Girl Scout Cookie Program®

RALLY GUIDE

2025



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

Let your rally be a place for Girl Scouts® to embrace the endless possibilities that the 2025 cookie sale offers by spending time working on developing the five skills!

Goal Setting
Girl Scouts learn how to set goals and create a plan to reach them.

Decision Making
Girl Scouts learn to make decisions on their own and as a team.

Money Management
Girl Scouts learn to create a budget and handle money

People Skills
Girl Scouts find their voice and build confidence through customer interactions.

Business Ethics
Girl Scouts learn to act ethically, both in business and life.



About the Girl Scout Cookie Rally

What is it?
A Cookie Rally is a pre-season kickoff event that gives Girl Scouts and volunteers an opportunity to brush up on everything that goes into cookie season. It provides lessons on goal setting, and prepares new and returning Girl Scouts (and their caregivers) to engage the community, work together, and gain transparency around topics like recognition items, promotion strategies, and seller resources. Think of it as a pep rally, practice run, training camp, and celebration all in one.

What happens?
Just like cookie season itself, a rally is meant to be led by girls—but supported by councils, parents, and volunteers. Girls will travel from booth to booth engaging in different activities designed to help them play an active (and age appropriate) role in their personal cookie selling journey.

Who should attend?
Rallies aren't just for Girl Scouts. It's also important that troop volunteers and parents attend so they can show support, understand what to expect from cookie season, and take lessons home with them.

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Why is it important?
A cookie rally provides important introductions for first-time cookie program participants and important updates for returning Girl Scouts participating in this season's sale, designed to help them build on their skills from previous years.

When should it be held?
Rallies are normally held two weeks prior to the beginning of your council's sale season. This allows troops, girls, and parents enough time to gear up for the season and get everything in order ahead of time.

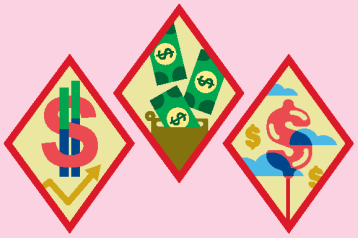
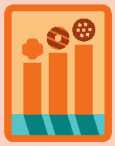
How do I prepare?
In addition to following the steps in this guide, don't forget to set a budget, pick a date and location, promote your event to troop leaders and parents, and register attendees.



girl scouts

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



Meet the Panda

Use these panda fun facts to kick off your cookie rally with some fun. Will you turn them into a game? How about a box of cookies as a prize for whoever gets the most correct!

Giant Pandas spend nearly 12 hours a day eating.

99% of their diet consists of different types of bamboo.

Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.

Giant Pandas are one of the few bear species that do not hibernate.

Natural habitat is only in the mountain ranges of central China.

Giant Pandas are able to climb a tree backwards, like a hand stand, to leave scent markings as a way of communicating with each other!



Let the cookie rally be a retirement party for the Toast-Yay!
Use any of the activities in this guide, and put a toasty spin on them to help Girl Scouts build their selling skills around a “last call” promotion



Make it fun!

Print out copies of page 16 for girls to color. Or for a extra fun version, print out copies on thick stock paper. Bring a variety of colored pom-poms and glue. Girl Scouts can glue the pom-poms onto the shape and have fun celebrating the Toast-Yay! last call.




Stations

Product Knowledge



Cookie song or cheer

As a troop, or in small groups, let girls get creative while showing off their product knowledge. Give girls a set time amount to come up with a fun cookie jingle. Make sure you instruct them that the song needs to speak to the cookie's flavor profile. Girls can use their jingle as a way to attract attention to their booths when the time comes!



What cookie is that?

Set up a blind cookie taste test and have the Girl Scout who is tasting describe the cookie she is blindly eating. Maybe this will inspire some new selling points as she really thinks about how it tastes!



Goal Setting



Goal Charts

Print out copies of the goal chart on pages 19-21 for Girl Scouts to discuss their goals with each other.



Make goal setting crafty!

Have some elastic string, beads, and numbered beads setup at this station. Once the Girl Scout decides what her goal is for the 2025 sale, let her make a bracelet to wear. This bracelet will be constant motivation for her all season long. Buy some beads that go along with this year's theme, greens, pinks, and pandas!

Put a friendship spin on it, and let the Girl Scouts in your troop make the goal bracelets for each other. They can add these motivational bracelets to their friendship bracelet stack and it will make for great team building!



Money Management

Play a counting game!



Use dice to play different counting scenarios. The dice number rolled can represent how many boxes of cookies to total up. Add in a challenge for how much change to give back to the customer based on different quantities.





Decision Making

Booth Strategy

The cookie rally is a great opportunity for Girl Scouts to learn to make decisions individually or as a team. Set up a station to let girls decide how they want to market their cookie sale. Do they think booth posters will help them reach their goals? Or, if age appropriate, do they think a fun online sales video would be best?

Provide tools for them to start, such as photo props if they go the virtual route and posters with construction paper, markers, glue sticks, etc. This station is their opportunity to make sure their cookie sale has endless possibilities!



People Skills

Setup a mock booth.

Have Girls Scouts take turns as the customer and as the seller. Let adult and teen volunteers take turns as well and present challenging situations to younger Girl Scouts. Bring props to use as cookie boxes if you don't have any cookie boxes around and some fake money.



Cookie Sales Pitch

Using our template on page 22 as a reference, your Girl Scouts can review the most important details to tell your audience, read through the script verbatim or use the text as a jumping off point to craft their own speech for selling! This exercise encourages girls to embrace their business, so your troop can have its best sales season yet!



Game or Craft



Coloring or Pom Poms?

Check out the coloring activity on pages 17 and 18. Setup a classic coloring station, or give it a twist! Or should we say give it a POM POM?!

If you opt for the later, set up the station with some glue and pom poms from the local craft store in whatever fun colors you want!

Page 15 of this guide has a bigger sized shape for plenty of pom room!

Let Girl Scouts fill in the sections with the pom-poms using glue.

Yummy Treat!

Wrap up your fun rally with a sweet treat! Bring some vanilla cupcakes, white icing, and some black and white candies and shredded coconut for girls to decorate their own cupcakes like a panda!



Stations + Clipart





























Borders, etc

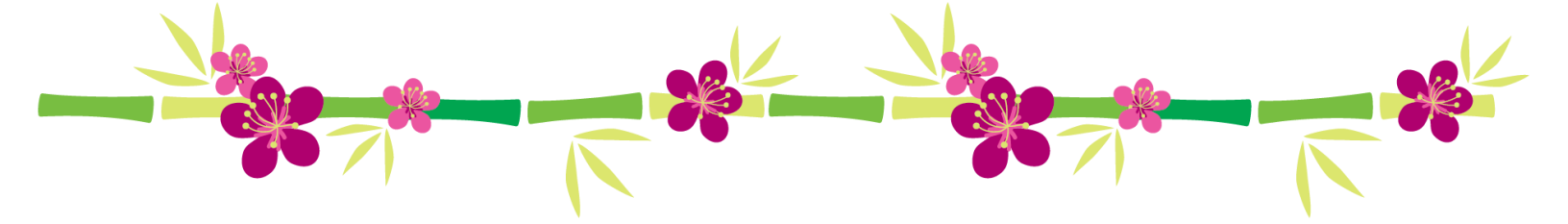








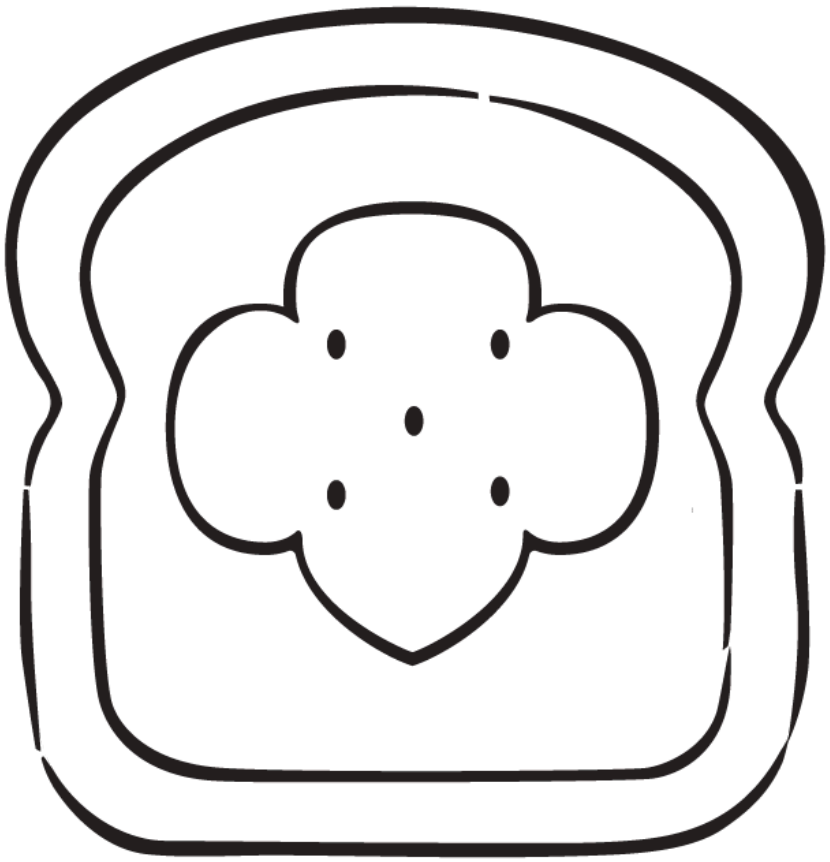




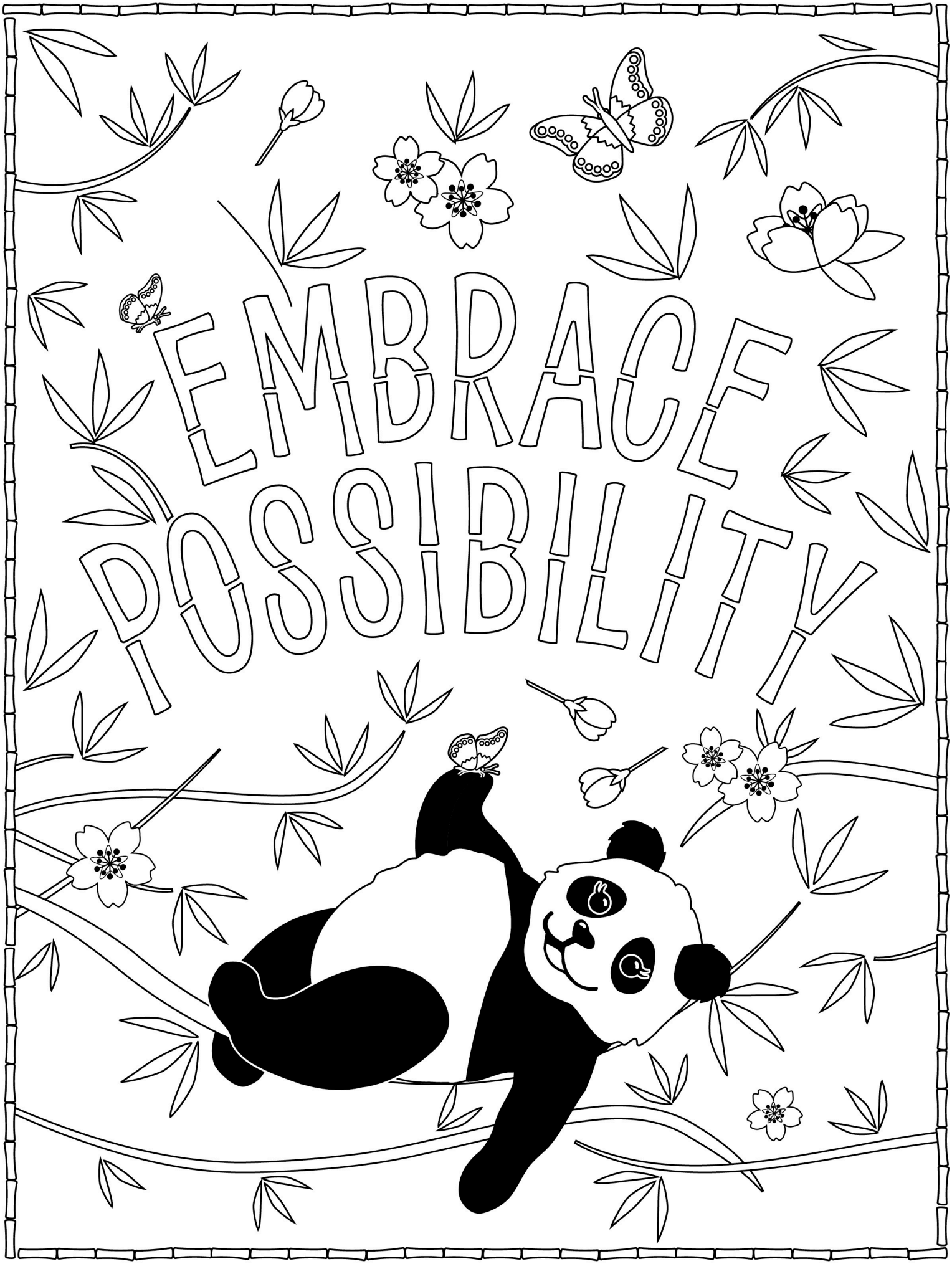


Toast-Yay! Farewell Craft

Print out this sheet.
Girl Scouts can glue
various pom-poms onto
the shape of the cookie.






EMBRACE
POSSIBILITY

EMBRACE POSSIBILITY

Troop# _____

Girl Scout Cookie Goal _____



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EMBRACE POSSIBILITY



100%

75%

50%

25%

Troop#

Girl Scout
Cookie Goal

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EMBRACE POSSIBILITY

Troop#

Girl Scout Cookie Goal









_____ 100%

_____ 75%

_____ 50%

_____ 25%

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Cookie Sales Pitch

Hi there!
My name's _____, and I'm a proud Girl Scout cookie seller for Troop _____! Girl Scouts have been selling cookies for more than 100 years. Our cookie lineup is full of classics like Thin Mints and scrumptious Caramel deLites, and don't miss out on the Toast-Yay! because 2025 is your last chance! We know almost everyone loves a good cookie, which is why we also make many of our cookies vegan and gluten-free. My favorite cookie is _____.

If you order a box of Girl Scout Cookies for $_____ today, you'll help my troop get closer to our goal of _____ packages! If you're all stocked up or just not craving cookies, you can always take part in our Cookie Share Program and donate a package of Girl Scout cookies to the military and first responders.

No matter what you choose, your purchase helps Girl Scouts achieve and experience amazing things and master essential life skills. The best part is that 100 percent of the proceeds stays local, so you can feel good about helping your community with every bite!

My troop has decided we're spending our cookie money on
_____
_____
_____.

Thank you so much for supporting us and helping us achieve our dreams, one box at a time!

