

2023–2024 Girl Scout Cookie Program®

Rallies



Introduction

○ Rally Preparations

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Let the Magic Begin!

Ready to watch Girl Scouts own their cookie season? Help them get started with these inspiring rally ideas. As you go, jot down notes in the Rally Action Plan section.

This guide was created for councils, service units, volunteers and caregivers alike. Included are activities for any size rally, from large-scale events to individual use at home. Choose what works best for your Girl Scouts, then get ready to watch magic happen!

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



Introduction

● Rally Preparations

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Get Ready with Girl Scouts

Make the rally a true Girl Scout-led experience by inviting Girl Scouts® Cookie Captains to serve as facilitators. Whether they're a station leader at a large event or help run a single troop's rally, they can share the responsibility — and their cookie expertise!

Look for tips throughout this guide for ways to invite participation from Girl Scouts® Cookie Captains.



Need to inspire?

Share this resource that inspires Girl Scouts® Cookie Captains to take the lead.




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.

2023–2024 Rallies

Introduction

Whole Group Activities

- In-Person Activities
- Virtual Activities 

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Make It Magical Together

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!


The following activities are designed for large events, but could easily be adapted into a rally opener for smaller groups.



Do you have rookies at your rally? Inspire first-timers with the new Girl Scouts® Cookie Rookies video!



Whole Group Activities

- In-Person Activities
- Virtual Activities 

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

In-Person Group Activities

Tried-and-true ways to motivate Girl Scouts as a group:

- **Get them cheering:** Open with a scripted Welcome Cheer
- **Sing a song:** Teach them a song or dance inspired by the Own Your Magic theme. (Bonus points if they can perform it at booths!)
- **Pop the popcorn:** Gather Girl Scouts to watch inspiring or educational videos about the Girl Scout Cookie Program®
- **Run a relay:** Split Girl Scouts into groups and invite them to run relay races while carrying cookies on spatulas. To showcase rewards that your council may be offering, they could also use bandanas, hacky sacks or aprons as batons.



@LBBakers

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

Call in Captains!

Girl Scouts® Cookie Captains can create a new activity or lead cheers, songs and dances.



Whole Group Activities

○ In-Person Activities

● Virtual Activities 

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

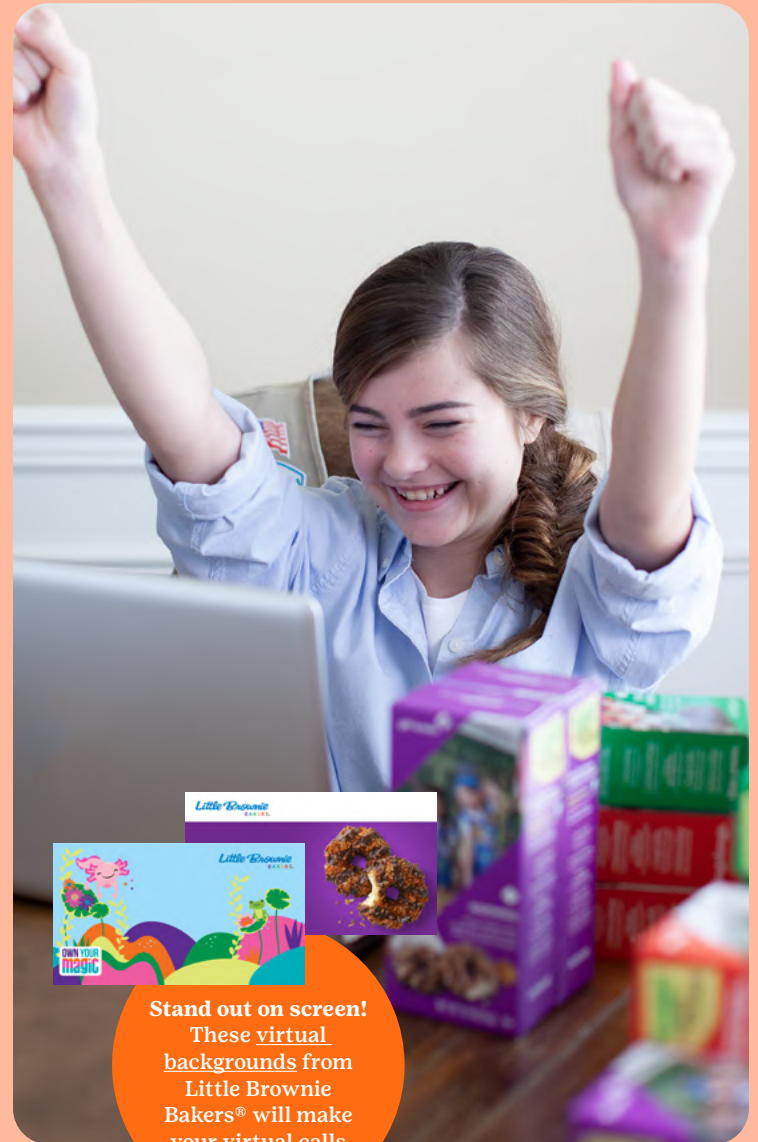
Rally Action Plan

Appendix

Virtual Group Activities

Bring Girl Scouts together online with interactive games and activities:

- **Throw a watch party:** Host a virtual movie night on your preferred streaming service.
- **Give a sneak peek:** Feature big-ticket rewards items or experiences.
- **Post a poll:** Ask them about their favorite Girl Scout Cookies® and rewards items.
- **Chat it up:** Ask them to write in the chat what part of the season is their favorite or the most magical to them.



Stand out on screen!
These virtual backgrounds from Little Brownie Bakers® will make your virtual calls magical!

Spotlight S'Amazing Rewards

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

The following activity is designed for large events, but can be adapted for smaller groups. Volunteers can ask their council for the rewards lineup or request sample items.



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

● Underwater Rewards Station

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Underwater Rewards Station

All Ages Beginner-Friendly

Create a rewards try on station with a bubbly underwater backdrop. Give a preview of the items, then invite Girl Scouts to pose for a photo op to keep them inspired.

Supplies:

- Sample rewards
- Photo Booth Props
- Underwater backdrop

Go Virtual! 🖥️

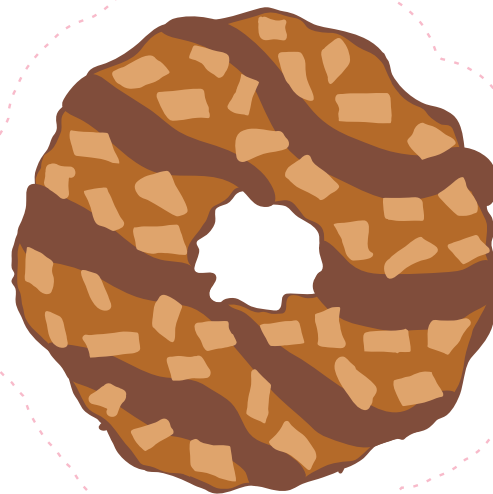
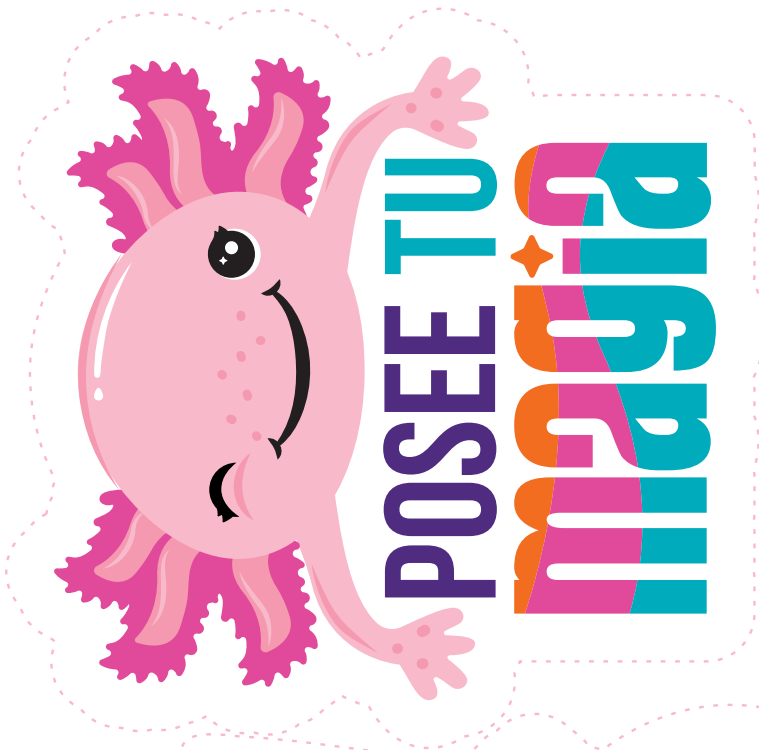
Present slides or a video of rewards items on the call. Or, show rewards unboxing videos featuring your Girl Scouts!

If available from your council, the lily pad blanket makes a great backdrop!



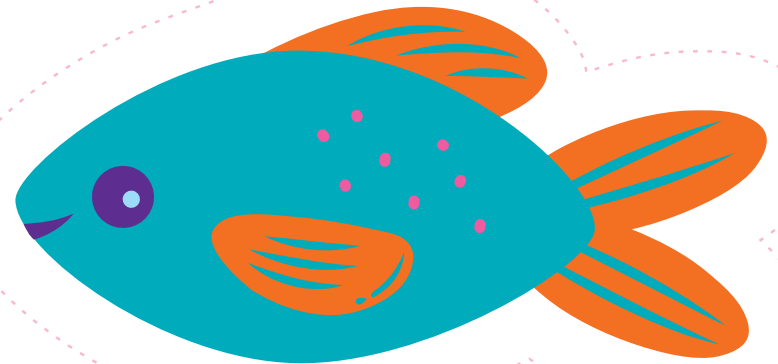
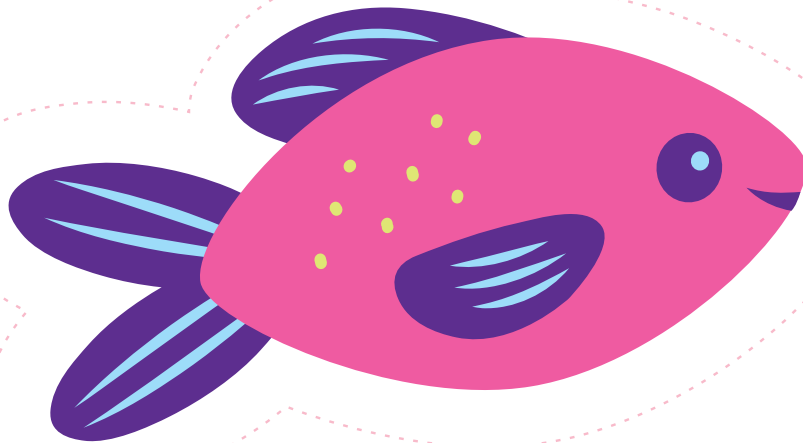
Underwater Rewards Station (1 of 4)

Photo Booth Props: Print on card stock, cut out and attach to paint sticks



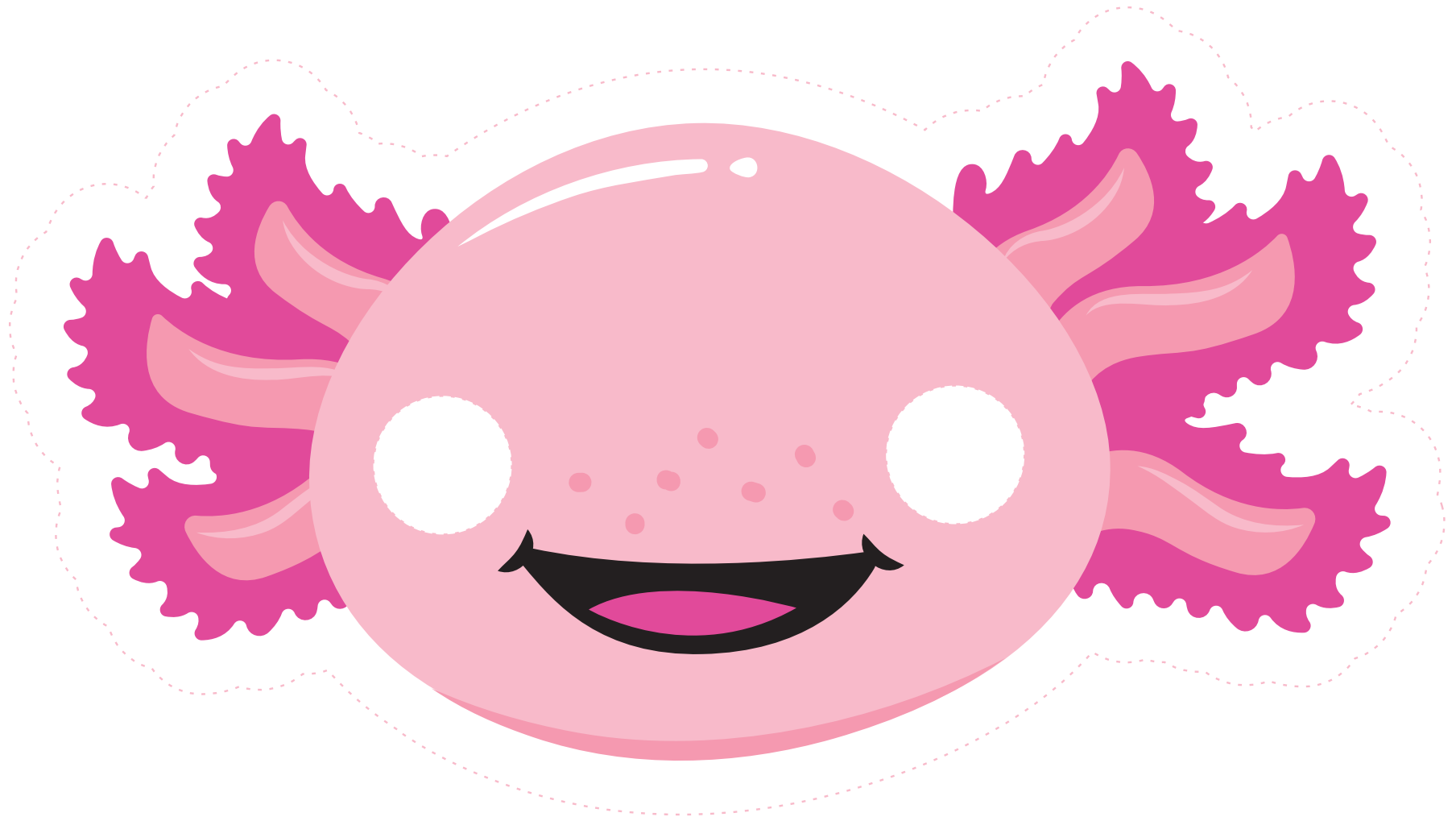
Underwater Rewards Station (2 of 4)

Photo Booth Props: Print on card stock, cut out and attach to paint sticks



Underwater Rewards Station (3 of 4)

Photo Booth Props: Print on card stock, cut out and attach to paint sticks



Underwater Rewards Station (4 of 4)

Photo Booth Props: Print on card stock, cut out and attach to paint sticks



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

- Axolotl Headband
- Instructions: Axolotl Headband
- Axolotl Card Game
- Instructions: Axolotl Card Game

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

A Whole Lot! Mascot Love!

Girl Scouts will have a swimmingly good time this season with our axolotl mascot!

Introduce Girl Scouts to their fascinating new friend with a mascot-inspired craft. Or, teach them about axolotl fun facts by playing a memory card game.

Activities
for any size
rally!



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

- **Axolotl Headband**
- Instructions: Axolotl Headband
- Axolotl Card Game
- Instructions: Axolotl Card Game

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Axolotl Headband

All Ages Beginner-Friendly

Offer Girl Scouts the opportunity to celebrate their magical mascot with this DIY accessory.

Supplies:

- Headband or pipe cleaners
- [Gill Template](#)
- Tape
- Markers
- Scissors
- Optional: Pink face paint or eyeliner for freckles

Go Virtual!

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



Call in Captains!

Girl Scouts® Cookie Captains can help trace and cut templates. Or, they can face paint freckles!



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

- Axolotl Headband
- **Instructions: Axolotl Headband**
- Axolotl Card Game
- Instructions: Axolotl Card Game

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Axolotl Headband Instructions

1 Print and color the [Gill Template](#). Cut along the dotted lines. Don't worry if the cuts aren't perfect. Each axolotl is unique — just like Girl Scouts!



2 If you're not making a headband out of pipe cleaners, skip to step 4. Twist two or more pipe cleaners together for strength. Shape it by placing it around the Girl Scout's head until it stays in place.



3 You may need to add more pipe cleaners for length or curl the ends around the back of the ears for more support.



4 Wrap the tabs from the gill template around the headband. Tape them to the back of the template.



5 It's ready to wear!

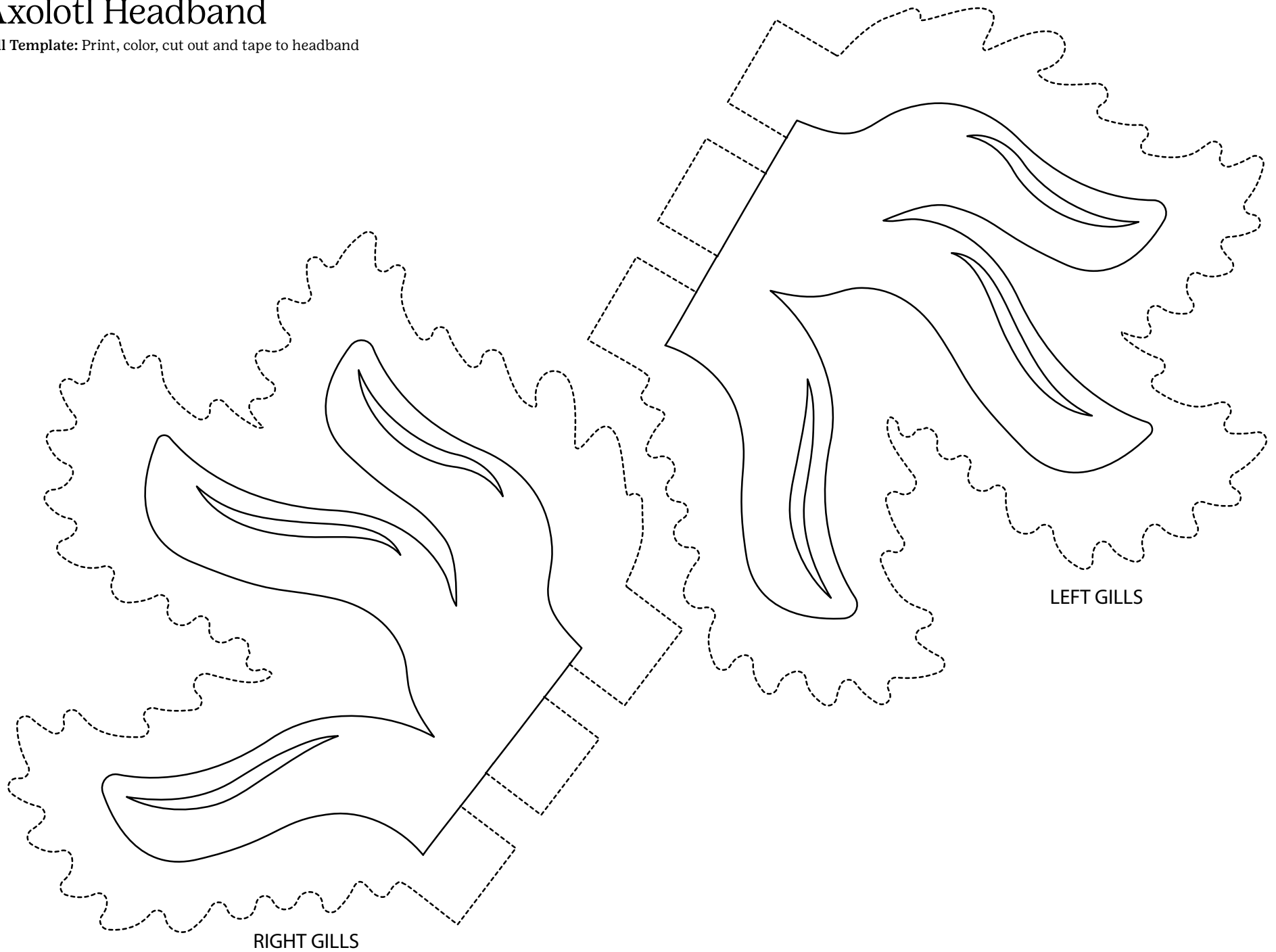


Optional:

Girl Scouts can speckle their cheeks with freckles just like the mascot! Use pink face paint or eyeliner to complete the look.

Axolotl Headband

Gill Template: Print, color, cut out and tape to headband



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

- Axolotl Headband
- Instructions: Axolotl Headband
- **Axolotl Card Game**
- Instructions: Axolotl Card Game

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Axolotl Card Game

All Ages Beginner-Friendly

How much do Girl Scouts already know about their fun new friend? Play this memory card game to find out!

Supplies:

- Axolotl Fun Fact Cards
- Deck of cards (or sample of the playing cards reward if available from your council)
- Scissors or paper cutter
- Tape

Go Virtual!

Search online for a tool to create a virtual memory card game. Customize a digital deck of cards, share on a call and play as a group.



Call in Captains!

Girl Scouts® Cookie Captains can share fun facts and teach Girl Scouts how to play.



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

- Axolotl Headband
- Instructions: Axolotl Headband
- Axolotl Card Game
- **Instructions: Axolotl Card Game**

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

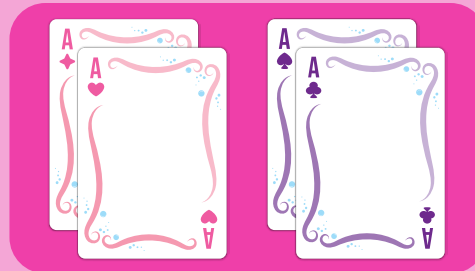
Customer Knowledge

Rally Action Plan

Appendix

Axolotl Card Game Instructions

- 1 Split the 52-card deck into two piles: spades and clubs in one pile and hearts and diamonds in another. Sort each pile of 26 cards into matching pairs, i.e. the ace of hearts and the ace of diamonds.



- 2 Print the Axolotl Fun Fact Cards and cut them out. Tape the matching fun facts onto the matching pairs of cards. Repeat for the other half of the deck to create two games.



- 3 Place the cards face down in a grid. Girl Scouts take turns flipping two cards over at a time, trying to find all the matching pairs.



- 4 Each time a card is turned over, they read the fun facts aloud and learn as they play. Once all the pairs are turned over, they can act out their favorite axolotl traits!

Call in Captains!

Girl Scouts® Cookie Captains can help the younger girls read aloud.



Optional:

If your council is offering the playing cards reward and offering samples, you could use them instead of a generic deck of cards. Each deck of 52 cards can be used for two matching games.

Make sure to mention that Girl Scouts can customize their own deck if they earn the playing cards reward!

Axolotl Fun Fact Cards (1 of 2)

Print, cut out and glue or tape to playing cards

native to Mexico



Their natural habitat is Lake Xochimilco (So-chee-mil-co) in Mexico City, Mexico.

native to Mexico



Their natural habitat is Lake Xochimilco (So-chee-mil-co) in Mexico City, Mexico.

Underwater Habitat



Axolotls swim among plants like water lilies and water lettuce, and enjoy companions like crayfish, fish and frogs.

Underwater Habitat



Axolotls swim among plants like water lilies and water lettuce, and enjoy companions like crayfish, fish and frogs.

five lives



Axolotls can regenerate lost limbs up to 5 times. That means they can regrow arms and legs!

five lives



Axolotls can regenerate lost limbs up to 5 times. That means they can regrow arms and legs!

Forever Tadpole



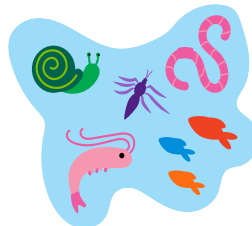
Axolotls look like babies even when they get older. This condition is called "neoteny."

Forever Tadpole



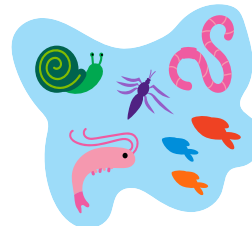
Axolotls look like babies even when they get older. This condition is called "neoteny."

carnivores



They eat worms, insects, crustaceans, mollusks and some small fish.

carnivores



They eat worms, insects, crustaceans, mollusks and some small fish.

endangered



They are considered endangered due to their loss of habitat, pollution and invasive species like carp and tilapia.

endangered



They are considered endangered due to their loss of habitat, pollution and invasive species like carp and tilapia.

Sources: National Geographic, Animal Fact Guide, San Diego Zoo

Axolotl Fun Fact Cards (2 of 2)

Print, cut out and glue or tape to playing cards

gills



Even though they have lungs, axolotls mostly breathe through the feathery gills on each side of their head.

gills



Even though they have lungs, axolotls mostly breathe through the feathery gills on each side of their head.

smiley



Axolotls love to smile (a whole lot!!)

smiley



Axolotls love to smile (a whole lot!!)

COLORFUL camouflage



Axolotls are often pink as pets, but can be many other colors in the wild to blend into their environment.

COLORFUL camouflage



Axolotls are often pink as pets, but can be many other colors in the wild to blend into their environment.

eating



Axolotls don't chew their food — they feed by using suction.

eating



Axolotls don't chew their food — they feed by using suction.

namesake



Axolotls were named after Xolotl, the Aztec god of fire and lightning, who could take on the form of a salamander.

namesake



Axolotls were named after Xolotl, the Aztec god of fire and lightning, who could take on the form of a salamander.

go-getters



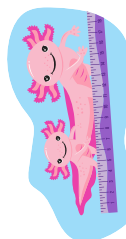
Baby axolotls swim on their own only two weeks after hatching.

go-getters



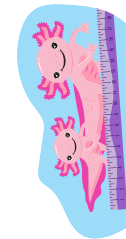
Baby axolotls swim on their own only two weeks after hatching.

size



An axolotl can reach 18 inches in length, but usually grows to about 9 inches.

size



An axolotl can reach 18 inches in length, but usually grows to about 9 inches.

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

- Goal Beads
- Instructions: Goal Beads
- Goal Banner
- Instructions: Goal Banner
- Goal Flowers
- Instructions: Goal Flowers

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Exciting New Goals



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

Teach your entrepreneurs all about different types of goals. Then inspire them to set a Girl Scout Cookie™ goal and share it with customers.

**Activities
for any size
rally!**

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

● Goal Beads

○ Instructions: Goal Beads

○ Goal Banner

○ Instructions: Goal Banner

○ Goal Flowers

○ Instructions: Goal Flowers

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Goal Beads

All Ages
Beginner-Friendly

Did you know customers tend to buy more when they hear about goals? To share package goals, invite Girl Scouts to create goal beads to display on cookie lanyards!

Supplies:

- Wooden beads
- Lanyard or string
- Ruler
- Scissors
- Permanent markers
- Key chain ring

Go Virtual!

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home. Remind them to post a pic of their design online and share their goals!



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

Sharing Your Why with Customers

- ☐ Tell them who you are
- ☐ Tell them about your favorite Girl Scout adventure with your troop
- ☐ Tell them about your goal
- ☐ Tell them how to support your goal

This activity gets Girl Scouts one step closer to earning a **Cookie Business badge!**



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

- Goal Beads
- **Instructions: Goal Beads**
- Goal Banner
- Instructions: Goal Banner
- Goal Flowers
- Instructions: Goal Flowers

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Goal Beads Instructions

- 1 Write the first number of your package goal on each side of the bead. When writing, make sure the hole is at the top and bottom of the bead.
- 2 Repeat step 1 with the rest of the numbers from your package goal.
- 3 Measure a piece of string and cut it at 30 inches.



- 4 Fold the string in half and loop the folded end through the hole of the key chain ring. Thread the loose ends of the string through the loop and pull tight.



- 5 Thread the beads onto the string, starting with the last number of your package goal.



- 6 Tie a knot at the top of the string. Wear at booths or share online!*



Call in Captains!

Girl Scouts® Cookie Captains can give examples of how their goals progressed over the years.



See the booth marketing activity for a Cookie Menu to add to the lanyard!

*Caregivers should post for Girl Scouts under age 13, but all entrepreneurs should have a hands-on role in marketing their cookie business. Review online safety guidelines on [girlscouts.org](https://www.girlscouts.org).

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

- Goal Beads
- Instructions: Goal Beads
- **Goal Banner**
- Instructions: Goal Banner
- Goal Flowers
- Instructions: Goal Flowers

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Goal Banner

Papel Picado

Older Ages
Moderate Difficulty

Construct an eye-catching cutout banner and write package, troop or donation goals on each flag. Bonus: Girl Scouts can use them as booth decor!

Supplies:

- Colored paper
- Scissors
- Pencils
- Markers
- String
- Hole punch
- [Goal Banner Templates](#)

Go Virtual!

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



Papel picado
(pah-pell puh-kaa-doh)
means “punched paper.”

This traditional folk art originated in Mexico and can be found in many other Latin American countries. It's used in celebrations like weddings, birthdays and holidays.

This activity gets Girl Scouts one step closer to earning a **Cookie Business badge!**



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

- Goal Beads
- Instructions: Goal Beads
- Goal Banner
- **Instructions: Goal Banner**
- Goal Flowers
- Instructions: Goal Flowers

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Goal Banner Instructions

- 1 Fold a piece of paper in half horizontally. Fold it in half again, then unfold. These are your reference folds.



- 2 Start an accordion fold by bringing the edge of the paper to the first reference fold. Press it down and repeat the fold back and forth until the entire paper is folded into the shape of an accordion.



- 3 Use the [Goal Banner Templates](#) to trace shapes on the edges. Girls Scouts can also make up their own shapes. Make sure to leave a third of the bottom clear to write goals.



- 4 Punch a hole in the top. Round the top edges by cutting of the corners. Cut the bottom edge however you like to make a creative design.



- 5 Start to cut the shapes you traced or freehanded.



- 6 Thread a piece of string through the hole at the top.



- 7 Unfold the paper and write your goal in the clear space at the bottom. Display at your booth!

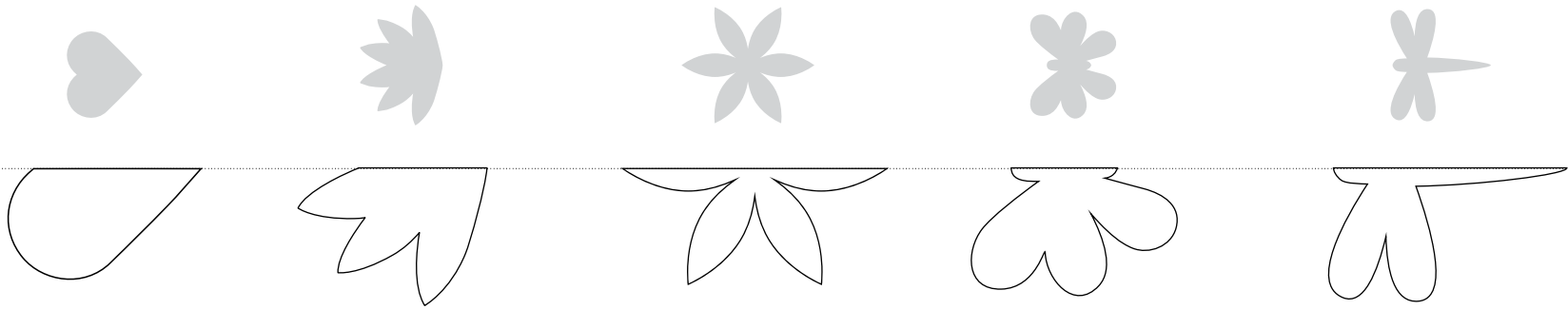
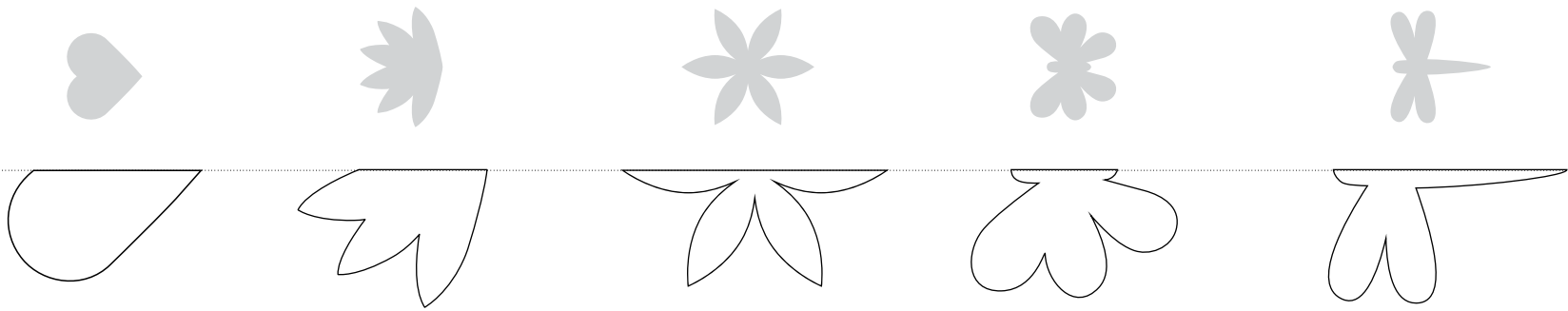
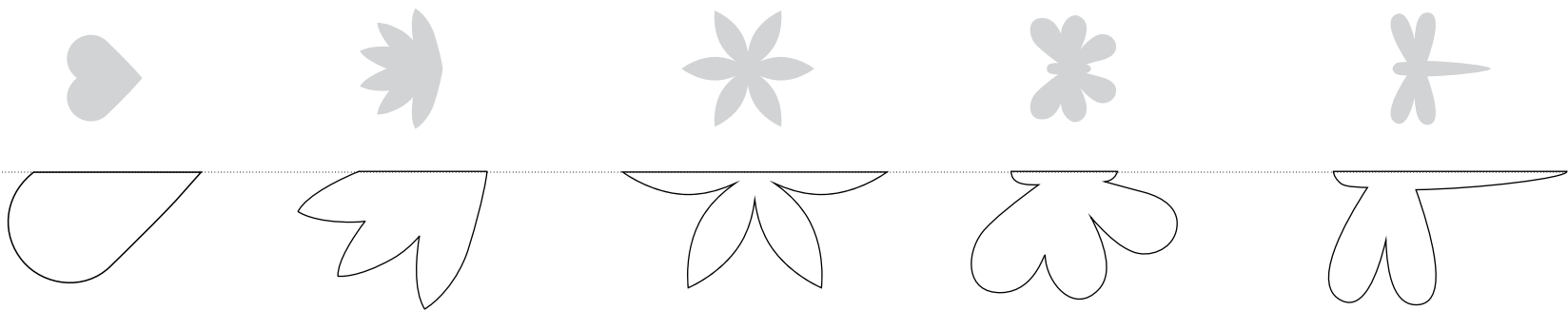


- 8 If desired, add multiple pages on one string to create a banner.



Goal Banner Templates

Print and cut template strips along the dotted line. Fold each strip in half and cut out the half-shapes to use as a stencil. Grey shapes show what the half-shape stencil will reveal.



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

- ☐ Goal Beads
- ☐ Instructions: Goal Beads
- ☐ Goal Banner
- ☐ Instructions: Goal Banner
- ☒ **Goal Flowers**
- ☐ Instructions: Goal Flowers

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Goal Flowers

Younger Ages Moderate Difficulty

Create beautiful flowers out of tissue paper and write package, troop or donation goals on the leaves. String a few together to turn them into a banner, bouquet, necklace or flower crown!

Supplies:

- Green paper
- Tissue paper
- Scissors
- Markers
- Green pipe cleaners
- Tape or glue

Go Virtual!

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



This activity gets Girl Scouts one step closer to earning a Cookie Business badge!



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

- Goal Beads
- Instructions: Goal Beads
- Goal Banner
- Instructions: Goal Banner
- Goal Flowers
- **Instructions: Goal Flowers**

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Goal Flowers Instructions

- 1 Fold a large piece of tissue paper down until you make a square.



- 2 Cut along the folded edges so you're left with a stack of single pieces of tissue paper.



- 3 Fold all the pieces into an accordion shape, and wrap the middle with a pipe cleaner. Twist the pipe cleaner at the bottom so the accordion fold stays in place.



- 4 Spread the accordion fold out on each side. Create petals by pulling each layer of tissue paper away from the others until they're all separate and it resembles a full flower.



- 5 Take a green piece of paper and fold it in half. Cut a leaf shape on the fold like shown below.



- 6 Tape or glue the leaf around the pipe cleaner stem and write your goal on it.



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

- Cookie Menu Lanyards
- Progression Pictures Banner

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Bring Magic to Booths

Even before booths begin, Girl Scouts will have fun learning about marketing and how to make their message stand out.



Activities
for any size
rally!

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

- **Cookie Menu Lanyards**
- Progression Pictures Banner

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Cookie Menu Lanyards

Also available in Spanish

All Ages
Beginner-Friendly

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:

- Cookie Menu Lanyards
- Markers
- Scissors
- Lanyard or string
- 4x6 plastic card holder

Go Virtual! 

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



Direct customers to their individual or troop shop on Digital Cookie!

Call in Captains!

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




It's Girl Scout Cookie™ Time!

My name is _____ First Name Only

My goal is _____

To order _____ URL or Contact Info




\$ 00

Adventurefuls®




\$ 00

Lemon-Ups®




\$ 00

Trefoils®




\$ 00

Do-si-dos®




\$ 00

Samoas®




\$ 00

Tagalongs®




\$ 00

Thin Mints®



\$ 00

Girl Scout S'mores®



\$ 00

Toffee-tastic®
GLUTEN-FREE



Little Biscuit
BAKERS.

Donate Cookies
Your donation helps Girl Scouts in my community give cookies to local heroes.

To see full nutrition and product information, visit LittleBiscuit.com or GirlScoutCookies.org.

® TM & © Girl Scouts of the USA.
®, TM & © 2023 Ferrero Group.



ACCEPTED

Scan Here to Order Now

ATTACH YOUR
DIGITAL COOKIE
QR CODE HERE

It's Girl Scout Cookie™ Time!

My name is _____ First Name Only


My goal is _____

To order _____ URL or Contact Info



\$ 00

Adventurefuls®




\$ 00

Lemon-Ups®



\$ 00

Trefoils®




\$ 00

Do-si-dos®




\$ 00

Samoas®




\$ 00

Tagalongs®



\$ 00

Thin Mints®



\$ 00

Girl Scout S'mores®



\$ 00

Toffee-tastic®
GLUTEN-FREE



Little Biscuit
BAKERS.

Donate Cookies
Your donation helps Girl Scouts in my community give cookies to local heroes.

To see full nutrition and product information, visit LittleBiscuit.com or GirlScoutCookies.org.

® TM & © Girl Scouts of the USA.
®, TM & © 2023 Ferrero Group.



ACCEPTED

Scan Here to Order Now

ATTACH YOUR
DIGITAL COOKIE
QR CODE HERE

It's Girl Scout Cookie™ Time!

My name is _____ First Name Only

My goal is _____

To order _____ URL or Contact Info



\$ 00

Adventurefuls®



\$ 00

Lemon-Ups®



\$ 00

Trefoils®



\$ 00

Do-si-dos®



\$ 00

Samoas®



\$ 00

Tagalongs®



\$ 00

Thin Mints®



\$ 00

Girl Scout S'mores®



\$ 00

Toffee-tastic®
GLUTEN-FREE



Little Biscuit
BAKERS.

Donate Cookies
Your donation helps Girl Scouts in my community give cookies to local heroes.

To see full nutrition and product information, visit LittleBiscuit.com or GirlScoutCookies.org.

® TM & © Girl Scouts of the USA.
®, TM & © 2023 Ferrero Group.



ACCEPTED

Scan Here to Order Now

ATTACH YOUR
DIGITAL COOKIE
QR CODE HERE

It's Girl Scout Cookie™ Time!

My name is _____ First Name Only


My goal is _____

To order _____ URL or Contact Info




\$ 00

Adventurefuls®



\$ 00

Lemon-Ups®



\$ 00

Trefoils®



\$ 00

Do-si-dos®




\$ 00

Samoas®




\$ 00

Tagalongs®



\$ 00

Thin Mints®



\$ 00

Girl Scout S'mores®



\$ 00

Toffee-tastic®
GLUTEN-FREE



Little Biscuit
BAKERS.

Donate Cookies
Your donation helps Girl Scouts in my community give cookies to local heroes.

To see full nutrition and product information, visit LittleBiscuit.com or GirlScoutCookies.org.

® TM & © Girl Scouts of the USA.
®, TM & © 2023 Ferrero Group.



ACCEPTED

Scan Here to Order Now

ATTACH YOUR
DIGITAL COOKIE
QR CODE HERE

My first name is

My cookie business supports

You can order from me online
by scanning my QR code or by
visiting my Digital Cookie shop.

Thank you for helping me
reach my goal!

My first name is

My cookie business supports

You can order from me online
by scanning my QR code or by
visiting my Digital Cookie shop.

Thank you for helping me
reach my goal!

My first name is

My cookie business supports

You can order from me online
by scanning my QR code or by
visiting my Digital Cookie shop.

Thank you for helping me
reach my goal!

My first name is

My cookie business supports

You can order from me online
by scanning my QR code or by
visiting my Digital Cookie shop.


Thank you for helping me
reach my goal!

¡Es temporada de Girl Scout Cookies!

Mi nombre es Solo primer nombre

Mi meta es


Para ordenar URL o información de contacto



\$

00


Adventurefuls®



\$

00


Lemon-Ups®



\$

00


Trefoils®



\$

00


Do-si-dos®



\$

00


Samoas®



\$

00


Tagalongs®



\$

00


Thin Mints®



\$

00

Girl Scout S'mores®



\$

00

Toffee-tastic®
SIN GLUTEN



Little Biscuits
BAKERS.

Escanear aquí para
ordenar ahora



ACEPTADAS

Done galletas.
Su donación ayudará
a las Girl Scouts de mi
comunidad a regalar
galletas a héroes locales.

Para ver toda la información
sobre nutrición y productos,
visite LittleBiscuits.com o
GirlScoutCookies.org.


® TM & © Girl Scouts of the USA.
®, TM & © 2023 Ferrero Group.

¡Es temporada de Girl Scout Cookies!

Mi nombre es Solo primer nombre

Mi meta es


Para ordenar URL o información de contacto



\$

00


Adventurefuls®



\$

00


Lemon-Ups®



\$

00


Trefoils®



\$

00


Do-si-dos®



\$

00


Samoas®



\$

00


Tagalongs®



\$

00


Thin Mints®



\$

00

Girl Scout S'mores®



\$

00

Toffee-tastic®
SIN GLUTEN



Little Biscuits
BAKERS.

Escanear aquí para
ordenar ahora



ACEPTADAS

Done galletas.
Su donación ayudará
a las Girl Scouts de mi
comunidad a regalar
galletas a héroes locales.

Para ver toda la información
sobre nutrición y productos,
visite LittleBiscuits.com o
GirlScoutCookies.org.


® TM & © Girl Scouts of the USA.
®, TM & © 2023 Ferrero Group.

¡Es temporada de Girl Scout Cookies!

Mi nombre es Solo primer nombre

Mi meta es


Para ordenar URL o información de contacto



\$

00


Adventurefuls®



\$

00


Lemon-Ups®



\$

00


Trefoils®



\$

00


Do-si-dos®



\$

00


Samoas®



\$

00


Tagalongs®



\$

00


Thin Mints®



\$

00

Girl Scout S'mores®



\$

00

Toffee-tastic®
SIN GLUTEN



Little Biscuits
BAKERS.

Escanear aquí para
ordenar ahora



ACEPTADAS

Done galletas.
Su donación ayudará
a las Girl Scouts de mi
comunidad a regalar
galletas a héroes locales.

Para ver toda la información
sobre nutrición y productos,
visite LittleBiscuits.com o
GirlScoutCookies.org.

® TM & © Girl Scouts of the USA.
®, TM & © 2023 Ferrero Group.

¡Es temporada de Girl Scout Cookies!

Mi nombre es Solo primer nombre

Mi meta es

Para ordenar URL o información de contacto



\$

00


Adventurefuls®



\$

00


Lemon-Ups®



\$

00

Trefoils®



\$

00


Do-si-dos®



\$

00

Samoas®



\$

00


Tagalongs®



\$

00


Thin Mints®



\$

00

Girl Scout S'mores®



\$

00

Toffee-tastic®
SIN GLUTEN



Little Biscuits
BAKERS.

Escanear aquí para
ordenar ahora



ACEPTADAS

Done galletas.
Su donación ayudará
a las Girl Scouts de mi
comunidad a regalar
galletas a héroes locales.

Para ver toda la información
sobre nutrición y productos,
visite LittleBiscuits.com o
GirlScoutCookies.org.

® TM & © Girl Scouts of the USA.
®, TM & © 2023 Ferrero Group.

Mi primer nombre es

Mi negocio de galletas apoya

Puede hacer pedidos en línea al
escanear mi código QR o visitando
mi tienda digital de galletas.

¡Gracias por ayudarme a
alcanzar mi meta!

Mi primer nombre es

Mi negocio de galletas apoya

Puede hacer pedidos en línea al
escanear mi código QR o visitando
mi tienda digital de galletas.

¡Gracias por ayudarme a
alcanzar mi meta!

Mi primer nombre es

Mi negocio de galletas apoya

Puede hacer pedidos en línea al
escanear mi código QR o visitando
mi tienda digital de galletas.

¡Gracias por ayudarme a
alcanzar mi meta!

Mi primer nombre es

Mi negocio de galletas apoya

Puede hacer pedidos en línea al
escanear mi código QR o visitando
mi tienda digital de galletas.

¡Gracias por ayudarme a
alcanzar mi meta!

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

○ Cookie Menu Lanyards

● **Progression Pictures Banner**

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Progression Pictures Banner

Older Ages Beginner-Friendly

Show customers how magic grows over time!
Make a banner out of pictures from past seasons and show it off at booths.

Supplies:

- Colored paper
- [Banner Template](#)
- Tape or glue
- String
- Cookie season photos (can add later if not on-hand at the rally)

Go Virtual!

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home. They can also make a digital collage of photos to share on social media*!



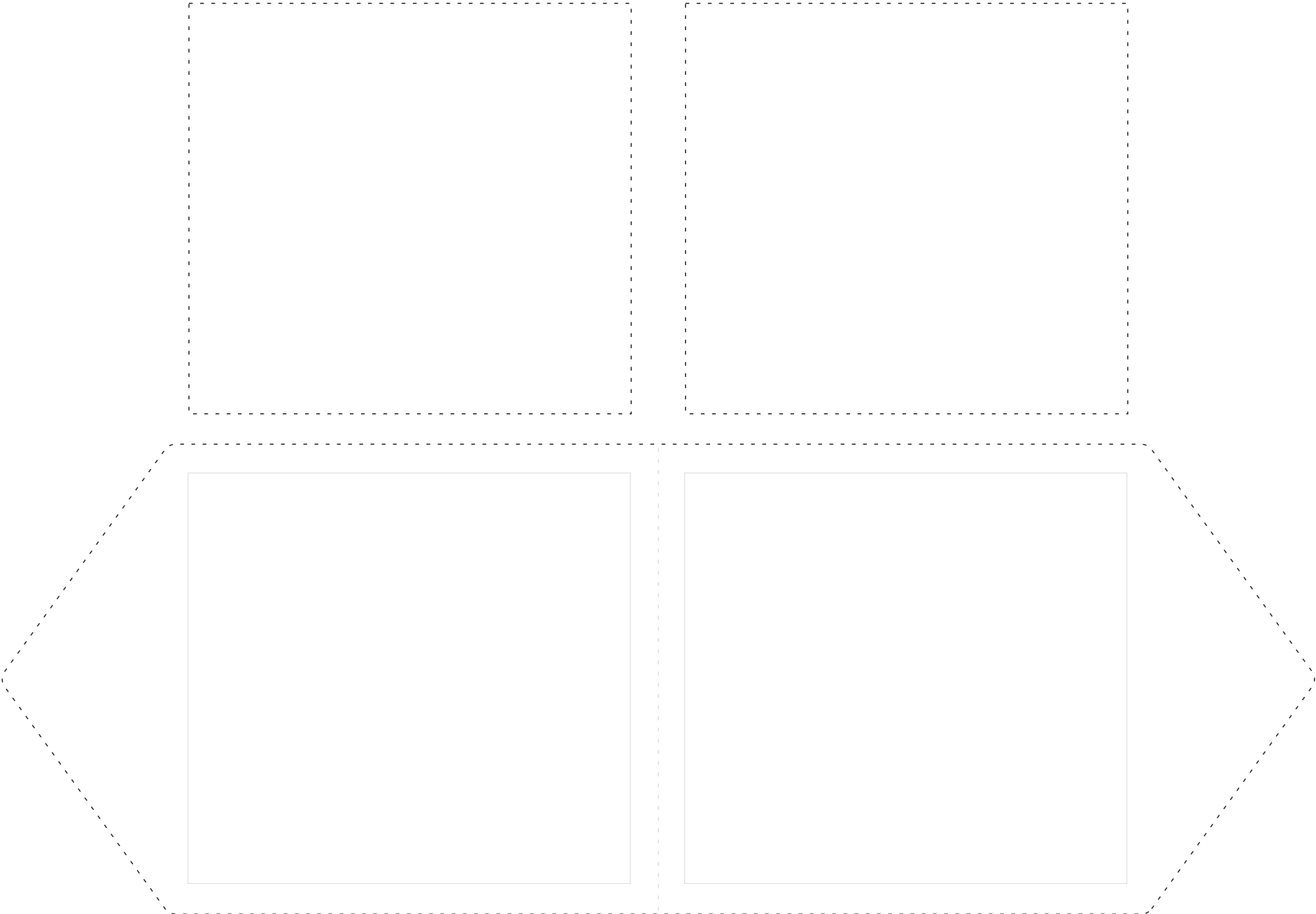
Call in Captains!

Girl Scouts® Cookie Captains can share customer talking points about what next-level skills they have developed after multiple years in the cookie program.



Banner Template

Bottom template for tracing onto colored paper and square templates for pictures



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

- Digital Marketing Calendar
- Instructions: Digital Marketing Calendar
- Customizable Social Graphics
- Instructions: Customizable Social Graphics

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Help Them Shine Online

A digital marketing strategy is just as important as hosting IRL booths. Inspire Girl Scouts to learn about marketing their Girl Scout Cookie™ businesses online so they can build new digital skills.

Activities
for any size
rally!



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

- Digital Marketing Calendar
- Instructions: Digital Marketing Calendar
- Customizable Social Graphics
- Instructions: Customizable Social Graphics

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Digital Marketing Calendar

All Ages Beginner-Friendly

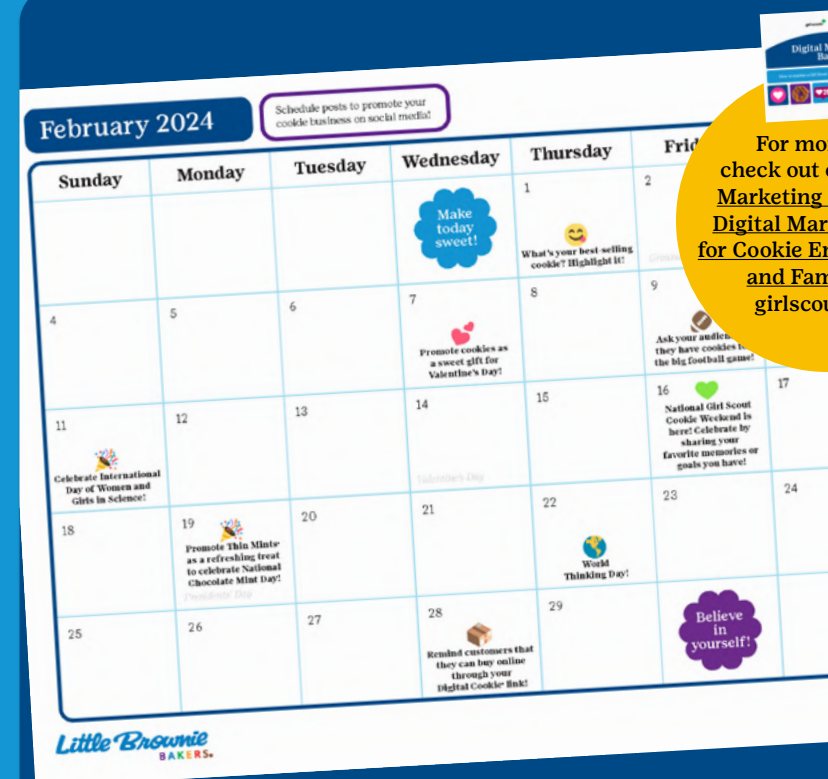
Even Girl Scouts® Cookie Rookies can become social superstars! Help them create a plan using this calendar tool.

Supplies:

- [Digital Marketing Calendar](#)
- [Digital Marketing Page of LittleBrownie.com](#)

Go Virtual!

Demonstrate how to use this calendar as a digital marketing tool. Then, break out into groups and encourage Girl Scouts to begin planning.



For more info, check out our [Digital Marketing Basics](#) and [Digital Marketing Tips for Cookie Entrepreneurs and Families](#) on [girlscouts.org](#).

This activity gets Girl Scouts one step closer to earning a [Cookie Business badge](#)!



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

- Digital Marketing Calendar
- Instructions: Digital Marketing Calendar**
- Customizable Social Graphics
- Instructions: Customizable Social Graphics

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Digital Marketing Calendar Instructions

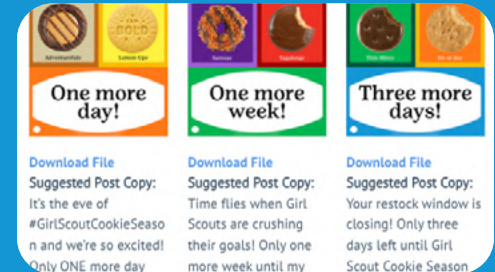
- 1 Download or print the [Digital Marketing Calendar](#). Some holidays and posting opportunities are already listed to get started.



- 2 Customize the calendar by adding post ideas on certain days*. Post ideas include: Countdowns to the beginning or end of the season, spotlights on cookie varieties or Girl Scouts' goals.



- 3 Visit the [Digital Marketing](#) page of [LittleBrownie.com](#) for ready-made posts that entrepreneurs can download and use.



Call in Captains!
Girl Scouts® Cookie Captains can share successful marketing strategies they've used in prior seasons.



Bonus:

Include email reminders! Schedule when to reach out to family and friends. Topics can include: Girl Scout Cookie Season is here, Digital Cookie® is open, and reorder/stock up before cookie businesses close for the season.



*Caregivers should post for Girl Scouts under age 13, but all entrepreneurs should have a hands-on role in marketing their cookie business. Review online safety guidelines on [girlscouts.org](#).

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

- Digital Marketing Calendar
- Instructions: Digital Marketing Calendar
- **Customizable Social Graphics**
- Instructions: Customizable Social Graphics

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Customizable Social Graphics

Older Ages Moderate Difficulty

Entrepreneurs build next-level digital skills by customizing their own social media graphics. To pump up their strategy, they should include links to buy online!

Supplies:

- [Social Graphic Templates](#)
- [Cookie Clip Art from LittleBrownie.com](#)

Go Virtual!

Demonstrate how to customize the social graphic templates. Then, break out into groups and encourage Girl Scouts to start designing.



For more info, see [Girl Scouts' Digital Marketing Tips for Cookie Entrepreneurs and Families on girlscouts.org](#).

This activity gets Girl Scouts one step closer to earning a [Cookie Business badge!](#)



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

- Digital Marketing Calendar
- Instructions: Digital Marketing Calendar
- Customizable Social Graphics
- **Instructions: Customizable Social Graphics**

Safety

Money Management

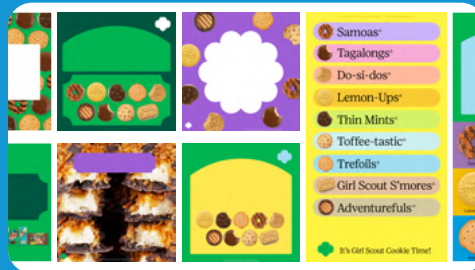
Customer Knowledge

Rally Action Plan

Appendix

Customizable Social Graphics Instructions

- 1 Download the [Social Graphic Templates](#) and put them into an online graphic design tool of your choice. (Tip: Search online for free design tools and find one that works well for you.)



- 2 Customize the graphics by adding text in the spaces provided. Messages can include cookie prices, booth dates or inventory updates. Girl Scouts can also create their own images using the [Cookie Clip Art](#) on [LittleBrownie.com](#).



- 3 Save the image and post on social media to share with followers and friends.

Tip:

Consider tagging loyal customers to make sure they keep supporting their favorite entrepreneur!



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

- Hacky Sack Safety Game
- Instructions: Hacky Sack Safety Game

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Safety Made Fun

Safety comes first in the Girl Scout Cookie Program®. Make learning the guidelines fun with a hands-on game.

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



**Activities
for any size
rally!**

2023-2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

● Hacky Sack Safety Game

○ Instructions: Hacky Sack Safety Game

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Hacky Sack Safety Game

All Ages
Beginner-Friendly

Girl Scouts will have a ball learning safety smarts with this fun game!

Supplies:

- Hacky sacks (can use the rewards item if offered by your council)
- Empty Girl Scout Cookie™ packages
- Masking tape
- Safety tips

Go Virtual!

Pull up a virtual whiteboard and ask Girl Scouts to write in any safety guidelines they know. Recap all of them and go over any that are missing.



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

○ Hacky Sack Safety Game

● **Instructions: Hacky Sack Safety Game**

Money Management

Customer Knowledge

Rally Action Plan

Appendix

Hacky Sack Safety Game Instructions

- 1 Set up the empty cookie packages in a row on a table. Run a piece of tape down the back of the package and onto the table so it doesn't fall off when knocked over.
- 2 Take a few steps back and place a piece of tape on the ground where Girl Scouts can stand.
- 3 Let Girl Scouts take turns throwing the hacky sacks at the cookie packages until they knock one over. Once they knock one over, give them a safety tip to read to the group.



- 4 Set the packages back up as needed until all Girl Scouts have gone and all the safety tips have been read. Recap all of the guidelines one more time at the end to reinforce them.

Bonus:

Help Girl Scouts keep safety tips in mind by taping them to the back of their cookie menu lanyards.

Call in Captains!

Girl Scouts® Cookie Captains can help set up the game, teach others how to play and share any additional safety tips they recommend.



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

- Accepting Payment Activity
- Instructions: Accepting Payment
- Digital Payment Whiteboard
- Instructions: Digital Payment Whiteboard

Customer Knowledge

Rally Action Plan

Appendix

Practice Adds Up To Success!

Girl Scouts will manage both digital and physical customer payments during the cookie season. Encourage them to get familiar with both with these fun activities.

For info on financial literacy, review these resources from Girl Scouts®:

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

Money management is one of the five skills learned through the Girl Scout Cookie Program®!



Activities for any size rally!

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

- **Accepting Payment Activity**
- Instructions: Accepting Payment
- Digital Payment Whiteboard
- Instructions: Digital Payment Whiteboard

Customer Knowledge

Rally Action Plan

Appendix

Accepting Payment

Younger Ages Beginner-Friendly

Get Girl Scouts comfortable with taking an order and counting change or processing payment in Digital Cookie® by playing store! They'll take turns acting as the entrepreneur and customer, adding up totals, swiping or scanning cards and giving change.

Supplies:

- Play money
- Mock tablet or mobile phone
- Empty Girl Scout Cookie™ packages
- Table (or other booth prop)

Go Virtual!

Break out into small groups and encourage Girl Scouts to act out this activity on a call.



Optional:

If your council is offering the apron reward, give the entrepreneur the apron reward to wear and hold the play money.



This activity gets Girl Scouts one step closer to earning a Cookie Business badge!



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

- Accepting Payment Activity
- **Instructions: Accepting Payment**
- Digital Payment Whiteboard
- Instructions: Digital Payment Whiteboard

Customer Knowledge

Rally Action Plan

Appendix

Accepting Payment Instructions

- 1 Set up a pretend booth with a table and cookie packages.



- 2 Choose two Girl Scouts to act as the cookie entrepreneur and a customer. Hand them each play money to use as payment and to make change. They should also practice taking digital orders and processing payment using a mock tablet or mobile phone.



- 3 The customer chooses cookies to buy, and the entrepreneur adds the order total and lets them know how much it is. The customer pays, and the entrepreneur counts their change if handed cash.



- 4 Once they've completed the purchase, they switch places and play the other role. Continue until every Girl Scout has had a chance to play both the entrepreneur and customer.

Call in Captains!

Girl Scouts® Cookie Captains can help out and share how accepting credit card payments helped them reach their goals.



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

- Accepting Payment Activity
- Instructions: Accepting Payment
- **Digital Payment Whiteboard**
- Instructions: Digital Payment Whiteboard

Customer Knowledge

Rally Action Plan

Appendix

Digital Payment Whiteboard

Older Ages
Moderate Difficulty

Girl Scouts can promote digital payments by making a DIY whiteboard that shows their accepted methods of payment. Plus, they can reuse it as room décor after the season ends!

Supplies:

- Empty picture frame (size of your choosing)
- Colored paper
- Scissors
- Dry erase marker
- [Cookie Clip Art on LittleBrownie.com](https://www.littlebrownie.com)

Go Virtual!

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



Tip: They can repurpose a picture frame they already have at home!

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

- Accepting Payment Activity
- Instructions: Accepting Payment
- Digital Payment Whiteboard
- **Instructions: Payment Whiteboard**

Customer Knowledge

Rally Action Plan

Appendix

Digital Payment Whiteboard Instructions

1 Cut a piece of paper to the same size as the picture frame.



2 Place the paper in the frame and secure it in place.



3 Turn it over and write the accepted forms of payment on the front with a dry erase marker.



4 Get creative with any embellishments or doodles to make it pop! [Cookie Clip Art](#) is always available on [LittleBrownie.com](#).



Bonus:

Digital Cookie® saves customer information when used to accept digital payments. Remind Girl Scouts about the importance of keeping a record of previous customers and contact info.

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

- Customer IQ Quiz
- Customer Communication

Rally Action Plan

Appendix

Know the “Who”

Learning about customers is an important step for any business owner, and especially Girl Scout Cookie™ entrepreneurs! Help Girl Scouts build the confidence to interact with their customers with a game or activity.

Activities
for any size
rally!



People skills is one of the five skills learned through the Girl Scout Cookie Program®!

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

● Customer IQ Quiz

○ Customer Communication

Rally Action Plan

Appendix

Customer IQ Quiz

Older Ages Moderate Difficulty

Put Girl Scouts' customer knowledge to the test by hosting a quiz show! This game introduces the five types of cookie consumers, how to recognize them, and what a perfect pitch sounds like for each one.

Supplies:

- [The Five Cookie Customers Overview](#)
- [Customer IQ Quiz](#)

Go Virtual!

Screen share the quiz questions and invite Girl Scouts to enter their answers in the chat or in a poll.



Call in Captains!

Girl Scouts® Cookie Captains can act as game show hosts and share their experiences with different types of customers.



This activity gets Girl Scouts one step closer to earning a **Cookie Business badge!**



Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

○ Customer IQ Quiz

● **Customer Communication**

Rally Action Plan

Appendix

Customer Communication

All Ages Beginner-Friendly

Everyone appreciates a handwritten note — including cookie customers! Create a station for Girl Scouts to write personalized cards or emails to their customers. They can remind them what they bought last year and ask to buy again, or include cookie fun facts or info about bestsellers.

Supplies:

- [Thank You/Reorder Form](#) or blank stationary
- [Spanish Thank You/Reorder Form](#)
- Pens, pencils or markers
- [Email and Card Sample Messaging](#)

Go Virtual!

Invite Girl Scouts to find supplies around their home and give them time to write their cards or emails. (Bonus: Play an [Own Your Magic-inspired playlist](#) in the background while they write!)



If the journal reward is offered by your council, showcase it for Girl Scouts who like to create custom cards!

Call in Captains!

Girl Scouts® Cookie Captains can share the advantages of using Digital Cookie® to maintain a contact list. It's an easy way to follow up with customers and helps build loyalty year after year!



Thank You
For Helping Me
Reach My Goal!



If you want
Samoas...

Girl Scout: _____ Troop: _____

My goal is: _____

To order: _____



ACCEPTED



Scan Here to Order Now



Little Brownie
BAKERS

® TM & © Girl Scouts of the USA. ® TM & © 2023 Ferrero Group.

Thank You
For Helping Me
Reach My Goal!



If you want
Samoas...

Girl Scout: _____ Troop: _____

My goal is: _____

To order: _____



ACCEPTED



Scan Here to Order Now



Little Brownie
BAKERS

® TM & © Girl Scouts of the USA. ® TM & © 2023 Ferrero Group.

Thank You
For Helping Me
Reach My Goal!



If you want
Samoas...

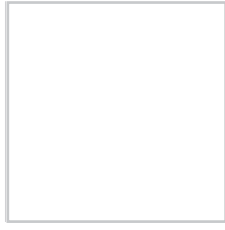
Girl Scout: _____ Troop: _____

My goal is: _____

To order: _____



ACCEPTED



Scan Here to Order Now



Little Brownie
BAKERS

® TM & © Girl Scouts of the USA. ® TM & © 2023 Ferrero Group.

Thank You
For Helping Me
Reach My Goal!



If you want
Samoas...

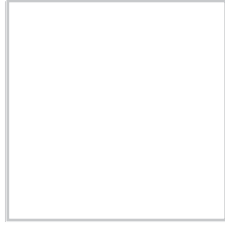
Girl Scout: _____ Troop: _____

My goal is: _____

To order: _____



ACCEPTED



Scan Here to Order Now



Little Brownie
BAKERS

® TM & © Girl Scouts of the USA. ® TM & © 2023 Ferrero Group.

¡Gracias por
ayudarme a alcanzar
mi meta!



Si quieres
Samoas...

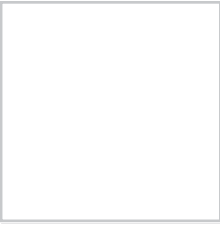
Girl Scout: _____ Solo Primer Nombre _____ Tropa: _____

Mi meta es: _____

Para ordenar: _____ URL o información de contacto _____



Escanee aquí para
ordenar ahora



girl scouts | *Little Broomie*
BAKERS

® TM & © Girl Scouts of the USA. ® TM & © 2023 Ferrero Group.

¡Gracias por
ayudarme a alcanzar
mi meta!



Si quieres
Samoas...

Girl Scout: _____ Solo Primer Nombre _____ Tropa: _____

Mi meta es: _____

Para ordenar: _____ URL o información de contacto _____



Escanee aquí para
ordenar ahora



girl scouts | *Little Broomie*
BAKERS

® TM & © Girl Scouts of the USA. ® TM & © 2023 Ferrero Group.

¡Gracias por
ayudarme a alcanzar
mi meta!



Si quieres
Samoas...

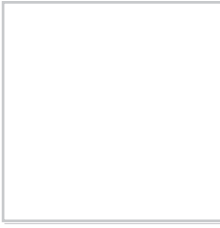
Girl Scout: _____ Solo Primer Nombre _____ Tropa: _____

Mi meta es: _____

Para ordenar: _____ URL o información de contacto _____



Escanee aquí para
ordenar ahora



girl scouts | *Little Broomie*
BAKERS

® TM & © Girl Scouts of the USA. ® TM & © 2023 Ferrero Group.

¡Gracias por
ayudarme a alcanzar
mi meta!



Si quieres
Samoas...

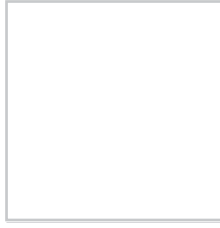
Girl Scout: _____ Solo Primer Nombre _____ Tropa: _____

Mi meta es: _____

Para ordenar: _____ URL o información de contacto _____



Escanee aquí para
ordenar ahora



girl scouts | *Little Broomie*
BAKERS

® TM & © Girl Scouts of the USA. ® TM & © 2023 Ferrero Group.

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

● Rally Action Plan for Volunteers

- In-Person Event Planning
- In-Person Agenda
- Virtual Event Planning
- Virtual Agenda

Appendix

Rally Action Plan (1 of 2)

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

Meet the Mascot

Whole Group

Rewards

Goal Setting

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

● Rally Action Plan for Volunteers

○ In-Person Event Planning

○ In-Person Agenda

○ Virtual Event Planning

○ Virtual Agenda

Appendix

Rally Action Plan (2 of 2)

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

Booth Marketing

Digital Marketing

Safety

Money
Management

Customer
Knowledge

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

- Rally Action Plan for Volunteers
- **In-Person Event Planning**
- In-Person Agenda
- Virtual Event Planning
- Virtual Agenda

Appendix

In-Person Setup & Considerations

An in-person rally is a tried-and-true way to get entrepreneurs 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 your local council.



Facilitators:

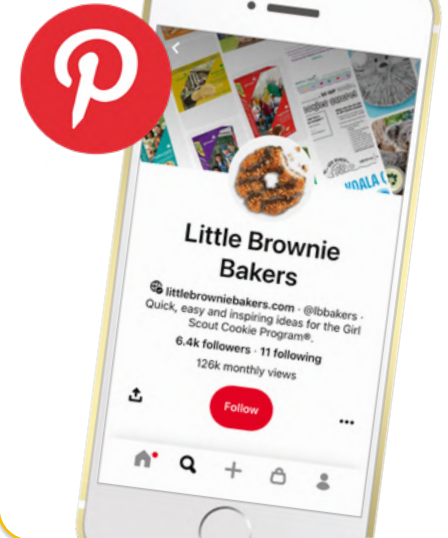
Girl Scouts® Cookie Captains make great rally leaders. They can run stations, offer cookie season knowledge or guide Cookie Rookies and their caregivers.



Additional Activities:

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

@LBBakers



2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

- ☐ Rally Action Plan for Volunteers
- ☐ In-Person Event Planning
- ☒ **In-Person Agenda**
- ☐ Virtual Event Planning
- ☐ Virtual Agenda

Appendix

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
Goals	Goal Setting
Booth Marketing	Decision Making, People Skills
Cookie Knowledge	People Skills, Business Ethics
Digital Marketing	Decision Making, Business Ethics
Safety	Decision Making
Money Management	Business Ethics
Customer Knowledge	People Skills

5 Group Activity: 20-30 Minutes

- Highlight rewards with a fun game or activity.
- Gather the Girl Scouts 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!

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

- ☐ Rally Action Plan for Volunteers
- ☐ In-Person Event Planning
- ☒ **In-Person Agenda**
- ☐ Virtual Event Planning
- ☐ Virtual Agenda

Appendix

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	
Digital Marketing	Decision Making, Business Ethics	
Safety	Decision Making	
Money Management	Business Ethics	
Customer Knowledge	People Skills	

5 Group Activity: 20-30 Minutes

6 Wrap-Up: 10-20 Minutes

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

- Rally Action Plan for Volunteers
- In-Person Event Planning
- In-Person Agenda
- **Virtual Event Planning**
- Virtual Agenda

Appendix

Virtual Setup & Considerations

Before you get started:

- Set a date and time
- Create a budget
- Choose 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.

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

- ☐ Rally Action Plan for Volunteers
- ☐ In-Person Event Planning
- ☐ In-Person Agenda
- ☐ Virtual Event Planning
- ☒ Virtual Agenda

Appendix

Sample Virtual Agenda

Use the fields below to plan your virtual rally agenda.

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	

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

- Badges
- Pins
- All Content

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

Learn more and
encourage Girl Scouts
to start earning today
at [girlscouts.org/
cookiebadges](https://girlscouts.org/cookiebadges).

2023–2024 Rallies

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Rally Action Plan

Appendix

- ☐ Badges
- ☒ Pins
- ☐ All Content

Cookie Entrepreneur Family Pins

When Girl Scouts run their own cookie businesses, they utilize the 5 skills—goal setting, decision making, money management, people skills and business ethics—and learn to think like entrepreneurs. Entrepreneurs 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 Girl Scouts 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.

For more on
badges and
pins Girl Scouts
can earn, visit
[girlscouts.org/
cookiebadges](https://girlscouts.org/cookiebadges).



2023–2024 Rallies

[Introduction](#)

[Whole Group Activities](#)

[Rewards](#)

[Meet the Mascot](#)

[Goal Setting](#)

[Booth Marketing](#)

[Digital Marketing](#)

[Safety](#)

[Money Management](#)

[Customer Knowledge](#)

[Rally Action Plan](#)

Appendix

[○ Badges](#)

[○ Pins](#)

[● All Content](#)

All Resources

Rally Activities

[Welcome Cheer](#)

[Underwater Rewards Station](#)

[Axolotl Headband](#)

[Axolotl Card Game](#)

[Goal Beads](#)

[Goal Banner](#)

[Goal Flowers](#)

[Cookie Menu Lanyards](#)

[Progression Pictures Banner](#)

[Digital Marketing Calendar](#)

[Customizable Social Graphics](#)

[Hacky Sack Safety Game](#)

[Accepting Payment](#)

[Digital Payment Whiteboard](#)

[The Five Cookie Customers Overview](#)

[Customer IQ Quiz](#)

[Customer Communication](#)

[Own Your Magic Rally Station Cards](#)

Little Brownie Bakers® Resources

[Little Brownie Bakers YouTube Page](#)

[Girl Scouts® Cookie Captain Video](#)

[Girl Scouts® Cookie Rookie Video](#)

[Virtual Backgrounds](#)

[Little Brownie Bakers Pinterest Page](#)

[Participation Certificates](#)

[Thank You/Reorder Form](#)

[Digital Marketing Basics](#)

Girl Scouts® Resources

[Digital Marketing Tips](#)

[Safety Guidelines](#)

[Cookie Business Badges](#)

[Cookie Entrepreneur Family Pins](#)

Rally Station Card





®, ™ & © 2023 Girl Scouts of the USA. ®, ™ & © 2023 Ferrero Group. All Rights Reserved.