



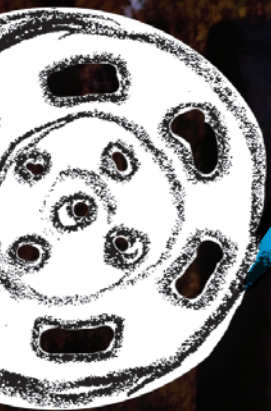
NOW IN 3D!

gs cookie rally guide

# see higher sales with cookie rallies







Announcing the first ever...

# NATIONAL Girl Scout Cookie SLEEPOVER! JANUARY 12, 2013

**Don't miss a minute of the excitement.**

Learn more and sign up for the volunteer blog today at [www.littlebrownie.com](http://www.littlebrownie.com).

Pull out those fuzzy slippers and sleeping bags and join Girls Scouts from across the country for a brand new kind of cookie fun and learning. Meet inspiring girls with amazing goals, get great ideas for pumping up sales, be the first to see the new cookie boxes and enjoy lots of fun, interactive games. Stream all the action to wherever girls are – the living room, backyard, school gym or anywhere with an Internet connection.

*Little Brownie*  
Bakers®  
[www.littlebrownie.com](http://www.littlebrownie.com)

girl scouts 





## Exciting new cookie boxes – unveiled in 3D!

The bold new look of the Girl Scout cookie boxes is exciting news! Introduce them dramatically at your council's Cookie Rally with a 3D video from Little Brownie Bakers. (see page 6)

# why hold a cookie rally



CALLING ALL GIRL SCOUTS! Have A WORLD OF fun and get A WORLD OF results this year with a rally that celebrates today's girl! Amp up your cookie season with the Ultimate Cookie Party for girls. New this year, girls will want to join in on the fun with Little Brownie's first ever National Girl Scout Cookie Sleepover. Whether you have a traditional Cookie Rally, or join the digital festivities, these celebrations are designed to build skills and get results. No one can resist the power of dozens or even hundreds of girls energized to start selling cookies.

Hosting a Cookie Rally is a proven best practice embraced by some of the highest-performing councils in the country. We've collected their tips in this step-by-step guide and created ready-to-go materials that eliminate the guesswork. Best of all, it's full of Little Brownie fun.

## ONLINE rally activity ideas and resources



go to...

Go to [www.littlebrownie.com](http://www.littlebrownie.com), Volunteer page, Cookie Rallies section, to find these resources.

### Rally Files

- VolunteerLetter
- Registration
- PermissionForm
- CookieStationSigns
- CookieStationSigns2
- VolunRoundUp
- RallyReflection
- Sign In Sheet
- NameTags\_Plain
- NameTags\_Staff
- CookieStars
- "MORE" Cheer
- GirlSurvey
- VolunteerSurvey
- ParticipationCertificate
- VolunteerCertificate
- 3D Glasses
- GoalZipperPull
- TShirts Talking
- FinancialFishing
- CookieSaleSigns
- OrderClipBoard
- Donation Bags
- PencilTopper
- CookieCharmBracelet
- ColorWaveVoting
- SockPuppets
- FlowerCoaster
- CookieSafetyBingo
- ContactCollector
- GSBadgeDisplay

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# planning a rally

Follow these 5 easy steps as you pump up the fun and help girls unleash the power of cookies to reach their sales goals.

\* For online resources and printable activity sheets, go to [www.littlebrownie.com](http://www.littlebrownie.com) and click on the **Volunteer** section to find the **Cookie Rallies** section.



Visit often for information, resources and ideas to help plan your participation in Little Brownie's National Girl Scout Cookie Sleepover Rally.

## Must Have Stations

Every successful rally is sure to include the following stations:

1. Goal Setting
2. Marketing
3. Product Knowledge and Cookie Tasting
4. Technology
5. Selling Techniques
6. Girl Rewards  
*(display all the inspiring items girls can earn selling cookies)*
7. Girl Scout Cookie Pins and Badges  
*(display table)*
8. Safety



## Begin with the Basics!

## WHY?

Use your time and resources to do what matters most. Set big goals to:

- Sell another box
- Find another customer
- Engage another girl

## WHERE?

Choose a location that has enough space to set up six to seven Cookie Stations for small-group activities as well as an open space where the whole group can assemble.

## WHEN?

Hold the rally before the start of the Cookie Season. Crosscheck with various community calendars to make sure your rally date doesn't conflict with special events or holidays. Allow approximately two hours for the rally itself. Don't forget to allow for set-up and clean-up times when reserving your space.

## HOW MUCH?

Determine the cost per girl.  
(For example: materials for activities, promotional materials, refreshments and patch cost.)

2



**Get the Word Out.**

Send out an electronic announcement or flyer to the adult volunteers, inviting them to bring girls to the rally. Provide sample parent letters and permission forms online to download. Consider advertising the rally in council newsletters, on the website, via emails or using Facebook® and Twitter.™ Give plenty of advance notice so everyone can reserve the big day. Be sure to customize your letters, flyers, or emails to include any special items or supplies girls should bring to the rally.



## The Cookie Rallies section\*

FILES: VolunteerLetter,  
Registration, PermissionForm  
(with ParentNote)

**TIPS:**

- If you send information electronically you can send out reminders.
- Support a service project, encourage bringing in a canned good or other item.



# 3

## Plan the Details.

Planning and organization are key to rally success.

### WHAT'S YOUR AGENDA?

Review the sample agenda on page 4 and 5 and customize it to fit your needs. Ideas for stations are provided on pages 6-12. Plan for girls to stay at each station for 15-25 minutes, depending on the number and type of stations you choose.

#### TIP:

- Modify activities to fit your facility and talents.

### HOW WILL YOU ORGANIZE THE GIRLS?

Ideally, you will divide the girls into as many groups as there are stations. You might have to adjust the number of stations accordingly. For easiest rotation, when time is up at a station, play music so everyone knows it's time to move to the next station.

#### TIPS:

- Volunteers appreciate a simple activities list that gives them an overview of events and directions on how their girls will proceed through the station. Remember to make note of any badge activities girls are fulfilling by participating in the rally.
- Treat the parents and leaders like VIPs — set up a parent lounge where they can relax during the rally. Consider including a computer station where they can sign girls up for the Cookie Club.™

### WHAT SUPPLIES DO YOU NEED?

Each downloadable activity includes a list of materials needed to complete that activity.

#### TIP:

- Consider recruiting older Girl Scouts to help out at the rally. It's a great way for them to earn service and leadership hours.

### HOW WILL YOU SET UP?

To save time, plan your set-up in detail on paper. Consider placing the station tables around the perimeter and leaving the middle free for the whole group to assemble. Name the stations and plan how to rotate the girls through. Plan for a registration table near the entrance.



[The Cookie Rallies section\\*](#)

FILES: CookieStationSigns, CookieStationSigns2

#### TIPS:

- Hang a Cookie Station Sign above each station.
- Find some lively background music you can play during parts of the rally.

# 4

## Rally Run Through

In a pre-rally meeting with volunteers, share information, assign tasks — and get everyone excited about the event. You may find they have some great ideas to share. Keep the meeting fun and motivating, just like the rally!

### TRY THESE IDEAS:

- Give the volunteers a sampling of the fun in store. If you plan to have music, play it as they arrive. Challenge them to make some of the activities that the girls will enjoy. Tasting Girl Scout Cookies is always inspiring!
- Assign stations and tasks to volunteers and keep track using the Volunteer Round-up Sheet. Provide volunteers with a sample of the activity from the station to which they are assigned.
- Encourage volunteers to come up with ways to decorate their stations.



[The Cookie Rallies section\\*](#)

FILE: VolunRoundUp

#### TIP:

- Girl Scout Seniors and Ambassadors can be great volunteers and cheerleaders at these events. Involve them in the planning and pre-rally meetings as volunteers.

# 5

## It's a Wrap!

So, how did it go? Evaluate your rally and record ideas for next year.



[The Cookie Rallies section\\*](#)

FILE: RallyReflection





# sample agenda

1-2 HRS

30 MIN

## Customize to fit your needs.

### Council Rally Tips

We've rounded up these tips from the experts at high performing councils:

1. Create a consistent Cookie Rally outline for the entire council to make measuring results easier!
2. Collaborate with the Program Department to standardize the program and promote rally results.
3. Advertise your rally to build awareness and promote attendance.
4. Offer a patch for free to those attending the rally.
5. Suggest that girls bring a signed Cookie Sale permission slip for rally admission, then at the completion of the rally, hand girls their order card.
6. Provide cookies for tasting at the rally.
7. With attendees and adult support, use the feedback to make next year's event even better!
8. Include the Service Unit Cookie Manager in planning and evaluation.
9. Follow-up and THANK all adult volunteers for their participation!

### Set-up

- Set up tables for each of the Cookie Stations. Number and label each of the stations and equip them with the necessary materials for the activity. Do any of the stations require chairs?
- Make sure there is a table near the entrance for groups to check-in and pick up materials.
- Set up a microphone, music and speaker system, if required.
- Set up computers, a projector and screen if required.
- Make sure all volunteers are present and ready to keep the fun going.

### Registration

- As guests arrive, they sign in at the registration table and pick up any materials along with a name tag.



The Cookie Rallies section\*

FILES: SignInSheet, NameTags\_Plain, NameTags\_Staff

- If you are using the Cookie Safety Bingo activity, give each girl a bingo card as she arrives. Be sure each station has stickers or a stamp that girls can collect on their cards at each stop. Post a safety tip at each station.



The Cookie Rallies section\*

FILE: SafetyBingo

#### TIP:

- Invite girls to return their completed bingo cards at the end of the rally. Have special prizes for specific bingos and/or draw for prizes. Before drawing for prizes, remind girls to follow Girl Scout Cookie Program Safety Guidelines when selling cookies.

**SAFETY TIP:** Know and follow the rules for selling and delivering Girl Scout Cookies.





10-15 MIN



## Welcome

- Welcome everyone to the Cookie Rally and open by reciting the Girl Scout Promise together.
- Ask girls to look at their Cookie Safety Bingo cards. Remind girls how important it is to follow safety guidelines. At this rally, girls will take the bingo card to each station where a safety tip will be posted. They will receive a sticker or a stamp on that station's tip. At the end of the rally, invite them to bring their completed bingo cards to the closing ceremony, where winning bingo categories will be announced and/or a prize drawing will be held among those with BINGO.
- Briefly explain how the groups will rotate through the stations.
- Introduce the stars of this year's Cookie Program – the cookies! As the cookies are introduced, girls dressed in cookie costumes enter the stage. Use a fun script that gets the crowd cheering.

20 MIN

## Rally Stations

Rotate through the selected stations. Find age appropriate station activities in this book and online.



[The Cookie Rallies section\\*](#)

FILE: CookieStars

20-30 MIN

## Whole Group Activity

1. Unveil the new cookie boxes in 3D as you show the Little Brownie cookie reveal video.
  2. Time for the "pep" part of the rally. Get girls cheering for the power of the Cookie Program!
- Have a Cookie Cheer Competition. Divide the group into two or three sections. Teach them the "MORE" cookie cheer. Give each section a chance to perform the cheer. Let the winning section lead as the whole group cheers together.
3. Invite girls to take part in a fashion parade, wearing their "goal" t-shirts made at the rally.



[The Cookie Rallies section\\*](#)

FILE: "MORE" Cheer



15 MIN



## Wrap Up

- Give out participation awards and prize drawings.
- Ask everyone if they had a good time at the rally. Tell them that you value their opinion and ask them to fill out a short questionnaire to help you plan for future rallies.



[The Cookie Rallies section\\*](#)

FILES: GirlSurvey, VolunteerSurvey

- Thank everyone for coming and send them off with rally patches, participation certificates, volunteer thank you certificates and a wish for a safe and successful Cookie Season. GO, GIRL SCOUTS!



[The Cookie Rallies section\\*](#)

FILES: ParticipationCertificate, VolunteerCertificate

### TIPS:

- Add an additional prize drawing for volunteers.
- Offer a rally patch for free to those who attend.

\*For online resources and printable activity sheets, go to [www.littlebrownie.com](http://www.littlebrownie.com) and click on the **Volunteer** section to find the **Cookie Rallies** section.





# Make your own 3D glasses to view the new cookie box reveal video in style!



## Exciting new cookie boxes — unveiled in 3D!

The bold new look of the Girl Scout cookie boxes is exciting news! Introduce them dramatically at your council's Cookie Rally with a 3D video from Little Brownie Bakers.

The new cookie box will stand out, jump up and get noticed when girls view its unveiling through 3D glasses. Just imagine the fun girls will have making their own 3D glasses and sharing this historic moment in cookie history. Girl creativity combined with some poster board, scissors, tape, red and blue acetate, glue and embellishments is all you need to produce a host of fashion worthy 3D glasses. *(Or keep it simple and buy plain glasses in bulk for girls to decorate with stickers and markers.)*

Gather your Cookie Stars for a Hollywood style video viewing at the Rally Wrap Up. The short and lively 3D digital feature will be offered to all councils served by Little Brownie. The feature also will be shown as part of the National Girl Scout Cookie Sleepover. **STAY TUNED!**



**SAFETY TIP: Show you're a Girl Scout** — Wear the Girl Scout membership pin and/or clothing to identify yourself as a Girl Scout.



# goal setting and financial literacy

## “World of Goals” Zipper Pulls

### Ready, Get Set, Stretch your Goal!

One of the most important lessons you can teach a girl is how to set a challenging goal and reach it. Inspire girls to set “stretch goals” with this zipper pull craft. Then encourage them to hook it on their coat zipper, back pack or purse as a constant reminder to keep “reaching for the stars” until they achieve their commitments and beyond. Keep it simple with elastic, markers, gems, glue and lanyard clips, or turn it into an opportunity to teach simple hand sewing skills with a button or fabric embellishment.

**SAFETY TIP:** Obtain parent/guardian permission to participate in the Girl Scout cookie activity.



Avoid using other organization logos or stating that you are fund raising for other organizations. (See GSUSA Money Earning Guidelines). Use broad topics, such as “...build a community garden” or “help others learn to read” rather than name specific organizations. Do not use the Girl Scout logo in your design without council permission.



## Let the T-shirts Do the Talking... and the customers will come walking!

With some t-shirts and fabric markers, girls can build support for their *Take Action* projects or service goals, and motivate generous customers to purchase cookies to help them earn the proceeds they need to do a World of Good for their community. This activity will encourage girls to set and plan a *Take Action* goal, and equip girls to use marketing skills to communicate their cause in order to earn cookie proceeds for their project.

Be sure and invite girls to display or model their shirts at a Rally Wrap Up parade or fashion show!

**SAFETY TIP:** Sell in the daytime – Sell only during daylight hours, unless accompanied by an adult.



## “Money Matters” Change Counting Activity

### Fish for financial literacy with this fun activity!

A customer walks up to buy two boxes of cookies. Can you count out the correct change? Girls start with some fishing fun to retrieve the customer’s money, and then use it to count back correct change. Send girls home with a sheet of practice “cookie money” that comes complete with important Girl Scout safety tips for handling cookie money. Start fishing with a plastic tub, “cookie money”, a wooden dowel, string and magnets.

**SAFETY TIP:** Plan ahead – Always have a plan for safeguarding money – avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults, who should deposit it as directed by your Girl Scout council as soon as possible.





# marketing activities

## Recycled Cookie Sale Signs



### Get the word out Girl Scout style —

with creativity and recycled materials. Wondering what to do with all those empty cookie cases? Marketing savvy Girl Scouts will want to use them as a business builder. Grab a roll of colorful duct tape and some markers and we'll show you how to transform your empty cookie cases into an incredibly durable cookie sign.



**Display them at cookie booths, hang them from your office cubicle or place them in your yard to let the world know that IT'S COOKIE TIME!**

#### **SAFETY TIP: Be streetwise —**

Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies.





## Recycled Cookie Clipboards



### Win over the workplace with this cool clipboard made from recycled cookie cases!

People want to meet the Girl Scout behind the order card, so here's your chance to introduce yourself and share your goals. It's always best when a girl can take an order in person, but in some instances when that is not practical, such as when a

parent takes the order card to work, this clipboard will make the introduction for you. There is plenty of room for you to include a photo, your first name, your sales pitch and your goals, of course! Attach an order card and a pen to the clipboard and watch the list of orders grow! It's a great tool to use when you are selling in person too!



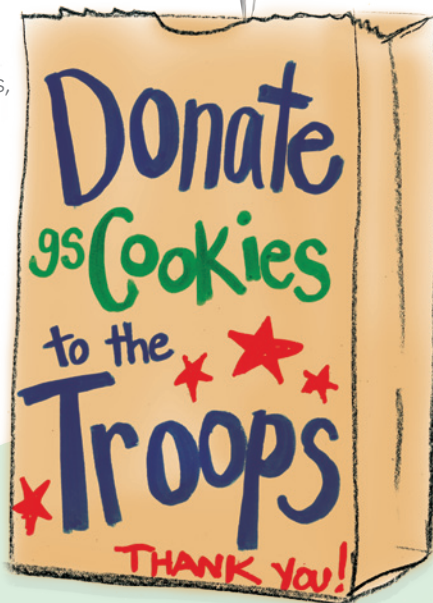
**SAFETY TIP: Protect privacy** – Girls' names, addresses, or email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers.

## Gift of Caring Donation Bags

### Making a World of Difference... One Cookie Package at a Time.

Encourage girls to participate in your Gift of Caring program by guiding them through creating a colorful cookie booth "drop box." Use a simple paper grocery bag to display your message and to tally, collect and transport donated cookies. Invite customers to participate in the program with messaging that communicates which group will benefit from the donations. Paper bags, markers, cookie clip art and glue is all you will need to inspire creativity. Suggest girls attach a flag or tie a helium balloon to the bag when you set up your cookie booth to attract even more attention. Plus – maximize impact when you write some additional messaging on your balloon.

**SAFETY TIP: Cookie booths** – Adults should be present at a cookie booth in any public place at all times.



## Pencil Topper Cookie Signs

**Stop customers in their tracks** with these mini cookie signs. As easy to make as they are to carry, these marketing savvy signs will help you get the word out that Girl Scout Cookies are here! Make extras for family members to use everywhere they go too, so customers will know where to order their favorite treats. All you need is some adhesive backed craft foam, pencils, markers, scissors and embellishments, along with some creativity and your own special message.

**SAFETY TIP: Be safe on the road** – Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.





# cookie knowledge

## Cookie Charm Bracelets

**Wear this charming cookie catalog on your wrist.**

A savvy business lady knows her product well – so that she can sell with clarity and confidence. Girls will brush up on their cookie facts, and then have a chance to make a “charming” keepsake bracelet. Not only is this fabulous bracelet a conversation starter with potential customers, but it is a fashionable “cookie catalog” that can be used to present the cookie line-up to interested buyers at moments notice. All you need are key tags, ribbons, lanyard clips, markers and cookie stickers!



**SAFETY TIP: Do not enter** – Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.



## The Big Cookie Box Reveal!



Girls and volunteers alike will be excited about the brand new cookie box designs.

Check out the 3D Cookie Box Reveal activity on page 6, where girls can build even more cookie knowledge as they familiarize themselves with the new cookie box.

## Color Wave Voting

**Roll out the red carpet for the stars of the Cookie Rally!**

A Cookie Rally isn't complete without cookies! Give girls the opportunity to get to personally know the cookies by taste-testing them. Invite them to cast their vote for their favorite. Use cookie packages as ballot boxes OR try “Color Wave Voting.” Set up a separate table with a selection of cookie box colored nail polish. Paint each girls nails to correspond to the color of her favorite cookie. At Rally Wrap Up girls will love casting their vote with an arms-up “finger wave” when the name of their favorite cookie is called out!





# selling and safety



## Say It with Sock Puppets

**Go toe-to-toe with your fellow Girl Scouts as you practice your elevator pitch with these silly sock puppets!**

A practiced sales pitch is a tried-and-true technique of successful sales people. Girls will love getting crazy and creative as they make a simple sock puppet from socks, yarn, felt/fabric, markers, buttons and glue, and then use it to practice what they will say to convince a customer to buy cookies.

**SAFETY TIP: Buddy up –**  
Always use the buddy system.  
It's not just safe, it's more fun.



## Flower Power Recycled CD Coaster

**Girls reach their goals faster when they seek out cookie orders from a variety of places.**

Encourage girls to brainstorm different ways to reach customers, and then suggest that they select 5 they would like to commit to using to write on their Flower Coaster. Whether they choose to sell door-to-door, person-to-person, through Cookie Club™ at the workplace, via telephone/text, or at Cookie Booths, this Flower Coaster, made from a recycled CD, is the perfect reminder for girls to take home. All you need are some CDs, daisy stickers, markers and clear contact paper to make this simple, girl friendly activity.

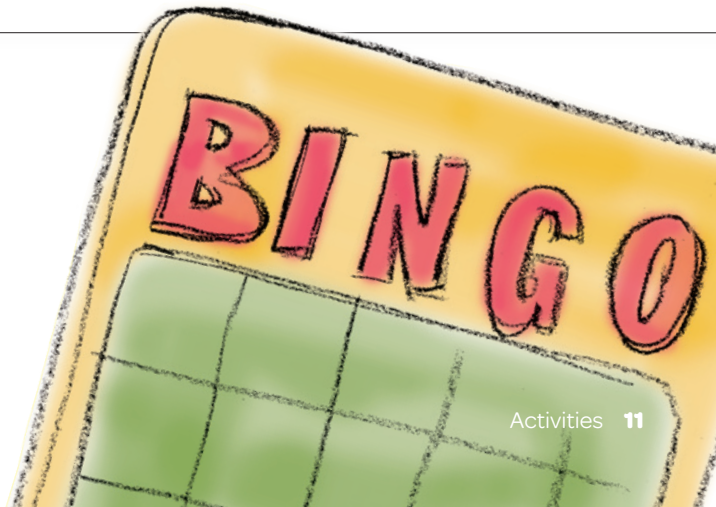
**SAFETY TIP: Partner with adults –** Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone.



## Cookie Safety Bingo

**A SAFE Cookie Season is a successful Cookie Season!**

As girls engage in all the inspiring Cookie Rally activities, make sure they are learning the most important lessons of all – Girl Scout Cookie Program safety! Girls will tune-in to these tips when they play Cookie Safety Bingo! Simply hand each girl their bingo card at check-in, and watch the learning fun begin as they gather stamps or stickers wherever a safety tip is posted. See the BINGO card icon throughout this guide for safety tips to post at each rally station. Be sure and post a few more tips in creative places around the rally event.





# technology tools and cookie badges

## “Join the Club” Technology Station

### Reach your goals using Cookie Club™ for collecting online orders!

Technology is a powerful asset in a successful cookie program. Introduce girls to the Cookie Club™ and all its dynamic order taking, follow-up and goal tracking features. When you increase their awareness and their comfort level with the Cookie Club, girls will embrace this tool to help them reach their cookie goals. Whether you set-up a looping presentation on a single large screen, or have multiple interactive stations set up for hands on training, girls and leaders alike will gain enthusiasm for this unique tool!

**SAFETY TIP: Be net wise** – take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Girl Scouts cannot collect money online.



#### DID YOU KNOW?

Cookie Club™ customers buy an average of **6** cookie boxes each



## “Tablet” Cookie Club™ Contact Collector

### Made from a recycled cookie case, it's a great tool to collect email contacts for Cookie Club.

Cookie Club is an effective order taking tool – all you need are the email addresses of friends and family. Collecting email addresses on your “tablet” is a great way to build a contact list that can be used for years to come! Keep a pen attached, and be sure to let potential customers know that they can expect an email from you with a handy electronic order card. Remind them how much you would appreciate their order – be sure to let them know about your goals too!



**SAFETY TIP: Cookie Club** – All girls can use Cookie Club online tools to collect Girl Scout cookie customer commitments from friends, family and former customers within council ZIP codes.



## Grow, Learn and Earn with Cookies

### Build excitement around the cookie badges girls can earn!

A Cookie Rally is an ideal venue for raising awareness of the badge earning potential of the Cookie Program. Be sure to set up a display table highlighting the Girl Scout Cookie Business badges that will help girls learn a variety of skills. Include a badge display board, badge requirements and Cookie Pin Activity handouts too!





# 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 BADGES	FINANCIAL LITERACY BADGES
<b>Daisy</b>		
<b>Brownie</b>		
<b>Junior</b>		
<b>Cadette</b>		
<b>Senior</b>		
<b>Ambassador</b>		



\*Don't forget the latest Cookie Activity Pin for all levels, found on the Girl Scout Web page at [http://www.girlscouts.org/program/gs\\_cookies/pdf/2012\\_cookie\\_activity\\_pin.pdf](http://www.girlscouts.org/program/gs_cookies/pdf/2012_cookie_activity_pin.pdf)!





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