



Intent to Hold a Cookie Rally/Cookie Kickoff

Please complete this form at least 2 months prior to your Cookie Rally/Cookie Kick Off.

PLEASE COMPLETE ALL SECTIONS

This intent form is for an: Event This event includes community service

Name of Event: _____ Date of Event: _____

Time: from _____ to _____ Location: _____

Name of Service Unit: _____ Service Unit Number: _____

Name of Event Chair: _____ Event Chair's Email Address: _____

Program Coordinator's Name (if different from Event Chair): _____

Program Coordinator's Email Address: _____

Age Level of Participants (check all that apply):

Daisies Brownies Juniors Cadettes Seniors Ambassadors Adults

Projected Number of Girl Participants: _____ Projected Number of Adult Participants: _____

We are using the GSME developed Cookie Kick Off Toolkit.

We are using ideas from the ABC Cookies Cookie Rally Guide: _____

Please describe the activities/stations the girls will attend at your event.

If it is a multi-level event, how will you provide progression activities to allow for age/developmentally appropriate learning to take place?

COMMITTEE INFORMATION

Should have at least 5 people, including at least 2 girls.

**Date Event Planning
Training Completed**

Name: _____

▶ Event Chair

Name: _____

◆ Adult ◆ Girl

Name: _____

◆ Adult ◆ Girl

Name: _____

◆ Adult ◆ Girl

Name: _____

◆ Adult ◆ Girl

Name: _____

◆ Adult ◆ Girl

How will you include the 3 Processes of Girl Scouting in your event? Check all that apply:

Girl Led	Learning By Doing	Cooperative Learning
<input type="checkbox"/> Girls are involved in the planning of activities	<input type="checkbox"/> Activities are not only hands-on but also minds-on	<input type="checkbox"/> Girls teach one another or present to one another
<input type="checkbox"/> Activities involve the girls in decision making	<input type="checkbox"/> Girls are involved in determining next steps based on outcomes	<input type="checkbox"/> Girls work together to solve a challenge or complete an activity
<input type="checkbox"/> Questions/activities are open ended and allow girls to think critically	<input type="checkbox"/> Activities involve role playing	<input type="checkbox"/> Girls see how they can make a difference in their community
<input type="checkbox"/> Girls take the lead in discussions (ex: girls identify challenges with selling cookies)	<input type="checkbox"/> Girls have a chance to practice the skills they learn	<input type="checkbox"/> Girls have a chance to reflect on the activity as a group
<input type="checkbox"/> Girls are offered choices	<input type="checkbox"/> Games are used to teach skills	<input type="checkbox"/> Girls work on activities that are developmentally appropriate in small groups
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____	<input type="checkbox"/> Girls learn from professionals in the field
		<input type="checkbox"/> Other _____



What badge steps will you cover at your event? Check all that apply.
NOTE: Please make sure all girls cover each of the 5 Skills of the GS Cookie Program through a combination of the below steps and remember to tell the troop leaders or parents which steps were covered.



People Skills



Business Ethics



Decision Making



Goal Setting



Money Management

DAISY

Cookie Goal Setter

- Step 1:** Decide How to Use Your Money
- Step 2:** Set a Package Goal
- Step 3:** Share Your Goals With Your Customers

My First Cookie Business

- Step 1:** Find Out About GS Cookies
- Step 2:** Decide How To Use Your Cookie Money and Set a Goal
- Step 3:** Practice Your Sales Pitch

BROWNIES

My Cookie Customers

- Step 1:** Learn about Girl Scout Cookies
- Step 2:** Decide How To Use your Cookie Money
- Step 3:** Find Customers
- Step 4:** Handle Money and Make Change
- Step 5:** Connect With Customers

Cookie Decision Maker

- Step 1:** Get to know Your Girl Scout Cookie Business
- Step 2:** Decide On Your Giving Goal
- Step 3:** Build Your Team
- Step 4:** Practice Handling Money and Tracking Sales
- Step 5:** Show Your Cookie Spirit

JUNIOR

My Cookie Team

- Step 1:** Find Out About Girl Scout Cookies
- Step 2:** Decide How To Use Your Cookie Money
- Step 3:** Set a Troop Budget and Package Goal
- Step 4:** Build Your Team
- Step 5:** Create a Pitch To Customers

Cookie Collaborator

- Step 1:** Get to know The Girl Scout Cookie Business
- Step 2:** Decide On Your Goals
- Step 3:** Collaborate On a Troop Budget
- Step 4:** Reach More Customers
- Step 5:** Learn From Your Customers

CADETTE

Cookie Market Researcher

- Step 1:** Know Your Product and Resources
- Step 2:** Set Goals and a Budget
- Step 3:** Explore the Girl Scout Cookie Brand
- Step 4:** Develop Your Marketing Plan
- Step 5:** Create Your Marketing Campaign

My Cookie Venture

- Step 1:** Get Prepared For Your Cookie Business
- Step 2:** Set Goals and a Budget
- Step 3:** Create a Mission Statement
- Step 4:** Plan To Reach Your Customers
- Step 5:** Write a Team Business Plan

Cookie Innovator

- Step 1:** Master your cookie business
- Step 2:** Choose a big idea, set goals, and build a budget
- Step 3:** Decide how to meet your big goals
- Step 4:** Explore ethics in your cookie business
- Step 5:** Sell your big dream to others

SENIORS

My Cookie Network

- Step 1:** Review Your Cookie Business
- Step 2:** Set a Goal For All Parts of Your Business
- Step 3:** Share What You Stand For
- Step 4:** Build Your Customer Base
- Step 5:** Tailor Your Marketing Message

Cookie Boss

- Step 1:** Take The Lead In Your Cookie Business
- Step 2:** Set SMART Goals
- Step 3:** Team Up To Make Business Decisions
- Step 4:** Make Your Cookie Boss Pitch
- Step 5:** Expand Your Customer Base

AMBASSADORS

Cookie Influencer

- Step 1:** Become An Authority In Your Cookie Business
- Step 2:** Set Cookie Business Goals and Develop a New Skill
- Step 3:** Create and Share Your Value Proposition
- Step 4:** Create a Marketing Campaign
- Step 5:** Leave a Legacy

My Cookie Business Resume

- Step 1:** Get To know Your Business; Set Your Goals and Budget
- Step 2:** Research Resumes and Track Experiences
- Step 3:** Boost Marketing Skills
- Step 4:** Use Marketing to Expand Your Network
- Step 5:** Create a Cookie Portfolio

If other badge steps will be included, please list them here: _____

► It's important for parents and volunteers to learn about the 5 Skills and why they matter – it's more than just money earning! Be sure to include a message to the adults about the 5 Skills. See The Girl Scout Cookie Program 5 Skills for ideas: https://www.girlscouts.org/program/gs_cookies/pdf/2012_Cookie5Skills_Booklet_Spreads.pdf

► Please also share the requirements with EACH girl for how to earn the Cookie Entrepreneur Family Pin so the family can help support her in developing the 5 Skills and understanding the importance of the cookie program. Requirements can be found here: <https://www.girlscouts.org/en/cookies/just-for-cookie-sellers/cookie-entrepreneur-family-pin.html>

Any Additional Comments or Information to Share?

Please remind your troop leaders to submit Activity Forms if the event will last over 7 hours, includes high-risk activities, or will be held out of state.

IF YOU HAVE ANY QUESTIONS, PLEASE SUBMIT THEM WITH THIS INTENT.

I have read and understand the Safety Activity Checkpoints that apply to this opportunity or event and have filled the form out to the best of my ability.

Event Chair's Signature: _____

I have read this form and verify that it is complete.

Service Unit Program Coordinator's Signature: _____

Volunteer Support Specialist's Signature: _____

I have reviewed the program content and approved this event.

Program Specialist's Signature: _____