



Girl Scout Cookies®

# RALLY GUIDE 2024



girl scouts 







OWN YOUR  
magic

OWN YOUR  
magic

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

Girl Scouts® can learn how to own their magic by spending time working on developing the five skills and strong cookie knowledge, with “alot-l” fun mixed in!

OWN YOUR  
magic

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# Get Started!

Use some of the below ideas to make your Cookie Rally a memorable learning experience!



Meet Lucy + Lottie!



## Sleepover

A sleepover is a great way to have fun and build strong friendships. There will be plenty of time for fun games all while developing new skills!



## Community

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





## How should you prepare?

**1. Budget:** What activities do you want to include? Do they require supplies?

### 2. Advertise

- Council newsletters + marketing emails/flyers
- Social Media
- Include a pre-registration option 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.

**4. Have a plan:** Make an agenda to keep on track. Use the below as a guide for your event.

- Setup: 2-4 hours
- Registration: 30 minutes
- Welcome activity: 15 minutes
  - Kick off your event with a fun group activity like a song, cheer, or a game to generate excitement!
  - Divide Girl Scouts into small groups by troop or age level and explain how the rally will work
- Stations: 15 minutes per station
  - Use a chime or music to signal when it is time to move to the next station!
  - Use the hands on activities in this guide to help Girl Scouts learn the 5 skills. Consider one station per skill!
- Group Fun: 20 minutes
  - Wrap up your event with another fun group activity or game!
- Thank you: 10 minutes
  - Close out your rally with a warm thank you
  - Hand out patches and/or certificates



**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.



# 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

Girl Scouts learn how to set goals and create a plan to reach them, enabling amazing experiences for themselves and their troops all year long, while helping others too.



## Decision Making

Girl Scouts learn to make decisions on their own and as a team, whether it's how to run and promote their cookie sale, interact with customers, or spend their earnings.



## Money Management

Girl Scouts learn to expand their money smarts while running their own cookie business and create a budget to fund the experiences they want to share as a troop.



## People Skills

Girl Scouts find their voice and build confidence through customer interactions, developing valuable skills that will help them succeed in school, in business, and in life.






































## Business Ethics

Girl Scouts learn to act ethically—lessons that will stay with them for a lifetime of leadership and success.



# 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	



# Axolotl Fun Facts



Use these Axolotl fun facts to get Girl Scouts excited about the 2024 Girl Scout Cookie™ season!

Make it a jeopardy game, make it a quiz, whatever will excite your troop the most!

Axolotls are critically endangered amphibians.

In the wild, they are found in only one lake in the whole world!  
Lake Xochimilco, Mexico.

Axolotls are 1,000 times more resistant to cancer than mammals.

Axolotls are neotenic, which means they never outgrow the larval stage.

Wide range of color + camouflage abilities!

Axolotls can completely regenerate lost limbs + organs. Wow!

Life span: 10 years+

“Axolotl” means “water dog” in native Aztec language.





# Market your business



## Prepare for booths

The cookie rally is a perfect time to let your troop collaborate and get creative.

Have a station dedicated to poster and banner crafting. Poster board in a variety of colors, markers, glue, glitter, ribbon. The options are endless at this creativity station.

Print out photos of cookies to include!

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

Let Girl Scouts brainstorm fun marketing tactics for the online channel to drive booth traffic and Digital Cookie® store traffic.

Is there an older Girl Scout in your troop who successfully made selling videos last season? Ask them to help lead the group in creating a fun video at your rally for Girl Scouts to share once their links go live!



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

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

<https://bit.ly/OnlineCookieMarketing>



## Smile and say cookie!

Have a little fun with marketing the Girl Scout Cookie sale, set up a photo booth station!

You can find fun streamers in cookie box colors to hang as the backdrop. Have packages of cookies to use as props. Distribute the digital photos afterwards that can be used as their Digital Cookie® store image!

Don't forget a group shot for extra fun!





# Product Expertise



## Word search

Print out the word search activities on pages 21-24. There you can find word searches for each Girl Scout cookie.

Have Girl Scouts guess which cookie goes with each word search they complete!

*The answer key is included on page 25.*



Find these words:  
 toasted  
 caramel  
 stripes  
 chocolaty  
 coconut

The words describe:

Q	L	Z	P	K	R	N	S	I
S	T	R	I	P	E	D	L	N
A	I	O	T	I	F	V	A	D
L	C	A	R	A	M	E	L	U
T	A	K	S	R	E	G	T	L
R	F	E	P	U	S	A	G	E
Y	P	B	R	O	W	N	I	E
Z	W	C	I	V	G	E	C	T
J	S	N	G	A	O	A	Q	

H	U	P	Y	E	C	N	W	A
B	C	A	X	A	H	E	L	N
S	I	C	O	C	O	N	U	T
T	M	A	J	A	C	E	A	U
R	G	K	S	R	O	P	R	Z
I	L	E	Q	Y	L	T	F	G
P	G	C	A	R	A	M	E	L
E	T	O	A	S	T	E	D	N
S	S	N	X	A	Y	A	Q	O

Find these words:  
 oatmeal  
 peanut  
 filling  
 round  
 crisp  
 crunchy

The words describe:

E	L	Z	P	K	R	N	"
S	G	M	E	H	E	M	
A	I	O	N	I	F	L	
O	A	K	O	R	E	C	
R	F	E	M	U	S		
Y	P	Y	C	H	H		
Z	I	C	I	N	G		
J	E	N	T	A	N	G	

D	F	I	L	L	I	N	G	P
S	V	R	E	H	E	M	C	R
A	C	U	I	S	N	L	K	O
C	R	I	S	P	E	H	M	U
O	A	T	M	E	A	L	P	N
P	W	C	O	A	N	C	J	D
Y	S	Y	C	N	T	R	E	B
Z	B	C	R	U	N	C	H	Y
J	E	N	U	T	V	G	Y	W

## Taste test!

Make your cookie rally simply delicious – and sample cookies.

Make it even more exciting with a blind taste test. Let girls describe the cookie by touch and taste to come up with fun new vocabulary to use when selling the cookies!

*Make sure to check for allergies first!*





# Goal Setting

## Make magic this year!

Have Girl Scouts set their goals for this cookie season!

Have they considered how many they sold last year?

Let older Girl Scouts really think about their goals and ask them to come up with why they can beat last year! Use the activity sheet on page 26 to inspire older girls to really self reflect on what they can achieve!



## Sneak peek at success

Use this station to get younger Girl Scouts excited about the rewards your council is offering!

Ask your local council if they have any samples you can share with Girl Scouts during your rally. Have copies of your council's reward flyer to hand out as Girl Scouts move through this station too!



## Map out your goals

Don't forget ABC Bakers provides a fun theme Goal Chart every year on [abcsmartcookies.com](http://abcsmartcookies.com) for you to download!





# Money Management



## Can you count “a lot-1” money?

Make cookie sale math fun with this activity. You will need something to write the price of a package of Girl Scout Cookies on, like wooden craft sticks. Hand them out evenly and start asking a series of questions and use the sticks to answer. The Girl Scout with the correct answer takes the sticks, or divide them amongst multiple winners. The Girl Scout with all of the sticks at the end wins!

### Example questions:

- “How much would it cost a customer to purchase 3 boxes of Lemonades?”
- “How many boxes would a customer need to buy so that each of her 3 friends received 3 boxes?”





# Decision Making



## Marketing

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

Who will be responsible for posters? Who will be responsible for social media marketing?

You can also have a poster making station set up at the rally for girls to collaborate and make their marketing messaging together. Look back to pages 8-9 for more marketing ideas!

## Memory Game

Use the activity cards on page 27 to set up a small group memory game. Every time a player gets a match, they have to pitch a sale for that cookie!

They will learn consequences of decisions while building selling skills all in one.

You can set up a fun prize for the Girl Scout with the most matches at the end!







## **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 17-19 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 this year?**

Make it even more challenging, make sure their list includes 5 people they have never sold to before!

Repeat customers are so important, but so is expanding that list!

See the activity sheet on page 28!







# Musical Cookies

## Wrap it up with some tasty fun!

Musical chairs meets Girl Scout Cookies in this fun game. Close out your rally with one last exciting game that lets Girl Scouts take home some yummy cookies. They will leave the rally on an excitement high, ready to own their magic!

Set up chairs in a row, back to back. Place a package of Girl Scout Cookies under each chair.

Start playing the music! When the music stops and they sit, they can take home the pack of cookies underneath that chair.







# 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,<sup>®</sup> 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<sup>®</sup>

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, 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 Girl Scouts 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

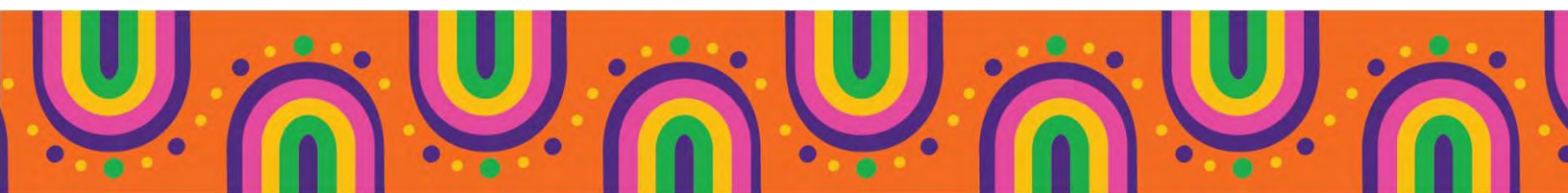
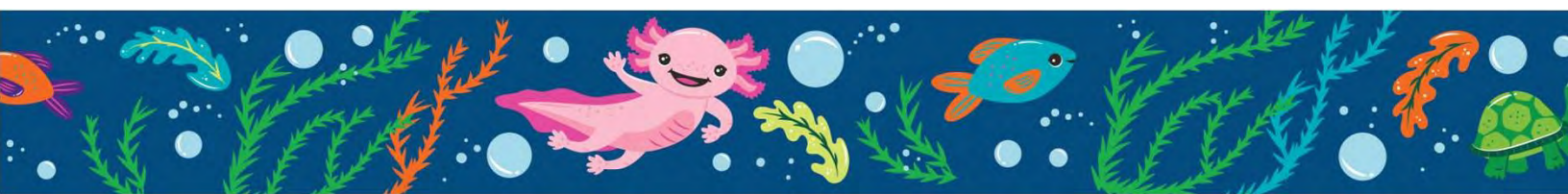


# Corners





# Borders

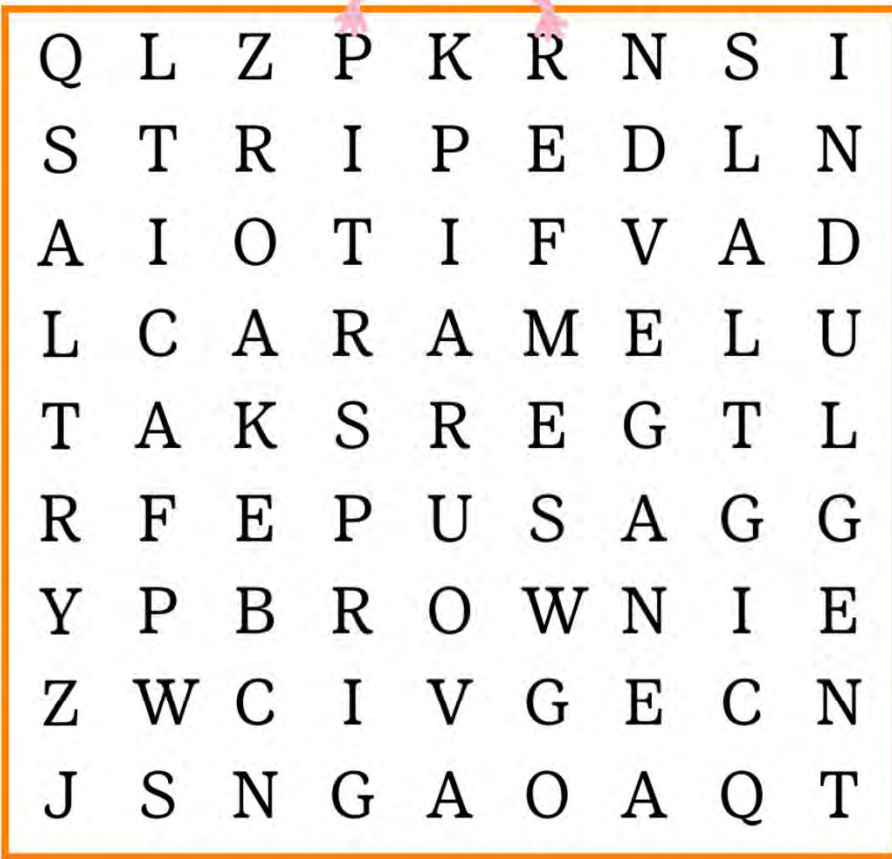






# Activity Appendix





Find these words:

indulgent

brownie

caramel

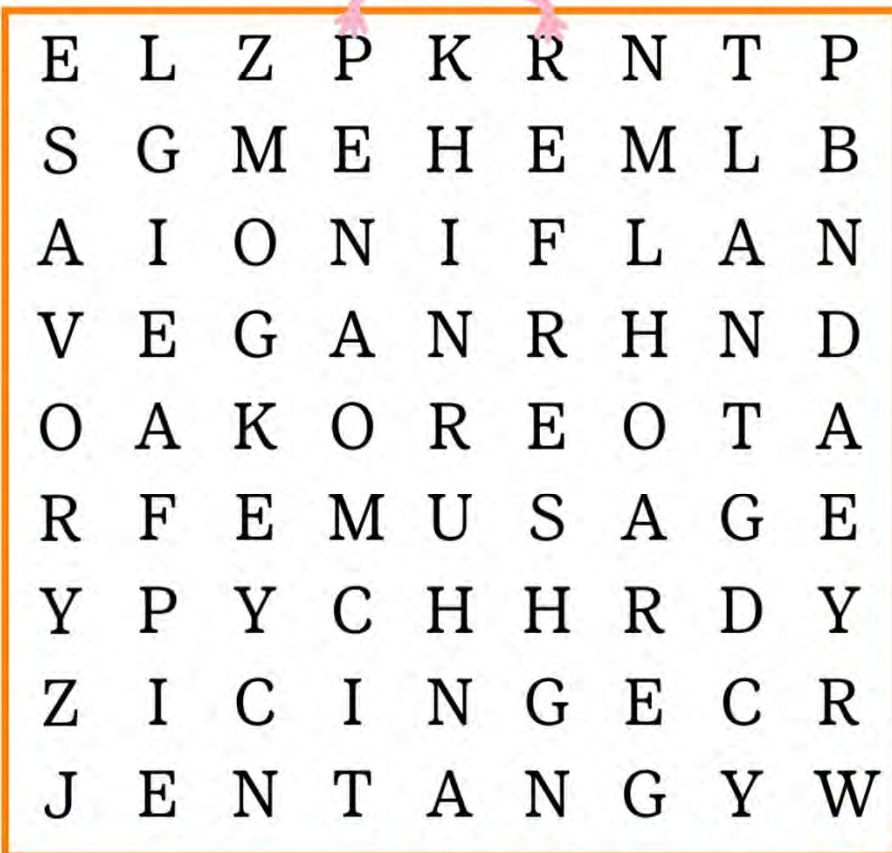
salt

striped

vegan

The words describe:

---



Find these words:

savory

tangy

vegan

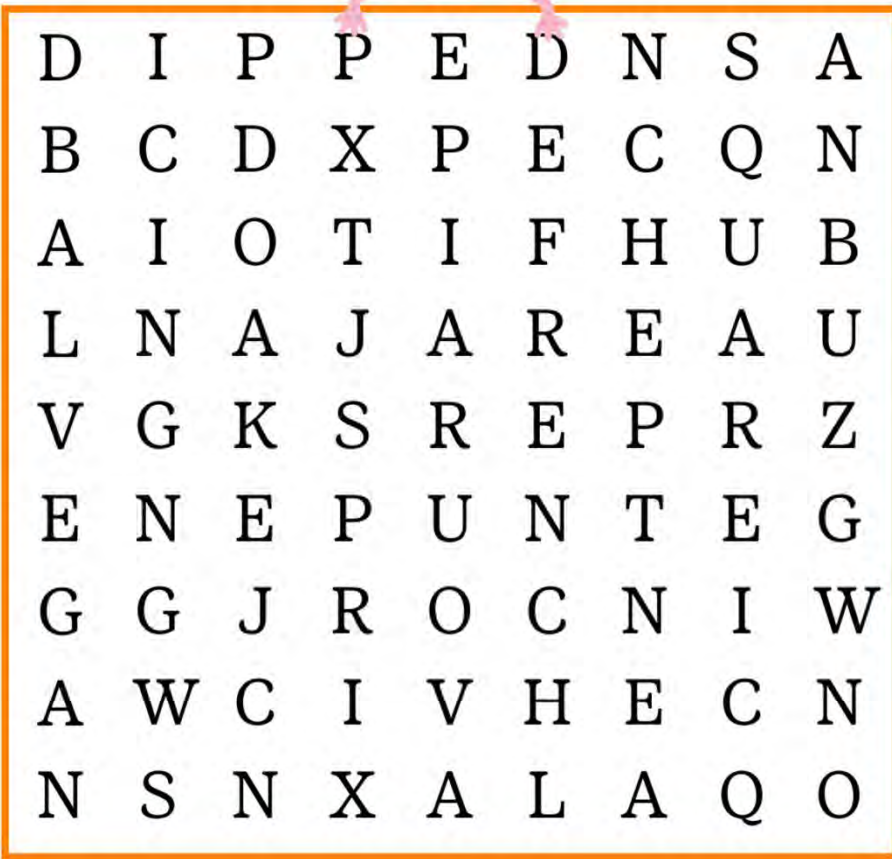
refresh

icing

The words describe:

---





Find these words:

square

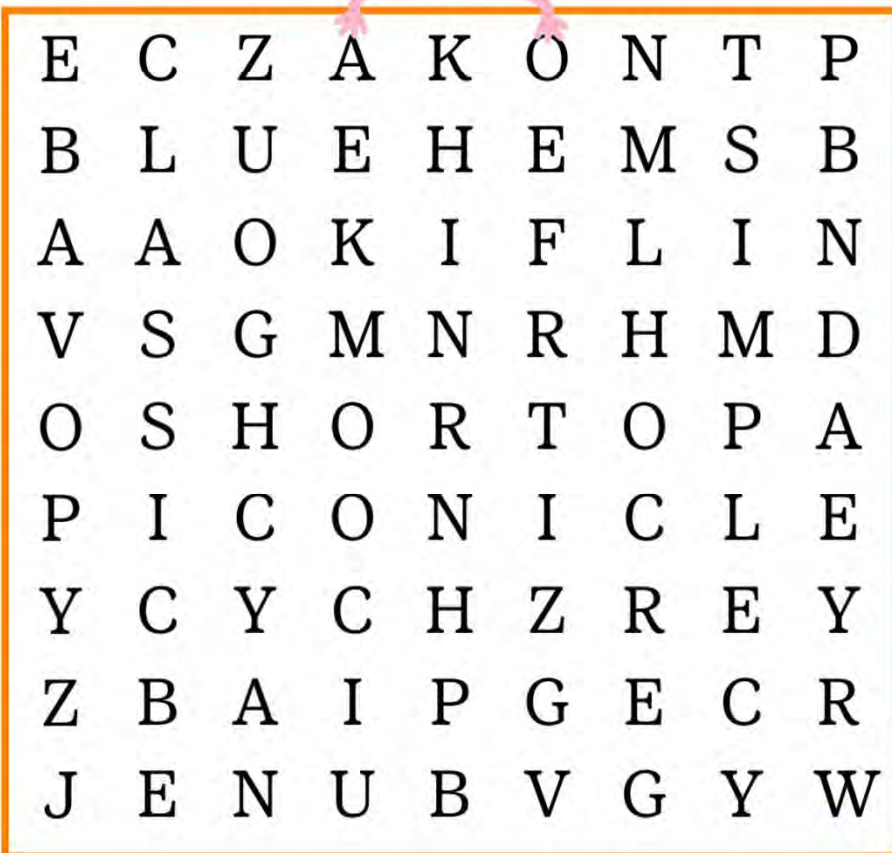
icing

french

dipped

vegan

The words describe:



Find these words:

iconic

short

blue

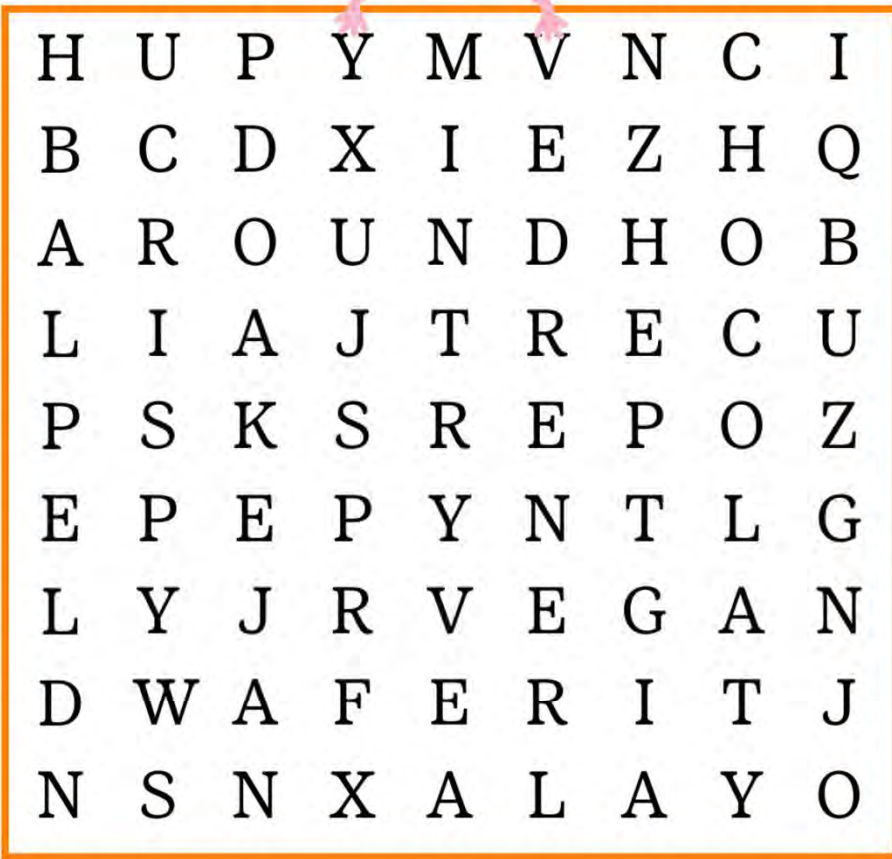
simple

classic

The words describe:







Find these words:

crispy

chocolaty

mint

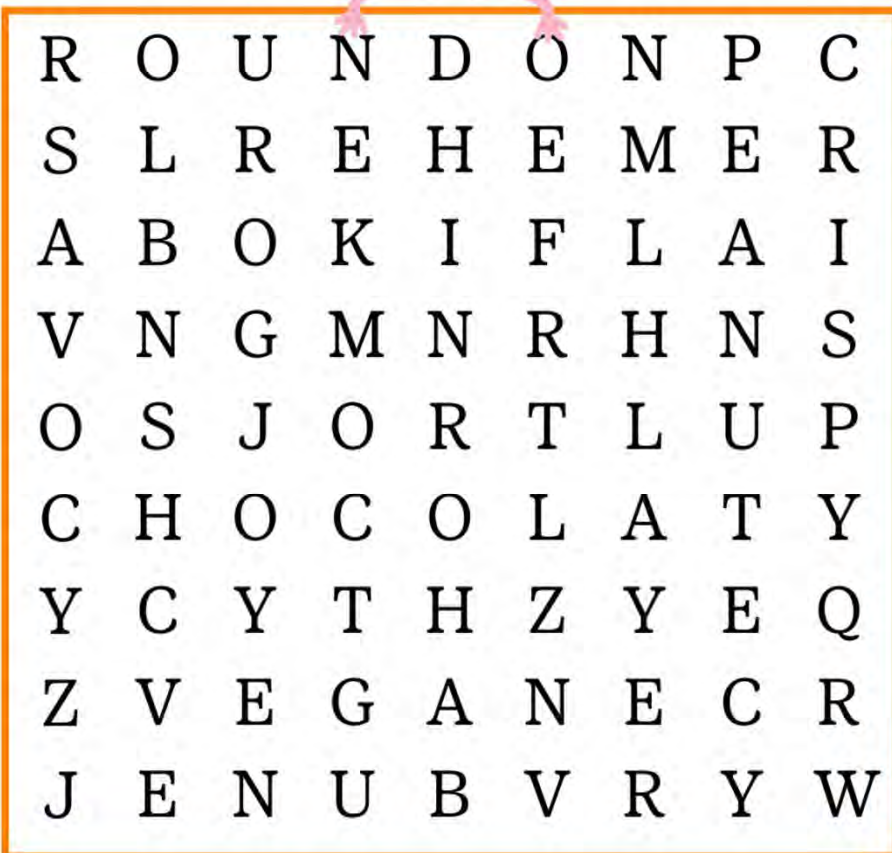
wafer

vegan

round

The words describe:

---



Find these words:

chocolaty

peanut

vegan

round

crispy

layer

The words describe:

---





H	U	P	Y	E	C	N	W	A
B	C	A	X	A	H	E	L	N
S	I	C	O	C	O	N	U	T
T	M	A	J	A	C	E	A	U
R	G	K	S	R	O	P	R	Z
I	L	E	Q	Y	L	T	F	G
P	G	C	A	R	A	M	E	L
E	T	O	A	S	T	E	D	N
S	S	N	X	A	Y	A	Q	O

Find these words:

toasted

caramel

stripes

chocolaty

coconut

The words describe:

---



D	F	I	L	L	I	N	G	P
S	V	R	E	H	E	M	C	R
A	C	U	I	S	N	L	K	O
C	R	I	S	P	E	H	M	U
O	A	T	M	E	A	L	P	N
P	W	C	O	A	N	C	J	D
Y	S	Y	C	N	T	R	E	B
Z	B	C	R	U	N	C	H	Y
J	E	N	U	T	V	G	Y	W

Find these words:

oatmeal

peanut

filling

round

crisp

crunchy

The words describe:

---





Q L Z P K R N S I  
 S T R I P E D L N  
 A I O T I F V A D  
 L C A R A M E L U  
 T A K S R E G T L  
 R F E P U S A G G  
 Y P B R O W N I E  
 Z W C I V G E C N  
 J S N G A O A Q T

Find these words:

- indulgent
- brownie
- caramel
- salt
- striped
- vegan

The words describe:

**Adventurefuls®**



D I P P E D N S A  
 B C D X P E C Q N  
 A I O T I F H U B  
 L N A J A R E A U  
 V G K S R E P R Z  
 E N E P U N T E G  
 G G J R O C N I W  
 A W C I V H E C N  
 N S N X A L A Q O

Find these words:

- square
- icing
- french
- dipped
- vegan

The words describe:

**Toast-Yay!®**



E L Z P K R N T P  
 S G M E H E M L B  
 A I O N I F L A N  
 V E G A N R H N D  
 O A K O R E O T A  
 R F E M U S A G E  
 Y P Y C H H R D Y  
 Z I C I N G E C R  
 J E N T A N G Y W

Find these words:

- savory
- tangy
- vegan
- refresh
- icing

The words describe:

**Lemonades®**



E C Z A K O N T P  
 B L U E H E M S B  
 A A O K I F L I N  
 V S G M N R H M D  
 O S H O R T O P A  
 P I C O N I C L E  
 Y C Y C H Z R E Y  
 Z B A I P G E C R  
 J E N U B V G Y W

Find these words:

- iconic
- short
- blue
- simple
- classic

The words describe:

**Trefoils®**



H U P Y M V N C I  
 B C D X I E Z H Q  
 A R O U N D H O B  
 L I A J T R E C U  
 P S K S R E P O Z  
 E P E P Y N T L G  
 L Y J R V E G A N  
 D W A F E R I T J  
 N S N X A L A Y O

Find these words:

- crispy
- chocolaty
- mint
- wafer
- vegan
- round

The words describe:

**Thin Mints®**



H U P Y E C N W A  
 B C A X A H E L N  
 S I C O C O N U T  
 T M A J A C E A U  
 R G K S R O P R Z  
 I L E Q Y L T F G  
 P G C A R A M E L  
 E T O A S T E D N  
 S S N X A Y A Q O

Find these words:

- toasted
- caramel
- stripes
- chocolaty
- coconut

The words describe:

**Caramel deLites®**



R O U N D O N P C  
 S L R E H E M E R  
 A B O K I F L A I  
 V N G M N R H N S  
 O S J O R T L U P  
 C H O C O L A T Y  
 Y C Y T H Z Y E Q  
 Z V E G A N E C R  
 J E N U B V R Y W

Find these words:

- chocolaty
- peanut
- vegan
- round
- crispy
- layer

The words describe:

**Peanut Butter Patties®**



D F I L L I N G P  
 S V R E H E M C R  
 A C U I S N L K O  
 C R I S P E H M U  
 O A T M E A L P N  
 P W C O A N C J D  
 Y S Y C N T R E B  
 Z B C R U N C H Y  
 J E N U T V G Y W

Find these words:

- oatmeal
- peanut
- filling
- round
- crisp
- crunchy

The words describe:

**Peanut Butter Sandwich**





# OWN YOUR **magic**

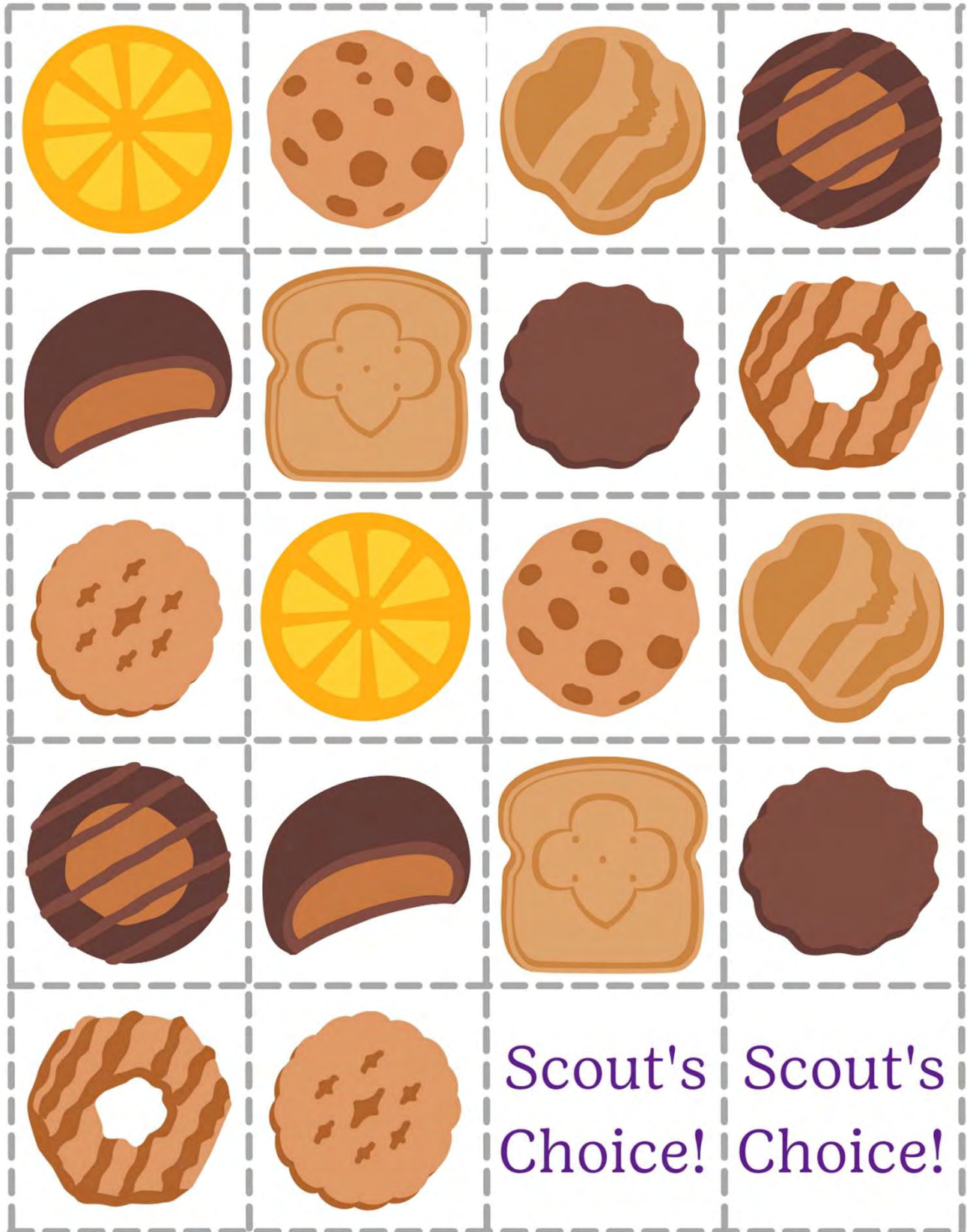
Magic I will bring to my troop...

Magic I will bring to my cookie business...



# Memory Game

Print, cut and play to build cookie knowledge.  
When you find a match, give your best cookie sale pitch!







Who will you sell Girl Scout Cookies® to this year?  
Try to think of 5 (or more!) NEW customers!



### 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

