

2022 Girl Scout Cookie Program®

RALLIES



CLIMB
WITH
COURAGE



LET'S RALLY & CLIMB!

This Girl Scout Cookie Season will be an adventure like no other. Girls are ready to Climb with Courage — and so are you. So let's get started!

Here is what we we cover today:

- Planning and Considerations
- Ways to include older Girl Scouts to take the lead
- Activities to do at your rally
- Resources available to you

SETUP & CONSIDERATIONS

An in-person rally is a tried-and-true way to get girls pumped for the Girl Scout Cookie Season. Here are a few items to consider when choosing to meet in person:

Girl Scout Only or a Family Event:

Cookie Rallies can be either a Girl Scout only event or family event. With a family event, Caregivers can learn ways to support their Girl Scout during the cookie program. This will determine if you want to focus on the Family Cookie Entrepreneur Family Pins or the Cookie Badges (both new or old depending on your troop) or activities for a fun patch or all three!

Facilitators:

Girl Scouts® Cookie Captains make great rally leaders. They can run stations or offer cookie season knowledge. These can be Juniors Girl Scouts and up.

Troop Meeting or Special Event

Your cookie rally can be during a regular troop meeting or a special time.



SAMPLE AGENDA

1. **Set-Up - 1 to 2 Hours**
 - a. Prepare materials and create examples
 - b. Set-Up Activity Stations
2. **Welcome and Check In - 10 minutes**
 - a. Check Girl Scouts in for attendance
 - b. Provide name tags or welcome activity
 - c. Welcome Girl Scouts with high energy and excitement.
 - d. Provide directions about station rotation or time amounts at each station.
3. **Stations - 10 - 20 minutes per station**
 - a. Rotate thought stations
 - i. Business Ethics
 - ii. People Skills
 - iii. Goal Setting
 - iv. Decision Making
 - v. Money Management
4. **Wrap-Up - 10 minutes**
 - a. Thank everyone for coming
 - b. Patches

SETUP & CONSIDERATIONS

There are several benefits to hosting a virtual rally. Review the Girl Scouts' Virtual Girl Scout Cookie™ Rally Guide for tips on:

Virtual Girl Scout Cookie™ Rally Guide



ACTIVITIES

ACTIVITY

Supplies:

- scissors
- tape or glue
- key tags
- safety pins and/or string
- felt
- pipe cleaners
- markers
- paper
- hole punch

ADVENTUREFULS™ SWAP

Swap out last season's booth wearables with an Adventurefuls-inspired charm.

Girls decorate key tags to look like the new Girl Scout Cookie™ and turn them into SWAPs, pins or necklaces — all while learning about the delicious ingredients.

- **Great for booth marketing!**



MEET THE MASCOT



KOALA-TY FRIENDS

Say hello to the Girl Scout Cookie™ mascot from Down Under!

Introduce girls to their cuddly new friend by engaging them in a mascot-inspired craft and teaching koala fun facts. But first, have girls take a quiz together to see how much they know about their new friend!

ACTIVITY

Supplies:

- paper plates
- markers or crayons (gray & black)
- scissors
- tape or glue
- cotton balls
- string
- stapler
- hole punch

KOALA POUCH PLATE

Teach girls about koalas and joeys with this simple paper plate craft.

Using paper plates and markers, girls can make a baby koala and tuck it into the mother's pouch.



VIRTUAL GROUP ACTIVITIES

Captivate your attendees with these virtual-ready games and activities:

- **Post a poll:**
Ask girls about their favorite Girl Scout Cookies® and rewards items
- **Seek and find:**
Offer prizes to girls who can find the hidden images in adventure scenes
- **Chat it up:**
Ask girls about their favorite part about participating in the Girl Scout Cookie Program®



GOAL SETTING



FEARLESS GOAL-GETTERS

Setting a goal is an important — and exciting! — part of the Girl Scout Cookie Season.

Teach girls all about different types of goals. Then inspire them to set a Girl Scout Cookie™ goal and work toward achieving it with a goal tracker activity.

ACTIVITY

Supplies:

- cardstock
- pipe cleaners
- scissors
- clip art
- hole punch
- tape or glue stick
- markers
- template & clip art

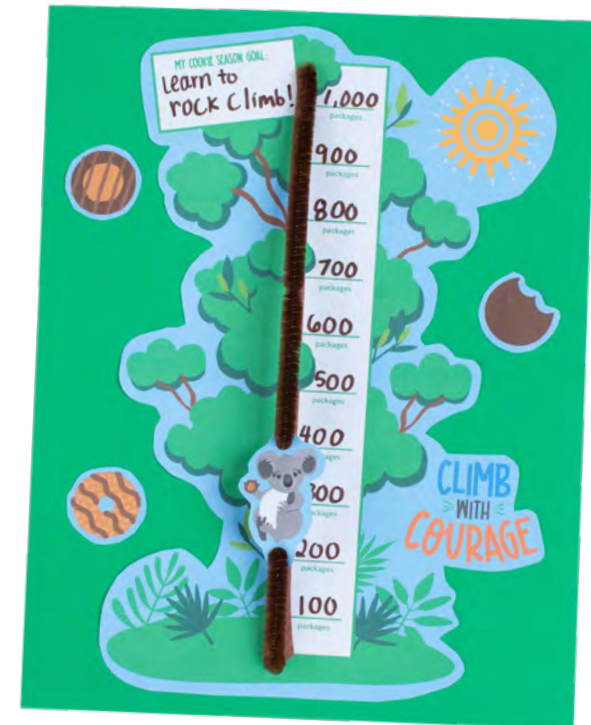
Optional: Bring the outside indoors by using a branch or twig instead of a pipe cleaner.

THE GOAL TREE

Inspire girls to keep climbing throughout the season by offering this mascot-inspired goal tracker.

They can fill in package goals, attach images of rewards they want to earn, or write what they want to do with their cookie earnings.

- **This activity gets girls one step closer to earning one of the NEW Cookie Business badges!**



BOOTH MARKETING



GIRL SCOUT COOKIE™ INGENUITY

*Cookie entrepreneurs
are always coming up
with fresh new ways
to market Girl Scout
Cookies.®*

Try out this booth
marketing activity
or encourage girls
to brainstorm their
own ideas.

ACTIVITY

Supplies:

- 22"x28" poster board
- tape or glue
- scissors
- markers
- template & clip art

Optional: Give the troop's Girl Scout Cookie™ menu board a little extra pizzazz by using stickers and other decorations.

GIRL SCOUT COOKIE™ MENU BOARD

Girls can create cookie menu boards and customize them with their goals and Girl Scouts® Hometown Hero organization.

Feature the menu board by taping to a table, placing in a picture frame or attaching to a sandwich board.

Customers love to see girls' goals on display!



SAFETY



SAFETY SMARTS

Girl safety is always the number one priority.

Review Girl Scouts' safety guidelines with girls, then turn the learning into a fun game!

ACTIVITY

Supplies:

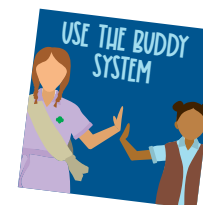
- bingo call sheet and cards
- markers

Optional: prizes for winners

SAFETY BINGO

Girls will tune into these tips when they play Girl Scout Cookie™ safety bingo at the rally.

Whether you play all at once in large groups or play as girls go through stations, it's a fun way to promote safety smarts.



MARKETING

Supplies:

- wooden craft sticks
- tape or glue
- scissors
- template
- backdrop (i.e., a solid-colored blanket, blank wall or even a green screen)



DIGITAL COOKIE[®] PHOTO BOOTH

Say, 'cookies!' Set up a booth to take photos and videos for business pages on Digital Cookie.

Provide photo props featuring Girl Scout Cookies[®], goals or marketing messages. Girls can even make DIY props out of empty cookie packages!

Top Tip

Before they enter the booth, ask them to write down their top online marketing strategies. Then turn the tips into a word cloud and share back with girls after the rally.

Ask a Girl Scouts[®] Cookie Captain to lead a session on how to optimize their Digital Cookie sites and how to use social media to market to customers.

Photo props promote the new cookie!

PITCH PRACTICE

Supplies:

- pitch template

MAKE A PITCH

Provide a script template and give girls time to practice their pitches. They can write their script for either in-person or virtual selling.

- **This activity gets girls one step closer to earning one of the NEW Cookie Business badges!**



girl scouts  Think outside the cookie box.

It's Girl Scout Cookie Time!

My first name is _____. Please help me reach my goal of selling _____ packages so my troop can _____.

You can order by visiting my cookie site at _____.

or you can also order by phone or email by reaching out to my adult helper _____ at _____.

Girl Scout Cookie™ proceeds stay local and every purchase means business smarts, adventure, and success for girls in your community.

RESOURCES

Little Brownie Website: <https://www.littlebrowniebakers.com/>

GSUSA Volunteer Cookie Resources Website: <https://www.girlscouts.org/en/members/for-volunteers/cookie-resources-troop-leaders-volunteer.html>

Cookie Rally in Box Kit from GSNMT

- Items to have photo/video booth station
- Items to practice booth skills
- Items for Adventurefuls SWAP, Cookie Menu Board and Goal Setting Activity
- Items for Safety Bingo
- Directions for all stations in Rally in Box Guide
- *Limited Cookies Available for testing*
- *Troops/SUs will have to provide some supplies like scissors and glue depending on the number of Girl Scouts*

