A GUIDE TO
SWEET SUCCESS!

Be Amazing! Be yourself!
Build excitement around the cookie program with a cookie event at the Council or Service Unit level. Girls of all ages learn how to think like an entrepreneur as they sell cookies and build the 5 skills through participating in these activities, interactive stations, and fun!

CHOOSE A STYLE AND EVENT VENUE

**Sleepover** – Host an overnight or PJ party. Get a DJ for dancing and movies to watch. Popcorn and other snacks round out the night.

**Partner Event** - Host your event at a local zoo – Set up stations near animals that have been cookie mascots in the past and use this opportunity to help girls connect with the environment!

**Cookie Recipe Cook-off** – Invite local chefs to create desserts with the Girl Scout Cookies. Have girls sample and vote on best desserts. Or set up a cooking competition with cookies as the secret ingredient.

**Drive In Rally** — short and sweet – meet at a central location and host the best pep rally ever. Cheers, songs, ceremonial first cookie order – all for fun. This event could also be held simultaneously in several areas of the council and streamed via the web to connect all girls together. Have fun!

Organize a Virtual Rally!

Hold your rally anywhere or anywhere! Show inspirational girl videos, feature reward items and invite special guests to motivate and energize your attendees. The possibilities are endless!

To get started, check out our Virtual Rally Guide tips on page 7.
PREPARATION

Choose an appropriate location for your event. Be sure to find out what costs are involved and any special requirements needed.

Create a budget for the event and cost to attend, if applicable.

Advertise the event through council newsletters, flyers, or social media as appropriate. Be sure to set up a method of registration so you know how many will attend.

Coordinate with your council communications and marketing team to get the word out about the rally.

Recruit help! 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.

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.

WHAT TO INCLUDE

Open the event with a welcome. Create fun cheers or songs to get the enthusiasm going! Talk about why the Girl Scout Cookie Program is so important to Girl Scouting and helps girls build essential skills to prepare them for a lifetime of leadership through the program.

Divide the girls into manageable groups. Explain how the event will run. Be creative and have fun!

Encourage the girls to interact and share ideas during the event.

If girls are visiting stations and there is a time limit, use a horn or whistle to signal, about every 15 minutes, when it is time to move to the next station.

Incorporate the 5 Skills for Girls into booth activities: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. See the hands on stations in this guide on which skills are supported by these learning activities.
Girls learn all about Girl Scout Cookies and prepare them to talk to their customers about the products they are selling.

Play a Girl Scout Cookie Matching Game.
Have names of cookies on one side of a piece of paper and descriptions of the cookies on the other. Let girls match up cookie pictures with descriptions. You can download photos of the cookies [https://www.flickr.com/photos/abcbakersvolunteergallery/albums](https://www.flickr.com/photos/abcbakersvolunteergallery/albums)

Taste Test. Invite girls to taste all of the Girl Scout Cookies. To save time at the rally, pre-pack the cookies in baggies for the event. Ask girls to write their own descriptions and sales pitch or catchy jingle. Have them rank their favorites on a large voting board!

“Name that Cookie” Call out key cookie facts about cookies and have girls shout out the name when they recognize it. Emphasize the features of the new French Toast-inspired cookie, toast-yay!

Cookie Bingo. Set up bingo cards with cookie facts, names, etc. and play to increase girls’ knowledge of all the cookie varieties.
PEOPLE SKILLS

Girls staying safe while selling.

Invite a local police officer to talk to girls about personal safety while selling cookies. Reinforce the safe seller tips listed on the order card. Show girls where the safety information is located on their order card so they can review it any time.

Create a practice door. Make and decorate a practice front door to a house. Stage someone inside the “house” and encourage girls to knock on the door to practice their selling and safety skills.

More safety guidance can be found on girlscoutcookies.org

DECISION MAKING

Girls team up with their parent or guardian to learn decision making.

Partner with their caregiver or troop leader to explore Girl Scout’s National Program Portfolio and decide which badge or pin they want to earn. Girls leave the activity with a goal in mind. Distribute Cookie Entrepreneur Family Pin activity sheet to girls at end of activity so they can start earning and learning with support from their caregivers when they get home.
Focuses on goal setting

Have girls set cookie goals. Girls team up with their caregivers to set goals for the season including how many packages they plan to sell. They work together on the first step of the Cookie Entrepreneur Family Pin requirement sheet. This activity is designed to connect girls and their caregivers with the five essential skills girls learn through the Girl Scout Cookie Program and how to support their development at home.

Focuses on money management

Teach girls money management. Help girls learn how to quickly calculate change. Start with pennies to reach a multiple of 5 or 10. Next use a nickel or dime as you get to a multiple of 25. Use quarters until you reach a dollar. Use one dollar bills until you reach a multiple of 5 or 10 and so forth. Have fun with it! Download an activity sheet from abcsmartcookies.com
VIRTUAL RALLIES

A virtual cookie rally gets girls excited, energized, and prepared for the Girl Scout Cookie Program®. Through rallies, girls learn about badges, awards, and rewards they can earn while running their own cookie business. Check out the complete guide! It can be downloaded at https://www.girlscouts.org/en/cookies/troop-leader-resources.html

Virtual Girl Scout Cookie™ Rally Guide

Download the complete Virtual Girl Scout Cookie Rally Guide!
When girls sell Girl Scout Cookies, they utilize the 5 Skills—goal setting, decision making, money management, people skills, and business ethics—and learn to think like entrepreneurs. Girls can earn Cookie Business and Financial Literacy badges and Cookie Entrepreneur Family pins for every year they participate in the Girl Scout Cookie Program.

<table>
<thead>
<tr>
<th>Daisies</th>
<th>Brownies</th>
<th>Juniors</th>
<th>Cadettes</th>
<th>Seniors</th>
<th>Ambassadors</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Daisy Badge" /></td>
<td><img src="image2.png" alt="Brownie Badge" /></td>
<td><img src="image3.png" alt="Junior Badge" /></td>
<td><img src="image4.png" alt="Cadette Badge" /></td>
<td><img src="image5.png" alt="Senior Badge" /></td>
<td><img src="image6.png" alt="Ambassador Badge" /></td>
</tr>
</tbody>
</table>

**Cookie Business and Financial Literacy Badges**

- Money Manager
- Owner
- Budgeting
- Financing My Future
- On My Own
- Good Credit
- P&L
- My Portfolio

**Cookie Entrepreneur Family Pins**

For more on cookie badges and pins girls can earn, visit: girls scouts.org/cookiebadges
BORDERS