



Girl Scout Cookies®

# RALLY GUIDE

2023



# GO BRIGHT Ahead

A Cookie Rally is the ideal kickoff event to ensure you have a fantastic Girl Scout Cookie season!

Girl Scouts can refresh their selling skills and cookie knowledge, while having waves of fun!

# Get Started!

You will need to choose a location and a format for your event. Do you want to make it a fun experience and plan a trip? Will you have stations or do everything as a troop?



## Partner Event

Do you have a local zoo or aquarium? Host your event in a place where girls can learn all about the 2023 mascot, the dolphin!

## Sleepover

Did you know dolphins sleep together, usually in large groups?

A sleepover is a great way to have fun and build friendships, all while developing new skills through the rally!



## Community

Check out your local community center. It's more than likely they would love to support the local Girl Scouts and host the fun event, with plenty of room for station activities like you will find in this rally guide!





How should you prepare?

### 1. Budget

### 2. Advertise

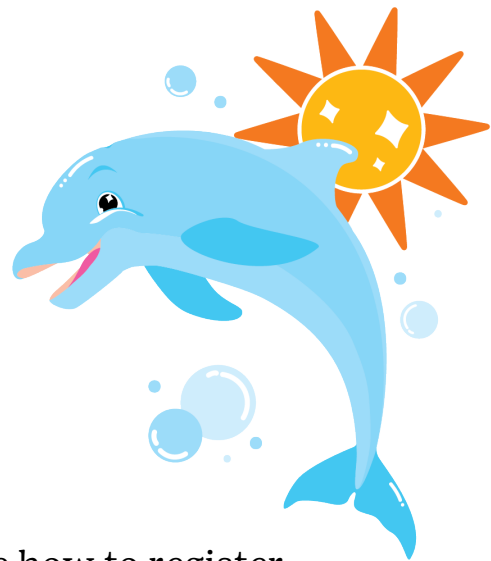
- Council newsletters + marketing
- Flyers
- Social Media
- Make sure your advertisements include how to register so you can adequately prepare!

**3. Recruit:** Don't try to do it all alone. Break jobs into small responsibilities that people can easily do. Invite teen Girl Scouts to help with set up and program activities.

*Please Note: If you are going to sample cookies or provide refreshments, be sure to ask the girls about any potential allergies they may have.*

### Ready, Set, Rally!

- Open the event with a fun group activity like a song, game, or hands-on activity related to the theme
- Divide the girls into small groups. Consider dividing girls by troop or age level.
- Explain how the event will run. Be creative and have fun – this guide will show you some great ideas to accomplish that!
- If girls are visiting stations and there is a time limit, use a horn or whistle to signal, about every 15 minutes, when it is time to move to the next station.
- Use hands on activities to help Girl Scouts gain the 5 skills. Go to the next page to learn more about these.



# Include the 5 Skills

Through the Girl Scout Cookie program, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!

Use the cookie rally as a fun way for Girl Scouts to learn more about these skills and earn a Cookie Entrepreneur Family pin or a Cookie Business Badge as seen on the following page.

## Goal Setting

as they set cookie business goals individually and with their team and then create a plan to reach those goals.

## Decision Making

by deciding what to do with their troop funds, how to market their business, and how to adjust their plans as they encounter challenges and new opportunities.

## Money Management

as they develop and manage a troop budget, take cookie orders, track their sales, and gain confidence handling and managing money.

## People Skills

as they learn how to talk to, listen to, and work with customers in person and virtually. Plus, they put teamwork into action as they reach their goals together.







































## Business Ethics

as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.



# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur			
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer			
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur			
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart			
Cadette	 My Cookie Venture		 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network		 Cookie Boss		 Savvy Saver		 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup
Ambassador	 My Cookie Business Resume		 Cookie Influencer		 Financial Planner		 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator

Dive in!





# Raspberry Rally™

Use your rally as a chance to teach girls about the newest, and exclusively online, Girl Scout Cookie!

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



Made with  
vegan  
ingredients!

\*Available exclusively online to  
ship direct to consumers





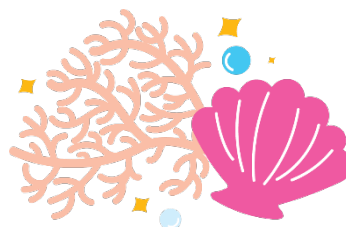
# Online Selling Success

Raspberry Rally™ is available only through direct ship to cookie customers. What a great opportunity to continue to develop selling skills in this new channel!

## **Social Media is a great tool to build excitement!**

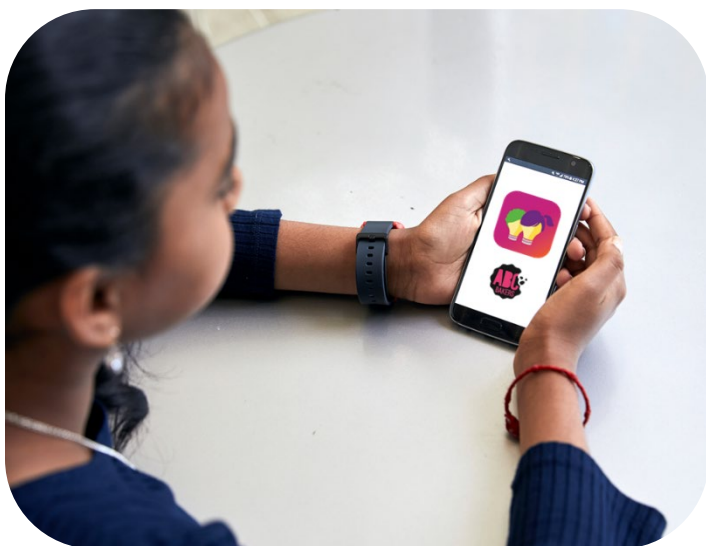
Let girls brainstorm fun marketing tactics for the new cookie. Is there an older girl in your troop who successfully made selling videos last season? Ask her to help lead the group in creating a fun video at your rally for girls to share once their links go live!

*Make sure to keep in mind the age requirements of social media*



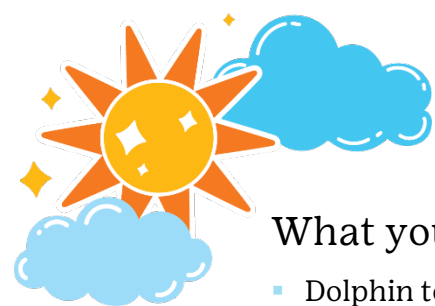
## **Smart Cookies**

You can also use this opportunity to make sure the whole troop is familiar with Smart Cookies. Smart Cookies is a great way to work together as a troop and have a successful cookie season!



Learn more about marketing your sale online in the below link!

<https://bit.ly/OnlineCookieMarketing>



# Dolphin sun-catcher

Kick off your rally with some fun!

## What you need:

- Dolphin template: Printouts can be found on pages 28+ 29
- Clear contact paper
- Tissue paper
- Scissors
- Marker
- Tape
- Optional: hole punch + ribbon/string



## Let's get started!

- Cut 2 sheets of contact paper, removing the backing from 1 sheet
- Lay the sticky part up, on top of your dolphin template (you may want to tape both the template and the first sheet of contact paper to a table so it doesn't move!)
- Start laying on tissue paper- use any color or shape! Make sure you can still see the dolphin outline through the paper
- Peel the backing off your second sheet of contact paper, lay it on top of the tissue paper sticky side down
- Take the marker and trace the dolphin so you can still see it!
- Now it's time to cut out the dolphin! You can even add a hole and some ribbon to hang in your window.







# Product Expertise

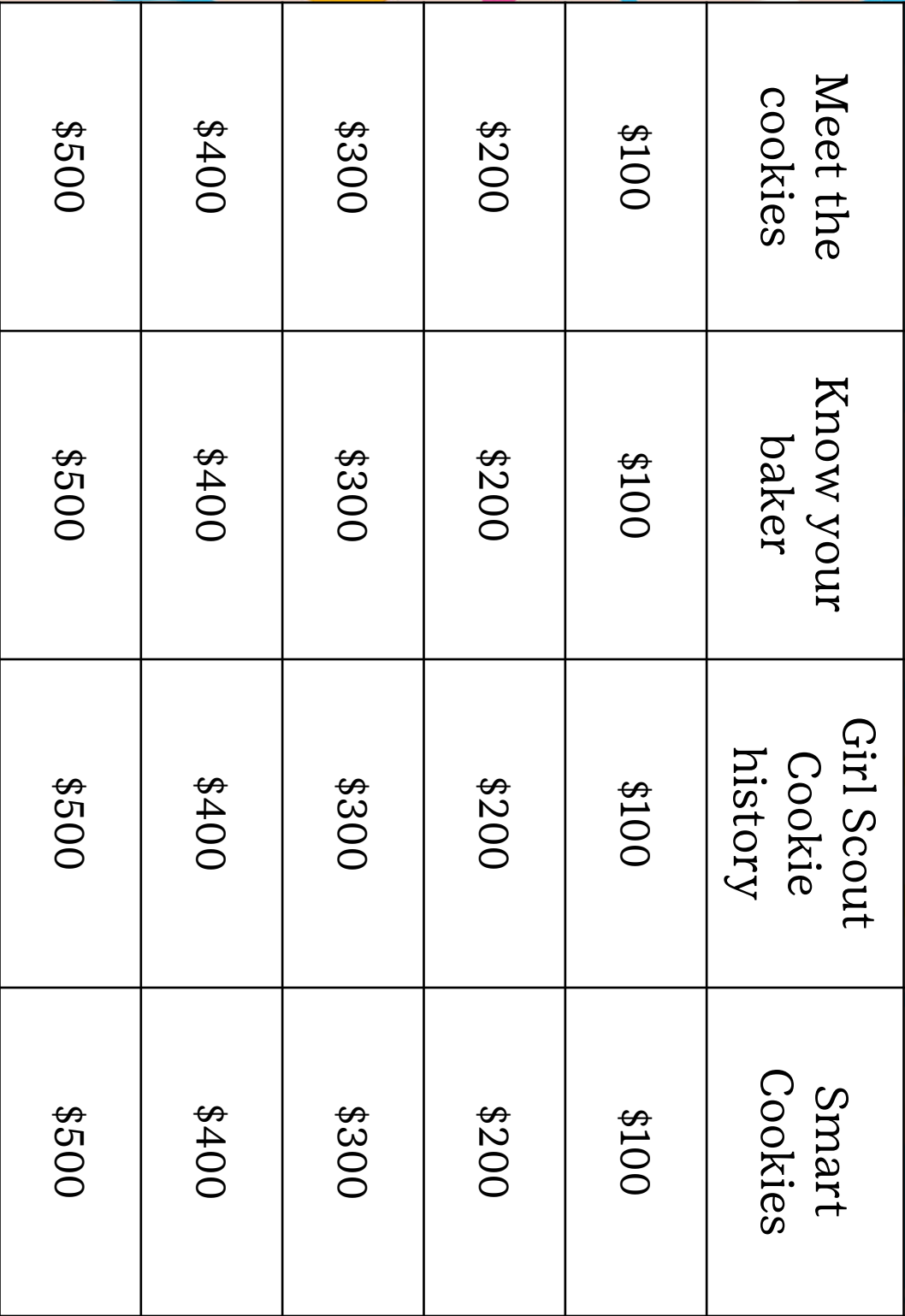
## Cookie Quiz!

Use the next 3 slides to test girls' cookie knowledge!

We came up with some fun and challenging questions you can use. Or come up with your own spin on questions!







Meet the cookies	Know your baker	Girl Scout Cookie history	Smart Cookies
\$100	\$100	\$100	\$100
\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500

# Questions

Meet the cookies	Know your baker	Girl Scout Cookie history	Smart Cookies
The classic Girl Scout cookie, no chocolate, no fruit. Just simple yum!	The baker of cookies we sell!	She started Girl Scouts in 1912	Enter your goal in this location and track your season progress
Known to cause customers to eat an entire box in a day! Refreshing cool flavor with a chocolaty coating.	ABC Bakers offers this unique cookie inspired by French Toast	The first Girl Scout Cookies were	Virtual money you earn with cookie sales
You can taste delicious peanut butter in me! I'm also covered in chocolaty goodness.	The digital platform your baker offers to support your sale	The first version of Thin Mints came out in 1939 and was called this	Earn me online for activities and skills you gain during the cookie sale
I'm new! But you can only find me in one place!	The number of ABC cookies that don't have chocolaty flavors	The number of years Lemonades have been around	Use your social media link to increase this
The number of cookie boxes in a case	The number of years ABC Bakers has been in the Girl Scout Cookie baking business	The year Girl Scouts started selling cookies	When you send a note of encouragement to your fellow troop members during Cookie season

## Answers

Meet the cookies	Know your baker	Girl Scout Cookie history	Smart Cookies
Trefoils	ABC Bakers	Juliette Gordon Low	Dashboard
Thin Mints	Toast-Yay!	Sugar Cookies	Cookie Dough
Peanut Butter Patties	Smart Cookies	Cooky-Mints	Virtual Patch
Raspberry Rally	4	17	Online Sales
12	86 Years	1917	Send a Cheer



# People Skills



## Building on customer interactions

Use your rally as an opportunity for Girl Scouts to prepare thank you cards ahead of time! Make it simple with crayons and paper, or go to the ABC Flickr site and print out some fun graphics! Check out pages 23 - 25 for a preview of what you will find.

[www.flickr.com/abcbakersvolunteergallery](http://www.flickr.com/abcbakersvolunteergallery)



## Make a list! Who will I sell cookies to in 2023?

Make it even more challenging, make sure girls list includes 5 people who they have never sold to before! Repeat customers are so important, but so is expanding that list!

See the activity sheet on page 31!



# Decision Making



## Marketing!

As a troop, decide how you will market your booth this year!

Visit the activity sheet on the next page for a fun guide to make displays out of cookie cases.

What a great way to reuse materials and organize your booth for better marketing!



## Make it creative for younger girls!

If you could only take 1 cookie to a booth sale, which one would it be and why?

Not only will this get girls to make decisions, it will help them learn fun things people love about the cookies that could help with selling!





# Cookie Display

1. Starting with your full case of cookies, open the top and remove the cookies.
2. Cut off each flap from the top of the box
3. Once all flaps are removed, cut out the front long side. We recommend cutting out the colored portion, leaving some board the bottom to hold in the cookies a bit
4. *Optional:* Diagonally cut the short ends for a better aesthetic from all angles
5. Use a strong adhesive to attached the front long side piece to the back like you see in this picture
6. Begin putting cookies back in the box! We recommend a flat layer in the bottom, so you can fit all 12 packages!







# Goal Setting



## Make waves this year!



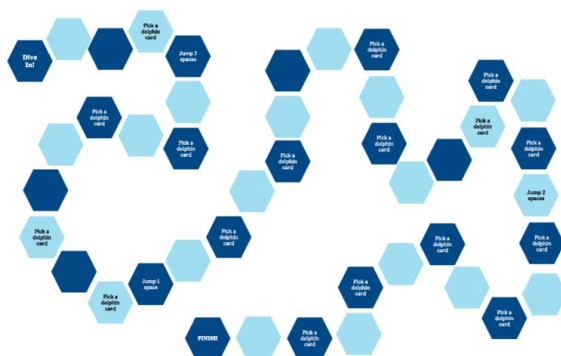
Have Girl Scouts set their goals for this cookie season! Have they considered how many they sold last year?

Make older Girl Scouts really think about their goals and ask them to come up with why they can beat last year!



## Make it a game!

Use the Fintastic board game on pages 32 through 35 to make it fun. You can play this game at your rally, or make it a game your troop plays throughout the season!



# Money Management



## **Teach Girl Scouts money management.**

Use the Let's Count! Activity sheets to help Girl Scouts add up cookie sale totals. This is great practice for booths!

With teens, add in how to calculate change from common bill values such as 20, 30, and so on.

## **Budget your sale!**

Once Girl Scouts come up with their cookie goal, have them combine their goals for a total troop goal. From there, they can estimate what their troop earnings goal will be.

How will they manage those earnings?

This discussion prompt can also work towards decision making skills!



# Cookie Sale Safety

Check off each statement below that is a safe selling practice

- ☐ Wear a Girl Scout uniform or clothing
- ☐ Go inside the home of a new customer
- ☐ Do not share your address or email address
- ☐ Setup your booth during daylight hours
- ☐ You don't need to follow pedestrian laws
- ☐ Parent/guardian permission to sell online
- ☐ Take a counterfeit money pen to your booth
- ☐ Ask troop permission for booth locations
- ☐ Hold onto all money until the season is over
- ☐ Your cash box doesn't need a lock!
- ☐ Door to door sales require an adult present
- ☐ Direct message new people on social media
- ☐ Post your online sales link, not your location

Visit the link below to find all of the safety guidelines for selling  
<https://www.girlscouts.org/en/cookies/troop-leader-resources.html>



# Cookie Sale Safety

## Answer guide

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# Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



## Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

## Digital Cookie®/Smart Cookies™

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie/Smart Cookies platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. And your Girl Scout can reach their sales goals no matter what their schedule is like.

## Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

## Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

## Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

# Stations

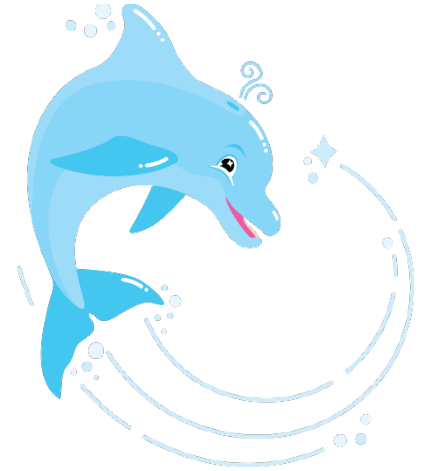
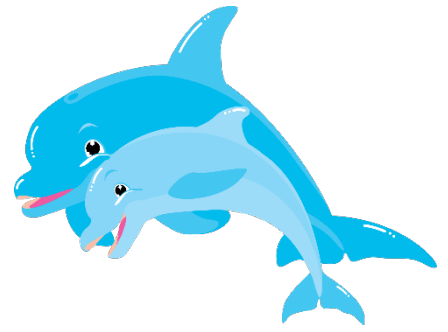
Find fun graphic elements to support the rally on these next 3 pages, and on our Flickr page!

[www.flickr.com/photos/abcbakersvolunteergallery](http://www.flickr.com/photos/abcbakersvolunteergallery)

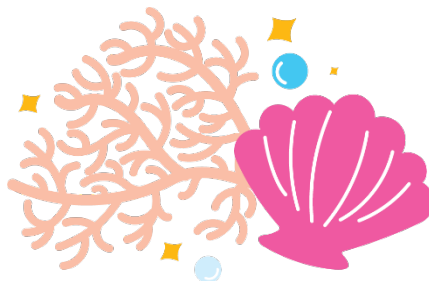




# Mascot



# Corners



# Borders



# Let's count!



= \$6



= \$6+\$6 =

\$



= \$6+\$6+\$6 =

\$



= \$6+\$6+\$6+\$6 =

\$



=

5 BOXES  
FOR \$30





# Let's count!



= \$5



= \$5+\$5 =

\$



= \$5+\$5+\$5 =

\$



= \$5+\$5+\$5+\$5 =

\$



=

5 BOXES FOR \$25



# Let's count!



= \$4



= \$4+\$4 =

\$



= \$4+\$4+\$4 =

\$



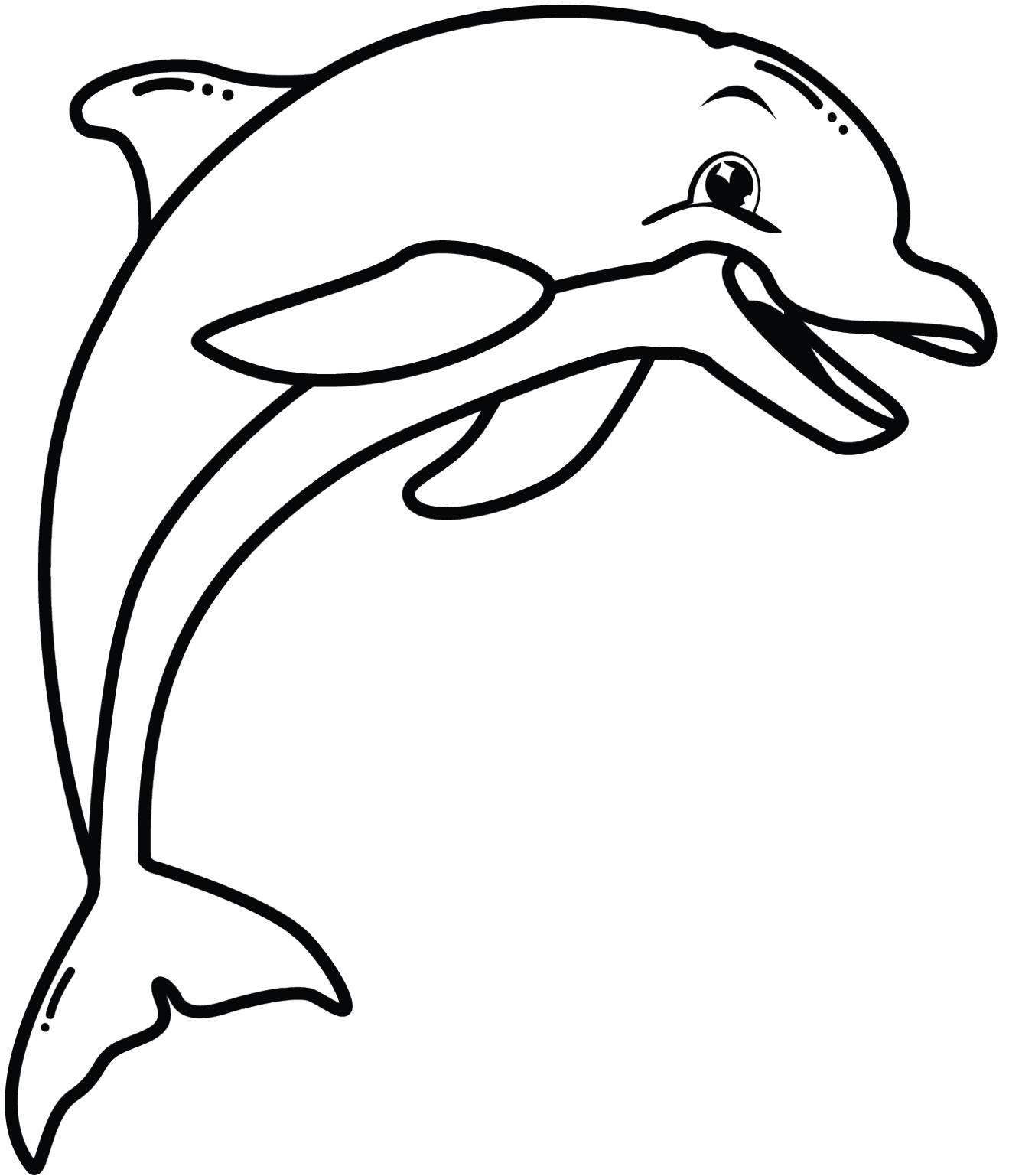
= \$4+\$4+\$4+\$4 =

\$

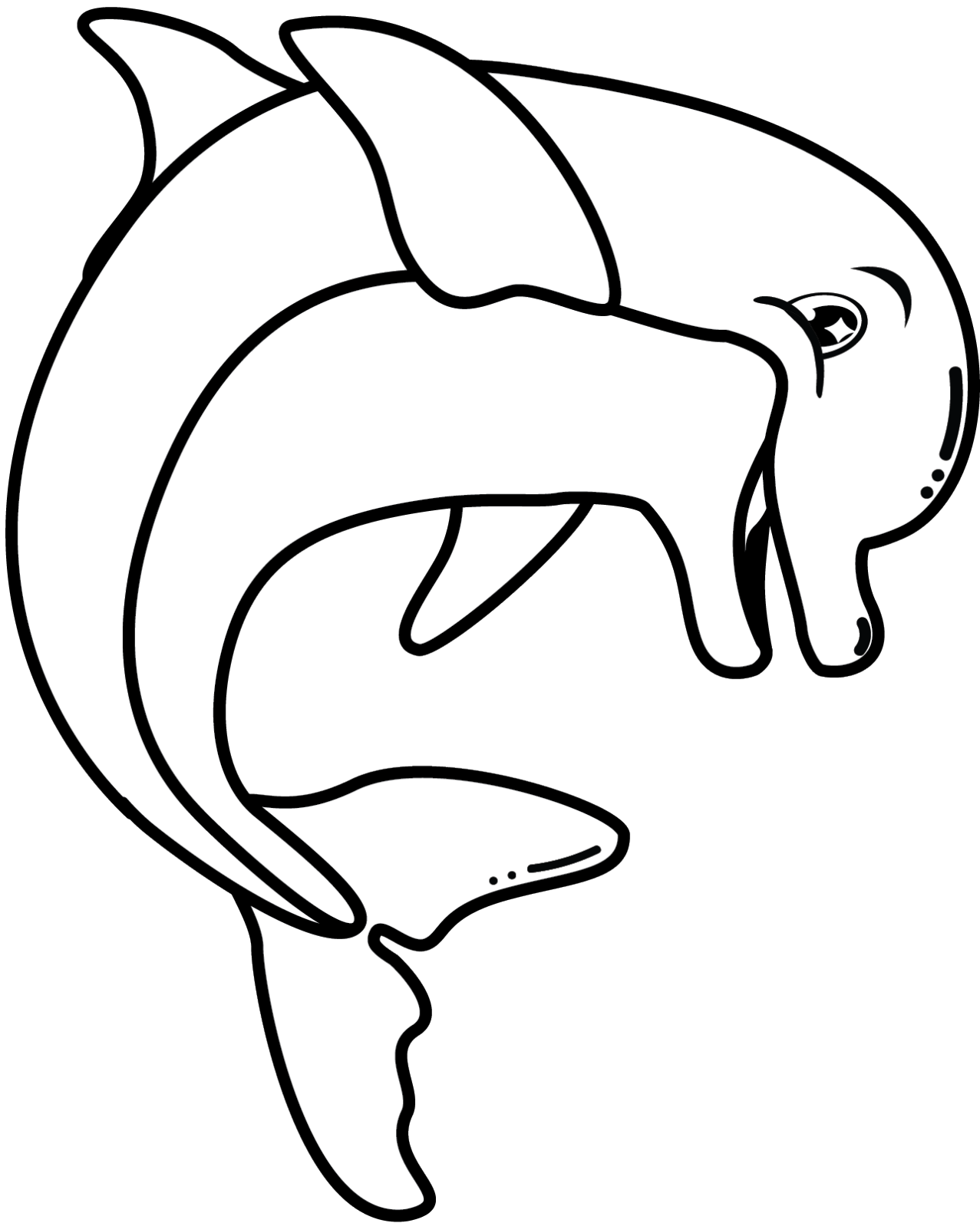


= 5 BOXES FOR \$20





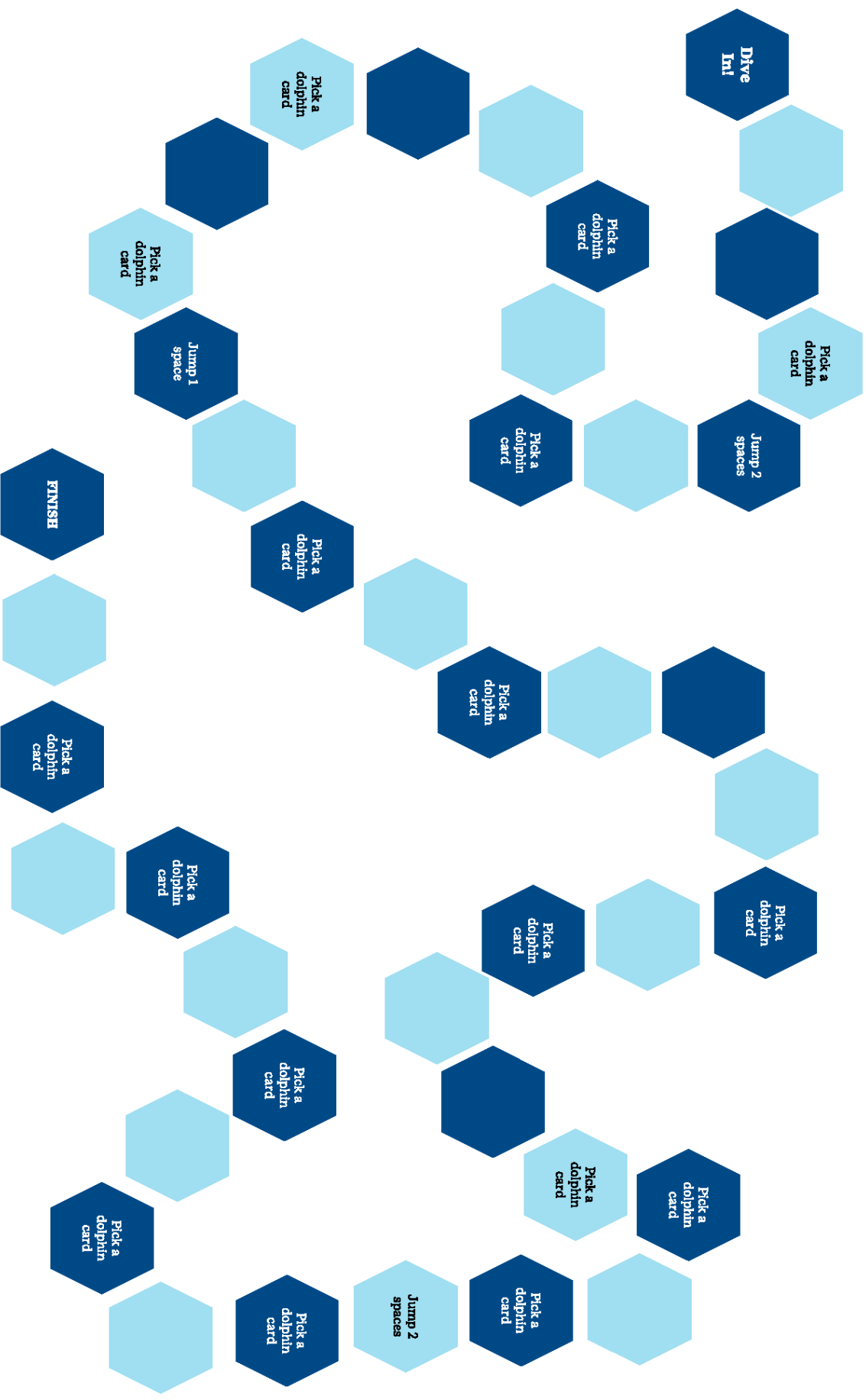






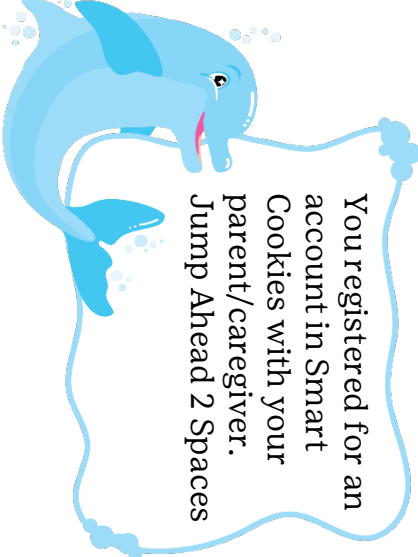
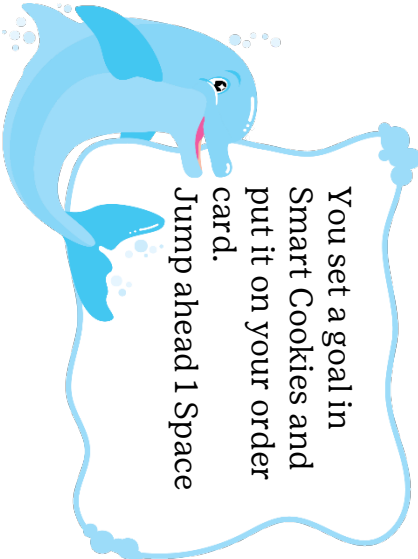
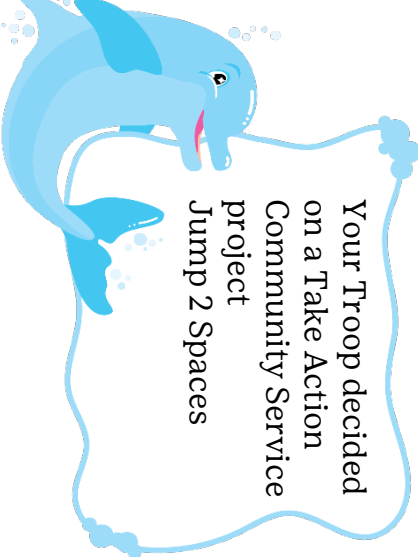
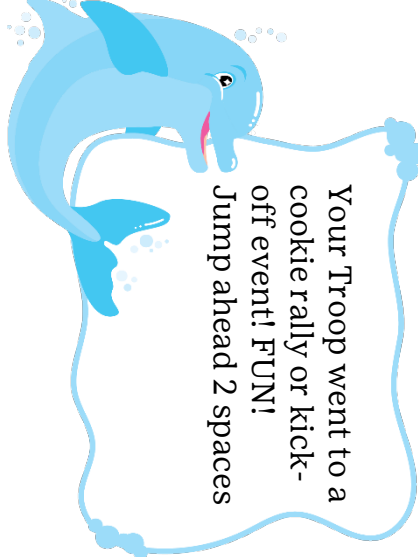
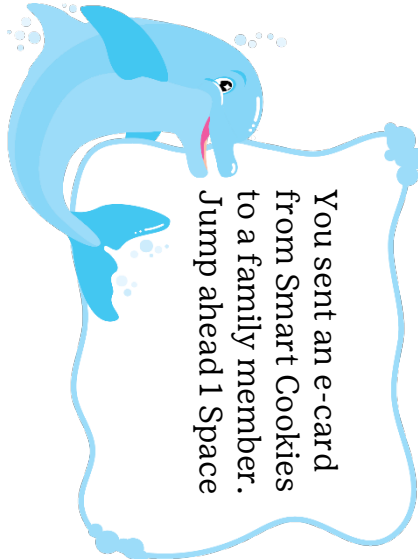
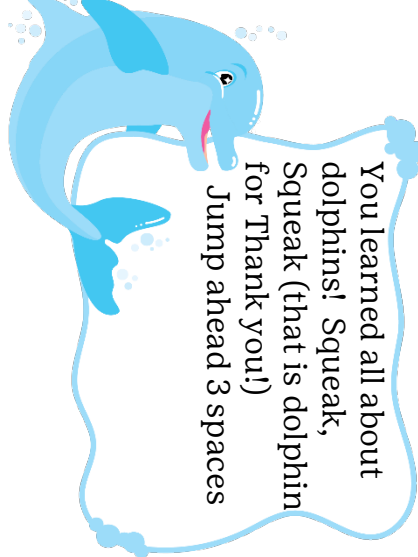
Sell Cookies to:	
1	16
2	17
3	18
4	19
5	20
6	21
7	22
8	23
9	24
10	25
11	26
12	27
13	28
14	29
15	30

# Fintastic board game!

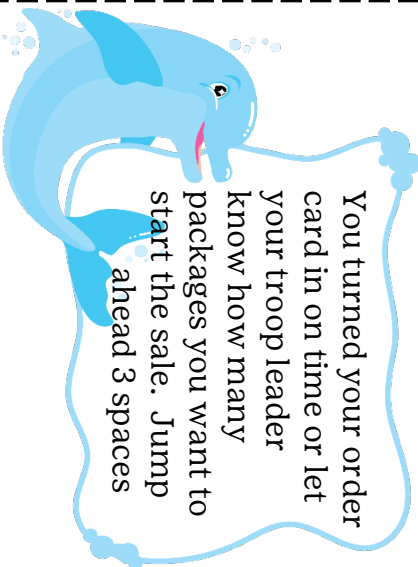




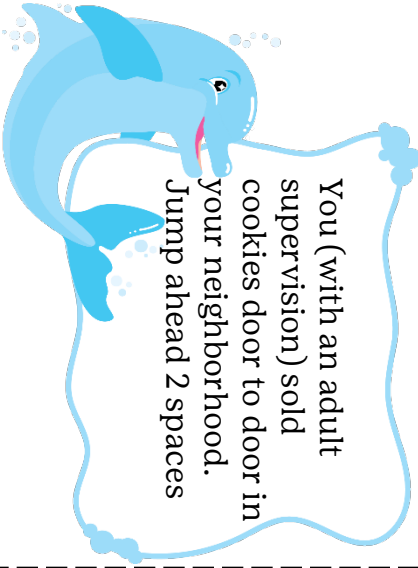
# Dolphin Cards

 <p>You registered for an account in Smart Cookies with your parent/caregiver. Jump Ahead 2 Spaces</p>	 <p>You set a goal in Smart Cookies and put it on your order card. Jump ahead 1 Space</p>	 <p>Your Troop decided on a Take Action Community Service project Jump 2 Spaces</p>
 <p>Your Troop went to a cookie rally or kick-off event! FUN! Jump ahead 2 spaces</p>	 <p>You sent an e-card from Smart Cookies to a family member. Jump ahead 1 Space</p>	 <p>You learned all about dolphins! Squeak, Squeak (that is dolphin for Thank you!) Jump ahead 3 spaces</p>

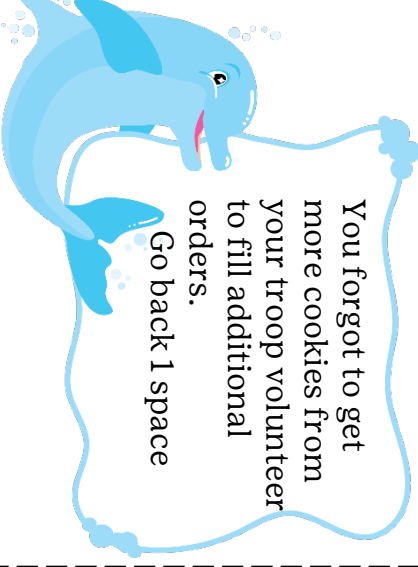
# Dolphin Cards



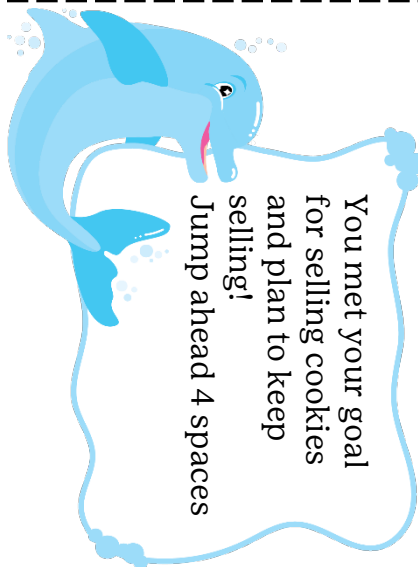
You turned your order card in on time or let your troop leader know how many packages you want to start the sale. Jump ahead 3 spaces



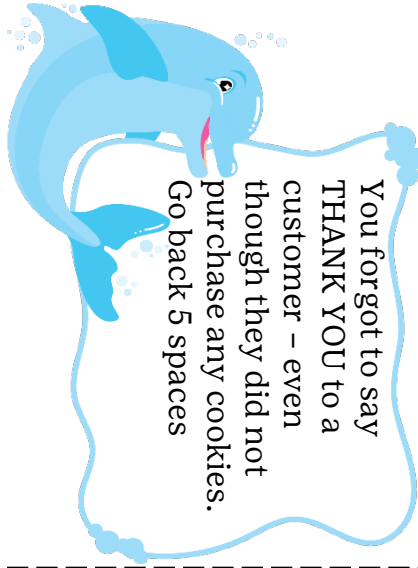
You (with an adult supervision) sold cookies door to door in your neighborhood. Jump ahead 2 spaces



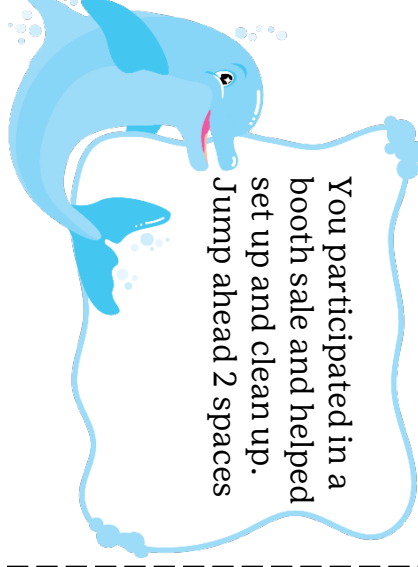
You forgot to get more cookies from your troop volunteer to fill additional orders. Go back 1 space



You met your goal for selling cookies and plan to keep selling! Jump ahead 4 spaces



You forgot to say THANK YOU to a customer – even though they did not purchase any cookies. Go back 5 spaces

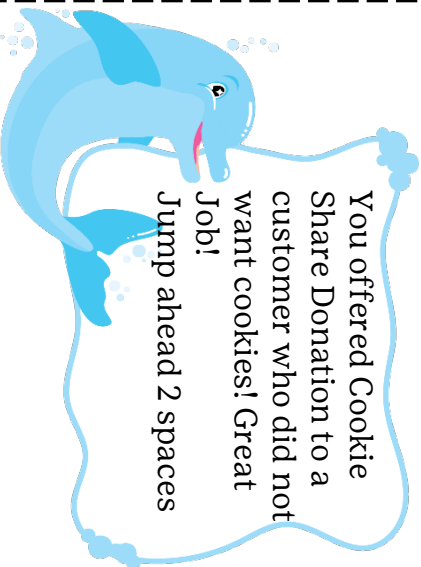


You participated in a booth sale and helped set up and clean up. Jump ahead 2 spaces

# Dolphin Cards

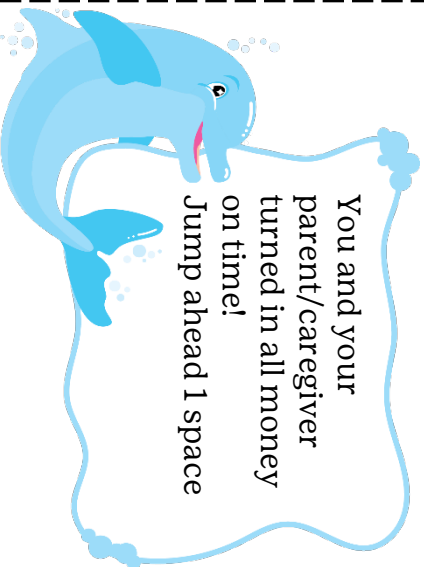
You offered Cookie  
Share Donation to a  
customer who did not  
want cookies! Great  
Job!

Jump ahead 2 spaces



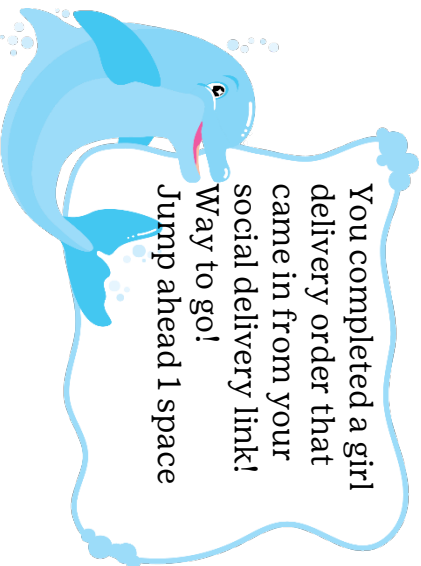
You and your  
parent/caregiver  
turned in all money  
on time!

Jump ahead 1 space



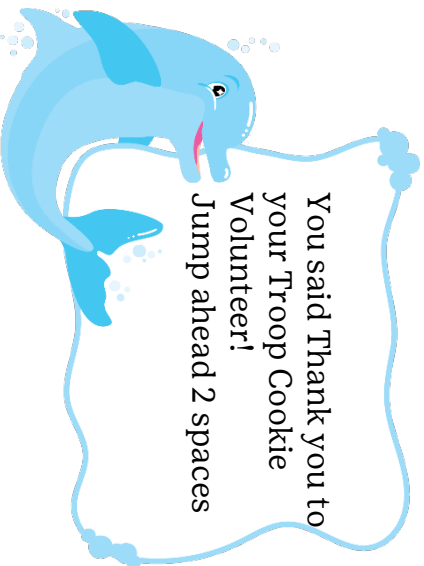
You completed a girl  
delivery order that  
came in from your  
social delivery link!  
Way to go!

Jump ahead 1 space



You said Thank you to  
your Troop Cookie  
Volunteer!

Jump ahead 2 spaces



You have exceeded  
your goal for the 2023  
Girl Scout Cookie  
Program!  
Congratulations!

Jump ahead to the  
finish line!

