

RALLIES 2019-2020

girl scouts  
cookie program

girl scout cookies®  
FRIEND-ZY  
FUN!

Little Brownie  
BAKERS® | girl scouts  
cookie program

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Little Brownie  
BAKERS®

# GATHER YOUR FRIENDS!

**2** GETTING STARTED

**4** CHEERS FOR GIRL SCOUT COOKIE™ VOLUNTEERS

**6** MEET THE MASCOT

**8** COOKIE CONFIDENTIAL

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**11** WHOLE-GROUP ACTIVITIES



**THIS COOKIE SEASON, ADD TO YOUR SKILLS!**

Find out how to earn all these badges by getting *The Girl's Guide to Girl Scouting* and checking out your Financial Literacy and Cookie Business badges.

	COOKIE BUSINESS BADGES	FINANCIAL LITERACY BADGES
Daisy	It's Your Business—Run It! COIN IT UP, It's Your Business—Run It! TALK IT UP	MONEY COUNTS, MAKING CHOICES
Brownie	Meet MY CUSTOMERS, It's Your Business—Run It!, GIVE BACK, It's Your Business—Run It!	MONEY Manager, Philanthropist
Junior	Cookie CEO, It's Your Business—Run It!, CUSTOMER INSIGHTS, It's Your Business—Run It!	Business OWNER, Savvy SHOPPER
cadette	Business Plan, Marketing, Think BIG	BUDGETING, Comparison Shopping, FINANCING MY Dreams
Senior	MY PORTFOLIO, It's Your Business—Run It!, Customer Loyalty, It's Your Business—Run It!	Financing MY FUTURE, Buying power
AmBassador	R&D, It's Your Business—Run It!, P&L, It's Your Business—Run It!	On My Own, Good Credit



# Sample Agenda

- 1 Set-up: 2-4 hours**
  - Set up all the activity stations.
  - Prepare the stage for the big group activities.
  - Set up any AV equipment, screens and presentations and test them out.
- 2 Registration: 30 minutes**

Greet girls at the registration table and provide name tags, rally station cards and any other materials needed.
- 3 Welcome: 10-15 minutes**
  - Welcome girls with high energy and excitement.
  - Explain how the Rally Station cards can be turned in at the end of the event for a treat or a patch.
  - Present the “stars of the rally,” the Girl Scout Cookies®, by introducing girls dressed in Girl Scout Cookie™ costumes to get the crowd cheering!
- 4 Stations: 10-20 minutes per**

Rotate through the rally stations. Select any activities you wish, but be sure your rally features these key lessons:

Rally station	5 Skills lessons
Goals	Goal-Setting
Marketing	Decision Making
Cookie booths or selling	Decision Making, People Skills
Cookie knowledge	People Skills, Business Ethics
Technology	Decision Making, Business Ethics
Money management	Money Management
Safety	Decision Making
- 5 Group Activity: 20-30 minutes**

Gather the girls for an energetic sendoff. Be sure to include a show or game that highlights all the great rewards girls can earn.
- 6 Wrap-Up: 10-20 minutes**
  - Thank everyone for coming.
  - Hand out rally patches and participation certificates.
  - Ask everyone to fill out a short survey to help you plan for future Girl Scout Cookie rallies.
  - Send them off ready to continue the Girl Scout Cookies Friend-zy Fun!

**Resources:**

- Find loads of activity resources, ready-to-go art and templates online at [LittleBrownie.com](http://LittleBrownie.com) in the Girl Scout Cookie Rallies section.
- Troop meeting activities
  - Rally station card art
  - Participation certificates (girl and volunteer)
  - Rally kickoff script
  - Girl and Volunteer surveys
  - Troop sign-up
  - Volunteer round-up and sign-in sheet



It's time to rally! create some...

# Girl Scout Cookies® friend-zy fun!

This year's butterfly mascot is something special. She starts out small, a little shy. But once she finds her wings, she realizes she can do WOW things!

Just like butterflies, once Girl Scouts realize they can soar high with their friends and reach their dreams, the world opens before them. That's why this year's Girl Scout Cookie rally is all about friends and celebrating that butterfly spirit!

This guide provides inspirational and informational activities that will help each girl Wow the World—in the Girl Scout Cookie Program® and beyond.

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14 GOAL SETTING  
16 ORDER TAKING & MARKETING  
18 KNOWLEDGE & SAFETY

**25** GIRL SCOUT COOKIE BUSINESS BADGES

Gather Girl Scouts at a community center, camp, school, campus, stadium or anywhere a big group can gather. The more interesting the location, the more girls will be inspired to...

# WOW the World!

#### Rally basics:

- Set a budget
- Pick a date/time
- Choose a location
- Line up some help
- Plan your activities
- Promote your rally event
- Take registrations

#### How to promote your rally:

- Social media (be sure to use multiple platforms)
- Email to troop volunteers and parents
- Printed letters
- Service unit website
- Email signatures
- eBudde™ blasts (ask the council)
- In-person Girl Scout Cookie trainings
- Signage in council lobbies and shops

Find all the rally resources mentioned in this guide at [LittleBrownie.com/rally](http://LittleBrownie.com/rally).



**Butterfly fun fact:**  
Engineers are learning how to improve drones by studying butterflies!

Once the embargo is lifted, use the new cookie packaging to get girls excited.



Remember to keep the new packaging confidential until January 7, 2020.



to that



Teens Reach new Horizons with...

# STEM

Build tech skills and digital marketing savvy with these fun activities.

### Drone lesson

Invite a licensed drone pilot to teach teens the technology behind drones. Tell them they can become certified to fly drones by earning a Remote Pilot Certificate from the FAA. Must be 16 or older. Visit [www.faa.gov](http://www.faa.gov) for more details.

*Cover cookie logistics! Could drones deliver Girl Scout Cookies® someday? Have teens brainstorm how that might work.*

### Photo editing workshop

Give teens hands-on tech experience! Teach them how to use software tools to layer Girl Scout Cookie™ images on top of photos. As a bonus, they can post their finished pics to social media to pump up their marketing efforts.



from this

Bring a friend to the friend-zy! Offer girls a patch or other fun prize for inviting a friend to tag along.



# Prepare for Liftoff

Girl Scout Cookie™ rallies do more than inspire girls to set big goals. Rallies help girls build the skills they need to reach them.

### Station setup

Organize your event with 6 to 10 activity stations. Many groups use a "timed rotation" format (about two hours total), starting with girls in one larger group, then breaking out into smaller groups to visit various activity stations. Wrap it up with a big-group, high-energy sendoff. Or, consider an "open house" format (about four hours total), where girls can join the fun at any time and work their way through stations at their own pace.

### Girl Scouts® Cookie Captains are a rally's best friend!

For awesome Girl Scout Cookie™ rally volunteers, call in the Girl Scouts Cookie Captains. These teens will take the lead and naturally become inspired by the Girl Scout Cookie Program®. Plus, they can earn service hours that could go toward earning the Program Aid award or Service to Girl Scouting Bar. To learn more, look up the requirements in the Girl's Guide to Girl Scouts. For Girl Scouts Cookie Captains info and program materials, visit [LittleBrownie.com](http://LittleBrownie.com).



### Earn your wings

A rally station stamp card helps girls keep track of which stations they've visited. Girls can redeem their completed station cards for a rally patch, participation certificate or fun prize.

### Rallies help girls build the 5 skills

The Girl Scout Cookie Program is so much more than selling Girl Scout Cookies®. Through the experience, girls build 5 Skills that will last a lifetime: **goal setting**, **decision making**, **money management**, **people skills** and **business ethics**. Rallies are an opportunity for girls to set goals, practice money management and create a plan around how they will put all 5 Skills into action as a team.



# Three cheers for Girl Scout cookie™ volunteers!

Volunteers dedicate their time and talents to make the Girl Scout Cookie Program® possible. To celebrate and support Girl Scout Cookie volunteers this season, set up a relaxing area just for them.

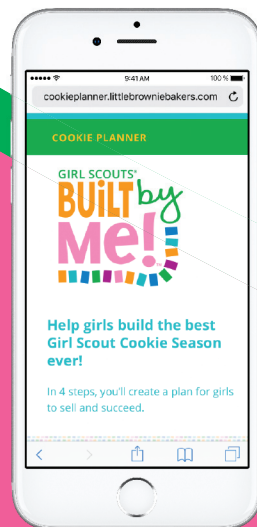
Set up a refreshment table with goodies for volunteers to snack on while girls make their way through the rally.

Tea cup thank-you cards make great gifts—and pair well with Girl Scout Cookies! Find thank-you card templates and gift tags on LittleBrownie.com.

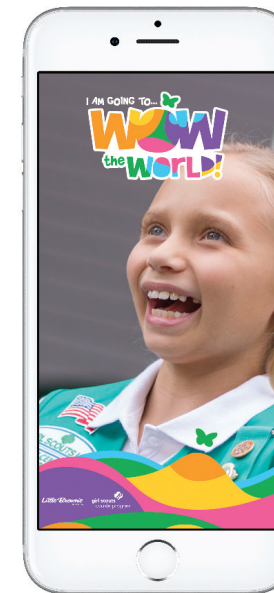
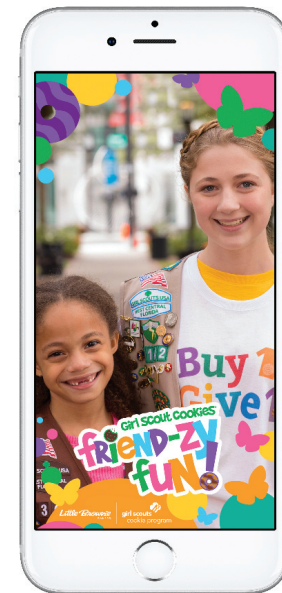


## Appreciation station

Volunteers deserve recognition year-round for all their hard work! Set up an appreciation station for girls to write thank you cards and make tokens of their appreciation. Girls can hand them out at any point during the season or save them for a post-season gift.



Give volunteers a head start on Girl Scout Cookie Season by setting up a station with computers or tablets. Suggest volunteers use them for the Girl Scouts® Built by Me cookie planner or eBuddy™ training.



## Girl boss with goals

Teens can set their high-flying goals using a custom Wow the World Snapchat filter. They can post it on social media or save the photo to promote their goal later on multiple platforms\*.

\*Please review current or updated Girl Scouts® safety resources at [girlscouts.org/en/cookies/troop-leader-resources.html](https://girlscouts.org/en/cookies/troop-leader-resources.html) before posting on social media. Girls should also follow Girl Scouts guidelines when sharing their Digital Cookie® site with friends and family.

## Booth marketing

Invite teens to make a DIY whiteboard as part of a lesson in booth marketing. While they create their boards, they can brainstorm marketing messages to display at booth sales.





# Encourage Teens to DO WOW THINGS

Teen rallies go above and beyond the basics to challenge experienced Girl Scout Cookie™ sellers. Tap into their entrepreneurial spirits by turning the rally into a Girl Scout Cookie workshop for teens to grow their business skills.

### Cookieology

Can girls create the next Girl Scout Cookie sensation? This workshop encourages girls to work together on a research and development (R&D) team to learn about food science innovation.

Visit [Ideal Cookie Sale](#) for more Girl Scout Cookie workshop ideas and resources.

**TIP:** To earn a badge for activities like this, look into the Research and Development badge for Ambassadors or other Cookie Business badges for older girls.

### Troop activity ideas

Volunteers value fun and engaging ideas for troop meeting activities. Provide them with idea starters by printing activity handouts (or post simple instructions in frames so they can snap a picture). Feature a list of exciting options they can consider, and then send them on to Little Brownie's website for instructions, or to the Girl Scouts® Built by Me cookie planner to generate additional activity suggestions. To make it hands on, lay out sample crafts for them to see or make-and-take for themselves. Provide any information your council may have about Girl Scout Cookie-related events or promotions.

### Wow the World troop activities include:

- Troop version of Little Cookie Seller song (see page 11)
- Collage/goal vision board
- Elevator pitch activity
- Booth sign activity
- Butterfly kaleidoscope



**Butterfly fun fact:**  
A group of butterflies is called a kaleidoscope



# FLY HIGH With the New Girl Scout Cookie™ Friend

Introduce girls to this year's beautiful butterfly mascot by hosting a station all about their new Girl Scout Cookie friend!

### DIY butterfly feeder

Invite girls to make a butterfly feeder at the mascot station. It's as simple as cutting a butterfly shape out of a sponge! Girls can take it home, soak it in sugar water and hang outside. Girls can also make a hanging butterfly feeder with a plastic plate, string and their favorite wow-worthy decorations.

### Seize STEM opportunities

Teach girls all about butterflies by downloading and printing informational posters. Our four ready-made designs display content such as: butterfly fun facts, how girls can help butterflies in their area, the lifecycle of a butterfly and how to find butterfly sanctuaries near them.



### Butterfly garden

Set the scene with a lush butterfly garden! To transport girls to their Girl Scout Cookie friend's world, use:

- Giant flowers
- Artificial turf
- Garden backdrops
- Floral tablecloths
- Overhead garden trellis with ivy
- Hanging butterfly plush

During the rally, invite girls to fold an origami butterfly to place in the garden.

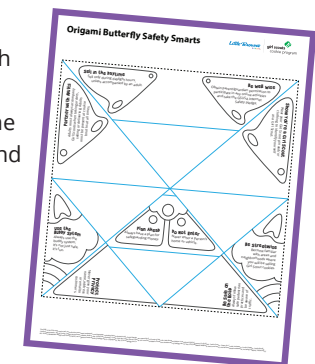


create a Butterfly garden scene

# WOW ways to teach the Basics

### Safety smarts origami

A smart Girl Scout Cookie™ seller starts with safety! Girls can learn safety tips with this hands-on origami activity. Just complete the color-by-number activity with safety tips and fold it into a beautiful origami butterfly.



### Counting caterpillar

Before caterpillars turn into butterflies, they must earn their wings! Young Girl Scout Cookie sellers can learn the basics of counting Girl Scout Cookie package prices with this fun activity. Once they play, they'll be soaring in no time!









**“I am” wall**

Encourage girls to embrace who they are! Make an interactive “I am” wall, and instruct girls to write their own “I am” phrases on sticky notes to add to the wall. Print and display the new Girl Scout Cookies poster to preview the eight cookie statements as inspiration (cookie poster coming soon).

**Pin it with pride!**

Create bright buttons that display the empowering messages featured on the cookies, or provide a station where girls can make one at the rally. Girls can wear them at booth sales or walkabouts, or display them on everyday items like backpacks or purses.

Remember to keep the new packaging and cookie confidential until January 7, 2020.

**Butterfly fun fact:**  
Did you know butterflies flap their four wings in a figure eight pattern? There are eight messages on the new Girl Scout Cookies!



**Girl Scout Cookie™ package butterfly Signs**

Transform your booth signs into butterfly wings and watch Girl Scout Cookie goals soar! Cut wings from our handy template, or use scrapbook paper or poster board and attach to the back of a Girl Scout Cookie package.

**Make now, use later! Girls can create wing signs at the rally, then attach them to packages later at booth sales.**



Remember to keep the new packaging confidential until January 7, 2020.



Girls can advertise their sale with wing-shaped lawn signs or workplace signs too!



**Share your Girl Scouts® Gift of Caring Cause**

Do you have a council-wide Girl Scouts Gift of Caring cause? Invite them to the rally! Create a station or set aside some time for a representative to come and talk to girls about the difference they make by asking customers to donate Girl Scout Cookies®.

**Make it an experience!** If you donate to firefighters, ask them to bring a fire truck. If you donate to the military, invite them to carry the flag in the opening session.

# Business Savvy Helps Them SOAR

**Butterfly fun fact:**  
Butterflies attach their eggs  
to leaves with special glue.



## Spread the word to the world

Tell the world it's Girl Scout Cookie time with an affordable, professional quality, custom jewelry craft. Girls can choose their design and create a unique pendant for a necklace or use it as a charm dangler. Be sure to use the back to record your Girl Scout Cookie goal!

## Butterfly pencil topper

Give your order-taking instruments a mascot makeover with these butterfly pencil toppers! Decorate with popsicle sticks, pom-poms or other craft accessories.



# Cookie Confidential

COOKIE CONFIDENTIAL



Every year, we have **NEW** and **EXCITING** information to help us promote the start of Girl Scout Cookie season nationwide. To help girls and families understand the importance of keeping information confidential, GSUSA is launching Cookie Confidential.

We can't do it alone. As part of "Cookie Confidential," we need your help keeping this information private until we're ready to announce it to the public during the launch of the 2020 cookie season on January 7.

## What is confidential in 2020?

- New cookie (name and flavor)
- New Girl Scout Cookie packages
- Girl Scouts featured on cookie packages along with their stories—showing the power of the Girl Scout experience!

## Why does this matter?

- All press announcements will lead the national start of the cookie season promotions.
- Consistent messaging across the country will make the message of Girl Scouts stronger, louder, and more credible.
- This will ensure high level of press that will help cookie exposure during our program.

## How can volunteers teach girls?

Service units can use Cookie Confidential to explain to girls the importance of business ethics. Have a secret tasting room for the new cookie and show off the new packaging, have a blind tasting, or use the Cookie Confidential game (see supplemental guide for game information). Make sure to explain how important it is to keep this news top-secret and how it will benefit girl's individual business success.

Remember, **NO PICTURES PLEASE**. Do not share any information on the new cookie or packaging (including on social media) as the information is Cookie Confidential and under **strict press embargo until January 7, 2020 at 9 a.m. ET**.



## What is a news embargo?

In journalism and public relations, a **news embargo** or **press embargo** is a request by a source that the information or news by that source not be published until a certain date. If the embargo is broken the source will choose not to work with the party that released the information early.





1. Register
2. Set up Your Site
3. Invite customers To Purchase
4. Track Your Progress



## Tech Takes Her Sale to New Heights

Help girls take their Girl Scout Cookie™ business to the next level with the Digital Cookie platform. By adding online and mobile channels to their sale efforts, girls can market everyone's favorite Girl Scout Cookies® to friends and family down the block or across the country from the comfort of their home. Using Digital Cookie is easy and convenient for everyone.

- Girl Scouts® who paired Digital Cookie with traditional sales on average sold 76% more Girl Scout Cookies than girls who did not sell Girl Scout Cookies online.
- Girl Scouts who personalized their Digital Cookie site with their own picture or video on average sold more than double the number of Girl Scout Cookies.

Visit [www.girlscouts.org/digitalcookie](http://www.girlscouts.org/digitalcookie)

### Show 'em the ropes—host a Digital Cookie® platform demo station

When girls arrive at the station, log in to a Digital Cookie account for their grade level, hand over the mouse and let them click away! Girls will learn how to set up their personalized website, get tips to create their very own Girl Scout Cookie videos, play interactive games, watch videos, enjoy printable activities and take fun quizzes that will help them learn how to budget their money and market their business. Now that is what we call Girl Scout Cookie smarts!

### Help them take their sale on the go—download the Digital Cookie Mobile App

The Digital Cookie mobile app makes it super simple for girls to take orders as they go door to door, sell at Girl Scout Cookie booths or interact with customers one on one. With the app, customers can pay by credit card, and even have their Girl Scout Cookies shipped—awesome! Download the app for FREE from the Apple Store or Google Play.



### Wonder-filled rewards

Show off all the amazing items girls can earn this season at a rewards station. After the preview, they'll set their goals sky-high!

Create a photo op by taking girls' pictures in front of the butterfly tapestry reward.



Provide an ice cream parlor back drop where girls can pose inside the Cookie Shake Blanket Sack, or on the ottoman for a photo session.

# HELP girls find their Wings

**Butterfly fun fact:**

There's a theory that a flap of wings can impact weather on the other side of the world!

**Sky-high goals**

Girls' goals will lift off when they create this rocket goal tracker using a craft tube and a template.

WHOLE-GROUP ACTIVITIES

Great things happen when friends soar together. Try out these whole-group activities at the start or finish of your rally to pump up the energy!

## Energize the whole fLutter

**Butterfly fun fact:**  
A group of butterflies is sometimes called a flutter!

**Song and dance**

Teach girls a new tune called Little Cookie Seller to get them excited about the upcoming season! Invite leaders or Girl Scouts® up on stage to lead the whole group in this call-and-response song.

Here are some more tried-and-true ways to hype up the crowd:

- Download our customizable kickoff script to welcome everyone to the rally.
- Play mascot-inspired music or music videos while girls are filing into and leaving the rally. Find examples on the activities section of LittleBrownie.com.

**Sweeten the deal**

Pump up excitement by promising an excursion or fun group event following the rally! Girls can turn in their completed rally station card to gain admittance or be entered into a drawing. The treat could be anything from a trip to a butterfly garden, to a day at the waterpark, to a ticket to a professional sports game.

**LITTLE COOKIE SELLER SONG**

**Little Cookie Seller**  
Walking down the street  
She knew just what to do  
so she stopped in front of me.  
She said, "Hey girl, it's cookie time!  
Do your thing and switch!  
Hey girl, it's cookie time!  
Do your thing and switch!"

Find lyrics and instructions on LittleBrownie.com.



Remember to keep the new packaging confidential until January 7, 2020.



The actions that Girl Scouts® take—even the tiniest ones—can have a big impact. Visit [GirlScouts.org](http://GirlScouts.org) to learn more about girls who are changing the world in meaningful ways.

Little cookie seller  
Do your thing & switch





## GIRL SCOUT COOKIE™ TASTING

**Butterfly fun fact:**  
Butterflies taste with their feet



Serve up some fun with butterfly shaped Samoas® or butterfly baggie Girl Scout Cookie mix.

# create a Wow-worthy Taste Test

Shift the Girl Scout Cookie mobile into full gear!  
Put a creative spin on a cookie taste-testing station  
by turning it into a food truck.

### Girl Scout Cookie food truck backdrop

While girls taste the different varieties, teach them a fun selling strategy—hosting a mobile Girl Scout Cookie booth! Print handouts of the Girl Scout Cookies® On the Go worksheet so girls can brainstorm their own ideas with their troops.

Decorate with a Girl Scout Cookie food truck backdrop and posters of mobile Girl Scout Cookie selling inspiration! Place a table behind the backdrop and cut out the window area for serving Girl Scout Cookies.

### Samoas® snacks, please!

Create a mascot-inspired snack station using Samoas! Just cut the Samoas in half, rotate them so they look like wings, and press them into soft caramel candies to stick them together. Add colorful "licorice lace" candy to make the perfect antennae!

### Butterfly Snack Bags

Watch girls excitement soar after making this mascot-inspired craft. Decorate a clothespin to represent the butterfly body and fill snack bags with goodies like Samoas Trail Mix or Thin Mints® Sweet and Salty Mix to represent the butterfly wings.

