

girl scouts  
of new mexico trails

# 2026 Cookie Rally Guide



**BRAVE. FIERCE. FUN!**

# Introduction

## Rally: A fierce and fun way to kick-off cookie season

Rallies excite Girl Scouts for cookie season and help build skills essential to running a successful cookie business. From learning about cookie qualities, including the new Exploremore™, to setting goals and marketing on social media, Girl Scouts of all ages will learn tips to reach their customers and boost their businesses.

This year's theme is BRAVE. FIERCE. FUN! accompanied by a FUN-loving, Black-Footed Ferret as the mascot. Did you know a group of ferrets is called a business? What better mascot to support Girl Scouts on their way to launching their own successful businesses!

This guide was created to take the guesswork out of rallies for service unit and troop volunteers. Most options can be scaled for any size group, from large rallies to troop meetings



### Cookie Rally Patches

GSNMT will provide this patch for service units and troops at no cost. Patches will be available the week of February 9<sup>th</sup>. Service units and troops must submit the Rally Reflection form to get the patches.

### Sample Cookies:

GSNMT has a limited supply of all cookie flavors available for Service Unit rally events. Number of packages provided will be based from estimated number of Girl Scouts participating. Troops will get a package of Exploremore! for their rally.



**BRAVE.  
FIERCE.  
FUN!**

# Preparation and Considerations

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

**Location:** Determine an appropriate location for your event. Some things to consider when choosing a location include:

- Number of Girl Scouts expected to attend and total number of people allowed in facility
- Number and types of activities
- Cost
- Equipment available: tables, chairs, kitchen, etc.
- Availability for set-up and clean-up in addition to time of event.

**Girl Scout level focus:** We all know it is extremely difficult to offer an event for grades K-12, so consider your audience you want to serve. The Cookie Rally in a Box is designed for Daisy, Brownies, and Juniors.

**Facilitators:** Girl Scouts Cookie Captains make great rally leaders. Cookie Captains can be older Girl Scouts, usually second-year Juniors and older, who have experience in the Cookie Program. They can run stations or offer cookie season knowledge. Or you can ask other volunteers to run stations. Directions for all stations are provided.

**Activity Station Supplies:** GSNMT will provide the materials for the stations but troops/service units need to provide basic items like scissors, glue, tape, etc. Check each activity's supplies section to know what you will need to provide.



## Focus on 5 Skills

The Girl Scout Cookie Program® helps entrepreneurs learn five essential skills: goal setting, decision making, money management, people skills, and business ethics. Activities in this guide will help Girl Scouts learn those skills. Look for icons like the one below to know which skill Girl Scouts are learning.



Business Ethics

# Day of Event Recommendations

*Here are a few items to consider for cookie rally day:*

- Setup (1-4 hours before event): Gather all additional supplies needed. Set up activity stations. Walk volunteers or Cookie Captains through the stations and provide directions.
- Check-In: Greet Girl Scouts and have them sign-in. Optional: provide name tags to help station volunteers give directions to Girl Scouts.
- Welcome: Start the rally with a Girl Scout opening ceremony. Welcome Girl Scouts with high energy and excitement. You can mention our cookie theme and mascot, the different stations and directions on how to rotate through stations. If you would like an example of a script, please reach out to the GSNMT Product Program Team.
- Stations: Rotate through rally stations. Each station will take 10 to 20 minutes depending on activity. Some activities can be combined for fewer stations. You know your Girl Scout best so go through each activity to determine the time needed for each activity.
- Photos: Take lots of pictures and submit them with your Rally Reflection Form.
- Closing: Thank everyone for coming. Provide information on how patches will be distributed. Send them off excited to start the cookie season.
- Rally Reflection Form: Complete form as soon as possible to ensure your troop/service unit gets their patches.





# Activities

# Goal Setting – Motivational Book



## Motivational messages

Ask Girl Scouts to decorate several envelopes and fill each with a motivational message. Glue each envelope together to make a goal book. When a milestone is reached, Girl Scouts can read the message to stay motivated to reach their goal.

Optional: Girl Scouts can swap messages with other Girl Scouts at the rally.

### Supplies:

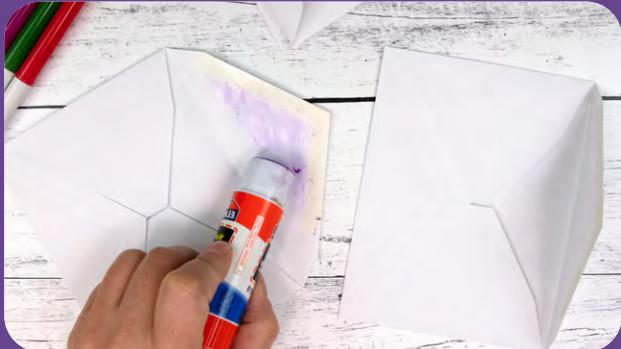
- Glue Stick
- Markers
- Scissors



*Little Brownie*  
BAKERS®

# Motivational Book Instructions

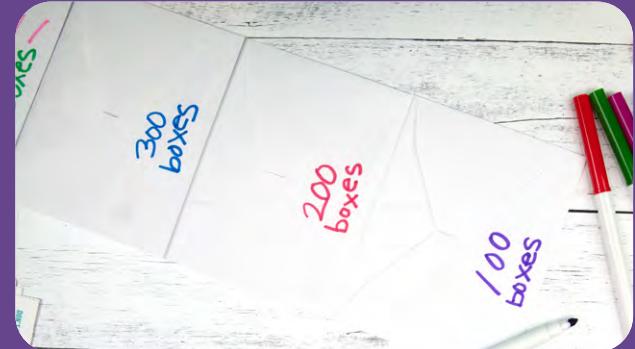
- 1 Add glue to the flap of the first envelope and place the second envelope on top with the flap facing out.



- 2 Repeat this process until all envelopes are attached.



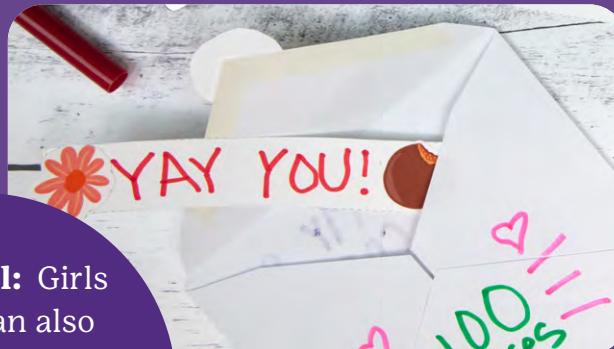
- 3 Mark each envelope with the number of cookie boxes to sell in 25% increments.



- 4 Ask Girl Scouts to write inspirational messages to their fellow Girls Scouts. They can also write notes to themselves. The provided template can help.



- 5 Place one or more messages in each slot. Girl Scouts can read them as they reach important milestones.



- 6 Use the template to decorate the motivational book.



**Go Digital:** Girls Scouts can also share notes of encouragement through cheers on Digital Cookie®.

**Little Brownie BAKERS®**

# Cookie Selfie Station

Girl Scouts can make their Digital Cookie pages stand out with a picture or personalized video. Give them a place to take pictures or record a video and watch the magic happen!

Entrepreneurs can also share their video on social media with the help of their caregivers. This is a great time to share social media guidelines with Girl Scouts and caregivers.

## Provided Photo Props:

- Backdrop for station
- Hand Sign
- Yard Sign
- Large Cookie Boxes

## Supplies Needed:

- Tape
- Cell Phone or Digital Camera



# Girl Scout Cookie Board Game

Girl Scouts can play this board game to learn the cookie varieties being sold and the pricing of these cookies. You can play one of these two variations of the game or create your own!

**Please return all pieces with kit so another troop or service unit can use it.**

## Instructions for Game #1:

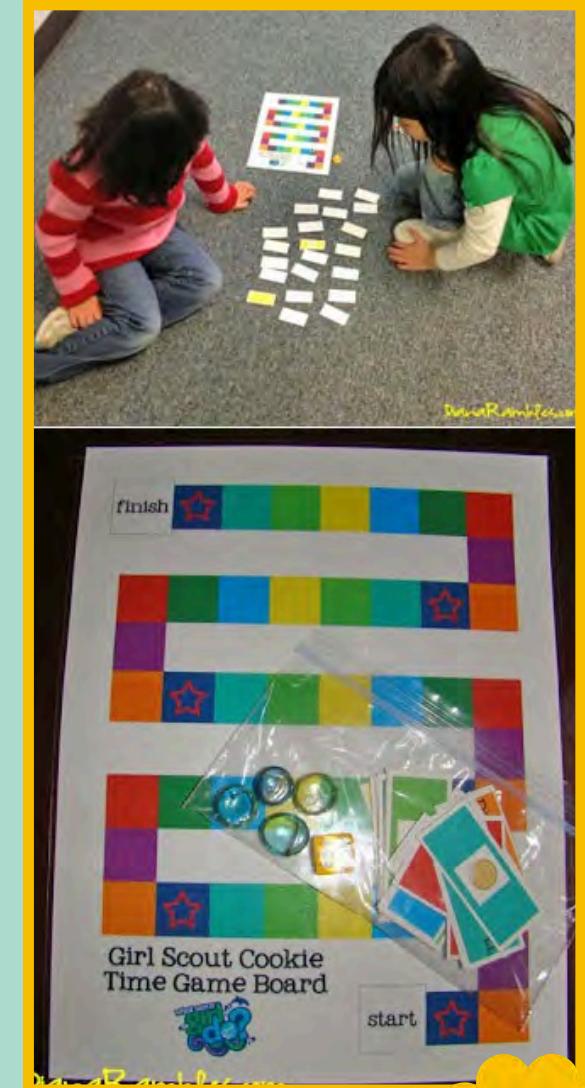
The first player rolls the die. They say the number that comes up and then tell everyone the price of that many boxes of cookies. (Ex: if you roll a 3, their answer should be \$16.50.) If they get the answer right, then they get to pick a game card and move forward to that space, stating the type of cookie. Keep playing (reshuffling the cards if necessary) until someone reaches the end.

For older Girl Scouts or more difficulty, use two dices and one die for core flavors and the other die for gluten-free cookies.

## Supplies Needed:

Remove one of the sets of cards so that there are matches of 2 cards. Place cards face down in a grid. Girls take turns by turning over 2 at a time in efforts to make matches. If they get a match then they can roll a die and move forward those many spaces. You will probably need to reshuffle the cards to get all the way through the board.

This option might be better for younger Girl Scouts just trying to learn the different flavors.



## INSTRUCTIONS

# Girl Scout Cookie™ Menu Board

Girl Scouts can create cookie menu boards and customize them with their goals.

### Supplies:

- tape or glue
- scissors
- markers

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

### Step 1:

Cut out the template and clip art.



### Step 2:

### Step 2:

Write your troop's 2026 cookie season goal on the board.



### Step 3:

Write your troop's Girl Scouts Hometown Heroes organization on the board.



### Step 4:

Write "Girl Scout Cookie Menu" with a marker at the top of a 22" x 28" poster board.

### Step 5:

Tape or glue all of the template and clip art pieces to the poster board. Make sure to include all the cookie flavors.



# Cookie Menu Lanyards

On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus. Personalize them by including marketing messages, cookie prices and Digital Cookie® QR codes.

## Supplies:

- Markers
- Scissors
- Hole Puncher

## Optional:

- 4 x 6 Plastic Card Holder

Call in Captains!  
Girl Scouts® Cookie Captains can help assemble lanyards and share ways they plan to use them.



# Exploremores! SWAP

Create the new Girl Scout Cookie - Exploremores! - and turn them into a SWAP (a Girl Scout tradition - Special Whatchamacallits Affectionately Pinned).

## Supplies:

- Black Marker
- Scissors

## Optional:

- Glue



## Step 1:

Cut out 2 dark brown foam circles and 1 light brown foam circle.



## Step 3:

Cut out white cardstock tag and trefoil outline.



## Step 2:

Optional - glue all three pieces together



## Step 4:

Mark 4 dots on the foam and pin all together.

This activity is a great way to introduce Girl Scouts to the new Girl Scout! Exploremores!

Exploremores are a rocky road ice cream-inspired cookies

- Filled with flavors of chocolate, marshmallow and toasted almond crème
- Crispy bite of sandwich cookie followed by soft fluffy crème
- Sweet chocolate and light almond after taste

# Cookie Safety Bingo

Girl Scouts will learn the most important lesson of all—Girl Scout Cookie Safety! As they enjoy the Cookie Rally, they'll spot safety and cookie tips and mark them off on their Bingo cards.

## How to Play (Station Style):

Give each Girl Scout a Bingo card at check-in. As they visit activity stations, they'll collect stamps or stickers at posted Safety or Cookie Tip signs. Display the provided signs at every station and a few fun spots around the event, with a volunteer at each sign to stamp cards.

## Alternate Play (Traditional Bingo):

Seat Girl Scouts together and give each one markers (candy, beans, etc.). Invite Girl Scouts to draw a tip from a basket and read it aloud to the group. For this option, fold the tip signs and place them in the basket instead of posting them.

## Helpful Tip

Decide how many winners you want—limit signs, require a specific Bingo pattern, or enter all completed cards into a prize drawing.

## Supplies:

- Stamp/Stickers/Marker
  - Scissors
  - Tape
  - Place Markers (candy, beans, etc.)
  - Basket/Bin/Cup
- Optional:
- Rewards



# Cookie Booth Practice

Girl Scouts will manage both digital and physical customer payments during the cookie season. Encourage them to get familiar with how a booth works with this activity.

## **Step 1: Have Girl Scouts set up their cookie booth using these provided props:**

- Table Cloth
- Empty Cookie Boxes
- Money Box
- Fake Cookie Money
- Apron
- Cookie Menu Board (if done)
- Cookie Lanyards

## **Step 2: Have older Girl Scouts or adults come up to the booth as customers. They can ask the following questions or say the following statements to help Girl Scouts practice their people skills:**

- No, I don't want to buy any cookies.
- How much do they cost?
- Why do they cost so much?
- What kind of cookies do you have?
- What are you going to do with the money?
- Which one is your favorite?

Or use the cards to ask veteran Cookie Sellers harder questions.

## **Step 3: Allow each Girl Scout to practice their skills and give them tips and suggestions as they practice. Have them take turns helping with money, taking orders, and talking to customers.**



# Rally Reflection Form

The rally's over, the Girl Scouts are excited and the most inspiring Cookie Season ever has begun. Congratulate yourself on a job well done and make a few notes about things to change or add for next year that you would like to share with us. The Rally Reflection form is an online form. Please make sure to complete the form to get your patches. You will be asked to provide photographs from the event. Here is the website to submit your form or scan the QR code to complete.

**<https://wkf.ms/4su93Lg>**

