



Girl Scout Cookie™ Rally

2023 - 2024 Welcome Cheer

Overview: Inspired by Girl Scouts San Diego, this script for a welcome cheer will inject some high-energy fun, learning and motivation into your Girl Scout Cookie Rally.

Summary: This presentation hits the key topics that are most exciting to Girl Scouts: how to start thinking like entrepreneurs and what rewards they can earn at the end of the season. It also includes an interactive cheer that helps boost Girl Scout Cookie™ knowledge. To close, the leaders will lead the crowd in a “C-O-O-K-I-E-S” call and response that will leave everyone feeling energized and encouraged to achieve great things this season.

What you will need:

1. Two older Girl Scouts to serve as emcees (Girl Scout 1 and Girl Scout 2)
2. Five to ten cookie entrepreneurs from your council to share their selling tips
3. Fun and upbeat music
4. Seven poster boards, each with a letter from the word “C-O-O-K-I-E-S” on it.

Once you have all your emcees, cookie entrepreneurs and equipment, simply follow the suggested script below to get Girl Scouts pumped up and ready to own their magic this season!

Note: Please allow ample time for equipment setup, rehearsal, sound check, etc.

Setup: C-O-O-K-I-E-S poster boards downstage

Music: Pre-show walk-in music

INTRODUCTION

Girl Scout 1: The Girl Scout Cookie Rally will begin in a few minutes. Don't forget to get an up-close view of all the 2023-2024 rewards after the show!

Girl Scout 2: WELCOME TO THE 2023-2024 COOKIE RALLY! My name is [insert name] --

Girl Scout 1: And I'm [insert name]! What's your name? *(Wait for response)*

I can't hear you!! *(Wait for response)*

Girl Scouts, YOU. ARE. AWESOME! We are so excited to be here at this year's Cookie Rally!

Girl Scout 2: Did you know Girl Scouts have been selling cookies for over 100 years now? We've accomplished so much in that time, but with the energy and bright faces I see here today, I can tell that we can go so much further!

Girl Scout 1: Now I'd like to introduce you to some very talented Girl Scouts who will lead us in the Girl Scout Promise. They have tons of experience coming up with creative ways to run their cookie businesses. They are true goal-getters!

Cookie entrepreneurs come on stage. Everyone recites the Girl Scout Promise

Cookie Entrepreneur Introduction

Girl Scout 2: Together, these entrepreneurs accomplished amazing things through the program and used their Girl Scout Cookie™ proceeds to [insert activity].

They're here to share some tips to help you build your cookie business. Without further ado, let's officially meet our 2023 cookie entrepreneurs!

Music: Upbeat, fun, encouraging music

Girl Scout 2: *(Introduce entrepreneurs by name, encouraging them to wave and amp up the crowd as they are announced)*

Girl Scout 1: Through the Girl Scout Cookie Program®, Girl Scouts not only have a great time and get to enjoy delicious cookies, but also learn business skills and how to think like entrepreneurs. We develop the 5 skills: **Goal Setting, Decision Making, Money Management, People Skills and Business Ethics**. When Girl Scouts work together in the cookie program, we develop these 5 skills and grow into amazing leaders, each with our own unique strengths! That's why our theme for this year is "Own Your Magic!"

Girl Scout 2: Goal Setting is one of the key skills learned through the cookie program. [entrepreneur name], how did you put that into action?

Cookie entrepreneur: [Gives personal testimony about how they became a cookie entrepreneur— tips, advice, etc.] **Example:** Every year I try to increase my goal from the prior year and figure out how many cookies I need to sell at booths, online with Digital Cookie, to family & friends and co-workers of my parents. Then I make posters, decorate my booth, make thank you cards, post on social media, visit my parents' offices and put up posters, and mark off my list of prior customers to make sure I don't forget to ask anyone!

Girl Scout 1: What's your favorite thing about selling *cookies*?

Cookie entrepreneurs (*in unison*): Learning and earning cool rewards!

Roll out cart with rewards

Girl Scout 2: Absolutely! Of those *rewards*, which are you most excited about?

Cookie entrepreneur 1: **[personal answer]** **Example:** Um, the troop trip to Orlando, obviously?

Cookie entrepreneur 2: **[personal answer]** **Example:** The outdoor rewards items are always my favorite because we can use them to go on troop adventures!

Cookie entrepreneur 3: **[personal answer]** **Example:** I can't decide between an overnight at the science museum, the embroidered jacket and the Girl Scouts Daycation. Guess I need to sell a lot of cookies and earn all three!!

Girl Scout 2: Those are all awesome rewards! ***What else are you excited about this cookie season?***

Cookie entrepreneur 1: **[personal answer]** **Example:** The rewards are cool, but my favorite thing is interacting with customers!

Cookie entrepreneur 2: **[personal answer]** **Example:** Yeah, I like to be able to talk to customers and make their day.

Girl Scout 1: Of course, who is behind every Girl Scout who sells cookies and develops these 5 skills? Families and troop leaders who support them and help them get the most out of the Girl Scout Cookie Program! Who helps you reach your goal?

Cookie entrepreneur 1: [personal answer] **Example:** My family. They always help me set realistic goals and work toward achieving them.

Cookie entrepreneur 2: [personal answer] **Example:** My grandma. She goes door to door with me, works booth sales with me, encourages me, helps me plan and track my progress, and makes runs to the Cookie Cupboard.

Cookie entrepreneur 3: [personal answer] **Example:** My mom is my teammate. She helps me grow as an entrepreneur and we work together to earn the Cookie Entrepreneur Family pin!

Cookie entrepreneur 4: [personal answer] **Example:** Our troop leader. She helps me think through my selling strategies!

Cookie entrepreneur 5: [personal answer] **Example:** We want to thank our families, caregivers, cookie moms and dads, friends, troop leaders and fellow Girl Scouts in our troop.

All: THANK YOU!!!

Girl Scout 2: You all are incredible! I can only imagine how many awesome cookie stories you must have! What's your favorite cookie story?

Cookie entrepreneur 2: [personal answer] **Example:** I love being able to donate cookies to troops in the military. Soldiers from overseas have thanked our troop for participating in our council's donation project. One soldier cried when he told me how much it meant to him to receive cookies so far from home.

Girl Scout 2: Donation projects are a great opportunity to give thanks to troops, first responders or hometown heroes. What a great story!

Girl Scout 1: Because you are the experts, what is your biggest advice to all of our Girl Scouts in the audience?

Cookie entrepreneur 1: **[personal answer] Example:** When it gets hard, talk to your volunteer and fellow Girl Scouts about how you can overcome challenges. You'll be proud of yourself and glad that you did it!

Cookie entrepreneur 2: **[personal answer] Example:** Anyone can be a successful cookie entrepreneur if you put your mind to it!

Cookie entrepreneur 3: **[personal answer] Example:** Don't stop — even when you've reached your individual goal. Your stretch goal could help your troop!

Cookie entrepreneur 4: **[personal answer] Example:** Never give up and always keep a smile on your face — and a positive attitude!

Girl Scout 1: Thanks for the great advice! Always remember, Girl Scouts and adults are expected to act respectfully and abide by the Girl Scout Law at all times. Mistakes and misunderstandings can happen to everyone, so remember to keep a positive attitude and always be honest and fair, friendly and helpful, considerate and caring, respectful of others and be a friend to every Girl Scout.

Girl Scout 2: **Thank you, cookie entrepreneurs!** (TO AUDIENCE) Let's have a big round of applause for these successful and hard-working Girl Scouts.

Cookie entrepreneurs exit

Girl Scout 1: The cookie program starts in just one week. Now's the time to set your goals and make your plans.

You want to be ready to go at [insert time and date of start of cookie season] just like our inspiring cookie entrepreneurs.

COOKIE REWARDS

Girl Scout 1: Take a look at the screen in the center of the stage to see a few of the cookie rewards you can earn (*PPT with cookie reward photos and # of packages*) . . . Girl Scouts, you can find all the rewards listed on your order card. And be sure to stop by our walk-through display to see them up close.

Girl Scout 1: All right Girl Scouts, it's time to test your cookie knowledge! Are you ready to play "Name that Cookie!" (*Cheering*)

Okay, here's how the game works! We'll give you clues about the cookie, and you shout out who you think it is! Got it? (*Wait for cheers*)

Are you ready to play? (*Cheers*)

Are you sure? (*Cheers*)

Okay!

***Cookie stage directions:** Cookies appear when emcee announces their name, walk/dance to center spot on deck, then line up to the side. As other cookies are introduced, they may do small actions that reflect their character.*

Girl Scout 1 and Girl Scout 2 directions: Read cookie description/clues. Allow time for audience to shout their guess. Then reveal the answer. The cookie will then enter and reach their designated spot in line. Music will fade. Then lead the related cookie chant.

Raspberry Rally™

Girl Scout 1: These are thin, crispy cookies infused with raspberry flavor and dipped in chocolaty coating. Can anyone guess their name?

(Audience shouting)

Girl Scout 1: That's right, Raspberry Rally cookies!

As cookie hits center, music fades under emcee

Trefoils®

Girl Scout 2: Can you tell me which cookie is the iconic shortbread Girl Scout Cookie?

(Audience shouting)

Girl Scout 2: That's right, it's Trefoils!

As cookie hits center, music fades under emcee

Girl Scout 2: Although they've been around a while, Trefoils are still mighty popular. They were even inspired by the original Girl Scout recipe! Give me a GO GIRL SCOUTS

—

Audience: GO GIRL SCOUTS!

Adventurefuls®

Girl Scout 1: This cookie is an indulgent brownie-inspired cookie with caramel flavored crème and a hint of sea salt. It's also full of adventure in every bite! Does anyone know what they are?

(Audience shouting)

Girl Scout 1: Yes! It's Adventurefuls!

As cookie hits center, music fades under emcee

Lemon-Ups®

Girl Scout 2: The next cookie is a crispy lemon-flavored cookie that has bright and inspiring messages inspired by cookie entrepreneurs on it. Do you know who this cookie is?

(Audience shouting)

Girl Scout 2: Yup, its Lemon-Ups!

As cookie hits center, music fades under emcee

Girl Scout 2: Is everyone pumped up for Lemon-Ups?? *(Audience cheers)* Good!

Girl Scout S'mores®

Girl Scout 1: This cookie was inspired by outdoor Girl Scout experiences! With graham sandwich cookies on the outside and chocolaty and marshmallowy flavored filling on the inside, you will want to invite this special cookie to your next campfire! Tell me who this cookie is!

(Audience shouting)

Girl Scout 1: It's Girl Scout S'mores!

As cookie hits center, music fades under emcee

Girl Scout 1: When I say "we want," you say, "s'more!" WE WANT

Audience: S'more!

Girl Scout 1: WE WANT

Audience: S'more!

Do-si-dos®

Girl Scout 2: Okay Girl Scouts, see if you can name this cookie! They're a dancer, and we're not talking about ballet or the waltz! Give it up for....

(Audience shouting)

Girl Scout 2: That's right, it's Do-si-dos!

As cookie hits center, music fades under emcee

Girl Scout 2: With their crunchy oatmeal sandwich cookies and smooth peanut butter filling, they love to dip — right into a cold glass of milk! Let's hear it for our country dancing favorite, Do-si-dos! Do I hear a YEE HAW? —

Audience: YEE HAW

Tagalongs®

Girl Scout 1: In this cookie, creamy peanut butter and chocolaty flavors go together like a rama lama lama ka dinga da ding dong. Girl Scouts, name this cookie!

(Audience shouting)

Girl Scout 1: That's right, it's Tagalongs!

As cookie hits center, music fades under emcee

Girl Scout 1: Give it up for Tagalongs! WOO HOO

Audience: WOO HOO

Samoas®

Girl Scout 2: This next cookie is a fan favorite! In addition to dark chocolaty stripes, this cookie also features yummy caramel and coconut. Name that cookie!

(Audience shouting)

Girl Scout 2: That's right! It's Samoas!

As cookie hits center, music fades under emcee

Girl Scout 2: If you're excited for Samoas, gimme an "OH YEAH"

Audience: OH YEAH

Thin Mints®

Girl Scout 1: And now, for the number one Girl Scout Cookie in the country! People crave this crisp, chocolaty and minty cookie. Shout it out!

(Audience shouting)

Girl Scout 1: You got it! Thin Mints!

As cookie hits center, music fades under emcee

Girl Scout 1: Let's show them how happy we are to see them! Join me in a COOL, DUDE!

Audience: COOL, DUDE!

Toffee-tastic®

Girl Scout 2: And last but not least, we've got one more cookie to guess! This rich, buttery cookie is gluten-free, and packed with sweet, crunchy toffee bits! Can you name that cookie?

Audience shouts

Girl Scout 2: It's Toffee-tastic!

As cookie hits center, music fades under emcee

Girl Scout 2: And they are SWEET! What are they?

Audience: SWEET.

Girl Scout 1: Well, you've met the stars of this cookie season. What's your favorite cookie?
(let girl scouts shout out cookie names)

Oh, I heard lots of different answers — so let's try this:

If you're excited for Raspberry Rally, give me a LET'S RALLY!

If you're excited for Adventurefuls, shout out LET'S GO.

If you love Lemon-Ups, shout out PUMPED UP!

Trefoils fans, give me a GO GIRL SCOUTS!

Can't wait for campfire treats? Yell SMORE, PLEASE!

If Do-si-dos are your favorite cookie, let's hear a YEE HAW!

Tagalongs your pick? Then yell out WOO HOO!

If Samoas are your favorite, yell OH YEAH!

All you Thin Mints fans out there, make that a big COOL, DUDE!

Where are my Toffee-tastic lovers? I want to hear a SWEEET!

And for those of you who can't decide because you love them all, shout out YUM YUM!

All together now, shout out the cheer for your favorite cookie!

Girl Scout 2: Wow, you really know your cookies! Let's get to know them a little bit better!

Toffee-tastic, we're very excited that you're back this year. Can you tell us a little about yourself?

(Toffee-tastic): Girl Scouts across the country saw a need and took action. Because we care about our customers, many of us wrote to our baker requesting a cookie that could be enjoyed by our friends who have a gluten-free diet.

Girl Scout 1: That's great! Now, Tagalongs, your two different flavors, chocolate and peanut butter, have worked together for many years. You probably have helpful hints on how to combine Digital Cookie with in-person booths.

(Tagalongs): Most people tell us they love to buy cookies in person, but Digital Cookie is great for out-of-town family and friends. Plus, I learn digital marketing skills and expand my customer base!

Girl Scout 2: That's a great idea!

Girl Scout 1: Just make sure you follow all safety rules online and in real life. Take the Girl Scouts internet safety pledge on GirlScouts.org and be safe online. Now, let's give all our cookies a round of applause!

Girl Scout 2: Okay, everyone, show me how loud you can be.

Girl Scout 1 and Girl Scout 2 encourage the audience to cheer by lifting their arms.

Girl Scout Daisies, you first.... *(Response)*

It's your turn, Brownies.... *(Response)*

How about those Juniors... *(Response)*

Any Cadettes, Seniors and Ambassadors? Let me hear you... *(Response)*

Now all together, let's hear that Girl Scout spirit. *(Response)*

Girl Scout 1: Remember to show your Girl Scout spirit when you are selling cookies. Your customers want to know that you are proud to be a Girl Scout. And share your goal, because they're more likely to purchase when they know you'll be using the cookie earnings to power amazing adventures for yourself and your troop.

Girl Scout 2: Good job, Girl Scouts. Let me hear one more loud and crazy cheer. Make some noise!!

Girl Scouts bring out their poster boards

Girl Scout 2: Gimme a C – C (**S'mores**)
Gimme an O – O (**Toffee-Tastics**)
Gimme another O – O (**Tagalongs**)
Gimme a K – K (**Thin Mints**)
Gimme an I – I (**Samoas**)
Gimme an E – E (**Do-si-dos**)
Gimme an S – S (**Lemon-Ups**)

Together: What's that spell? COOKIES!! (*2 times*)

Girl Scout 1: That's awesome! All of you are ready to set amazing goals, learn, earn and sell lots of cookies! Have a great cookie season, Girl Scouts!

Girls Scouts and emcees exit

Music ends