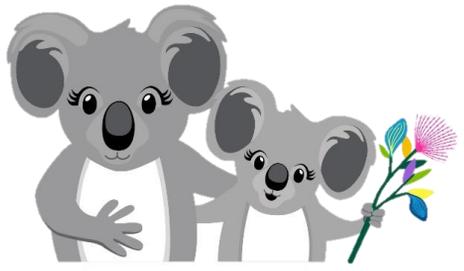
Track your sales online.

With an adult, learn how to use Smart Cookies to set your goals, track your sales, and manage orders and inventory. Then find out some different ways you can promote your Smart Cookies link to your customers!



Teach girls money management.

Help girls learn how to quickly calculate change. Start with dollar bills to reach a multiple of 5 or 10. Next use a five or ten dollar bill as you get to a multiple of 25. Use twenties until you reach 100. Mix up the counts as appropriate and have fun with it! Download an activity sheet from abcsmartcookies.com



Entrepreneurship Badges & Pins

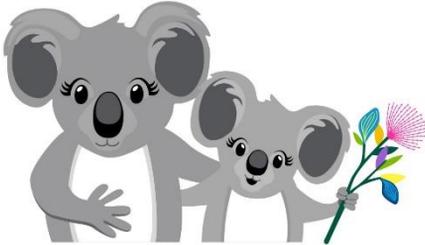
When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business	Financial Literacy	Cookie Entrepreneur Family	Entrepreneur
Daisy				
Brownie				
Junior				
Cadette				
Senior				
Ambassador				

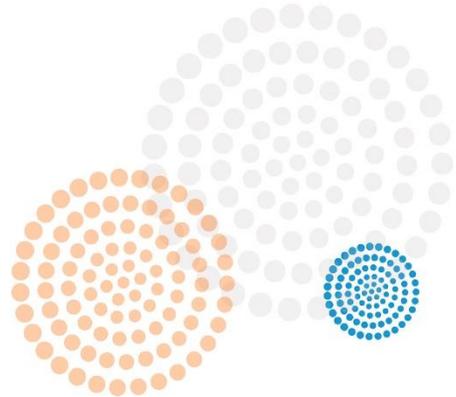
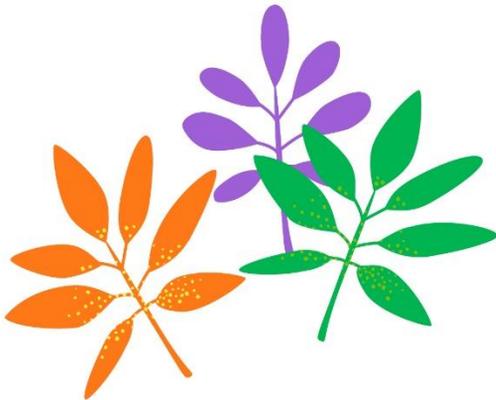
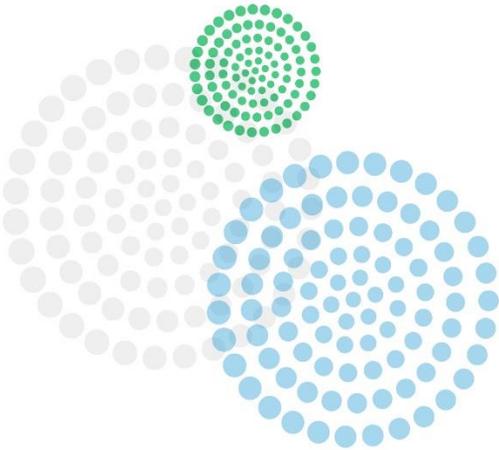
STATIONS



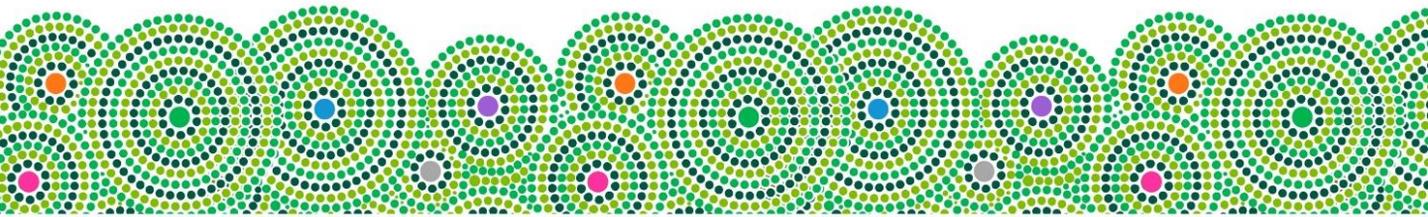
FRIENDS



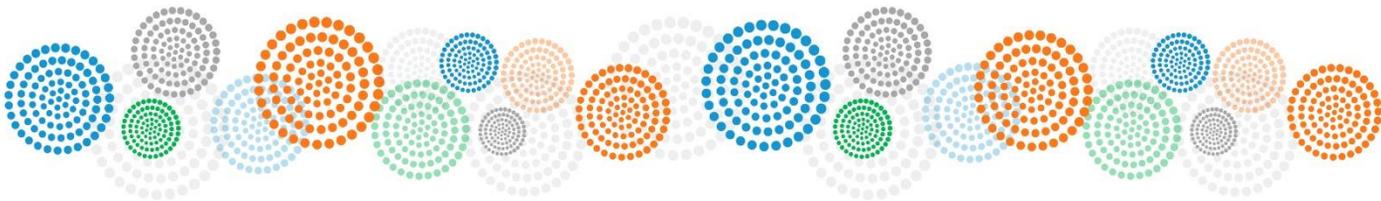
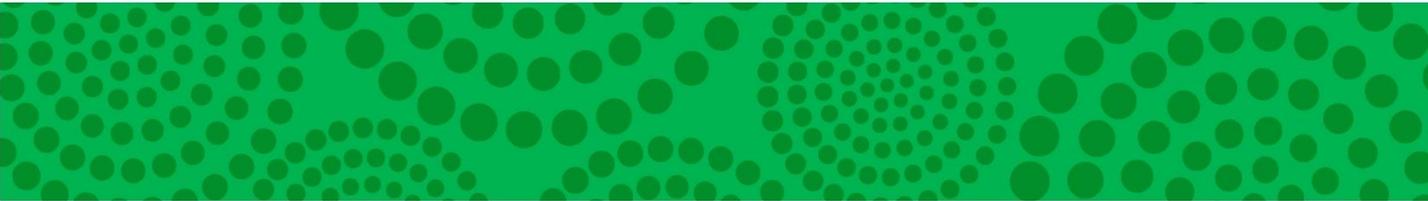
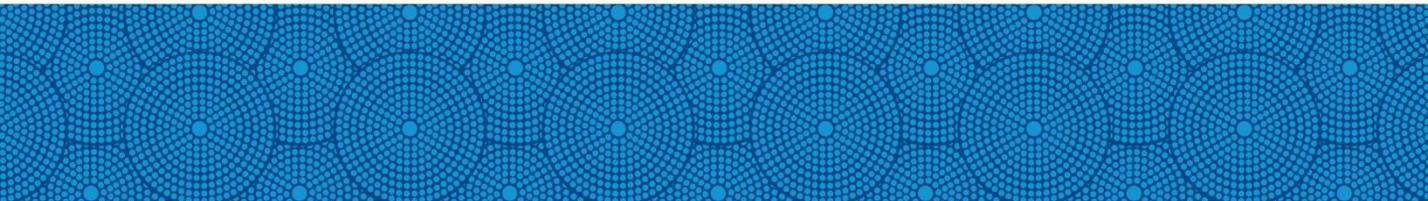
CORNERS



BORDERS



BORDERS





KOALA TP ROLLS

WHAT YOU NEED:

- Toilet Paper rolls
- Paint + Paint brushes
- Pom-Poms for ears
- Glue
- Markers
- Anything else you want to decorate with!



LET'S GET STARTED!

Start by painting your koala. Grey is a nice choice if you want your koala to look real!

Paint on the cute features, like their white stomach and their cute nose.

Don't forget to glue on some fluffy ears next.

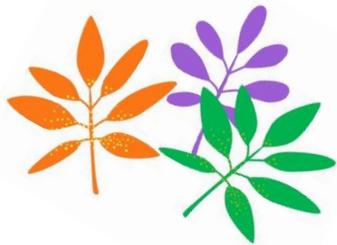
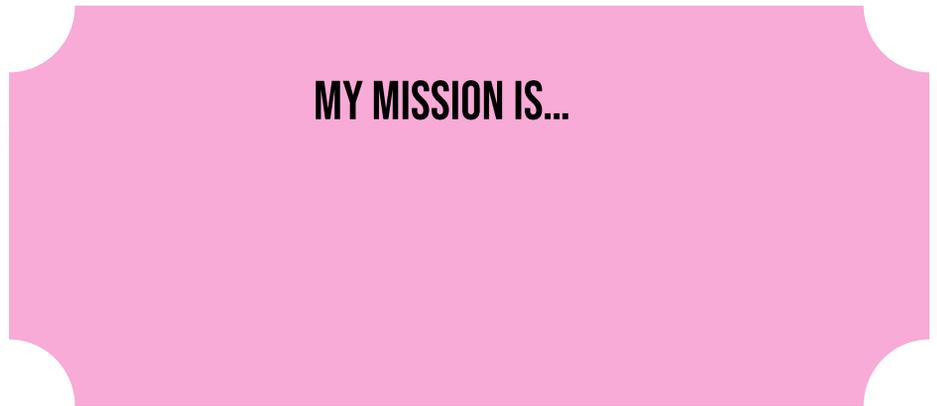
Let girls use markers or stickers to list their cookie goals for the season!

Add some ribbon to your supply list so girls can hang the koala from their backpacks or somewhere at home to admire all season long!

MISSION STATEMENTS

Print out these fun shapes to make necklaces to proudly display this year's cookie season goals, and plans for money earned! Customers will love to see the motivation to sell.

All you need is a hole punch, string, and big goals!



MY MISSION IS...

**MY
MISSION
IS...**