



Little Brownie  
BAKERS.

2024-2025 Girl Scout Cookie Program®

# Rallies and Activities



Introduction

○ Getting Started

# Introduction



## Embrace a fun-filled cookie adventure

Your entrepreneurs are already excited to Embrace Possibility this Girl Scout Cookie Season. Pump them up with a panda-tastic rally! Through different activity stations, Girl Scouts will learn how to run their cookie businesses and build the skills they need to succeed. And this year’s panda mascot will help them along the way.

This activity guide was created for councils, service units, troop volunteers and caregivers to use. Most options can be scaled for any size group, from large rallies to individual use.

All resources within this guide can also be found at [LittleBrownie.com](https://www.littlebrownie.com). Visit our [Pinterest](#) page for more inspo!



**Planning a rally:** Jot notes in the Rally Action Plan and customize our sample agenda.



Reward attendees with a Rally Patch and Participation Certificate!





**Introduction**

● Getting Started

# Getting Started



## Get ready to rally

Invite Cadette, Senior and Ambassador Girl Scouts to serve as rally facilitators. They'll help share the responsibility — and their cookie expertise.

Get them started with this inspiring [video](#).



# Whole Group Activities



## Embrace togetherness!

Bring on the fun with group activities at the start and end of your rally. You can:

- **Set the scene:** Welcome Girl Scouts and introduce the season, theme and mascot with a simple, customizable [script](#).
- **Get them moving:** Play the “This or That” game shown in this [video](#). Ask cookie season questions, like are they Team Samoas® or Thin Mints®? Is digital or booth marketing their favorite? Answers can be movements like jumps, claps or dance moves.
- **Run a relay:** Make your own relay race with cookie facts and a baton. You can even make it a bamboo baton in keeping with this year’s theme.



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# Cookie Knowledge — Clue Cards



## Cookie Knowledge

- Clue Cards
- Scent Booklet

### Guess the Girl Scout Cookie™!

Learning about cookies is important and fun! In this game, Girl Scouts get a series of clues to guess the correct cookie. Play one-on-one or with a group.

#### Supplies:

- Clue Cards template
- Scissors
- Glue or tape
- Optional: Small prizes for winners

#### Instructions for making clue sleeve:

1. Cut out game clue sleeve along dotted line.
2. Fold along solid lines and tape flap at the back to make an envelope that opens at the top and bottom.
3. Cut clue slips along dotted lines.
4. Insert one clue slip in the sleeve.

#### Instructions for game play:

1. Players take turns being the cookie expert.
2. The cookie expert reads clues one at a time to one or more players. Players guess which cookie is being described. Clues are revealed by pulling the slip down in the sleeve.
3. Players get points based on the clue's difficulty. Points are indicated with each clue. The player with the most points wins!



#### The sweet payoff:

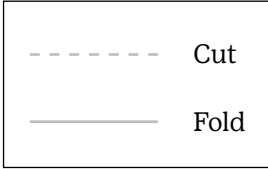
This activity will teach Girl Scouts key words they can use to describe the cookies and their ingredients to customers.

Cookie Knowledge

- Clue Cards
- Scent Booklet

Cookie Knowledge — Clue Cards template (1 of 2)

Clue Sleeve Front





Cookie Knowledge

- Clue Cards
- Scent Booklet

Lemon-Ups®



Hint 3: 1 pt  
Zesty and lemony

Hint 2: 2 pts  
Icing drips

Hint 1: 3 pts  
Buttery shortbread

Do-si-dos®



Hint 3: 1 pt  
Soft nutty filling

Hint 2: 2 pts  
Toasty golden brown

Hint 1: 3 pts  
Sweet and salty

Tagalongs®



Hint 3: 1 pt  
Salty and nutty

Hint 2: 2 pts  
Soft and melty

Hint 1: 3 pts  
Creamy and chocolaty

Samoas®



Hint 3: 1 pt  
Smells coconutty

Hint 2: 2 pts  
Drenched in caramel

Hint 1: 3 pts  
Chewy cookie

Girl Scout  
S'mores®



Hint 3: 1 pt  
Crispy and marshmallowy

Hint 2: 2 pts  
Chocolaty aroma

Hint 1: 3 pts  
Golden brown color

Thin Mint®



Hint 3: 1 pt  
Fresh and minty

Hint 2: 2 pts  
Crispy wafer

Hint 1: 3 pts  
Dark and rich

# Cookie Knowledge — Scent Booklet



## Cookie Knowledge

- Clue Cards
- Scent Booklet

### The nose knows

Did you know pandas have an amazing sense of smell? They hold bamboo up to their nose to decide if it's yummy enough to eat!

Invite Girl Scouts to take a cue from the mascot by creating a booklet with scents inspired by the cookies.

### Supplies:

- Cookie Sense sheet
- Lip balms or oils scented like cookie ingredients (i.e. cocoa, mint, marshmallow, etc.) \*Reminder: Be mindful of common allergies.

### Instructions:

1. Volunteers place cookie-scented lip balms or essential oils at a scent booklet station. (Be mindful to avoid scents that may cause allergic reactions.)  
Scent suggestions: coconut, mint, lemon, chocolate, caramel, marshmallow or even butter.
2. Print Cookie Sense sheet.
3. Girl Scouts fold Cookie Sense sheet and apply the scent to the cookie that contains that ingredient.



**The sweet payoff:**  
This activity will give Girl Scouts a first-hand sensory experience so they can describe the cookies to customers in indulgent detail.

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2024–2025 Rallies

Cookie Knowledge

- Clue Cards
- Scent Booklet

*Little Biscuit*  
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**COOKIE SENSE**

Your Nose Knows

Name \_\_\_\_\_

**Samoas®**

- Chocolate
- Caramel
- Coconut



**Do-si-dos®**

- Peanut Butter



**Girl Scout S'mores®**

- Chocolate
- Marshmallow



**Lemon-Ups®**

- Lemon



**Trefoils®**

- Butter
- Vanilla



**Tagalongs®**

- Chocolate
- Peanut Butter



**Toffee-tastic®**

- Toffee



**Thin Mints®**

- Chocolate
- Mint



**Adventurefuls®**

- Chocolate
- Caramel





### Meet the Mascot

- Panda Fun Facts
- Spinning Panda Ring
- Panda SWAPS
- 3D Panda

# Panda Fun Facts

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## COLOR

Some experts think the panda's distinct coloring helps it hide. Its white body and face disappear in snowy habitats. Its dark arms and legs camouflage it in shade.



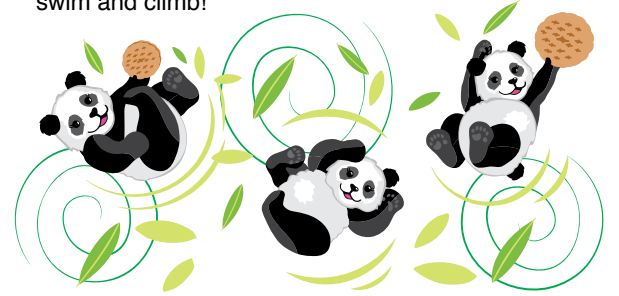
## BABY PANDAS

Newborn panda cubs are born pink, hairless and they can't see. They are about the size of a stick of butter. Panda mamas keep their babies close for the first month of their lives.



## PLAY

Pandas love to roll and tumble. They also love to swim and climb!



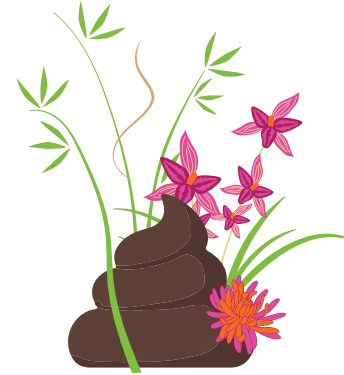
## DIET

Pandas spend a lot of time eating. Like, a lot. They spend 10-16 hours a day sniffing and crunching on food – mostly bamboo.



## POTTY HABITS

Pandas poo 40 times a day and sometimes do handstands when they pee!



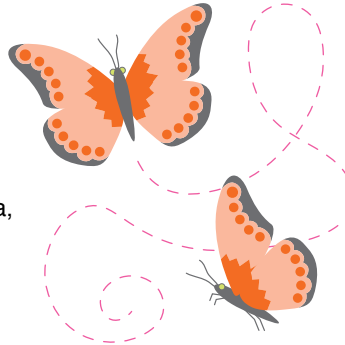
## NAMING

Pandas are named in a Chinese ceremony when they are 100 days old. Our mascot is named Měi Lán, meaning beautiful orchid and wise lady.



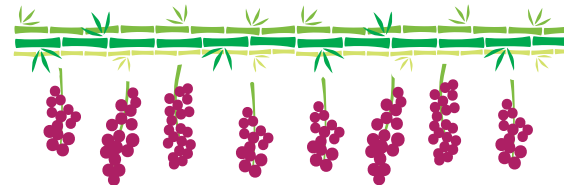
## JUNGLE QUEEN BUTTERFLIES

Once a year, over 400 species of butterflies visit the bamboo forest of southwestern China, where pandas live. It's like a butterfly explosion.



## SCHISANDRA BERRIES

Efforts to save this superfood berry, and lessons on how to harvest it, have helped to save pandas' lives! Schisandra berry conservation has helped increase panda populations by 17%.



## ENVIRONMENT

All pandas found in the wild live in bamboo forests high in the mountains of Southwest China.



# Meet the Mascot — Spinning Panda Ring



## Meet the Mascot

- Panda Fun Facts
- Spinning Panda Ring
- Panda SWAPS
- 3D Panda

### Spinning panda bling

Girl Scouts will love to make this wearable accessory! Round out the activity with mascot fun facts to teach them all about their new cookie friend.

See instructions on next page.

#### Supplies:

- [Panda Ring template](#)
- Construction paper
- Brad fastener
- Scissors
- Glue or tape
- Hole punch
- [Panda fun facts](#)



#### The sweet payoff:

When Girl Scouts make this accessory for the panda plush, they'll be extra motivated to earn the reward.

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### Meet the Mascot

- Panda Fun Facts
- Spinning Panda Ring
- Panda SWAPS
- 3D Panda

# Meet the Mascot — Spinning Panda Ring instructions *Little Brownie* BAKERS®

- 1 Print the [Panda Ring template](#). Cut out a panda and punch a hole on its nose.



- 2 Make a ring band by cutting strips of colored paper. Size it on the finger and tape in place.



- 3 Punch a small hole in the ring band and put a brad through the panda nose hole and ring hole to attach. Spin and enjoy!



## Optional Spinning Flower Ring for your Panda Friend

- 1 Cut pieces of colored paper into two-inch squares. Fold the paper into a triangle three times. Cut a curve into the open end of the triangle to make an ice cream cone shape.



- 2 Open it up to reveal a flower, and punch a small hole into the center.



- 3 Make a ring band by cutting strips of colored paper, sizing it to a finger, and taping in place. Punch a small hole in the ring band and put a brad through both the flower hole and ring hole. Now the flower spins, too!





### Meet the Mascot

- Panda Fun Facts
- Spinning Panda Ring
- Panda SWAPS
- 3D Panda

## Meet the Mascot — Panda Ring template

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# Meet the Mascot — Panda SWAPS



## Meet the Mascot

- Panda Fun Facts
- Spinning Panda Ring
- Panda SWAPS
- 3D Panda

### Pin the panda

Invite Girl Scouts to make special panda SWAPS, which stands for “Special Whatchamacallits Affectionately Pinned Somewhere.” Encourage them to exchange these small tokens of friendship with one another.

#### Supplies:

- [Panda SWAPS template](#)
- Cotton ball or pompom
- Clothespin
- Scissors
- Glue
- Optional: Googly eyes

#### Instructions:

1. Print the Panda SWAPS template.  
Cut out the panda along the dotted line.
2. Glue the cotton ball or pompom to the belly of the panda. Glue on the googly eyes if you have them.
3. Glue the panda to the clothespin and swap with a Girl Scout friend.



**The sweet payoff:**  
Girl Scouts will learn all about their new cookie friend while creating materials to catch a customer’s eye.

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### Meet the Mascot

- Panda Fun Facts
- Spinning Panda Ring
- Panda SWAPS
- 3D Panda

## Meet the Mascot — Panda SWAPS template





# Meet the Mascot — 3D Panda



## Meet the Mascot

- Panda Fun Facts
- Spinning Panda Ring
- Panda SWAPS
- 3D Panda

### Introduce their new pal

Panda fans can bring the mascot to life with this fun craft! Learn more about Měi Lan (May-áy Lá-on) while making it, and use it as a reminder of the panda plush that entrepreneurs can earn this season.

#### Supplies:

- 3D Panda template
- Scissors
- Glue or tape
- Panda fun facts

**The sweet payoff:**  
Entrepreneurs will learn all about their panda pal and have a takeaway to keep them motivated this Girl Scout Cookie Season.

- 1 Print the 3D Panda template and cut along the dotted lines. Do not cut all the way around the panda head.



- 2 Unfold and create a cone shape with the base and tape or glue it. Fold down Měi Lán's head.



- 3 Cut out arms and other accessories. Tape or glue them to Měi Lán.



- 4 Learn about Měi Lán with the Panda Fun Facts sheet.

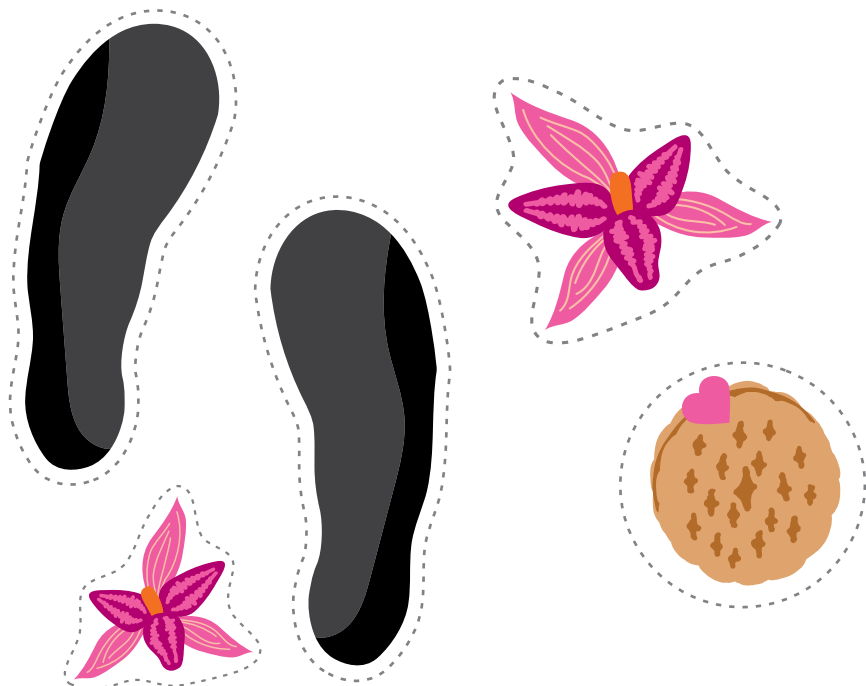


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**Meet the Mascot**

- Panda Fun Facts
- Spinning Panda Ring
- Panda SWAPS
- 3D Panda

# Meet the Mascot — 3D Panda template



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美蘭  
*Měi Lán*  
*My name means beautiful orchid and wise*

# Rewards — Poll



## Rewards

- Poll
- Scavenger Hunt

### Explore a forest of rewards

Create a bamboo forest and attach images of the rewards items to the stalks. Girl Scouts can vote for the items they'd like to earn by cutting and adding a leaf to the stalks displaying their favorite items.

Want real-time results? Create an online poll to project on a screen or wall. Girl Scouts can vote and instantly see the crowd's favorite rewards!

#### Supplies:

- Green paper
- Green streamers
- Markers
- Tape



**The sweet payoff:**  
Choosing their favorite rewards will motivate Girl Scouts to set specific goals — and make a marketing plan to earn them.



# Rewards — Scavenger Hunt



## Rewards

- ☐ Poll
- ☒ Scavenger Hunt

### Scout for rewards

Challenge Girl Scouts to seek and find all the amazing rewards they can earn! Hide images of rewards items, then give them a map with clues to find them.

#### Supplies:

- [Scavenger Hunt Map](#)
- Tape
- Rewards images

#### Instructions for Scavenger Hunt:

1. Insert images of rewards into the Scavenger Hunt Map.
  2. Print images of corresponding rewards and place them around the room (ex. under a chair, behind a door, etc.). You can make them progressively harder to find to make the game more challenging.
  3. Girl Scouts color in or mark the circle next to the item on the Scavenger Hunt Map when they locate the images of the rewards.
- You can give a prize to every Girl Scout who completes the game.

#### The sweet payoff:

Tracking down all the rewards will motivate Girl Scouts to earn as many as they can!



Customize your map on the back of the [Rally Station Card](#)!

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Rewards Scavenger Hunt

Color in circle or mark an X when you find these rewards.

|  |                          |  |
|--|--------------------------|--|
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |

Rewards Scavenger Hunt

Color in circle or mark an X when you find these rewards.

|  |                          |  |
|--|--------------------------|--|
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |
|  | <input type="checkbox"/> |  |

Rewards

- ☐ Poll
- ☒ Scavenger Hunt

# Goal Setting — Rock Photo Frame



## Goal Setting

- Rock Photo Frame
- Friendship Beads
- Goal Tracker

### Rockin' goal reminders

Teach entrepreneurs how to set a goal by explaining the “why” behind it. For example, do they want to go camping with their cookie proceeds? Or go to an amusement park?

Girl Scouts can use this DIY photo frame as a reminder of their “why” — and display it at booths!

#### Supplies:

- Palm-sized river rocks
- Aluminum wire
- Index cards
- Scissors
- Pliers
- Markers

- 1 Encourage Girl Scouts to write their “why” on paper or an index card. Cut a length of aluminum wire for them using pliers or scissors. (Note: An adult should complete this step, not Girl Scouts.) Bend the ends of the wire so they're not sharp.



- 2 Wrap the rock with wire then bend so wire is straight up. To make the clip, wrap your finger or other cylinder at least twice. Place the “why” in the clip.



**The sweet payoff:**  
This display is a new way Girl Scouts can engage customers about their “why” at booths!

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# Goal Setting — Friendship Beads



## Goal Setting

- Rock Photo Frame
- Friendship Beads
- Goal Tracker

### String goals together

Did you know customers tend to buy more when they hear about goals? Invite Girl Scouts to display their package goals on bracelets or necklaces for all to see!

#### Supplies:

- Beads with letters, numbers and colors
- Elastic string

### The sweet payoff:

With wearable reminders of their goals, Girl Scouts can stay motivated while also sharing their goal with customers.



# Goal Setting — Goal Tracker



## Goal Setting

- Rock Photo Frame
- Friendship Beads
- Goal Tracker

### Goal on a roll

After setting their goals, Girl Scouts will be on a roll this season! With this DIY package goal tracker, they can keep tabs on their progress and share it with customers.

#### Supplies:

- [Goal Tracker template](#)
- Cardboard tube
- Scissors
- Tape
- Markers

#### The sweet payoff:

By turning goal setting into a fun game, this activity motivates Girl Scouts to keep going throughout the season.



# Goal Setting — Goal Tracker instructions

**1** Print the Goal Tracker template. Cut out the pieces along the dotted lines. Pay close attention to what is a cut (dotted line) and what is a fold (solid line).



**2** Write the goal between the panda's arms.



**3** Fold the panda stand forward and tape the flaps at the front, so the stand creates a rectangle.



**4** Tape or glue the panda arms to the front of the tracker. Add any other accessories too.



**5** Tape the number bands around the cardboard tube being sure not to tape to the tube. The bands need to slide around the roll so you can reset the number.



**6** Place the cardboard tube in the stand. You can use the black line above the “Embrace Possibility” theme graphic as your number’s baseline.



Display  
at booths to track  
your progress  
and share it with  
customers!

## Goal Setting

- Rock Photo Frame
- Friendship Beads
- Goal Tracker



# Goal Setting — Goal Tracker template

Goal Setting

- Rock Photo Frame
- Friendship Beads
- Goal Tracker

|   |   |   |   |
|---|---|---|---|
| 1 | 1 | 1 | 1 |
| 2 | 2 | 2 | 2 |
| 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 |
| 6 | 6 | 6 | 6 |
| 7 | 7 | 7 | 7 |
| 8 | 8 | 8 | 8 |
| 9 | 9 | 9 | 9 |
| 0 | 0 | 0 | 0 |



FOLD —  
CUT —

Fold all sides in towards panda to form box



# Customer Knowledge — “My Why” Pitch



## Customer Knowledge

- “My Why” Pitch

### Pitch practice makes perfect

Help Girl Scouts build confidence and connect with customers! Encourage them to practice sharing their goal and telling customers how they can support them.

Entrepreneurs should also mention their goal in a Digital Cookie® video to boost their online marketing efforts.

### Supplies:

- Pitch template



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Customer Knowledge

- "My Why" Pitch

It's Girl Scout Cookie Time!

My first name is \_\_\_\_\_. Please help me reach my goal of selling \_\_\_\_\_ packages so my troop can \_\_\_\_\_.

You can order by visiting my cookie site at \_\_\_\_\_.

or you can also order by phone or email by reaching out to my adult helper \_\_\_\_\_ at \_\_\_\_\_.

Girl Scout Cookie™ proceeds stay local and every purchase means business smarts, adventure, and success for girls in your community.

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# Digital Marketing — Digital Cookie® Video



## Digital Marketing

- Digital Cookie® Video
- Goal Graphics

### Shine online

Girl Scouts can make their Digital Cookie pages stand out with a personalized video. Give them a simple script and a place to record and watch the movie magic happen!

Entrepreneurs can also share their video. They can send emails via Digital Cookie or post the video on social media with the help of their caregivers.

### Supplies:

- Optional: Virtual Backgrounds



**The sweet payoff:**  
On average, customers purchase more when Girl Scouts share personalized videos!

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# Digital Marketing — Goal Graphics



## Digital Marketing

- Digital Cookie® Video
- Goal Graphics

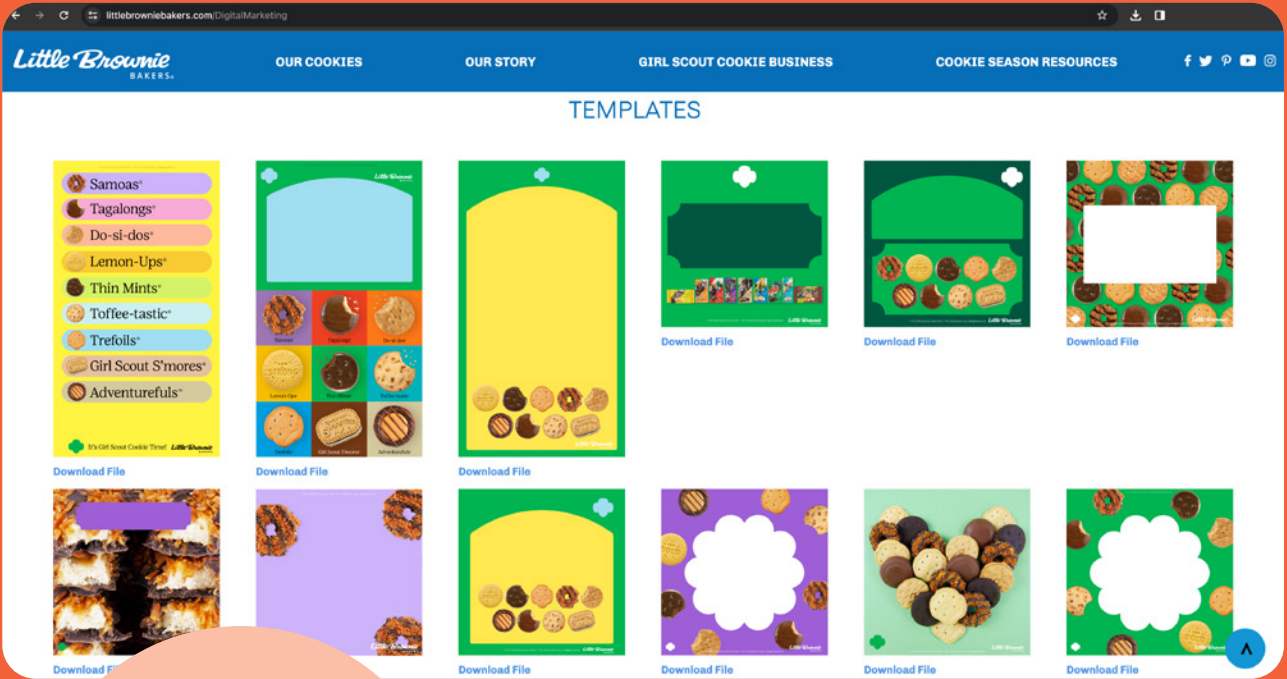
### Go social and go higher

A digital marketing strategy is a key part of any entrepreneur’s plan. Inspire Girl Scouts to spread the word about their online cookie businesses by customizing social graphics.

Hungry for more? Walk Girl Scouts through our [Digital Marketing Basics](#). Print out helpful info for them to have on hand or reference it anytime on LittleBrownie.com.

### Supplies:

- [Social Resources](#)



### The sweet payoff:

Girl Scouts who share their goals online reach more customers and boost their businesses!



# Booth Marketing — Conversation Starter



## Booth Marketing

- Conversation Starter
- Booth Signs

### Open the chat

Girl Scouts will love to trade these wearable conversation starters with their fellow entrepreneurs! They can write prompts on clothespins and wear them at booths to draw in customers.

#### Supplies:

- [Conversation Starter template](#)
- Clothespins
- Markers
- Glue or tape
- Optional: [Cookie Photography](#) and other decorations

#### Instructions:

1. Print template or show examples of word bubbles and their approximate sizes.
2. Write a conversation starter in the word bubble and cut it out.
3. Glue or tape the word bubble to a clothespin and clip to your clothing or sash.

#### Conversation starter examples:

What's your favorite Girl Scout Cookie?  
Ask me about my goals!  
Ask me why I love Girl Scouts.  
Tell me why you love Girl Scout Cookies.  
Ask me why I run my cookie business.



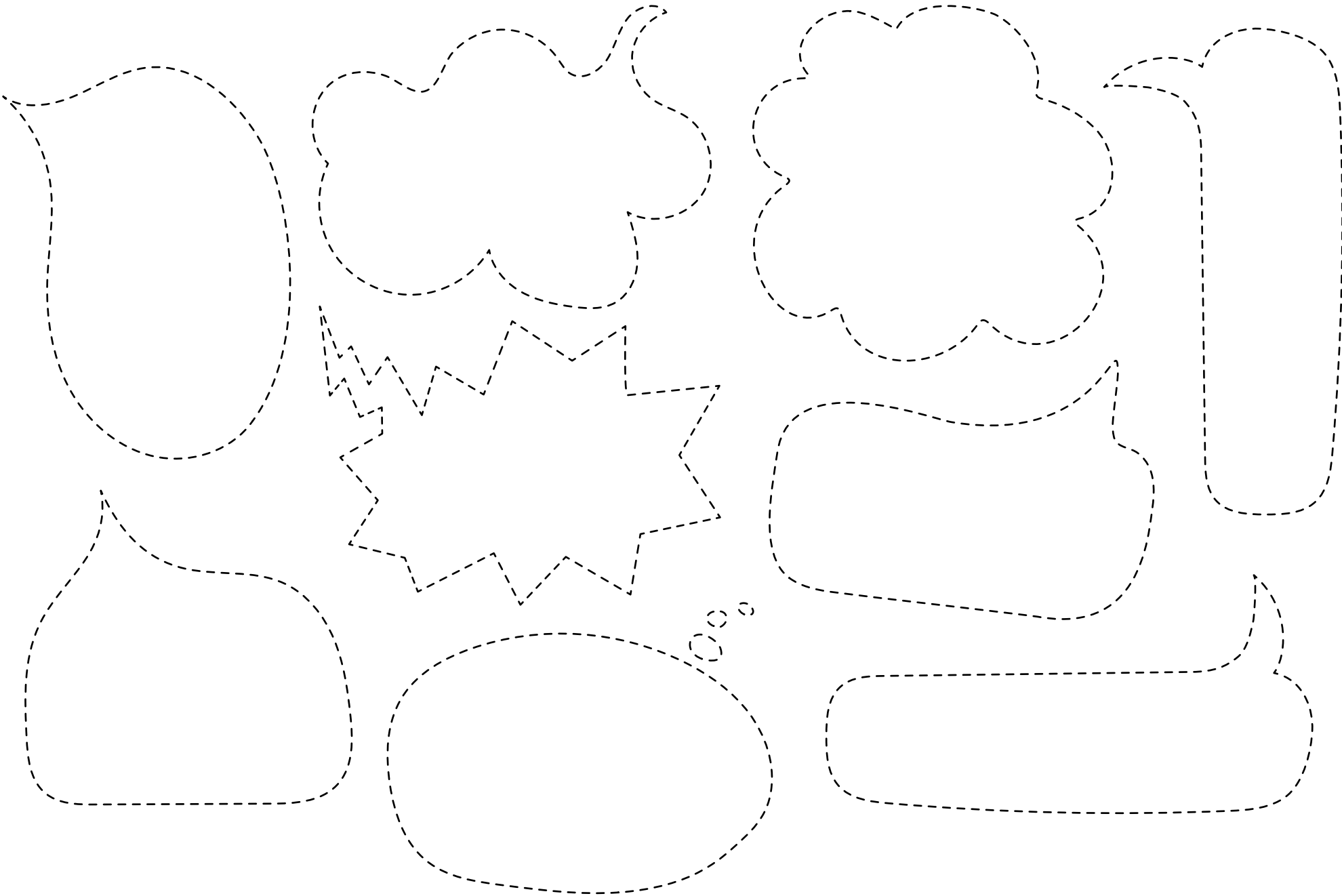
#### The sweet payoff:

This wearable gets customers' attention at booths and bakes in an opportunity for Girl Scouts to share their goals.

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**Booth Marketing**

- Conversation Starter
- Booth Signs



# Booth Marketing — Booth Signs



## Booth Marketing

- Conversation Starter
- Booth Signs

### Endless sign possibilities

These engaging booth signs will help Girl Scouts promote their cookie businesses. Invite them to decorate a paint-stirring stick and attach it to a sign of their choice. Customize signs with a QR code to make it easy for customers to scan and support cookie entrepreneurs!

**Tip:** Generate QR codes directly from Digital Cookie®!

### Supplies:

- [Sign template \(coloring page\)](#)
- [Sign template \(color\)](#)
- Paint-stirring sticks
- Markers
- Glue or tape

### Instructions:

1. Fill in and print a sign template or make your own. Include a QR code by printing and pasting it on, or add it digitally by using the interactive PDF template as a form.
2. Decorate the paint-stirring stick with markers.
3. Glue or tape the sign to the stick.



### The sweet payoff:

Girl Scouts can get multiple messages out with these signs. Whether it's a goal poster, donation instructions or cookie list, it will get attention and boost their business.

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Booth Marketing — Sign templates (coloring page)

I am selling  
Girl Scout Cookies®  
so I can:



\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Donate Girl Scout  
Cookies® to support  
my goal:



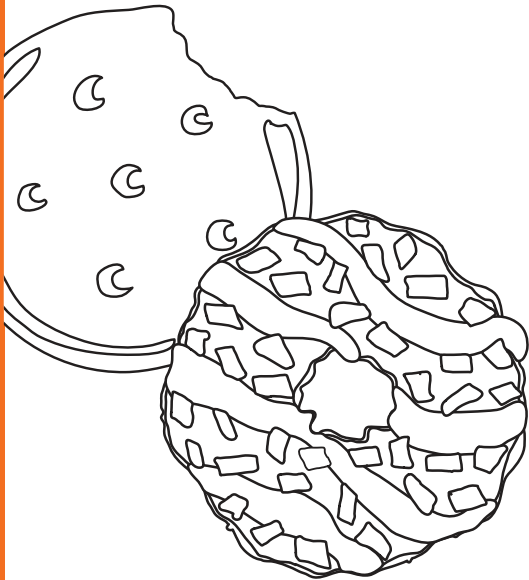
\_\_\_\_\_

\_\_\_\_\_

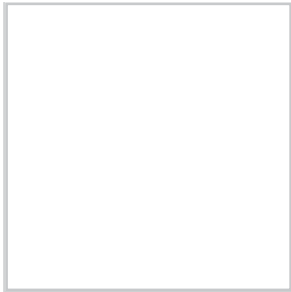
\_\_\_\_\_

Booth Marketing

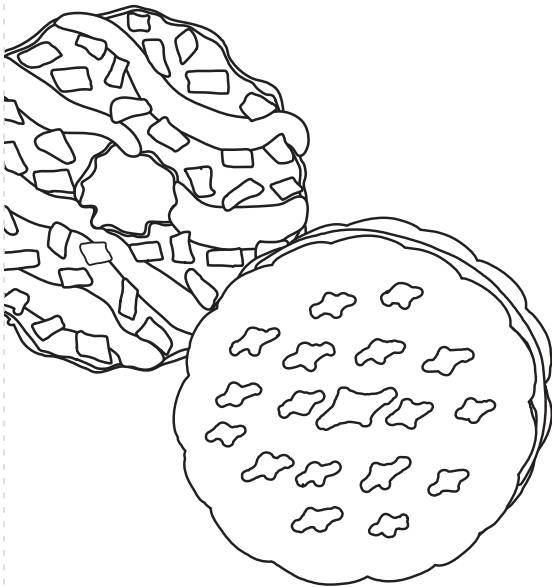
- Conversation Starter
- Booth Signs



Order Here



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Order Here



Little Brownie  
BAKERS®



# Booth Marketing — Sign template (color)

I am selling  
Girl Scout Cookies®  
so I can:



Donate Girl Scout  
Cookies® to support  
my goal:



Order here

Little Brownie  
BAKERS®



Order here

Little Brownie  
BAKERS®

Booth Marketing

- Conversation Starter
- Booth Signs

# Safety — Thumbs Up Game



## Give safety a thumbs up

Make safety fun by getting Girl Scouts moving! Read true and false statements based on the Girl Scouts safety guidelines. Tell entrepreneurs to give a thumbs up or down if true or false.

Every correct answer earns them one step toward the finish line. Play until every Girl Scout reaches the finish line and is safety certified!

### Supplies:

- [Girl Scouts Safety Guidelines](#)

### The sweet payoff:

This game reinforces important guidelines so Girl Scouts are never in doubt about how to stay safe.



## Safety

- Thumbs Up Game

# Money Management — Payment Whiteboards



## Ways to pay

Promote payment options on this DIY whiteboard. Whether Girl Scouts want to advertise bundles, credit card acceptance or donations, it will keep their messages front and center.

### Supplies:

- Empty picture frame (size of your choosing)
- Colored paper
- Scissors
- Dry erase markers
- Cookie Clip Art

### Instructions:

1. Remove the back of the frame and use it to trace a rectangle on the colored paper. Cut out your rectangle with scissors. Fit the paper into the frame and replace the back.
2. Flip over your frame. Decorate the front with Cookie Clip Art and use dry erase markers to write on the glass.



### The sweet payoff:

Girl Scouts can increase the number of packages bought at booths by accepting all forms of payment — and offering donations and bundles.

## Money Management

- Payment Whiteboards
- Calculating Goals



# Money Management — Calculating Goals



## Do the goal math

Help Girl Scouts calculate their package goals by first identifying what they want to do with their cookie proceeds.

Start with a brainstorming session, estimate the costs and let them do the math!

This is a great time to discuss troop proceed tiers for total packages sold.

Make a list of ideas to help jump-start their brainstorming. Estimate the cost of activities and keep it easy by using \$5 increments. Examples: Go to the zoo for \$20; take ice skating lessons for \$30; make blankets for shelter dogs for \$30.

## Supplies:

- [Cookie Goal Worksheet](#)
- Pencils
- List of ideas (optional)

## The sweet payoff:

Setting a package goal can be difficult if Girl Scouts don't know what they're working toward. This activity makes it easy for them to set an achievable goal.



## Money Management

- Payment Whiteboards
- Calculating Goals



# Money Management — Cookie Goal Worksheet



Find your cookie package goal by choosing what you want to do with your cookie proceeds.  
Start with brainstorming ideas, then make your choices and do the cookie math!

**Brainstorming Ideas** Think of the things you want to do, people you want to help, and places you want to go!

**Do the Cookie Package Goal Math**  
List the things you want to do and add up the costs to see your package goal!

| Activity List | Cost Estimate |
|---------------|---------------|
|               |               |
|               |               |
|               |               |
|               |               |
|               |               |
|               |               |
|               |               |
|               |               |
|               |               |
|               |               |

**TOTAL Activity Cost** ESTIMATE  
*Add up Cost Estimate column* \_\_\_\_\_



**TOTAL PACKAGE GOAL** ESTIMATE

\_\_\_\_\_

*Your Total Package Goal number is the same as the Total Activity Cost number. For every dollar needed, you need to sell one package.*

## Money Management

- ☐ Payment Whiteboards
- ☒ Calculating Goals

# Rally Action Plan (1 of 2)

Guide Girl Scouts  
through the  
stations with a  
**Rally Station**  
**Card!**



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

**Whole Group**

**Cookie Knowledge**

**Meet the Mascot**

**Rewards**

**Goal Setting**

## Rally Action Plan

- Rally Action Plan for Volunteers
- Sample Agenda
- Customizable Agenda

# Rally Action Plan (2 of 2)



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

Customer Knowledge

Digital Marketing

Booth Marketing

Safety

Money Management

## Rally Action Plan

- Rally Action Plan for Volunteers
- Sample Agenda
- Customizable Agenda



# Sample Agenda



- 1 Setup: 2-4 Hours**
- Set up activity stations.
  - Prepare the stage for big group activities.
  - Set up 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                 |
|--------------------|-----------------------------------|
| Cookie Knowledge   | People Skills, Business Ethics    |
| Meet the Mascot    | Goal Setting                      |
| Rewards            | Goal Setting                      |
| Goals              | Goal Setting                      |
| Customer Knowledge | People Skills                     |
| Digital Marketing  | Decision Making, Business Ethics  |
| Booth Marketing    | Decision Making and People Skills |
| Safety             | Decision Making                   |
| Money Management   | Business Ethics, Money Management |

- 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!

## Rally Action Plan

- ☐ Rally Action Plan for Volunteers
- ☒ Sample Agenda
- ☐ Customizable Agenda

# Customizable Agenda



## 1 Setup: 2-4 Hours

## 2 Registration: 30 Minutes

## 3 Welcome: 10-15 Minutes

## 4 Stations:

| Rally Station      | 5 Skills Targeted                 | Activity |
|--------------------|-----------------------------------|----------|
| Cookie Knowledge   | People Skills, Business Ethics    |          |
| Meet the Mascot    | Goal Setting                      |          |
| Rewards            | Goal Setting                      |          |
| Goals              | Goal Setting                      |          |
| Customer Knowledge | People Skills                     |          |
| Digital Marketing  | Decision Making, Business Ethics  |          |
| Booth Marketing    | Decision Making and People Skills |          |
| Safety             | Decision Making                   |          |
| Money Management   | Business Ethics, Money Management |          |

## 5 Group Activity: 20-30 Minutes

## 6 Wrap-Up: 10-20 Minutes

### Rally Action Plan

- ☐ Rally Action Plan for Volunteers
- ☐ Sample Agenda
- ☒ Customizable Agenda

# Cookie Business Badges



When planning, consider highlighting the activities in this guide that fulfill skill requirements, helping Girl Scouts move one step closer to earning 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. Learn more and encourage Girl Scouts to start earning today at [girlscouts.org/cookiebadges](https://girlscouts.org/cookiebadges).



My First  
Cookie Business



My Cookie  
Customers



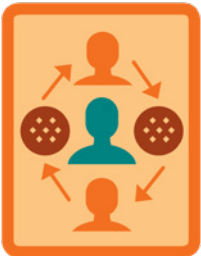
My Cookie  
Team



My Cookie  
Venture



My Cookie  
Business Badge



My Cookie  
Network



Cookie  
Goal Setter



Cookie  
Decision Maker



Cookie  
Collaborator



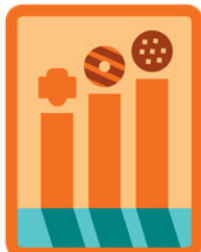
Cookie  
Market  
Researcher



Cookie  
Innovator



Cookie  
Influencer



Cookie Boss

## Appendix

- Cookie Business Badges
- Cookie Entrepreneur Family Pins
- All Resources

# 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.

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



## Appendix

- Cookie Business Badges
- Cookie Entrepreneur Family Pins
- All Resources



# All Resources



## Girl Scouts® Resources

[Digital Marketing Tips](#)  
[Safety Guidelines](#)  
[Cookie Business Badges](#)  
[Cookie Entrepreneur Family Pins](#)

## Little Brownie Bakers® Resources

[Little Brownie Bakers YouTube Page](#)  
[Video for Experienced Cookie Entrepreneurs](#)  
[Video for New Cookie Entrepreneurs](#)  
[Virtual Backgrounds](#)  
[Little Brownie Bakers Pinterest Page](#)  
[Participation Certificate](#)  
[Thank You/Reorder Form](#)  
[Digital Marketing Basics](#)

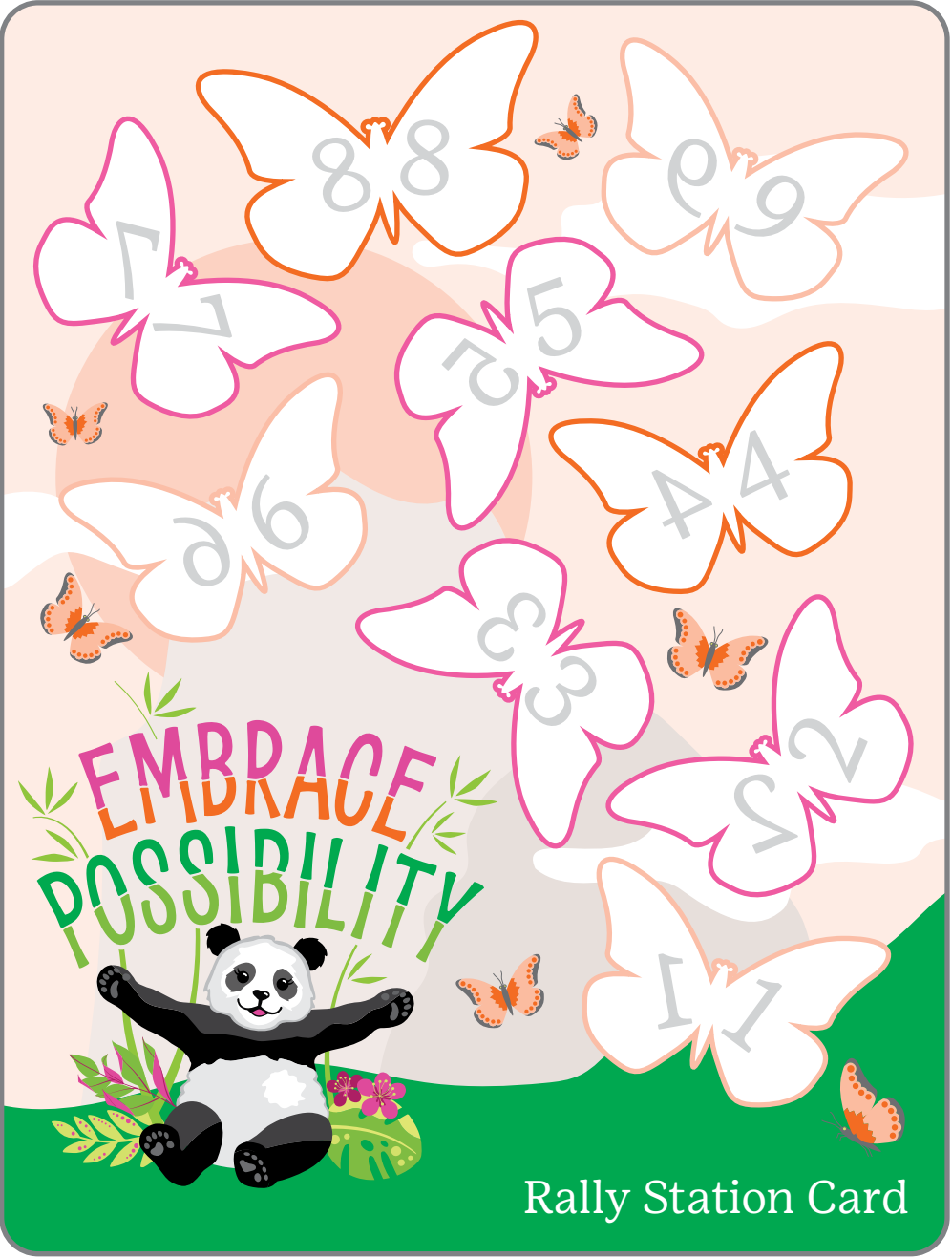
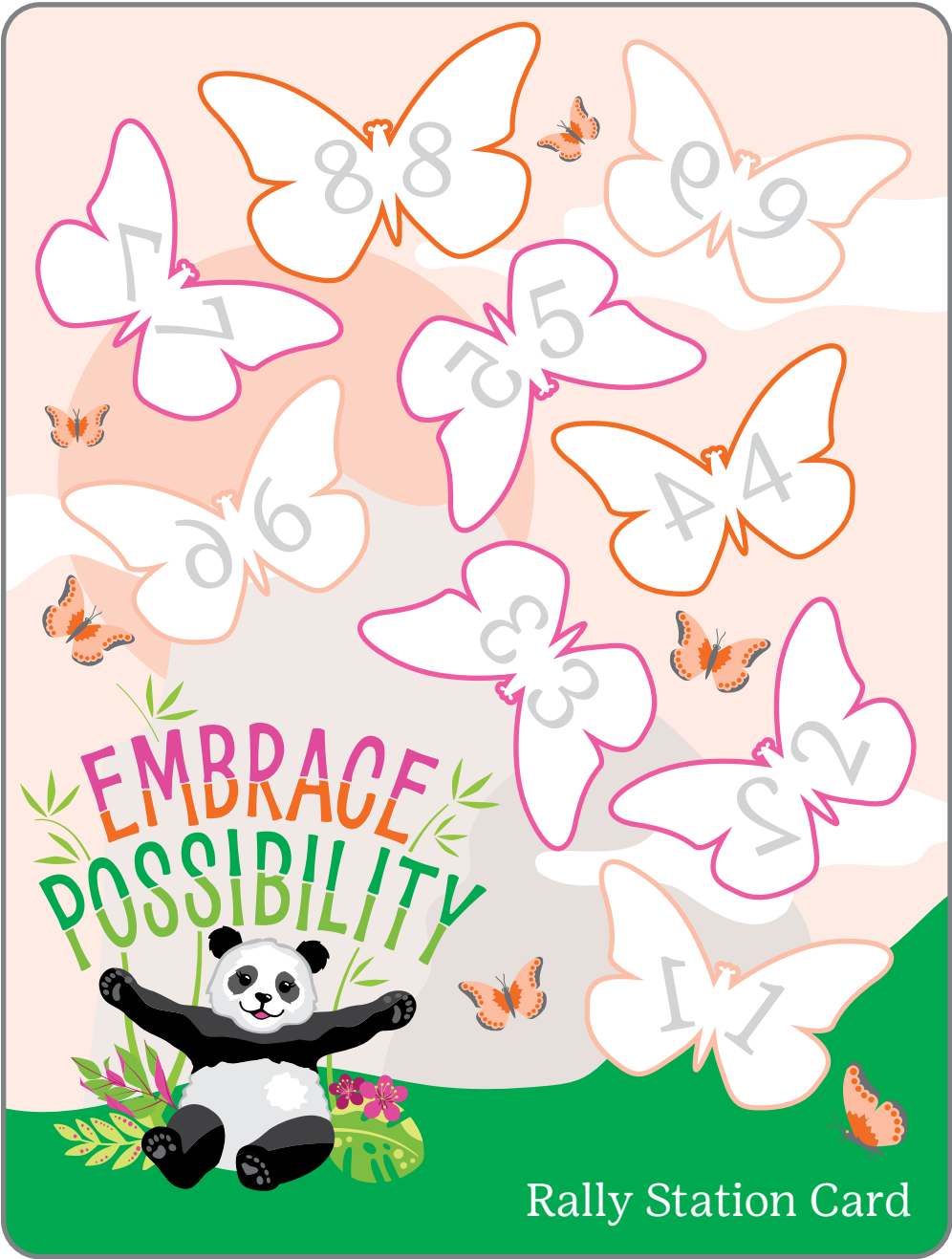
## Activities

[Cookie Knowledge — Scent Booklet](#)  
[Cookie Knowledge — Clue Cards](#)  
[Meet the Mascot — Panda Fun Facts](#)  
[Meet the Mascot — Spinning Panda Ring](#)  
[Meet the Mascot — Panda SWAPS](#)  
[Meet the Mascot — 3D Panda](#)  
[Rewards — Poll](#)  
[Rewards — Scavenger Hunt](#)  
[Goal Setting — Rock Photo Frame](#)  
[Goal Setting — Friendship Beads](#)  
[Goal Setting — Goal Tracker](#)  
[Customer Knowledge — “My Why” Pitch](#)  
[Digital Marketing — Digital Cookie® Video](#)  
[Digital Marketing — Goal Graphics](#)  
[Booth Marketing — Conversation Starters](#)  
[Booth Marketing — Booth Signs](#)  
[Safety — Thumbs Up Game](#)  
[Money Management — Payment Whiteboards](#)  
[Money Management — Calculating Goals](#)

## Appendix

- ☐ Cookie Business Badges
- ☐ Cookie Entrepreneur Family Pins
- ☒ All Resources

# Rally Station Card



## Appendix

- Cookie Business Badges
- Cookie Entrepreneur Family Pins
- All Resources



# Congratulations

on your participation in the  
2024-2025 Cookie Rally!

\_\_\_\_\_  
Rally Participant's Name

\_\_\_\_\_  
Date



## Appendix

- Cookie Business Badges
- Cookie Entrepreneur Family Pins
- All Resources



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