



What is a Cookie Rally

- **Event to rally and motivate girls about the cookie program**
- **Great time, great results for girls that attend rallies**
- **Program & Ideas for fun, learning and girl motivation**





We want to plan our Rally

Why?

Where?

When?

How Much?



- Goal Setting
- Decision Making
- Money Management
- People Skills
- Business Ethics

Skills for
5 Girls



1. Begin with the Basics

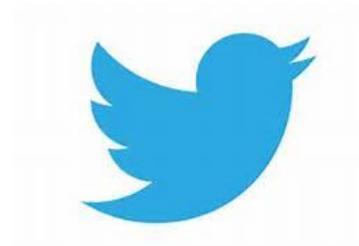
- Pick a date/time
- Line up some help
- Plan your activities
- Set a Budget – decorations/refreshments/activities
- Take registrations
- Promote your rally event





2. Get the Word Out

- SU Website
- Email Signatures
- Newsletters
- eBudde eBlasts
- Volunteer Trainings
- Email
- Parent Letters
- Program Flyers
- eGrams





3. Plan the Details

- Planning & Organization
- Agenda
- Organize Girls – breakout rooms if Virtual
- Registration Kit
- Tips: Music, Props, Games, Poll Questions, Videos, Volunteers, Older Girls
- Share the Girl Scout Cookie love on social media! Create your own event hashtag or use #ownyourmagic so girls and families can post about all the fun and learning.





Station Ideas

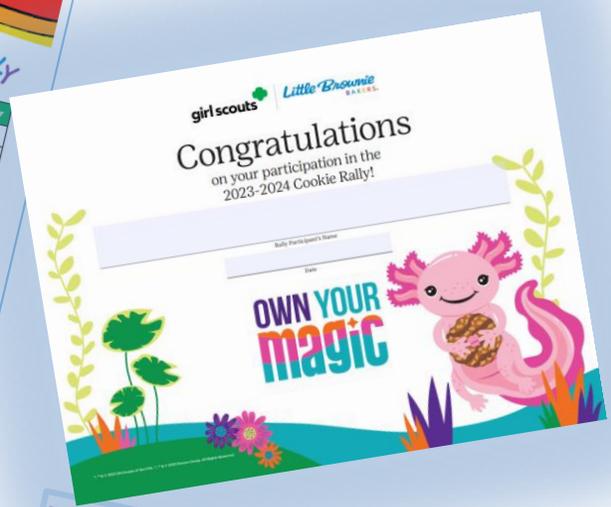
1. Product Knowledge
2. Marketing
3. Goal Setting
4. Digital Cookie Technology
5. Rewards
6. Cookie Booths
7. Safety
8. Money Management





Rally Resources

1. Rally Station Card
2. Station Signs
3. Registration
4. Volunteer Signups
5. Permission Slips
6. See Rally Guide for many more activities!



Dear Parents/Guardians

Girl Scout Cookie Season is almost here! Through the Cookie Program, your daughter will learn the power of **goal setting, develop self-confidence, learn early business skills and have a very good time along the way.**

Our group is attending the Cookie Rally to jumpstart the Cookie Season. Girls will learn about how to set motivating goals, new tips for driving higher sales and great girl rewards that keep the fun going all year long. They might even discover some yummy new ways to enjoy their favorite Girl Scout Cookies! The Cookie Rally is a high-energy good time with fun for all age levels.

TROOP/GROUP ACTIVITY PERMISSION FORM

Troop/Group _____ is planning to attend a Cookie Rally on _____
 Adult(s) in charge _____ and _____
 Phone number(s) _____

Arrangements for Transportation:
 Transportation is provided. is not provided.
 Time and place of departure _____
 Time and place of Rally _____
 Address/ Phone _____
 Mode of transportation _____

Parents please keep this top portion.



Make Magic TOGETHER – Group Activities

- Rewards Fashion Show
- Sing-a-long or Karaoke
- Photo Booth and Selfie Station
- Video's
- Cookie Bingo



BAKING WITH HEART FOR 50 YEARS
CONFIDENTIAL & PROPRIETARY

2023-2024 Rallies

- Introduction
- Whole Group Activities**
 - In-Person Activities
 - Virtual Activities
- Rewards
- Meet the Mascot
- Goal Setting
- Booth Marketing
- Digital Marketing
- Safety

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.



COOKIE BINGO				
B	I	N	G	O
.55-.80	Cookie Club	Final Sales	What can a Cookie Do?	8
1000+ Club Mbrs and Guest	Thin Mints	Booth Sale Locations	1,528,800	Little Brownie Bakers
www.gscm.org	Savannah Smiles	Little Brownie	\$4.00	eBudde
ACH	October 3	Goals	Use or freeze by date	Self-confidence and life skills
October 27	VIP eLearning	Cookie Rally	September 12	Support Girl Scouts

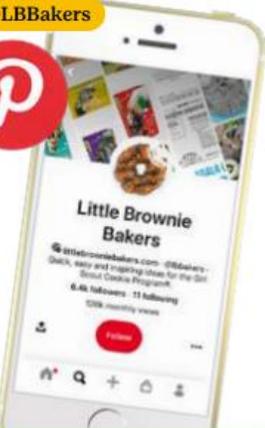




Let the Magic Begin . . . Rally Guide on Littlebrowniebakers.com and other activities on LBB Pinterest

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

@LBBakers



The image shows a smartphone screen displaying the Pinterest profile for 'Little Brownie Bakers'. The profile name is 'Little Brownie Bakers' with a bio that includes the website 'littlebrowniebakers.com' and mentions 'Quality, easy and inspiring ideas for the Girl Scout Cookie Program'. It also shows '6.4k followers' and '11 following'. A red Pinterest logo is overlaid on the top left of the phone screen.





2023-2024 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

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?

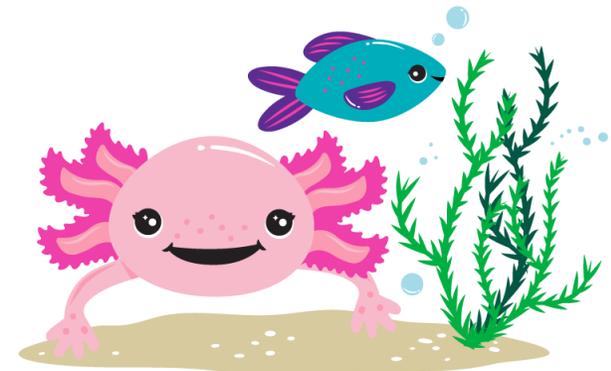
[Share this resource](#) that inspires Girl Scouts® Cookie Captains to take the lead.



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.

Resources and Sample Agenda



Little Brownie
BAKERS



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.

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

- 4 Stations: 10-20 Minutes per Station**
 - Rotate through rally stations. Select activities to support these key lessons.

- 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



Sample Virtual Agenda

Use the fields below to plan your virtual rally agenda.

ACTIVITY	DETAILS		TIMING	
			DAISY-BROWNIE	JUNIOR-AMB
BEFORE THE EVENT				
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	



BAKING WITH HEART FOR 50 YEARS

CONFIDENTIAL & PROPRIETARY

Little Brownie
BAKERS_{SM}



<p>Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS</p> <p>Crispy lemon flavored cookies with inspiring messages to lift your spirits Approximately 12 cookies per 6.2 oz. pkg. U D</p> 	<p>Trefoils®</p> <p>Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. U D</p> 	<p>Do-si-dos®</p> <ul style="list-style-type: none"> • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats <p>Oatmeal sandwich cookies with peanut butter filling Approximately 20 cookies per 8 oz. pkg. U D</p> 
<p>Samoas®</p> <ul style="list-style-type: none"> • Real Cocoa • Real Coconut <p>Crisp cookies with caramel, coconut and dark chocolaty stripes Approximately 15 cookies per 75 oz. pkg. U D</p> 	<p>Tagalongs®</p> <ul style="list-style-type: none"> • Real Cocoa • Real Peanut Butter <p>Crispy cookies layered with peanut butter and covered with a chocolaty coating Approximately 15 cookies per 6.5 oz. pkg. U D</p> 	<p>Thin Mints®</p> <ul style="list-style-type: none"> • Made with Vegan Ingredients • Real Cocoa <p>Crisp, chocolaty cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg. U</p> 
<p>Girl Scout S'mores®</p> <ul style="list-style-type: none"> • Made with Natural Flavors • Real Cocoa <p>Graham sandwich cookies with chocolaty and marshmallowy flavored filling Approximately 16 cookies per 8.5 oz. pkg. U D</p> 	<p>Toffee-tastic® GLUTEN-FREE</p> <ul style="list-style-type: none"> • No Artificial Flavors <p>Rich, buttery cookies with sweet, crunchy toffee bits Approximately 14 cookies per 6.7 oz. pkg. U D</p> 	<p>Adventurefuls™</p> <ul style="list-style-type: none"> • Real Cocoa <p>Indulgent brownie-inspired cookies with caramel flavored crème filling and a hint of sea salt Approximately 15 cookies per 6.3 oz. pkg. U D</p> 

Hi. My name is Lucy!

I want to introduce you to someone who can swim with me...





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 Lotl 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!



Little Brownie
BAKERS®



A'lotl Axolotl FUN - more fun facts can be found in the Rally Guide!



Habitat

Axolotl's natural habitat is Lake Xochimilco (So-chee-mil-co) in Mexico City, Mexico. Axolotls swim with plants like water lilies and water lettuce, and enjoy companions like crayfish, fish and frogs.

Gills

A few feathery, external gills on each side of the head provide the axolotl with oxygen and its signature look. Adult axolotls have lungs but rely primarily on these gills to breathe.



Colorful Camouflage

Axolotls can be found in over 18 colors – including most Girl Scout Cookie® package colors! They are often pink as pets, but can be grey, green, black and brown in the wild so they blend into their environment.



A'lotl Axolotl FUN - more fun facts can be found in the Rally Guide!

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:

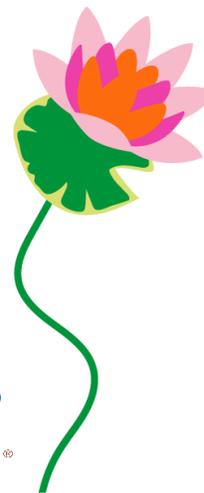
- Axolotl Fun Fact Cards
- Deck of cards (or sample of the playing cards reward if available from your council)
- Scissors or paper cutter
- Tape

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.



Little Brownie
BAKERS®



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

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!



Little Brownie
BAKERS®



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

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.



*Showcase Rewards
or Order Card
Panel*



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!





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 Banner

Papel Picado

Older Ages
Moderate Difficulty

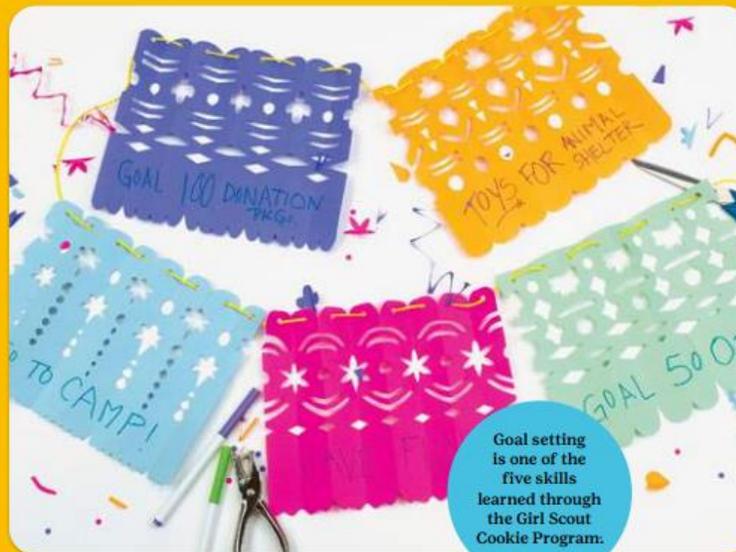
Construct an eye-catching cutout banner and write package, troop or donation goals on each flag. **Bonus:** Girl Scouts can use them as booth decor!

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.



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

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!**



Little Brownie
BAKERS®



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.





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.





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

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](https://www.girlscouts.org).

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



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](https://www.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!



Little Brownie
BAKERS®



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.



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



Safety Tips for Product Sales

The following safety tips are adapted from the Girl Scout publications "Volunteer Essentials", "Risk Management at Girl Scout Councils" and the "Safety Activity Checkpoints". For more detailed information on these and other safety practices and procedures, please refer to the aforementioned publications.

These safety tips should be shared and discussed with all girls prior to any product sales. They should also be reviewed periodically with the girls, as necessary.

1. **Show you're a Girl Scout**—Wear a Girl Scout membership pin, uniform or Girl Scout clothing (e.g. a Girl Scout T-Shirt) to clearly identify yourself as a Girl Scout.
2. **Use the Buddy System**—Always use the buddy system. It's not just safe, it's fun.
3. **Be streetwise**—Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you're unsure about an area or neighborhood.
4. **Partner with adults**—Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.
5. **Plan ahead**—Be prepared for emergencies, and always have a plan for safeguarding money.
6. **Do not enter**—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.
7. **Sell in the daytime**—Sell only during daylight hours, unless accompanied by an adult.
8. **Protect privacy**—Girls' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information, except as necessary for the product sale.
9. **Be safe on the road**—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
10. **Be Net wise**—Girls must have their parent's/guardian's permission to participate in all online activities, and must read and agree to the GSUSA Internet Safety Pledge before





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

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!**





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 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!



Little Brownie

BAKERS®





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 IO 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](#)

Appendix



Little Brownie
BAKERS®



Make Magic TOGETHER – Group Activity

- Cookie Bingo



COOKIE BINGO

B	I	N	G	O
\$5.00	Goals	A Service Project	Digital Cookie	Registered
Lemon UPS	Thin Mints	Tagalongs	Do-si-dos	Shortbread/Trefoil
8	Samoas	<i>Little Brownie</i> Bakers	9	\$6.00
Cookie Rally	Axolotl	Go Bright Ahead	Girl Scout S'mores	Goal Setting, Decision Making, Money Management, People Skills, Business Ethics
Thin Mints	Trefoils	Adventurefuls	Lucy	Support Girl Scouts





Thank YOU for bringing the MAGIC to your Cookie Rally this Cookie Season and for everything YOU do!



BAKING WITH HEART FOR 50 YEARS

CONFIDENTIAL & PROPRIETARY

