

Rallies
2020-2021




We've Got
THIS!

girl scouts
cookie program

Little Brownie
BAKERS®



sisterHOOD
SPiRit



Rally 'em up

When girls band together, they are unstoppable! Celebrate the Girl Scout sisterhood at your rally by encouraging girls to grow and learn as a team through the Girl Scout Cookie Program®.

Whether you gather in person or via a virtual event, this guide provides inspirational and informational activities that will help each girl realize she can do anything—especially with her sisters by her side.

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At the Starting Gate

Gather Girl Scouts at a community center, school, campus, stadium or other large space. Or, go remote with a virtual cookie rally!

Station setup

Think about the type of rally that might work best for your council. Will girls meet in person or participate online in a virtual rally? Will girls attend with their family, with their troop or are both options welcome?

If gathering in person, organize your event with six to 10 activity stations. Many groups use a “timed rotation” format (about two hours total), starting with girls in one larger group, then breaking out into smaller groups to visit various activity stations. Wrap it up with a big group, high-energy sendoff. Or, consider an “open house” format (about four hours total), where girls can join the fun at any time and work their way through stations at their own pace.

Host at a horse farm or invite a mobile petting zoo to your event so girls can get to know the mascot!



Girl Scouts® Cookie Captains are a rally's best friend!

For awesome cookie rally volunteers, call in the Girl Scouts Cookie Captains. These teens will take the lead and naturally become inspired about their own cookie sales. Plus, they can earn service hours that could go toward earning the Program Aid award or Service to Girl Scouting Bar. Find more info and program materials at LittleBrownie.com.


Dub teens “Sister Spirits” for mentoring young troops or guiding them through the rally!

Build the 5 skills as a team

The Girl Scout Cookie Program® is so much more than selling cookies. Through the experience, girls build 5 skills that will last a lifetime: **goal setting, decision-making, money management, people skills and business ethics**. Rallies provide girls with opportunities to think about these skills and how to put them into action as a team.



FIND all the RALLY RESOURCES MENTIONED in this GUIDE

 **Make it virtual!** Host your rally online via an interactive livestream or pre-recorded video. Include all the elements of an in-person rally, from cookie training to goal setting.

TOP TIP: Amp up girl engagement by sending a virtual rally registration kit. Pack a few simple supplies and ship them to girls who sign up so they can follow along with the activities at home.

See page 21 for more virtual tips. For more info, including online platforms and interactive content, download the Virtual Girl Scout Cookie™ Rally Guide from the Girl Scout Cookie Program® toolkit on gsConnect.



at [LittleBrownie.COM/Rally](https://www.littlebrownie.com/rally).

Rally basics

- Set a budget
- Pick a date/time
- Choose a location or format
- Line up some help
- Plan your activities
- Promote your event
- Take registrations

How to promote your rally

- Social media (multiple platforms)
- Emails to troop volunteers & parents
- Printed flyers
- Service unit website
- Email signatures
- eBudde™ blasts (ask the council)
- In-person cookie trainings
- Signage in council lobbies and shops



Rally station card

Give girls their rally station cards at check-in or include in their virtual rally registration kit. Invite them to use it to keep track of which stations they've visited or which activities they have completed virtually. They can present their completed station card for a rally patch, participation certificate or fun prize.

See *Safety Tip Activity with stickers* on page 12.

ICON KEY



All activities with this icon are virtual-friendly!



This icon shows which activities could get girls one step closer to earning a badge or pin.





















This icon indicates girls will build one of the 5 skills.

Badge, skill and age-level recommendations listed on activity instruction sheets available on [LittleBrownie.com](https://www.littlebrownie.com).

BUILD SKILLS...

When girls sell Girl Scout Cookies,[®] they utilize the **5 skills**—*goal setting, decision-making, money management, people skills and business ethics*—and learn to think like entrepreneurs. Girls can earn badges and pins for every year they participate in the Girl Scout Cookie Program.[®]

	COOKIE ENTREPRENEUR FAMILY PINS	COOKIE BUSINESS BADGES	FINANCIAL LITERACY BADGES
Daisy			
Brownie			
JUNIOR			
Cadette			
SENIOR			
AMBASSADOR			

For more on badges and pins girls can earn, visit girlscouts.org/cookiebadges.

AS A FAMILY!



Team up for goal setting!

Girls team up with their caregivers to set goals for the season, including how many packages they plan to sell. They work together on the first step of the Cookie Entrepreneur Family Pin requirement sheet. This activity is designed to connect girls and their caregivers with the five essential skills girls learn through the Girl Scout Cookie Program, and help them support development at home.

Earn & Learn Together!

Girls partner with their caregiver or troop volunteer to explore Girl Scouts' National Program Portfolio and decide which badge or pin they want to earn. Girls leave the activity knowing which badge or pin they will earn this season. Distribute the Cookie Entrepreneur Family requirement sheet to girls at the end of the activity so they can start earning and learning with support from their caregivers after the rally is over.





Invite a local equestrian center to host a virtual tour of their facility and answer girls' questions.

TIP: Invite ponies to the party! Girls can present a finished station card at the end of the rally to get an on-site horseback ride as a reward.

*Perfect photo op! Snap pics that girls can showcase on their Digital Cookie® sites or social media channels.**

**Only girls 13+ can post on social media. Girls under 13 should team up with their parent or caregiver to post.*

FUN FACT! A GROUP OF HORSES IS SOMETIMES CALLED A TEAM OR TROOP.



NAME:
Aaliyah

STRENGTH:
Counting
changes
for
customers

NAME:
SOPHIA

STRENGTH:
Making
CREATIVE
POSTERS
FOR BOOTHS

TEAM UP!

Try out these group activities at the start or finish of your rally to pump up the energy. Go to [LittleBrownie.com](https://www.littlebrownie.com) for more ideas and resources, including:



Glow-in-the-dark dance party

Showcase the glow-in-the-dark rewards by throwing a glow-in-the-dark dance party! Start by stargazing at constellations online to introduce the Little Horse constellation on the blanket reward. Feature the other items, then hand out glow sticks, turn the lights out and get the party started!



Go virtual! Host an online dance party using your preferred video chat service.

TIP: Include glow sticks in your virtual rally registration kit!

RALLY KICK-OFF CHEER

INSPIRATIONAL RESOURCES

SONG LYRICS

NAME:
* Lily *

STRENGTH:

Using social media to sell to friends and family.

NAME:
Cynthia

STRENGTH:

Talking to everyone about

cookies!

COOKIES!

Epic paper doll chain

Make a super-long doll chain that celebrates the strength of sisterhood. Girls write down their strongest skills on paper dolls and tape them together to create a giant chain. They will learn that they all have individual strengths and find that, when they work together, they can do so much more!

KEEP CALM AND GALLOP ON!

Flower crown headband

Girls can channel flower power and match their cookie friend with this DIY headband. They'll love to learn about the horse plush accessory, and it's simple enough to make during downtime or while waiting for the rally to start.



GIRL SCOUTS®

My Cookie Friend

FUN FACT! A YOUNG FEMALE HORSE IS CALLED A FILLY.

Introduce girls to the high-spirited mascot by creating a plush display at registration. Or, show plush images along with horse fun facts during your virtual rally.

Cookie corral

Display the horse plush reward to inspire girls to earn it. Showcase it by constructing a corral out of Girl Scout Cookie™ packages!

Fun fact posters

Girls will love to learn about the majestic mascot! Display these spirited horse posters at registration—or in line for pony rides!—so girls can read up while they wait. Posters available for download at LittleBrownie.com.



Horseshoe goal hanger

Girls will keep their eyes on the prize after making this goal-setting craft. Decorate a horseshoe with package goals and inspirational messages, then hang it somewhere she'll be reminded that she's got this!



Hang it on the fridge or door

Include supplies in your virtual rally registration kit. Make it low-cost by substituting cardstock for the wooden horseshoe.

Feature a sign with plush info, such as how many packages girls need to sell to earn it or details on its reversible saddle blanket and flower crown accessories.

Rewards pop-up shop

Create a camp scene to display this year's amazing rewards made for the outdoors! Put tags on the items to show how many packages they're worth. Girls set their individual goals by selecting the rewards they want and calculating how many packages they need to sell to earn them.



A starry banner makes the perfect backdrop for a photo op—or glow-in-the-dark rewards!



For a virtual rally, invite Girl Scouts® Cookie Captains to record product review videos for some of the key items girls can earn, and play them during the rally.

GO, GiRL, GO!

Visit LittleBrownie.com for alternative instructions for big group rallies.



Six designs included! Three real constellations: The Little Horse, Little Dipper and Big Dipper, and three imaginary cookie constellations.



3D goal tracker

Girls will stay on the trot when they use this tracker to gauge their progress against their package goal.

No time to DIY? Download a goal poster from LittleBrownie.com.

Constellation flashlights

Encourage girls to reach for the stars and learn about the Little Horse constellation with this goal-setting craft.

If they enjoy this activity, encourage them to check out the Space Science badges. Display the badges and requirements next to this station for a little extra inspiration!

You can also display a Little Horse constellation poster, available at LittleBrownie.com.



Virtual-friendly! Girls can make these crafts using household items, or you can include supplies in a virtual rally registration kit.

Go to LittleBrownie.com for troop goal-setting ideas and resources, like this sister spirit paper chain.

**Set Goals
as a team**



KNOW AND GROW!

Safety tip scavenger hunt



Place safety tip stickers at different rally stations and send girls on the trail to collect them all. Girls can follow along with the maps on their rally station cards.



To go virtual, include pop-up safety tips throughout your rally video. Encourage girls to follow along at home by checking them off on a safety tip bingo card. Girls can redeem finished cards for a small prize or be entered in a giveaway!



Counting horseshoes



Practice money management while horsing around! Girls will love this hands-on activity that teaches them how to add up order totals and count change.

Full instructions and resources available at LittleBrownie.com.



Girls can practice at home by counting one- and five-dollar bills with a family member's help. See the Cookie Entrepreneur Family pin requirements for age-appropriate activities and more info.

FUN FACT! HORSES HAVE BIGGER EYES THAN ANY OTHER LAND MAMMAL.

Pony express relay

Teach girls about cookie logistics with a Girl Scout Cookie™ pony express! They can work in teams or individually to practice delivering cookies from the warehouse to their house, and then to customers.

Invite a Girl Scouts® Cookie Captain to create a poster that highlights the Pony Express history to display at this station.

Find instructions for this cookie case horse on LittleBrownie.com!





x 2

+



x 3

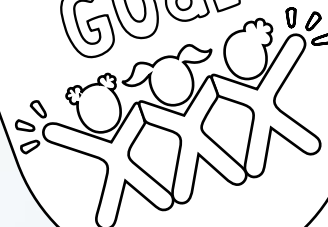
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x 1

= ??? FROM AUNT SUSIE

HELP US
REACH OUR
GOAL



Three fun designs for girls to use to decorate the binder clips on their DIY clipboards.



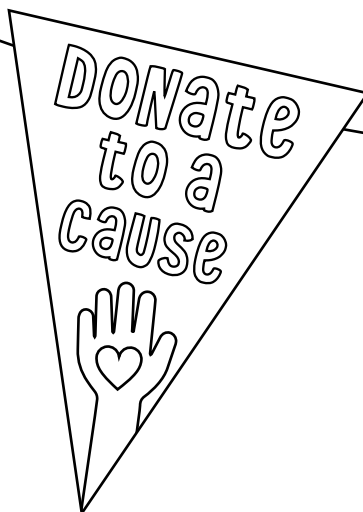
Order-taking set

Decorate a jumbo binder clip with Girl Scout Cookie™ messages and turn it into a clipboard using a recycled cookie case, chipboard or foam core. Make it a set by creating a playful horse pencil topper to go with it.



Include supplies in a virtual rally registration kit, or suggest girls make at home using household materials.

We've Got Marketing SMARTs!



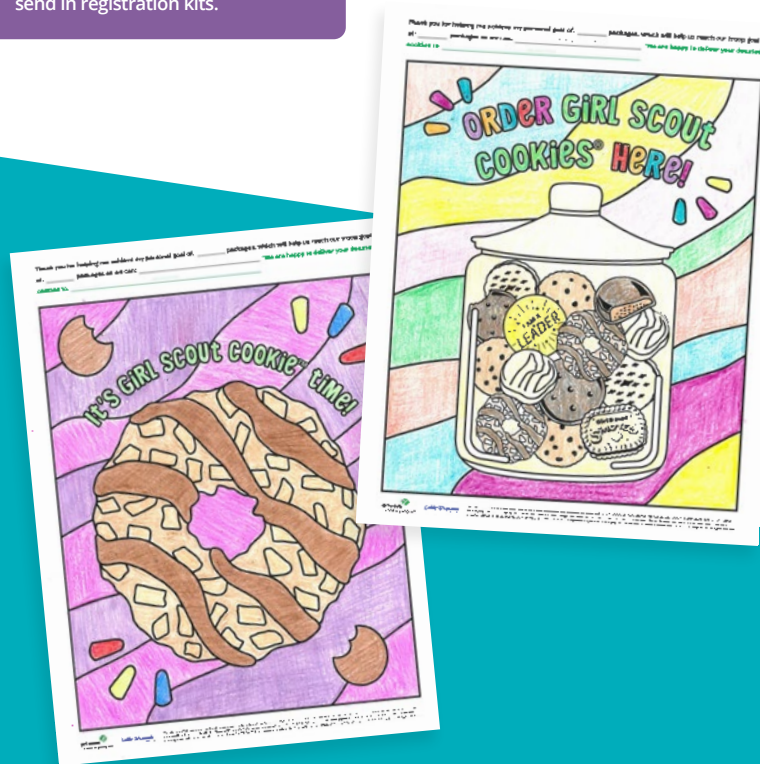
Booth banner

Draw customers in with a beautiful booth banner! Girls can color in templates or use their marketing savvy to write in their own messages.

TIP: Include info on how to create and run a virtual cookie booth! See the Virtual Girl Scout Cookie™ Booth Guide, available on LittleBrownie.com.



Make banners available digitally or send in registration kits.



Friends and family marketing

Spread the word about Girl Scout Cookie Season with these customizable coloring pages. Girls' family members can display them at work to help their cookie CEOs market their messages.



Make available digitally for virtual rally attendees.



1. REGISTER
2. SET UP YOUR SITE
3. INVITE CUSTOMERS TO PURCHASE
4. TRACK YOUR PROGRESS

CALLING ALL COOKIE TECHIES

Help girls take their Girl Scout Cookie™ business to the next level with the Digital Cookie platform. By adding online and mobile channels to their sale efforts, girls can market everyone's favorite Girl Scout Cookies® to friends and family down the block or across the country from the comfort of their home. Using Digital Cookie is easy and convenient for everyone.

- Girl Scouts who paired Digital Cookie with traditional sales on average sold 76% more Girl Scout Cookies than girls who did not sell Girl Scout Cookies online.
- Girl Scouts who personalized their Digital Cookie site with their own picture or video on average sold more than double the number of Girl Scout Cookies.

Visit www.girlscouts.org/digitalcookie

Show 'em the ropes—host a Digital Cookie® platform demo station

When girls arrive at the station, log in to a Digital Cookie account for their grade level, hand over the mouse and let them click away! Girls will learn how to set up their personalized website, get tips to create their very own Girl Scout Cookie videos, play interactive games, watch videos, enjoy printable activities and take fun quizzes that will help them learn how to budget their money and market their business. Now that is what we call Girl Scout Cookie smarts!

Make sure to educate girls on how to safely market their cookie business! Use the *Digital Marketing Tips for Cookie Entrepreneurs* and Families as a guide. Girls can team up with their parent/guardian to learn about e-commerce and how to think like entrepreneurs by visiting girlscoutcookies.org/digitalmarketingtips.

Help them take their sale on the go—download the Digital Cookie Mobile App

The Digital Cookie mobile app makes it super simple for girls to take orders as they go door-to-door, sell at Girl Scout Cookie booths or interact with customers one-on-one. With the app, customers can pay by credit card, and even have their Girl Scout Cookies shipped—awesome! Download the app for FREE from the Apple Store or Google Play.





Girl Scout Cookie™ charms

Teach girls about the different cookie varieties with these cookie catalog charms. Girls can make them into bracelets or dangles to take their new knowledge on the go!

Go to LittleBrownie.com for more ideas and resources, including:

CARD GAMES

COOKIE PITCH



BOOST GiRL SCOUT COOKiE™ iQ



Cookie creation station

Equip girls with essential information about Girl Scout Cookies® and the Girl Scout Cookie Program®. Teach them about the information featured on the packages, including the 5 skills girls learn through the program and information about the cookies they are selling. Then use them to build creative designs with the cookie packages!

TIP: Build a herd of horses at booths using donated packages. Or, have customers build horses when they donate!



Create a hashtag for girls 13+ to post cookie creations they make at home!*

*Parents or caregivers can post for girls under 13.

TAP INTO TEEN SPIRIT



Girl Scouts® Gift of Caring donation box

Team up to give back! Invite teens to work together and choose an organization as their Girl Scouts Gift of Caring cause. Craft a creative donation box that reflects the cause and inspires customers to donate cookies at booths.

Go social! Show teens examples of creative donation boxes and encourage them to make their own after attending the virtual rally. They can even post to social media using #CookieDonationCreation to earn a Gift of Caring patch or other reward.



Donations going to Healthcare Heroes or other essential workers? Feature them in your virtual rally! Teens would love to see and interact with a guest speaker from your council's chosen organization.

Build off a sample script or write your own!



Digital Cookie® workshop

Help girls master digital marketing skills by hosting a full-blown Digital Cookie® workshop!

Download worksheets from LittleBrownie.com and use them as guides for branding their digital order cards. Follow key steps, such as brainstorming a business name and writing a video script.

Heads and tails keyring

Tout some horse tassels to spread the word about Girl Scout Cookie Season! These keyrings with marketing messages and horse tail tassels make perfect pencil toppers or zipper pulls.



Include supplies in your virtual rally registration kit so girls can add them to a pencil at home.

Set up a recording studio so girls can shoot their video the same day!



SAMPLE aGenda

1 Setup: 2-4 hours

- Set up all the activity stations.
- Prepare the stage for the big group activities.
- Set up any AV equipment, screens and presentations and test them out.

2 Registration: 30 minutes

- Greet girls at the registration table and provide name tags, rally station cards and any other materials needed.
- Suggested activity: Cookie Corral

3 Welcome: 10-15 minutes

- Welcome girls with high energy and excitement.
- Explain how the Rally Station cards can be shown at the end of the event for a treat or a patch.
- Suggested activity: Rally Kick-off Cheer

4 Stations: 10-20 minutes per

- Rotate through the rally stations. Select any activities you wish, but be sure your rally features these key lessons:

Rally station	5 Skills lessons
Goals	Goal Setting
Marketing	Decision-Making
Cookie booths or selling	Decision-Making, People Skills
Cookie knowledge	People Skills, Business Ethics
Technology	Decision-Making, Business Ethics
Money management	Money Management
Safety	Decision-Making

5 Group Activity: 20-30 minutes

- Gather the girls for an energetic sendoff. Be sure to include a show or game that highlights all the great rewards girls can earn.
- Suggested activities: Glow-in-the-dark Dance Party

6 Wrap-Up: 10-20 minutes

- Thank everyone for coming.
- Hand out rally patches and participation certificates.
- Ask everyone to fill out a short survey to help you plan for future Girl Scout Cookie rallies.
- Send them off ready to spread the Sister Spirit!

CONSIDER THESE TIPS FOR VIRTUAL RALLIES:

1 Welcome girls

- Open your rally with lots of personality and spirit!
- Introduce a council spokesperson as the host and tell girls what to expect.

2 Kick-start content

- Reveal the campaign theme and mascot.
- Invite top entrepreneurs to give tips.
- Show inspirational girl videos.*
- Plug in Girl Scout Cookie™ training videos.*
- Highlight your Girl Scouts® Gift of Caring cause, or invite a speaker from the organization to join the livestream.
- Highlight Girl Scouts' national portfolio including the 5 skills, Cookie Entrepreneur Family pin, and Cookie Business or Financial Literacy badges.

3 Make it interactive

- Engage girls in cookie rally activities, crafts and games
- Take polls and answer questions.
- Feature rewards items and get girl feedback in real time.

4 Wrap up

- Thank everyone for tuning in.
- Remind girls to send in pictures of their completed station cards to receive a certificate and rally patch.
- Close with a high-energy send off!

*Available on Little Brownie's YouTube channel



For more virtual rally tips, including a sample agenda and more, download the Virtual Girl Scout Cookie™ Rally Guide from the Girl Scout Cookie Program® toolkit on gsConnect.

Consider preparing a virtual rally kit with activity supplies or downloadables that girls can receive after they register. The kit can include:

- Station cards and activity sheets so girls can follow along at home
- Cookie Pins & Badges poster (pg. 4)
- Glow sticks for whole group dance party (pg. 7)
- Cardstock or wooden horseshoe for goal-setting activity (pg. 9)
- Headband or pipe cleaners for flower crown craft (pg. 8)
- Cardboard tube for constellation flashlight activity (pg. 11)
- Jumbo binder clip for order-taking set (pg. 14)
- Booth banner and cookie coloring pages (pg. 15)
- Embroidery floss and key rings for pencil topper accessories (pg. 19)



Girls can send in a pic of their completed station card to receive a participation certificate and rally patch.

Resources:

Find loads of activity resources, ready-to-go art and templates online at LittleBrownie.com in the Girl Scout Cookie Rallies section.

- Rally activities
- Rally station card art
- Participation certificates (girl and volunteer)
- Rally kickoff script
- Girl and volunteer surveys
- Troop sign-up sheets
- Volunteer round-up & sign-in sheet



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