



Little Brownie
BAKERS®

2022-2023 Girl Scout Cookie Program®

Rallies



2022–2023 Rallies

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New Cookie

Meet the Mascot

Whole Group Activities

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Get Ready to Rally!

Let's kick off a bright new Girl Scout Cookie Season! Use this Rally Guide to begin planning your first steps. Follow along using the left-hand column. As you go, you can jot down notes in the Rally Action Plan section.



**In-person and
virtual activities
included!**

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From Your Council

Call the Captains

Girl Scouts® Cookie Captains make great facilitators for in-person or virtual rallies. Plus, they can earn volunteer hours!

Focus on 5 Skills


The Girl Scout Cookie Program® helps girls learn five essential skills: goal setting, decision making, money management, people skills and business ethics.

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Meet the New Girl Scout Cookie™!

Raspberry Rally™

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating.

Teach Girl Scouts all about the cookie. Then, celebrate its arrival with a fun activity.

Shipped
Only!




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Shipped Only!

For the first time ever, Girl Scouts is offering a new cookie exclusively sold online. Raspberry Rally™ cookies will be available for direct shipping only while supplies last.




Sign cookie techies up early on Digital Cookie so customers can get them before they're gone!

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Raspberry Rally™ Pom-Poms

Cheer on the arrival of the newest Girl Scout Cookie™ with this simple DIY activity.

Girl Scouts can learn about the new cookie with this fun wearable.



Supplies:

- Curling Ribbon
- Pink Duct Tape
- Masking Tape
- Key Tags
- Markers
- Clip Art
- Scissors
- Craft Sticks



Go Virtual!

Provide supplies in virtual rally kits and share instructions to follow along at home.

Booth wearable!*



**If worn at booths, pair it with “Exclusively sold online!” signage.*




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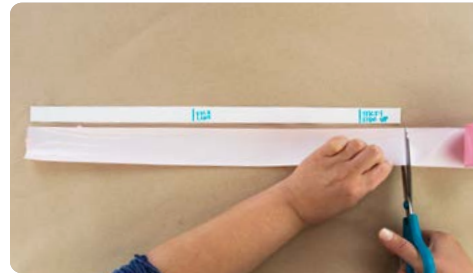
Raspberry Rally™ Pom-Pom Instructions

Optional setup:

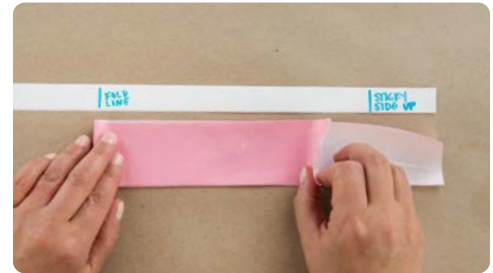
Place an 18" piece of masking tape on the table, sticky side down. Draw a line at 8" and 16". At 8", write "fold line." At 16", write "sticky side up." Masking tape will be used just for measuring.



- 1 Cut an 18" piece of duct tape and lay it above the masking tape, sticky side up. Draw the 8" and 16" lines on the duct tape.



- 2 Fold the tape at the 8" line, carefully positioning the sticky sides together.



- 3 Wrap the duct tape around the palm of your hand to form a loop. Secure it by pressing the remaining 2" of the sticky side to the end of the loop.



- 4 Cut ten 18" pieces of curling ribbon using the masking tape as a guide. Tie the ribbons around the duct tape loop, pulling tight enough to fold in the tape.



- 5 Using craft sticks or safety scissors, curl the ends of the ribbon. (Provide adult supervision and assistance where necessary.)



- 6 Cut out cookie clip art and hole punch. Stick the clip art to one side of the key tags (two per pom).



- 7 Decorate the other side of the tags with the cookie's name, ingredients or special features.



- 8 Attach the key tags to the base of the pom using two of the ribbons.



Raspberry Rally™ Pom-Poms

1" clip art for 1.22" key tags



Raspberry Rally™ Pom-Poms Clip Art

Stand-alone clip art: cut out tag, fold to be doubled-sided, hole punch and attach with ribbon to Pom-Poms




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Raspberry Rally™ Booth Sign

Exclusively sold online for shipment only

Girl Scouts can have fun creating a bright sign to promote the new Girl Scout Cookie™ and its exclusive online availability.

Consider adding a QR code to send customers directly to Digital Cookie® to make a purchase.



Supplies:

- Colored Paper
- Sign Template
- Scissors
- Glue or Tape
- Markers
- Optional: QR Code



Go Virtual!

Provide a materials list and share instructions for Girl Scouts to follow along at home.




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Raspberry Rally™ Booth Sign Instructions

- 1 Print the sign template, cut it out and customize it with a QR code.



- 2 Cut a piece of colored paper into quarters and glue the sign template to one quarter.



- 3 Color and customize it with cookie marketing messages. For example: "Hurry! Exclusively sold online while supplies last!"



Optional:

Create a QR code that directs to girl or troop Digital Cookie® pages using a free online tool of your choice.

Scale at 1.5" print and cut out. This step is only if you are using templates with a place for a QR code.



Make it teen-friendly!

Go digital with the signs by converting them to a file format teens can customize for use on social, email or Digital Cookie®. For online activities, remind volunteers to distribute the Girl Scout Internet Safety Pledge and follow Girl Scouts' Safety Activity Checkpoints.

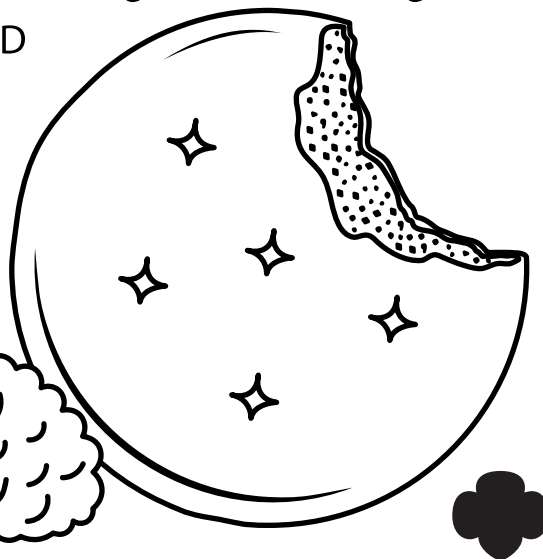
Raspberry Rally™ Booth Sign

Customizable sign art with clip art for coloring

Raspberry Rally™

NATURALLY FLAVORED
WITH OTHER
NATURAL FLAVORS

Shipped
Only!

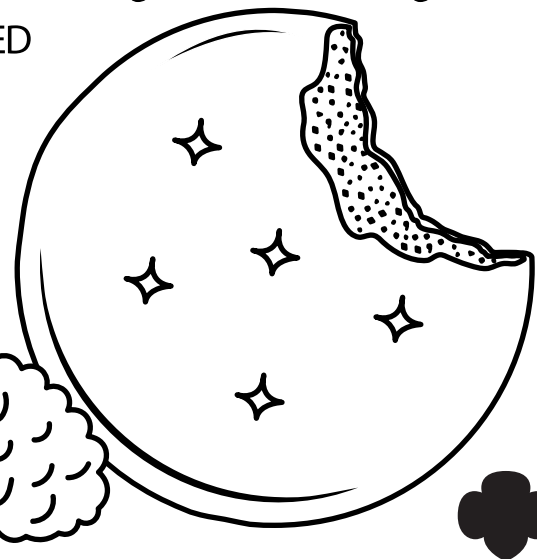


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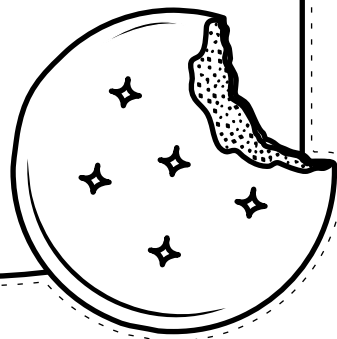
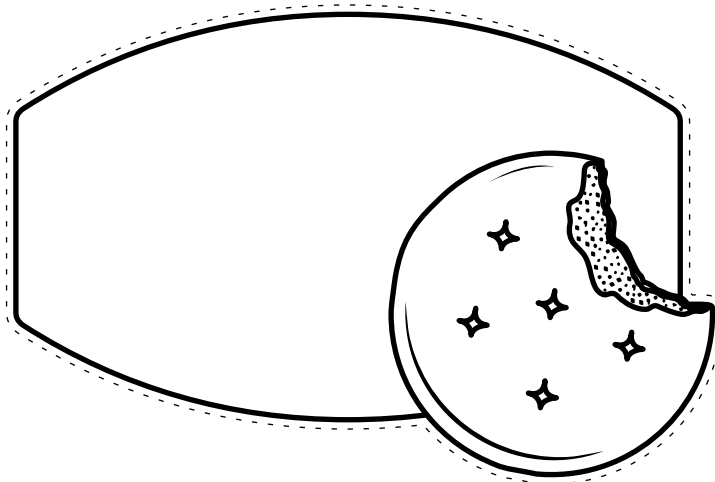
Raspberry Rally™

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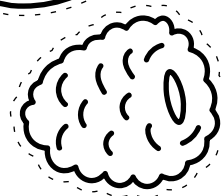
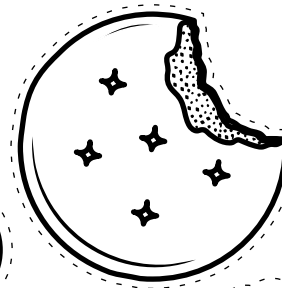


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**NEW
COOKIE!**

Thin, crispy
cookies infused
with raspberry
flavor, dipped in
chocolaty coating



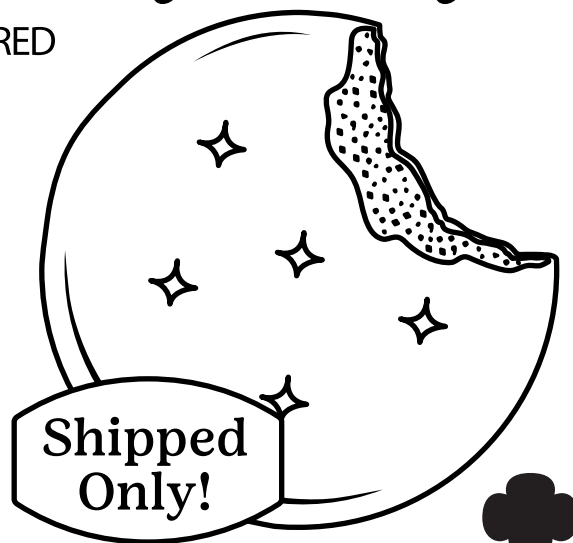
Raspberry Rally™ Booth Sign

Customizable sign art with clip art for coloring and space for a QR code

Raspberry Rally™

NATURALLY FLAVORED
WITH OTHER
NATURAL FLAVORS

QR CODE
HERE



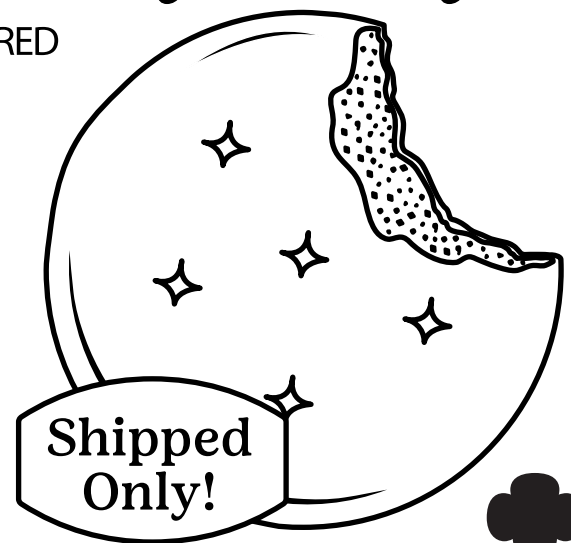
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Raspberry Rally™

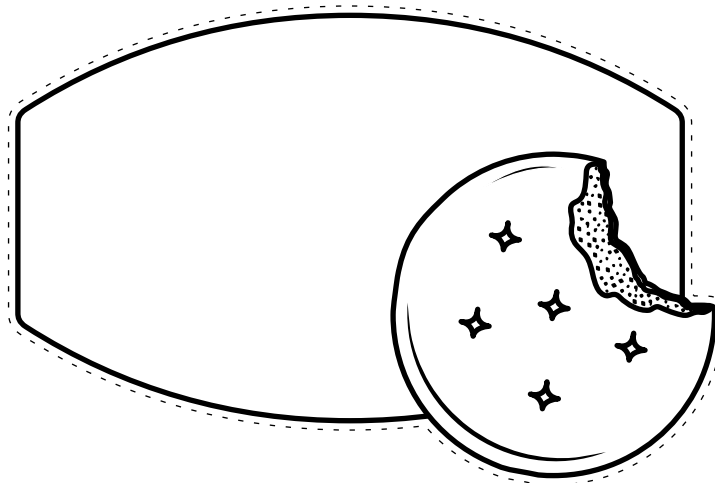
NATURALLY FLAVORED
WITH OTHER
NATURAL FLAVORS

QR CODE
HERE



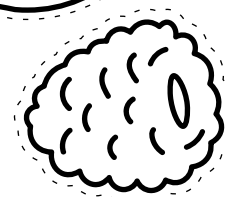
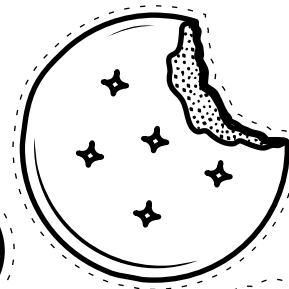
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**NEW
COOKIE!**

Thin, crispy
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Raspberry Rally™ Booth Sign

Sign art with clip art

Raspberry Rally™

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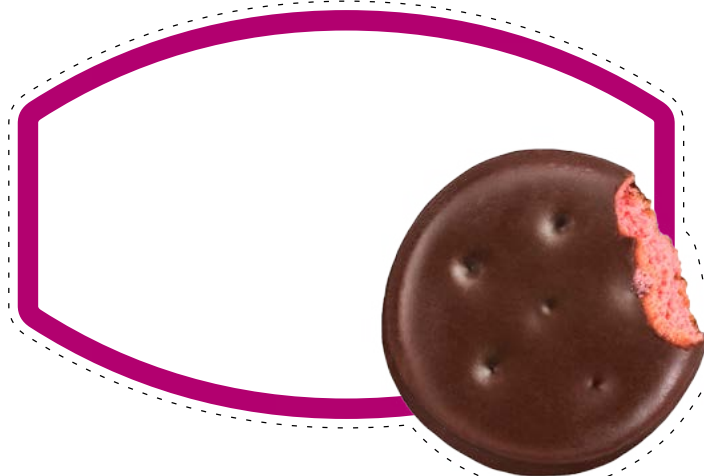
Raspberry Rally™

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NATURAL FLAVORS

Shipped
Only!

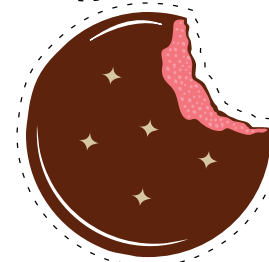


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**NEW
COOKIE!**

Thin, crispy
cookies infused
with raspberry
flavor, dipped in
chocolaty coating



Raspberry Rally™ Booth Sign

Sign art with clip art and space for a QR code

Raspberry Rally™

NATURALLY FLAVORED
WITH OTHER
NATURAL FLAVORS

QR CODE
HERE

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Raspberry Rally™

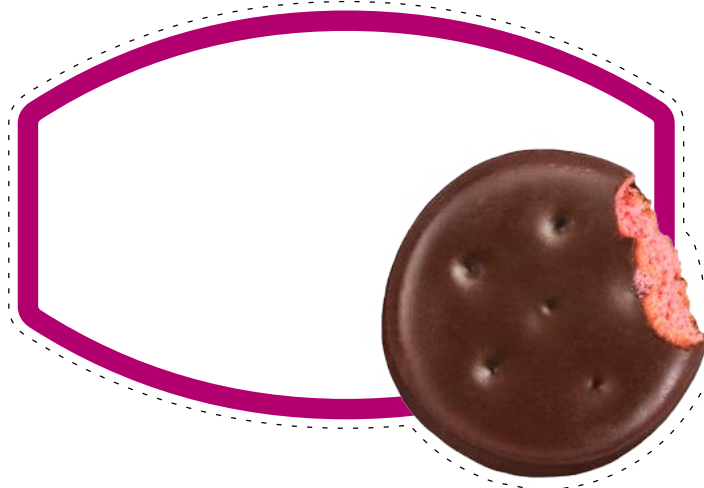
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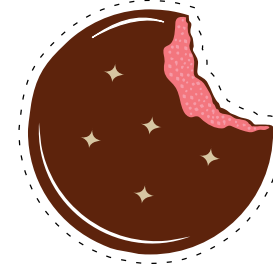


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Thin, crispy
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- Instructions—Dolphin Snacks
- Activity—Dolphin Game Show 

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New Cookie Friend!

Make a splash this season with our dolphin mascot, Coral!

Introduce Girl Scouts to their new friend from the sea with a mascot-inspired craft. Or, teach them about dolphin fun facts by hosting a game show.



She's smart,
social &
full of fun!

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Dolphin Snacks

Girls will flip for these bright bites! Set up a snack creation station inspired by this year's mascot.

Bonus: The dolphins can serve up new Raspberry Rally™ cookies to girls!



Supplies:

- Bananas
- Berries or other fruit
- Girl Scout Cookies®
- Cups
- Scissors
- Markers



TIP: Invite girls to pick their favorite Girl Scout Cookie™ to place in the dolphin's mouth. If possible, have Raspberry Rally™ cookies on hand so girls can taste test the new flavor.


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Dolphin Snacks Instructions

- 1 Wash scissors and fruit. Cut the bananas into 4"-5" lengths, keeping the stalks. To create the dolphin mouth, using scissors, cut the stalk portion in half lengthwise and continue about 1" into the main body of the banana.



- 2 Place the cut banana into the cup with the cut stalk sticking up. Fill the rest of the cup up with fruit of your choice. Don't forget to add eyes using a marker!



- 3 Place a cookie into the cut stalk to look like a dolphin carrying a cookie! If you don't have cookies on hand, a blueberry or small grape can be used instead to look like a beach ball!



Cookie
tasting
activity!


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Dolphin Game Show

How much do Girl Scouts already know about their bright new friend? Host a game show to find out!

Go all out with buzzers, microphones and a lively host to make it engaging for girls.



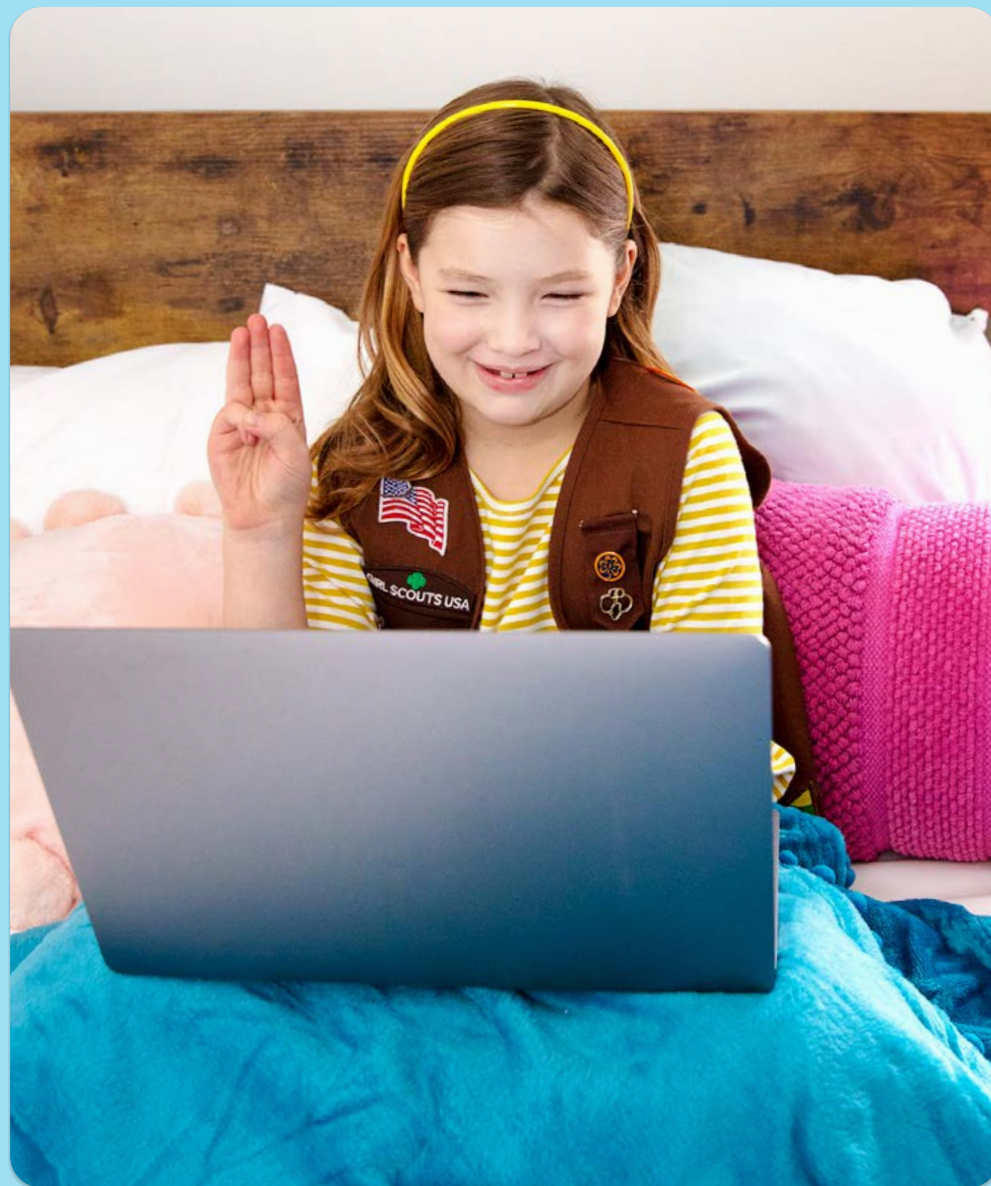
Supplies:

- Dolphin Quiz Questions
- Fun Facts
- Optional: Buzzers and small prizes



Go Virtual!

Screen share the quiz questions and invite Girl Scouts to enter their answers in the chat or in a poll. You can also reveal the mascot with the Go Bright Ahead theme video!



Dolphin Game Show—Quiz

QUESTIONS:

1

WHAT KIND OF ANIMALS ARE DOLPHINS?

- A. FISH
- B. MAMMALS
- C. AMPHIBIANS
- D. REPTILES

2

WHAT DO DOLPHINS EAT?

- A. FISH
- B. SHRIMP
- C. SQUID
- D. ALL OF THE ABOVE

3

HOW DO DOLPHINS COMMUNICATE?

- A. SQUEAKS
- B. WHISTLES
- C. CLICKS
- D. ALL OF THE ABOVE

4

TRUE OR FALSE:

DOLPHINS FORM FRIENDSHIPS THAT LAST FOR DECADES.

5

TRUE OR FALSE:

DOLPHINS ARE ONLY FOUND IN THE ATLANTIC OCEAN.

6

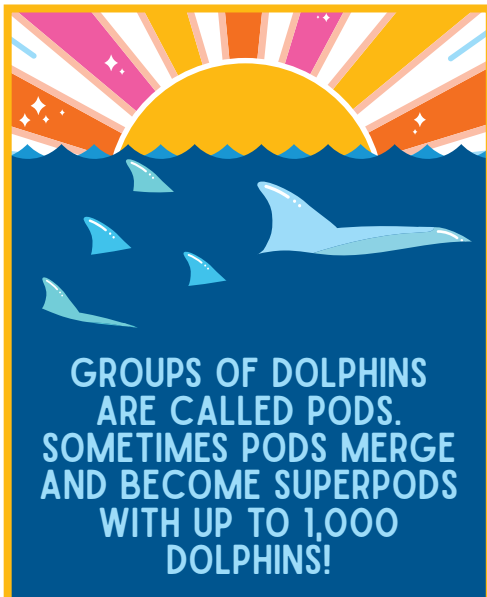
TRUE OR FALSE:

DOLPHINS HAVE GREAT HEARING AND VISION.

1. B 2. D 3. D 4. TRUE 5. FALSE - THEY LIVE IN WARM WATER ALL OVER THE WORLD! 6. TRUE

Dolphin Game Show—Fun Facts

Cut out and fold in the middle to create a double-sided fun fact card



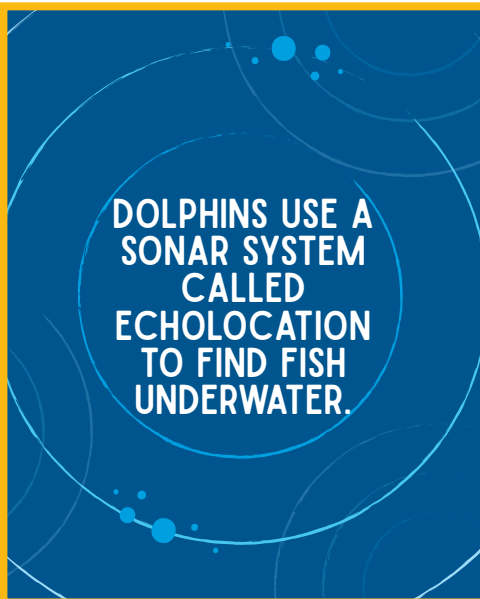
Dolphin Game Show—Fun Facts

Cut out and fold in the middle to create a double-sided fun fact card

EACH DOLPHIN HAS A
UNIQUE WHISTLE THEY
USE AS IDENTIFICATION,
JUST LIKE A NAME.

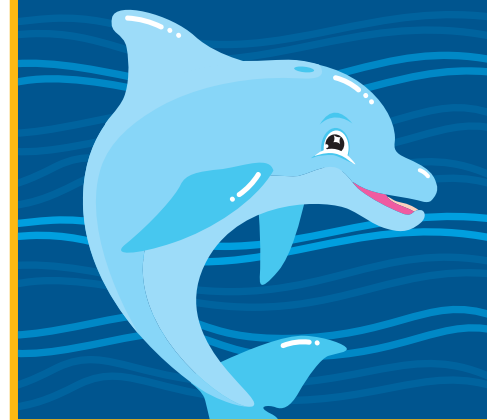


DOLPHINS USE A
SONAR SYSTEM
CALLED
ECHOLOCATION
TO FIND FISH
UNDERWATER.



DOLPHINS
ARE BORN
TAIL FIRST.

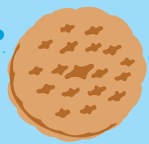
DOLPHINS ARE FOUND IN
WARM WATER ALL OVER
THE WORLD.



DOLPHIN
FUN FACTS



DOLPHIN
FUN FACTS



DOLPHIN
FUN FACTS



DOLPHIN
FUN FACTS



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● **Pod Party!**

○ In-Person Activities

○ Virtual Activities 

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Pod Party!

Bring Girl Scouts together at the start or end of your rally. Pump up the energy with a cheer or another group activity of your choice.



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In-Person Group Activities

Here are tried-and-true ways to motivate Girl Scouts as a group:

- Get them cheering: Open with a scripted Welcome Cheer
- Roll out the red carpet: Premiere the Go Bright Ahead theme video and mascot reveal

New for 2023!

- Set the scene: Choose a movie with an underwater theme and host a movie night for troops or service units as a reward for attending the rally. Play the movie trailer for the whole group.



- Play with pods: Group Girl Scouts into teams, or “pods,” and run relay races. Girls dress up in floaties and tubes and race to get a package of Girl Scout Cookies® from the cupboard to the customer.



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Virtual Group Activities

Bring Girl Scouts together online with these games and activities:

- Give a sneak peek: Feature big-ticket rewards items or experiences. Customize these [Rewards Review](#) slides to build excitement!
- Throw a watch party: Host a virtual movie night on your preferred streaming service.
- Post a poll: Ask girls about their favorite Girl Scout Cookies® and rewards items.
- Chat it up: Ask girls about their favorite part about participating in the Girl Scout Cookie Program®.



YES

NO



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Goals Ahead!

- Activity—Wave Goal Tracker
- Instructions—Wave Goal Tracker 

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Goals Ahead!



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 track their progress with a fun activity.



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○ Instructions—Wave Goal Tracker 

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Wave Goal Tracker

Encourage Girl Scouts to brave the waves throughout the season by creating this themed goal tracker. They can include cookie or personal goals, or attach images of rewards they'd like to earn.



Supplies:

- Wave Goal Tracker Template
- Scissors
- Glue
- Markers or Crayons
- Ribbon
- Blue Felt
- Clothespin
- Googly Eyes
- Blue Paint



Go Virtual!

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home.



Goal setting is one of the five essential skills learned through the Girl Scout Cookie Program:



Hang at home or post online!*

*Caretakers should post for Girl Scouts under age 13, but all girls should have a hands-on role in marketing their cookie business.

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● **Instructions—Wave Goal Tracker** 

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Wave Goal Tracker Instructions

- 1 Cut out the Wave Goal Tracker pieces, color and add Girl Scout Cookie Season goals.



- 2 Cut ribbon 16" long. Attach the Wave Goal Tracker pieces to the ribbon with glue or tape, with the shell at one end and the wave pieces spaced 1"-1.5" below.



- 3 Paint a standard size clothespin blue.



- 4 Cut out the dolphin template for both the body and dorsal fin. Glue to the piece of felt. This will add extra strength to the dolphin.



- 5 Cut felt pieces out. Glue the dolphin body to the top of the clothespin with the felt side facing up.



- 6 Glue the two dorsal fin pieces together so that the felt faces out.



- 7 Glue the dorsal fin to the top of the dolphin.



- 8 Attach googly eyes and add any other decorations. Adding a star sticker makes your dolphin match the mascot!

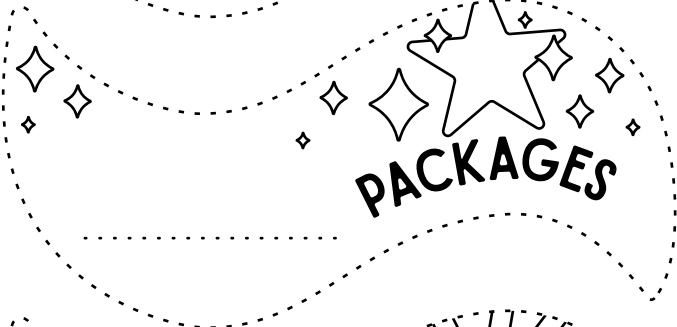
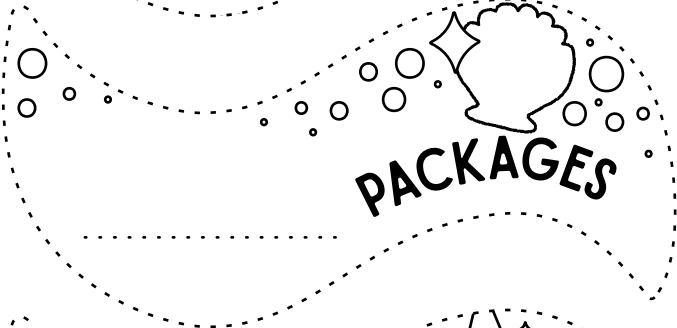
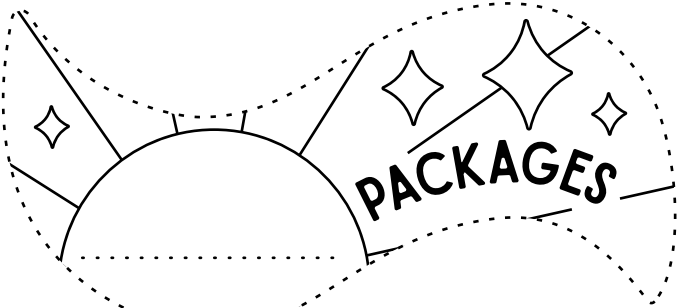
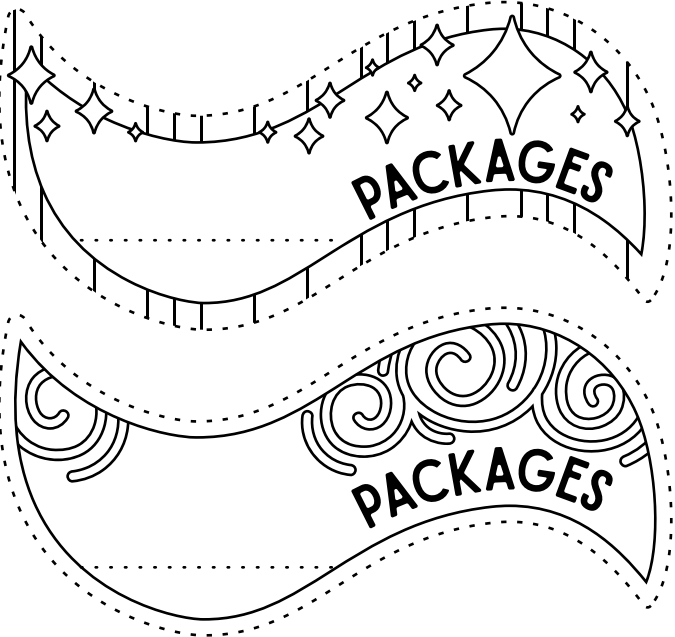
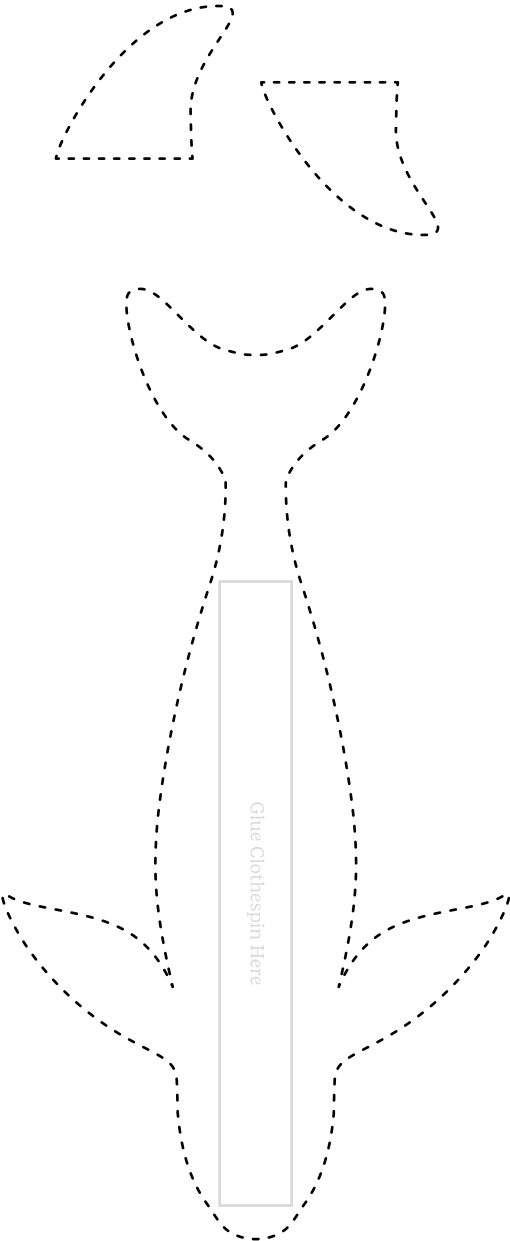


- 9 Use the dolphin to keep track of all your Girl Scout Cookie Season accomplishments!



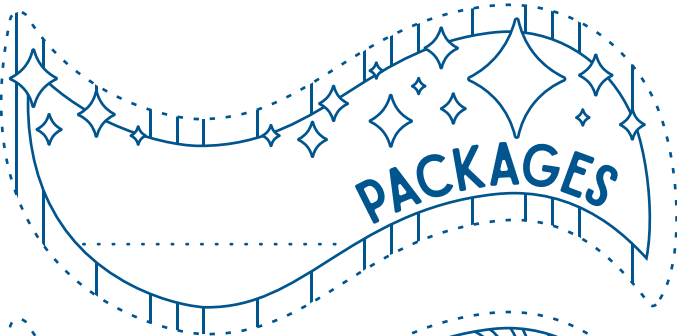
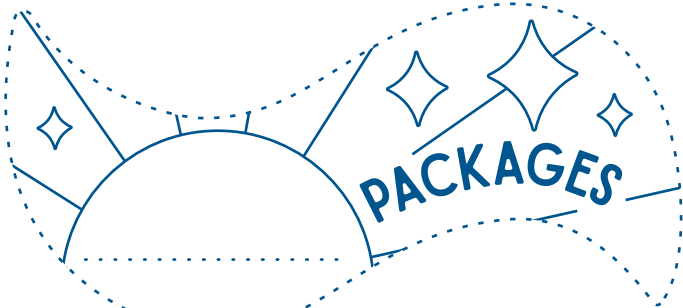
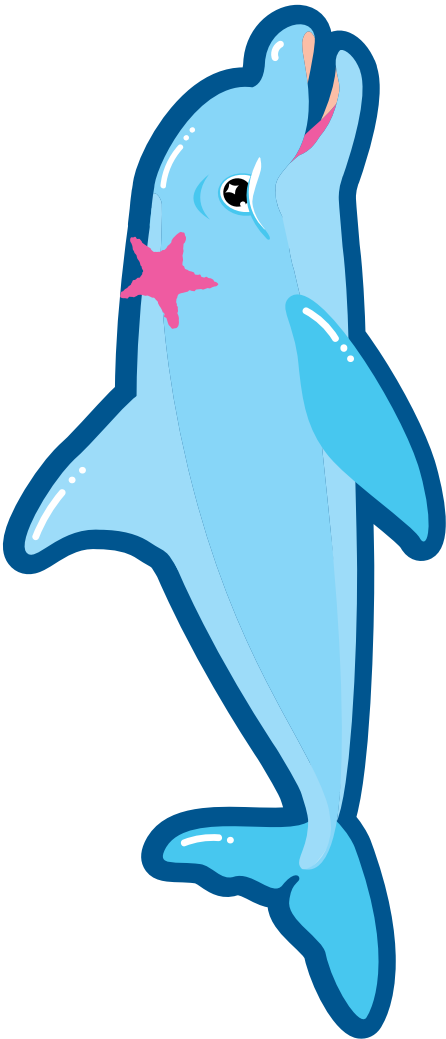
Wave Goal Tracker

Dolphin template for clothespin and customizable art for wave tracker



Wave Goal Tracker

Dolphin for clothespin and customizable art for wave tracker



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- **Rewards Spotlight!**
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Rewards Spotlight

Inspire Girl Scouts with an interactive rewards station at your rally. Or show a customizable Rewards Review slideshow either in-person or virtually!



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Beach Selfie Station

Set the perfect ocean scene filled with rewards!

Create a selfie station complete with beach towels, umbrellas or backdrops. After previewing the items, invite girls to pose for a photo to keep them inspired.

Supplies:

- Sample Rewards
- Beach Towels
- Photo Signs
- Optional: Other Beach Props (e.g. umbrellas, beach balls or backdrops)

Go Virtual!

Present a slideshow or video of rewards items on the call. You can ship sample items to select girls for them to showcase.



Beach Selfie Station

Photo booth props to be printed on card stock, cut out and mounted to paint stirrers



Beach Selfie Station

Photo booth props to be printed on card stock, cut out and mounted to paint stirrers



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Rewards Relays

Challenge Girl Scouts to a series of relays featuring fun rewards items! Use the dolphin plush or bandana as the baton that they pass to one another.



Supplies:

- Sample Rewards
- Optional: Small Prizes for winners (Little Brownie items are available at a discounted rate, just ask your Sales Execution Manager)
- Optional: Beach Props like inflatable floaties and innertubes



Hold
by the
pocket!



Wear around
shoulders!

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Bright Booth Ideas

Even before booths begin, Girl Scouts can have fun learning about marketing with this sign activity. You can also encourage them to brainstorm their own messages!



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Booth Pennant Flags

Girls will make a splash at booths with these simple Girl Scout Cookie™ pennants. Get creative by adding marketing messages, cookie prices or QR codes.



Supplies:

- Construction Paper
- String or Ribbon
- Markers
- Scissors
- Tape or Glue
- Optional: Decorations like clip art, ribbons, etc.



Go Virtual!

Provide supplies in virtual rally kits and share instructions to follow along at home.



For more virtual booth marketing tips, see [Girl Scouts' Digital Marketing Guide](#) on [GirlScouts.org](#) and the [Cookie Sale Toolkit](#) on [LittleBrownie.com](#).



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Booth Pennant Flags Instructions

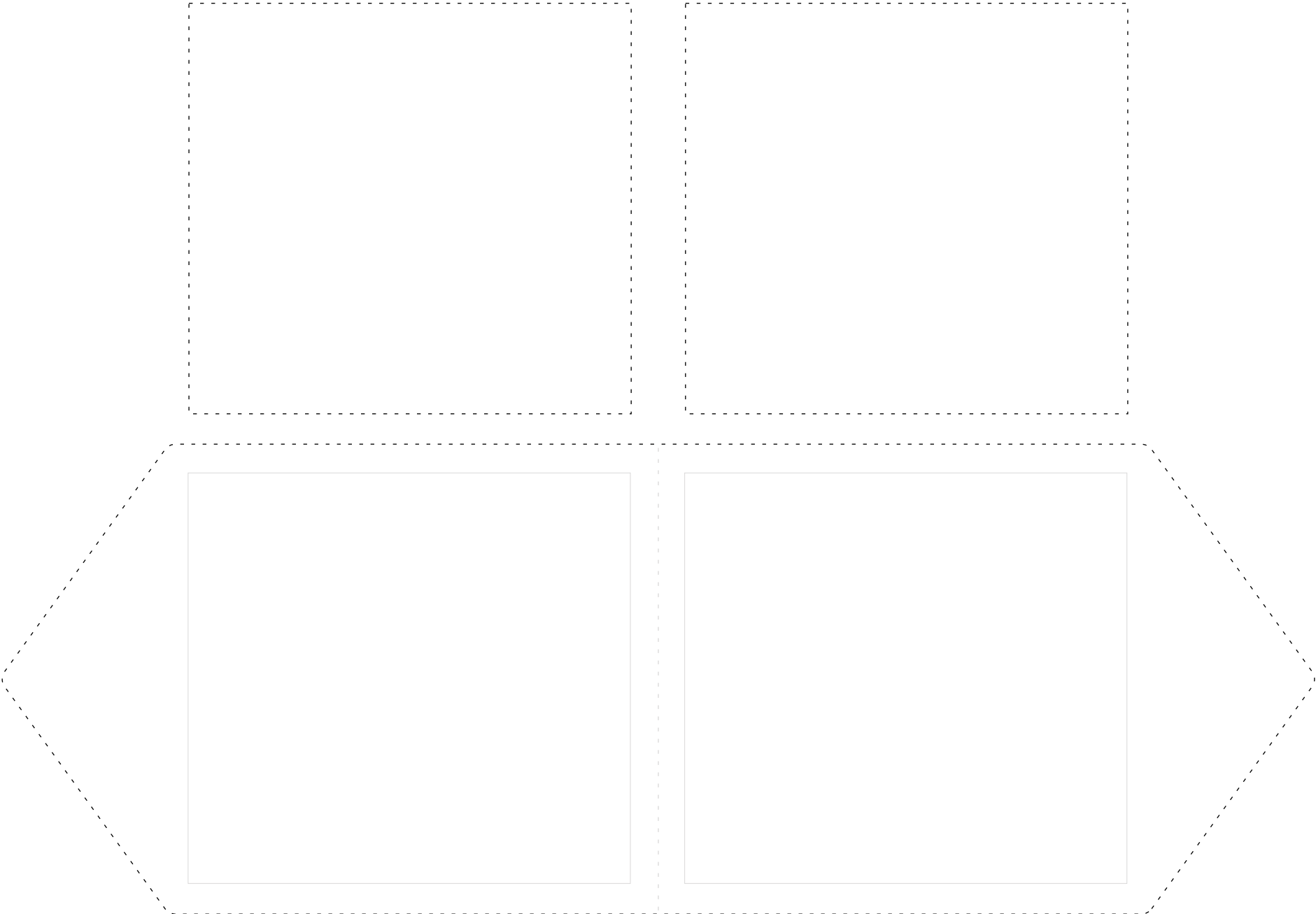
Setup: Pick your flags or mix and match! We've provided flag templates that feature cookie names and images, custom marketing messages and a mix of both.

These instructions are for a two-sided banner with cookie names on the front and custom messages on the back, but girls can choose whatever works for them!

- 1 Cut out the Pennant Flags template and trace around the edges onto colored construction paper for as many flags you need. Then cut flags out of the construction paper.
- 2 Fold each piece of construction paper in half to create a double-sided flag.
- 3 Cut out the cookie clip art and attach to one side of the of the pennant flags.
- 4 Print the square templates on white paper and cut them out. Customize the blank white squares with cookie goals, a donation organization or a troop number.
- 5 Attach these customized squares to the other side of the pennant flags.
- 6 Place a ribbon or string through the fold of all pennant flags.
- 7 Tape, glue or staple the bottom of each pennant flag to ensure the string or ribbon remains threaded through.

Booth Pennant Flags—Template

Pennant template for tracing onto construction paper, square templates for custom marketing messages



FOLD HERE



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Booth Pennant Flags—Cookie Clip Art

Cookie clip art for pennant centers

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Samoas®



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Thin Mints®



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Tagalongs®



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Trefoils®



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Do-si-dos®



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Lemon-Ups®



Booth Pennant Flags—Cookie Clip Art

Cookie clip art for pennant centers

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Adventurefuls™





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Girl Scout S'mores®





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Toffee-tastic®






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Samoas®





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Thin Mints®





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Tagalongs®





Booth Pennant Flags—Cookie Clip Art

Cookie clip art for pennant centers

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Small Booth Pennant Flags—Template

Templates for customizable pennants with spaces for cookie name and cookie clip art, troop number and cookie goals

FOLD HERE

<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
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Small Booth Pennant Flags—Cookie Clip Art

Cookie clip art for pennant centers



Cookie clip art for pennant centers



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Stay Smart & Safe

Have fun highlighting two of the most important topics of any rally: safety and money management.

View general [safety guidelines](https://www.girlscouts.org/safety-guidelines) on [girlscouts.org](https://www.girlscouts.org) and check your council's Safety Activity Checkpoints for more materials.



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Go Fish for Safety

Girl Scouts will catch on to safety guidelines when they take turns fishing for tips!

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

Supplies:

- Safety Tip Slips & Bag Tags
- Gift Bags
- Hole Punch
- Toy Fishing Pole or materials to make DIY pole (Dowel Rod, String, Pipe Cleaner or Paper Clip for hook)
- Optional: Prizes for winners (previous year's Little Brownie rewards are available at a discounted rate), Blue Poster Board

🖥️ Go Virtual!

Rally leaders or Girl Scouts® Cookie Captains can take turns acting out safety rules and invite girls to enter their guesses in the chat.



Safety involves decision making, which is one of the five essential skills learned through the Girl Scout Cookie Program!

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Go Fish for Safety Instructions

- 1** Cut out circular art for the gift bags and use a hole punch on the dotted lines. Tie them to the handles of the gift bag with ribbon or string.



- 2** Cut out safety tip slips and fold in half. Place each tip into a gift bag along with a small prize (optional). Slips coordinate with the circular art.



- 3** To make a DIY fishing pole: Wrap a string around the end of a craft dowel several times and secure with glue.



- 4** Make sure there is 3-4' of string hanging from the end of the dowel. Tie a paper clip to the end of the string to act like a hook.



- 5** Line up the gift bags and invite girls to take turns fishing by hooking the bag handles with the fishing pole. Either the girls or a volunteer reads them as they're caught, and girls keep the prize.



Optional:

Cut an irregular circle shape out of the blue poster board to act as a pond or lake.



Go Fish for Safety

Safety tip slips to be placed in gift bags. Find the full list of [Safety Guidelines](https://www.girlscouts.org/safety-guidelines) on [girlscouts.org](https://www.girlscouts.org).



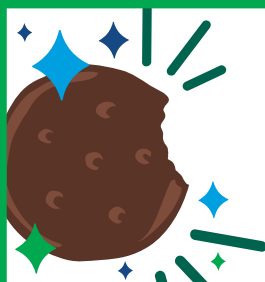
Show you're a Girl Scout

Wear a Girl Scout uniform, membership pin, vest, sash, or other Girl Scout clothing to clearly identify yourself as a Girl Scout.



Use the buddy system

Always use the buddy system. It's not just safe, it's more fun.



Be streetwise

Become familiar with the areas and neighborhoods where you'll be selling cookies.



Partner with adults

Adults must accompany any Girl Scout Daisies, Brownies and Juniors when they're taking orders, selling cookies, or delivering cookies. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all time during cookie booth sales.




Plan ahead
Be prepared for emergencies, and always have a plan for safeguarding money.



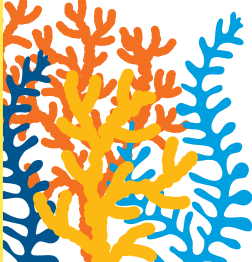
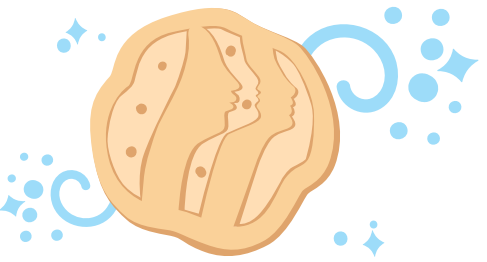
Do not enter any homes or vehicles
Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, and avoid going into alleys.

Go Fish for Safety



Safety tip slips to be placed in gift bag and circular art for outside of gift bags





Sell in daytime
Sell only during daylight hours, unless accompanied by an adult.



Protect privacy
Girls' last names, home addresses, and email addresses should never be given out to customers. Protect customers' privacy by not sharing their information except when necessary.



Be safe on the road
Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.



Be safe online
Girls must have their parent's/guardian's permission to participate in all online activities, and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in Digital Cookie, girls must read and abide by the Girl Scout Digital Cookie Pledge and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



Go Fish for Safety

Circular art for outside of gift bags



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Money Management

Encourage girls to practice counting money and making change before the season begins.

For inspiration, use these resources from
Girl Scouts of the USA:

- Cookie Entrepreneur Family Pin guidelines on [girlscouts.org](https://www.girlscouts.org)
- Cookie business and financial literacy badge requirements on [girlscouts.org](https://www.girlscouts.org)

Tracking inventory is also an important part of money management! Use the Booth Inventory Tracker to practice adding up orders and counting change.



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- Activity—Digital Marketing Workshop
- Activity—Customer Knowledge

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Rallies for Teens

Creative workshop sessions help older Girl Scouts make the connection between the Girl Scout Cookie Program® and the skills they need for their bright futures.



Offer an event designed for Cadettes, Seniors and Ambassadors.

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Goal Sand Jars

Bring part of the beach to Girl Scouts with this hands-on goal activity.

Invite them to make layered sand jars and set one goal per color. Their designs can be inspired by Girl Scout Cookies® or the Go Bright Ahead theme. Or, they can make their own mix!



Supplies:

- Craft Sand (6-8 colors)
- Small Clear Jars with Lids (Glass or Acrylic)
- Markers
- Scissors
- Tape or Glue
- Goal Clip Art
- Optional: Funnel, Ribbon, Air Plants



Go Virtual!

Provide supplies in virtual rally kits and share instructions for girls to follow along at home.



Goal setting is one of the five essential skills learned through the Girl Scout Cookie Program.

Encourage teens to set next-level skills!

Invite girls to source their own recycled jars prior to the rally.

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Goal Sand Jar Instructions

- 1 Choose a clear jar or use a recycled one. Plan your sand design by selecting 3-6 colors, one for each goal you set. Starting with one color, hold the jar at a slight angle and pour in the sand to create the first layer.
- 2 Carefully turn the jar the opposite way and pour the next layer of colored sand. This makes a zig-zag layered effect. Repeat this until all layers are complete and the jar is mostly filled.
- 3 When on the final layer, set the jar back on the table and finish filling the jar to the very top. Secure the lid to keep the sand in place, so the layers do not shift when the jar is moved.



- 4 Cut out template art and customize. Place on outside and top of jar lid.
- 5 Optional: After you've reached your Girl Scout Cookie™ goals, display your sand jar with an air plant on top as cute room decor!



Goal Sand Jars

Clip art for outside and on top of finished sand jars

Outside, side of jar



Outside, side of jar



Top of jar lid



Stick in sand when lid is off



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Digital Marketing Workshop

Encourage teens to become social superstars! Through this workshop, they'll learn how to create graphics, use social toolkits and promote their Digital Cookie® pages.

Use the presentation from Little Brownie Bakers®, which features pointers from Girl Scouts®.

Supplies:

- Digital Marketing Workshop
- Social toolkits from Girl Scouts and Little Brownie Bakers
- Girl Scouts' Safety Activity Checkpoints (see your council's Safety Activity Checkpoints)

Go Virtual!

Invite a social media expert (or council leader) to give social tips and lead a virtual workshop.



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Customer Knowledge

Teach teens how to tailor their Girl Scout Cookie™ pitches to different customers.

This workshop introduces the five types of cookie consumers, how to recognize them and how to create a cookie pitch perfect for each.

Supplies:

- Overview of consumer segments
- Pitch Templates
- Virtual Backgrounds (for virtual pitches)

Go Virtual!

Host breakout sessions and put Girl Scouts into groups. Give each group a different consumer segment to write a pitch for. One girl gives the pitch, the other will act as the customer. Come back together and take turns presenting.



Poll Girl Scouts on which segment they belong to!

People skills is one of the five essential skills learned through the Girl Scout Cookie Program.

Rally Station Card—English



Rally Station Card—Spanish



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○ In-Person Agenda

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○ Virtual Agenda 

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Rally Action Plan for Volunteers

Use the space below to jot down notes and plans for your rally.

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Rally Action Plan for Volunteers

Use the space below to jot down notes and plans for your rally.

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- Virtual Agenda 

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In-Person 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:

Safety Precautions:

Follow the most up-to-date guidelines for group gatherings from credible public health sources such as the CDC or your local public health department.



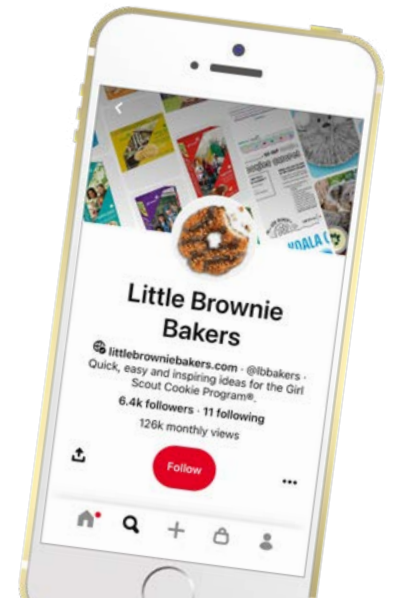
Facilitators:

Girl Scouts® Cookie Captains make great rally leaders. They can run stations or offer cookie season knowledge.



Bright Ideas:

Browse more ideas for rally games, crafts and fun on our [Pinterest page](#).



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Sample In-Person Agenda

1 Setup: 2-4 Hours

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

2 Registration: 30 Minutes

- Greet Girl Scouts at the registration table.
- Provide name tags, rally station cards or any other materials needed.

3 Welcome: 10-15 Minutes

- Welcome Girl Scouts with high energy and excitement.
- Mention rally station cards can be shown at the end for a prize or patch.

4 Stations: 10-20 Minutes per station

- Rotate through rally stations. Select activities to support these key lessons.

RALLY STATION	5 SKILLS TARGETED	ACTIVITY
Goals	Goal Setting	
Booth Marketing	Decision Making, People Skills	
Cookie Knowledge	People Skills, Business Ethics	
Technology	Decision Making, Business Ethics	
Safety	Decision Making	

5 Group Activity: 20-30 Minutes

- Highlight rewards with a fun game or activity.
- Gather the girls for an energetic send-off.

6 Wrap-Up: 10-20 Minutes

- Thank everyone for coming.
- Hand out rally patches and Participation Certificates.
- Send them off ready to start the cookie season!

**You're up!
Create a
customizable
In-Person
Agenda next!**

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Customizable In-Person Agenda

1 Setup: 2-4 Hours

2 Registration: 30 Minutes

3 Welcome: 10-15 Minutes

4 Stations: 10-20 Minutes per station

RALLY STATION	5 SKILLS TARGETED	ACTIVITY
Goals	Goal Setting	
Booth Marketing	Decision Making, People Skills	
Cookie Knowledge	People Skills, Business Ethics	
Technology	Decision Making, Business Ethics	
Safety	Decision Making	

5 Group Activity: 20-30 Minutes

6 Wrap-Up: 10-20 Minutes



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Virtual Setup & Considerations

Review the Girl Scouts® Virtual Girl Scout Cookie® Rally Guide for tips on:

- Setting a date and time
- Creating a budget
- Choosing a platform

You can also consider these tips to keep the rally budget friendly:

- Select a sponsor to cover the cost of the rally kit supplies.
- Ship rally kit supplies to troop leaders or service units. They can distribute them instead of shipping to each attendee.

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- ☒ **Virtual Agenda** 

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Sample Virtual Agenda

Use the Run of Show from the [Girl Scouts® Virtual Girl Scout Cookie™ Rally Guide](#) to plan your virtual rally agenda. Fill in the fields below.

Activity	Details		Timing	
Before the Event			Daisy-Brownie	Junior-AMB
Set a Date	Set your rally dates so the information can be shared with leaders, girls and families as they begin to plan their year.	Our Rally Dates:	6 Months Prior	
Build a Team	Organize a dedicated team to plan, manage and promote your event.	Our Team Members:	4-6 Months Prior	
Plan Event	Use this guide and baker rally materials to plan your event from start to finish.	Notes:	4-6 Months Prior	
Invite Attendees & Special Guests	Send out invitations and start tracking registrations or RSVPs.	Send Invitations By:	2-3 Months Prior	
Promote Event	Market your event to your target audience.	Market Via:	2-3 Months Prior	
Webinar Rehearsal	All presenters and speakers log on to the platform to make sure the sound is working, required software has been properly installed, and all presentation materials are loaded and shareable. Review and practice roles and responsibilities.	Rehearsal Date: Roles & Responsibilities:	1 Week Prior	
Day of the Event				
Event Setup	Test technology with all presenters and prep for guest arrival.	Notes:	30 Minutes Ahead	
Welcome & Sound Check	Review event logistics, introduce guests and check sound with participants.	Notes:	5 Minutes Ahead	
Theme & Product Announcements	Announce theme and share cookie product lineup and new product announcements.	Notes:	5 Minutes Ahead	
Badge & Award Highlights	Review 5 skills while highlighting Financial Literacy badges, Cookie Business badges, and Cookie Entrepreneur Family pins.	Notes:	5 Mins. Ahead	15 Mins. Ahead
Rewards Reveal	Rewards show & tell (younger girls) or unboxing (older girls).	Notes:	10 Minutes Ahead	
Main Activity	Conduct a hands-on, theme-inspired activity.	Our Activity:	15 Mins. Ahead	20 Mins. Ahead
Closing	Highlight cookie donation program and discuss next steps.	Notes:	5 Minutes Ahead	

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- Pins
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Cookie Business Badges

Earning a Cookie Business Badge is the best way for Girl Scouts to build essential skills, make plans for their troop and learn to think like entrepreneurs.



My First
Cookie Business



My Cookie
Customers



My Cookie
Team



My Cookie
Venture



My Cookie
Business Badge



My Cookie
Network



Cookie
Goal Setter



Cookie
Decision Maker



Cookie
Collaborator



Cookie Market
Researcher



Cookie
Innovator



Cookie
Influencer



Cookie Boss

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Cookie Entrepreneur Family Pins

When Girl Scouts 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®.

Team up to learn and earn

When Girl Scouts team up with their caregivers to set goals for the season, they complete the first step toward earning the Cookie Entrepreneur Family Pin!

At your rally, troops can explore Girl Scouts' National Program Portfolio and decide which badge or pin they want to earn. At the end of the activity, distribute the Cookie Entrepreneur Family Pin requirement sheet to girls so they can start earning at home with support from their caregivers. This activity is designed to connect both Girl Scouts and caregivers with the five essential skills learned through the Girl Scout Cookie Program.



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Rally Activities

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[Raspberry Rally™ Booth Sign](#)

[Dolphin Snacks](#)

[Dolphin Game Show–Quiz](#)

[Dolphin Game Show–Fun Facts](#)

[Welcome Cheer](#)

[Rewards Review Slides](#)

[Wave Goal Tracker](#)

[Beach Selfie Station](#)

[Booth Pennant Flags](#)

[Go Fish for Safety](#)

[Goal Sand Jars](#)

[Digital Marketing Workshop](#)

[Customer Knowledge](#)

[Go Bright Ahead Rally Station Cards](#)

Little Brownie Baker® Resources

[Go Bright Ahead Theme Video](#)

[Little Brownie Baker's YouTube Page](#)

[Cookie Sale Toolkit](#)

[Booth Inventory Tracker](#)

[Virtual Backgrounds](#)

[Little Brownie Baker's Pinterest Page](#)

[Participation Certificates](#)

Girl Scout Resources

[Girl Scouts Internet Safety Pledge](#)

[Girl Scout's Safety Activity Checkpoints](#)

[Girl Scouts' Digital Marketing Guide](#)

[Safety Guidelines](#)

[Pitch Templates](#)

[Girl Scouts® Virtual Girl Scout Cookie™ Rally Guide](#)

[New Cookie Business Badges](#)

[Cookie Entrepreneur Family Pins](#)

GO BRIGHT Ahead

girl scouts 

Little Brownie
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