



Girl Scout Cookie™ Rally

2025–2026 Welcome Script

Overview:

Welcome entrepreneurs to your Girl Scout Cookie Rally with this customizable script. They'll leave feeling energized and ready to learn and earn!

Summary:

This script previews key topics Girl Scouts will need to know going into this season: this year's theme, the new mascot, rewards they can earn, and — of course — cookies!

Customize it to your council's needs by choosing which topics you want to feature and filling in the blanks. You can either use the suggested copy or swap it out with info specific to your council.

Optional supplies and setup:

1. Microphone, speakers or other AV equipment
2. Presentation and screen for any supporting visuals
3. [Cookie overview video](#)
4. Fun and upbeat music

INTRO:

Hello, Girl Scout entrepreneurs, and welcome to the 2025-2026 Girl Scout Cookie Season! Are you ready to rally?!

Awesome! My name is _____, and I'm so excited to kick off the season with you at our Girl Scout Cookie Rally!

Today, we're going to have tons of fun learning about delicious Girl Scout Cookies® and how you'll run your very own cookie business. Let's get started!

THEME:

First off, let's talk about our inspiring theme for this year. This year's theme is BRAVE. FIERCE. FUN! So let me ask you. What do you think?

Are Girl Scouts BRAVE? (WAIT FOR REPSONSE)

Are Girl Scouts FIERCE? (WAIT FOR REPSONSE)

Are Girl Scouts FUN? (WAIT FOR REPSONSE)

Yes! The Girl Scouts are BRAVE, FIERCE, and very FUN!

This year you are going to learn new skills which is BRAVE. You're going to run your very own cookie business and that is FIERCE!, And, of course we know, cookie season is also a whole lot of FUN!

As Girl Scouts, you're learning how to think like entrepreneurs.

Starting today, you'll learn the 5 skills: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. When you work together in the cookie program, you'll develop these 5 skills and grow into amazing leaders!

MASCOT:

This season is extra special because we have an adorable and spirited mascot joining us — a friendly, fun-loving ferret named Shirley).

This cuddly friend is Brave and Fierce, just like you will be this season as you go on your cookie journey.

Today, we'll learn all about ferrets, their habitat and why they are the perfect mascot for this cookie season. You'll even get a look at the ferret plush reward you can earn!

REWARDS:

This year's full rewards lineup is one of our most exciting ever! Here are a few of the cool rewards you can earn this season.

[display presentation with reward photos and number of packages needed to earn them]

We have mascot rewards, outdoor rewards, on-the-go rewards, and much more! We even have amazing rewards experiences for troops, like a sleepover at the science museum and a trip to Orlando!

[insert experience details and more information]

We'll talk more about all these rewards — and how to make a plan to earn them — during the rally. And don't forget, you can find all these rewards listed on your order card.

COOKIES:

Now, let's talk about everyone's favorite topic — cookies!

Girl Scout Cookies are baked by Little Brownie Bakers who use the best possible quality ingredients. From the minty freshness of Thin Mints® to the coconutty, caramel and chocolaty stripes of Samoas®, and the indulgent brownie-inspired Adventurefuls®, each cookie has a story. You'll learn all about these delicious treats, their unique flavors, and how they help you connect with your customers. And this year, we have a very special announcement! There is a brand new cookie – a chocolaty, rocky road ice cream-inspired cookie named Exploremores!

[optional: play the cookie overview video updated to include Exploremores] Here's a small taste of it now!

CLOSING:

We're so excited for everyone here to learn together, play together and kick start an amazing season today.

In addition to cookies and rewards, we'll be exploring setting up your Digital Cookie site, practicing your pitch, and ideas to boost your business at cookie booths and online. It's all about building those entrepreneurial skills to help you reach your goals. These skills will serve you this cookie season and for years to come.

And, as a special treat for joining us at today's rally, you'll receive a certificate of participation and a Rally Patch!

So, are you ready to be BRAVE, FIERCE and FUN and make this cookie season your best one yet?
The cookie season starts in just one week on [insert date] Let's officially kick things off!

Welcome to the Cookie Rally, Girl Scouts! Let's fill this season with a whole lot of cookie FUN!

