

Rallies and Activities



Introduction

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Meet the Cookies

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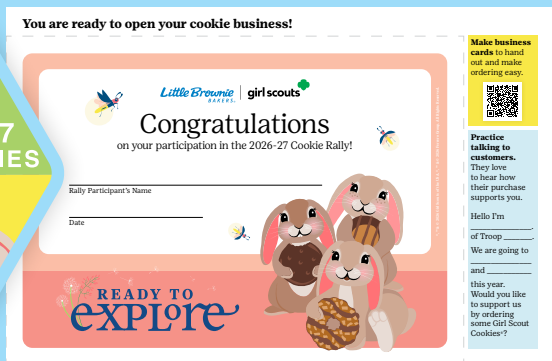
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Ready to Explore, Ready to Rally!



Girl Scout Cookie Rallies are where the adventure begins! This year's *Ready to Explore* theme invites Girl Scouts to hop into cookie season with curiosity, confidence, and big goals to reach more cookie customers.

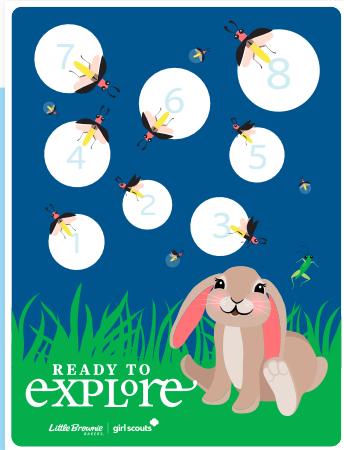
With the help of our lop-eared rabbit mascot, Girl Scouts will explore hands-on activities that build the five essential skills—goal setting, decision making, money management, people skills, and business ethics.



- Reward attendees with a rally patch and Participation Certificate!
- Encourage Girl Scouts to bring a friend to boost participation and membership!

- Rally Station Cards guide Girls Scouts through the rally path.

- Girl Scouts will be excited to get started when you kick off your event with a Welcome Cheer.



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READY TO

Meet the Mascot: Fun Fact Cards

PEOPLE SKILLS, CONFIDENCE BUILDING

Say hello to Sally—the curious lop-eared mascot for this year’s *Ready to Explore* Cookie Season! Sally is named after Sally Ride, the first American woman in space—an explorer who showed the world that big dreams can take you anywhere.

Use the Fun Fact Cards to introduce Girl Scouts to Sally and her adventurous spirit. Girl Scouts can pick a card and explain it, act it out, or draw it. This playful icebreaker builds confidence, sparks laughter, and gets everyone hopping into rally fun.



Whole Group Activity: Do the Bunny Hop! Incorporate safety tips into a group dance party. Kick right twice. Kick left twice. Hop forward for a "DO!" Hop backward for a "DON'T!" Then, hop forward three times!

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Fun Fact Cards

Veggie-Loving Friends

Rabbits love munching on fresh greens like clover. Dandelion leaves are one of their favorite snacks. They're full of vitamins and taste like candy to rabbits.

Ear-Resistably Cute

Lop-eared rabbits' signature ears don't just look cute—they help them stay cool by letting out extra heat.

Bunny Talk

When lop-eared rabbits are excited, relaxed, or feel safe they do a jump-and-twist move called a binky.

Chew Crew

A rabbit's teeth never stop growing. They're always chewing on things to keep them short and healthy.

The Nose Knows

When rabbits are curious and *Ready to Explore* their noses can wiggle up to 120 times a minute to get a better sense of the world around them.

Fluffle

Groups of rabbits go by many names like a warren, a colony, and (Girl Scouts' favorite) a fluffle.

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READY TO

Meet the Mascot: Hop to the Top

GOAL SETTING

Girl Scouts create a jumping lop-eared rabbit mascot using paper cups. When the cup flies, the lop ears flop—bringing the mascot to life.

Explore More Possibilities by challenging Girl Scouts to see how high their rabbit can hop. Connect the activity to goal setting by asking Girl Scouts to write their goal on the base of the cup as a reminder.



Supplies:

[Template](#)

Scissors

Gluestick

Paper cups

Brown paper

Pink paper

Black marker

Hole punch

Rubber bands

Googly eyes *(optional)*

Cotton balls *(optional)*

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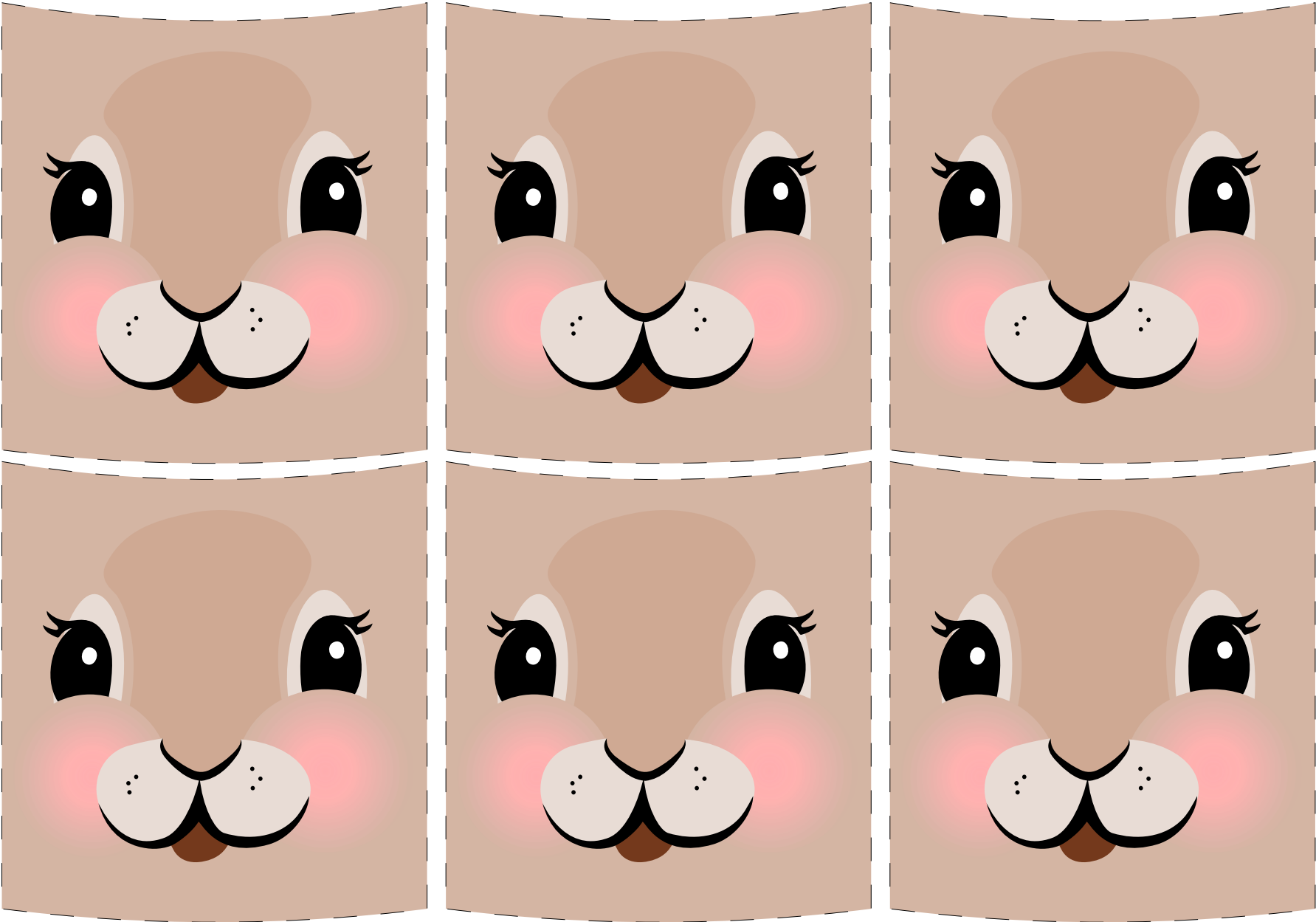
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Hop to the Top Template

Cut out the rabbit face and paste to your upside down cup. Cut out ears and glue to the bottom of the cup. Punch a hole on each side of the rim of the cup. Tie and knot a rubber band through each hole. Push the rabbit cup on top of an upside down plain cup until you feel tension. Release to see how high the rabbit can jump.



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READY TO

Meet the Mascot: Leap Far! Hopscotch Goal Challenge



GOAL SETTING

Lop-eared rabbits can leap up to 10 feet—that's far! Girl Scouts test their own jumping power by following a hopscotch path filled with cookie-season goal ideas.

Each pawprint includes a goal or project. Girl Scouts hop along, find a goal that inspires them, and stamp or initial their choice. What will their goal be this season—and what's the next hop to help them reach it?



Explore More Possibilities
by using the pawprints to guide Girl Scouts to rally stations or display paw-some troop and personal goal ideas around the event.

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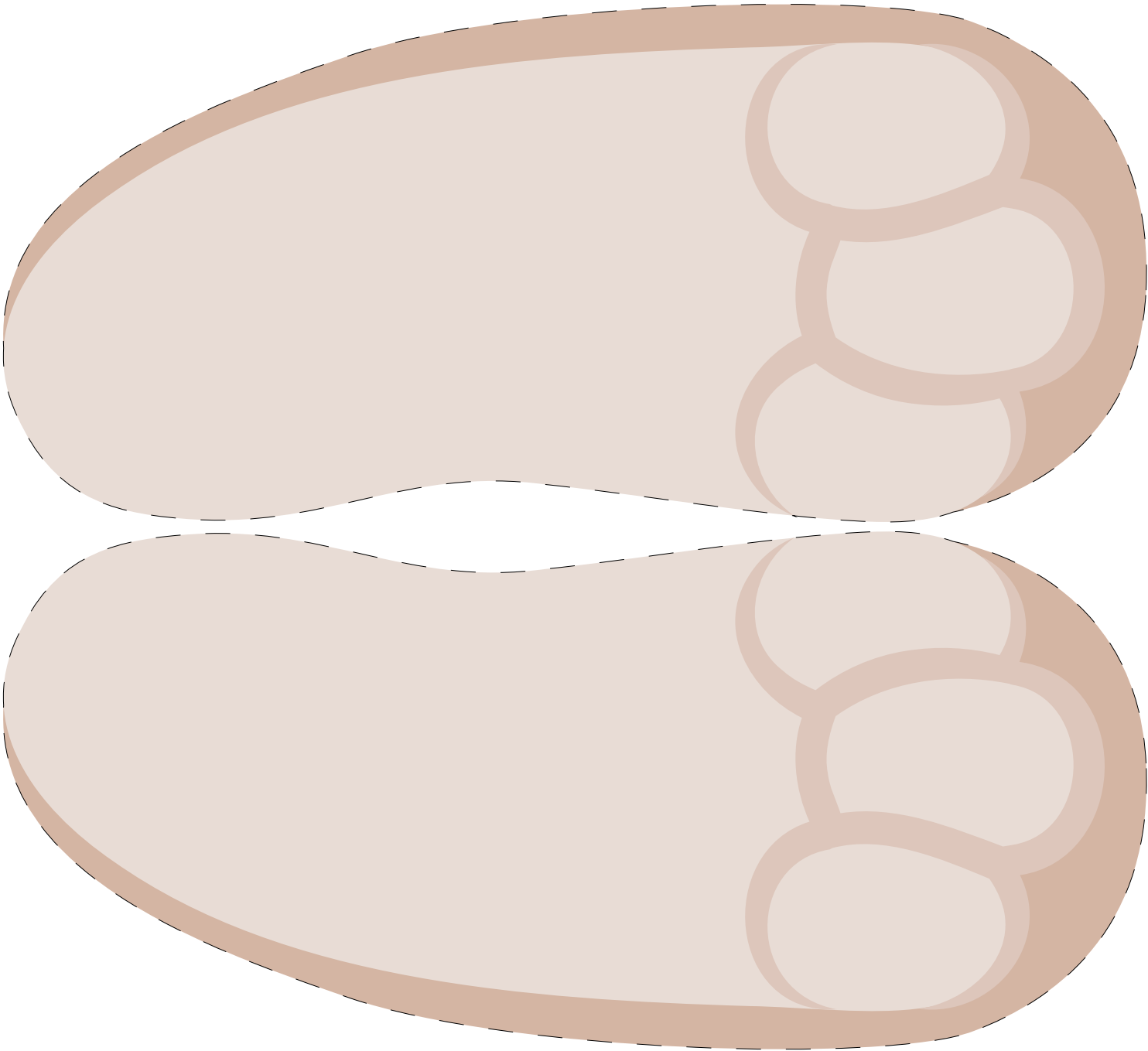
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Leap Far! Hopscotch Template



Individual Girl Scout Goals

- Earn a cookie badge
- Create a customer list
- Save for a special activity or trip
- Reach a personal best
- Sell ____ packages of cookies

Troop Experience Goals

- Go on a camping trip
- Visit a museum, zoo, or aquarium
- Attend Girl Scout camp
- Plan a fun end-of-season celebration
- Try a new adventure

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READY TO

Meet the Cookies: Cookie Flavor Match-Up Game

PRODUCT KNOWLEDGE, DECISION MAKING

Sort, match, and race! Girl Scouts work in relay teams to match flavors and descriptions to the correct cookies. Make it harder by printing in black.

Explore More Possibilities by adding sensory words into the mix. Remind Girl Scouts that more varieties may be available online.



Girl Scout Cookies® nutrition and product information available at [GirlScoutCookies.org](https://www.GirlScoutCookies.org).

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Cookie Flavor Template

Toasted Coconut	Creamy Milk Chocolatey Coating	Rocky Road Ice Cream-Inspired	Brownie Inspired
Dark Chocolatey Stripes	Peanut Butter Filling	Sandwich Cookie with Trefoil	Hint of Sea Salt and Golden Caramel
Drenched in Caramel	Oatmeal Sandwich Cookie	Marshmallowy	Chocolate Stripes
Vegan Ingredients	Peanut Butter Filling	Lemony Tang	Gluten-Free
Real Peppermint Oil	Buttery Shortbread	Drips of Icing	Chewy Toffee Bits
Crispy Chocolate Wafer Cookie	Trefoil Shape and Original Recipe	Sunburst Messaging	Buttery Shortbread

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Cookie Sensory Template

Layers of Sweet, Creamy Peanut Butter	Sweet, Chocolate Baked Brownie	Sweet, Caramelized Toffee Flavor
Oats with Creamy, Nutty Filling	Buttery Shortbread	Cool, Lemony Tang
Balanced Chocolate and Mint	Drenched in Caramel and Toasted Coconut	Soft, Fluffy Crème

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Cookie Sensory Cards — 1 of 3



Thin Mints®

Crisp, chocolaty cookies made with natural oil of peppermint



- **Dark**
- **Rich**
- **Smooth**
- **Thin**
- **Round edges**
- **Indentations** from docking holes used to prevent cracking while baking



- Strong **mint** and rich **chocolate** aroma



- **Authentic** taste from real cocoa and real peppermint oil
- **Balanced chocolate and mint** that don't melt into a single flavor
- **Lingering fresh mint** aftertaste
- **Crispy** cookie wafer
- **Sweetness doesn't overpower** chocolate and mint flavors



Samoas®

Crisp cookies with caramel, coconut and dark chocolaty stripes



- **Thick stripes**
- Toasted **caramel color**
- **Dark chocolate**
- **Thick bottom coating**
- **Scalloped edges**
- Resembles **homemade**



- Strong **coconut** and **caramelized sugar** **aroma** with a hint of **dairy** notes



- **Distinct, layered flavors** that melt together
- First bite dominated by **sweet caramelized sugar** **flavor**
- Chewy cookie **drenched in caramel and toasted coconut** and drizzled with rich dark chocolate
- **Sweetness lingers** after cookie is eaten



Tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating



- Enrobed in **Creamy Milk Chocolate**
- **Soft and Melty**
- **Visible Ridge** from Peanut Butter Filling
- **Each Layer Visible** after Bite



- Strong nutty **peanut** aroma



- Both **creamy soft** and **medium-hard textures** present in first bite
- **Multiple layers** of sweet, creamy peanut butter
- **Rich chocolate sweetness** and **smooth nutty saltiness** are equally intense and complementary
- **Salty peanut** aftertaste



Cut cards between cookie colors and fold along dotted line.

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Cookie Sensory Cards — 2 of 3



Do-si-dos®

Oatmeal sandwich cookies with peanut butter filling



- **Diamond Pattern**
- Consistent **Toasty Golden Brown Color**
- Thin Layer of **Peanut Butter Cream**



- Nutty **peanut** and **grain** aroma



- First bite has mild **sweet, salty** and **grain-wheat** flavor
- Sweet peanut butter flavor **builds to stronger intensity** while eating
- **Complementary** sweetness and saltiness
- Hearty, **toasted whole grain oats** with soft **creamy, nutty filling**



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



- Deep **Dark Chocolate Base**
- Raised **Stripes** on **Smooth Golden-Brown Caramel**
- **Brownie** Appearance with **Cracked Cookie Edges**



- **Baked brownie** aroma



- **Hard first bite** with strong sweet chocolate flavor
- Strong initial tastes of **sweetness, chocolate and caramel**
- Followed by lighter flavors of **baked brownie and saltiness**
- Lingering aftertaste resembles a **sweet, chocolate baked brownie**



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout Cookie™ recipe



- Edges and **Raised Portions Slightly Darker** than Center
- Noticeable **Docking Holes**
- Bottom and Edges of Cookie **Resemble Homemade** with Cratering and Gaps



- Mild **vanilla** and **dairy** aroma



- **Softer first bite** with mild sweet dairy and vanilla flavors
- **Buttery shortbread** taste
- Crispy and **perfectly crumbly**
- Balanced **sweet dairy, grain-wheat and vanilla** flavors followed by a hint of saltiness



Cut cards between cookie colors and fold along dotted line.

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Cookie Sensory Cards — 3 of 3



Toffee-tastic®

Rich, buttery cookies with sweet, crunchy toffee bits



- **Round**
- **Resembles Homemade** with **Craters and Gaps**
- **Light and Dark Golden Brown Color** Variation



- Mild **caramelized sugar** and **brown butter** aroma



- **Buttery shortbread** embedded with chewy toffee bits
- Strong initial butter and vanilla tastes **followed by sweet caramelized toffee flavor**
- Crispy and **perfectly crumbly**
- **Perfectly paired** shortbread and toffee flavors followed by a hint of saltiness



Lemon-Ups®

Crispy lemon cookies baked with inspiring messages to lift your spirits



- **Round**
- **Easy to Read Message** with **Sunburst**
- **Golden Yellow**
- **Drips of Icing** on Edges
- **Translucent Coating** on Bottom
- Noticeable Docking **Holes**



- Intense **zesty lemon** aroma



- **Soft first bite** with medium lemon intensity that melts into a sweet lemon profile
- **Intense lemon flavor** is result of glaze dissolving when eaten — **quick flavor release glaze**
- **Cool, lemony** tang complements buttery shortbread
- Inspiring messages create **personalized eating experience**



Exploremores®

Rocky Road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and nutty toasted crème.



- Deep, **dark chocolate** color
- Iconic Girl Scout **Trefoil**
- Smooth, **round** edges
- **Sandwich cookie** with rich layer of airy **crème in between**



- Strong **chocolate** aroma
- Mild hints of **marshmallow** and **toasted nuts**



- Flavor filled with strong initial taste of **chocolate** followed by hints of sweet **marshmallow** and **toasted nuts**
- **Crispy** bite of sandwich cookie followed by **soft fluffy crème**
- **Sweet chocolate** and **light nutty aftertaste**



Cut cards between cookie colors and fold along dotted line.

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READY TO

Market My Cookie Business: Business Cards

PEOPLE SKILLS

Girl Scouts fill out and decorate business cards to give to busy customers on-the-go or at booths. Cookie customers tend to buy more than one time per season and this offers a way to re-order when cravings arise!

Digital Cookie®
QR codes stay
the same year
after year!



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Business Card Template

Make copies and cut out to hand out at booths or to customers on-the-go.





Help Me Reach My Goals!

Save my store to buy more!

First Name

Goal(s)



Help Me Reach My Goals!

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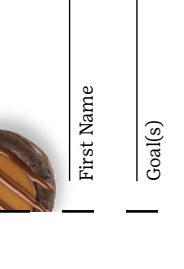
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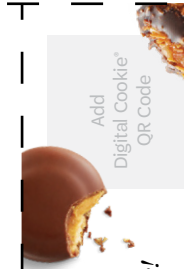
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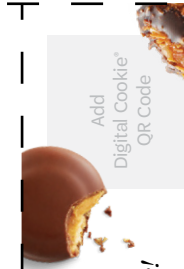


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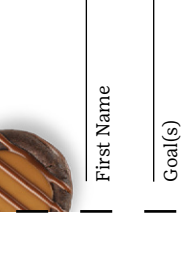


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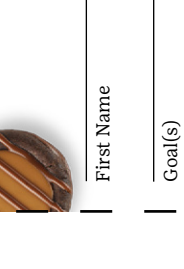
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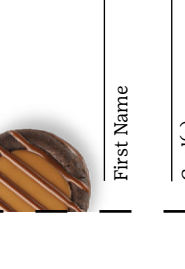


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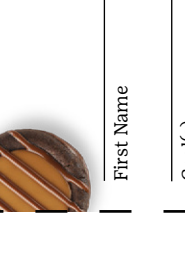
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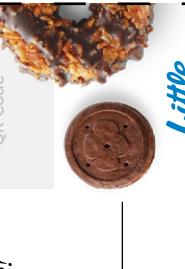
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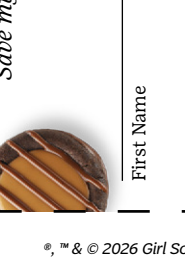


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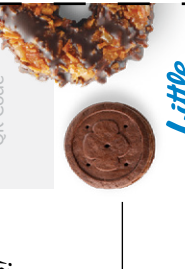


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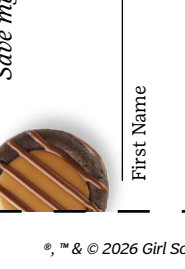
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Portrait Business Card Template

Make copies and cut out to hand out at booths or to customers on-the-go.



Name: _____ Goal: _____ Save my store to buy more! Add Digital Cookie® QR Code girlscouts Little Brownie BAKERS	Insert Cookie Portrait	Name: _____ Goal: _____ Save my store to buy more! Add Digital Cookie® QR Code girlscouts Little Brownie BAKERS	Insert Cookie Portrait	Name: _____ Goal: _____ Save my store to buy more! Add Digital Cookie® QR Code girlscouts Little Brownie BAKERS	Insert Cookie Portrait	Name: _____ Goal: _____ Save my store to buy more! Add Digital Cookie® QR Code girlscouts Little Brownie BAKERS	Insert Cookie Portrait	Name: _____ Goal: _____ Save my store to buy more! Add Digital Cookie® QR Code girlscouts Little Brownie BAKERS	Insert Cookie Portrait
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Market My Cookie Business:
Say Cookies!

ONLINE SELLING, BUSINESS ETHICS

Girl Scouts take part in a mini photoshoot with Girl Scout Cookie packages.

Encourage Girl Scouts to upload their photo to their Digital Cookie® profile and add it to business cards.

This activity helps Girl Scouts present their cookie business with pride.

LittleBrownie.com



Use the Share feature on Digital Cookie to easily text links to family & friends and share on social!

Girl Scouts 13+ or with help from a caregiver.

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Girl Scouts practice cookie-selling conversations using paper props like a door, a phone, and a booth.

Each prop includes a Girl Scout side with key talking points and a customer side with prompts and responses. By rotating through door-to-door, booth, and phone scenarios, Girl Scouts practice responding to customers, build confidence, and learn how cookie conversations change in different selling situations.

Review the safety tips before selling cookies.

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GIRL SCOUT PITCH



Knock Knock

Talk Tips:

Hello!

Speak clearly

You can donate cookies to _____.

Cookies make great gifts!

We take credit cards!

Scan and save my QR Code to order more later!

Thank you!

Hello I'm

FIRST NAME ONLY

of Troop . We are going
to

NEW EXPERIENCE

and

COMMUNITY IMPACT GOAL

this year. Would you like to
support us by ordering some
Girl Scout Cookies®?

Be safe.

Never go inside and always buddy up!
Review safety guidelines at
girlscouts.org/cookieresources

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CUSTOMER ROLES

Who's there?

Play Customer!

Pretend to be a customer when you answer the door.

I can't have sugar.

I want to buy, but I don't have any cash.

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I love cookies, especially Girl Scout Cookies®.



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GIRL SCOUT PITCH

Ring
Ring

Talk Tips:

Hello!

Is it a good time to talk
for a minute?

Speak clearly

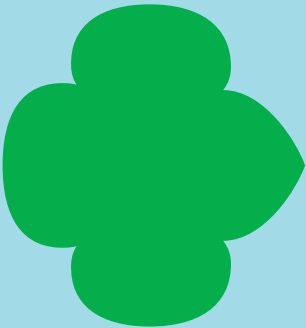
You can donate cookies
to _____.

Cookies make
great gifts!

We take credit cards!

Scan and save my
QR Code to order
more later!

Thank you!



Remember you
can also text your
Digital Cookie®
link to your
cookie customers
with the help of
your caregiver.

Hello I'm _____ FIRST NAME ONLY
of Troop _____. We are going
to _____ NEW EXPERIENCE
and _____ COMMUNITY IMPACT GOAL
this year. Would you like to
support us by ordering some
Girl Scout Cookies®?



Be safe.

Make sure to have your
caregiver's permission to call!
Review safety guidelines at
girlscouts.org/cookieresources

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CUSTOMER ROLES

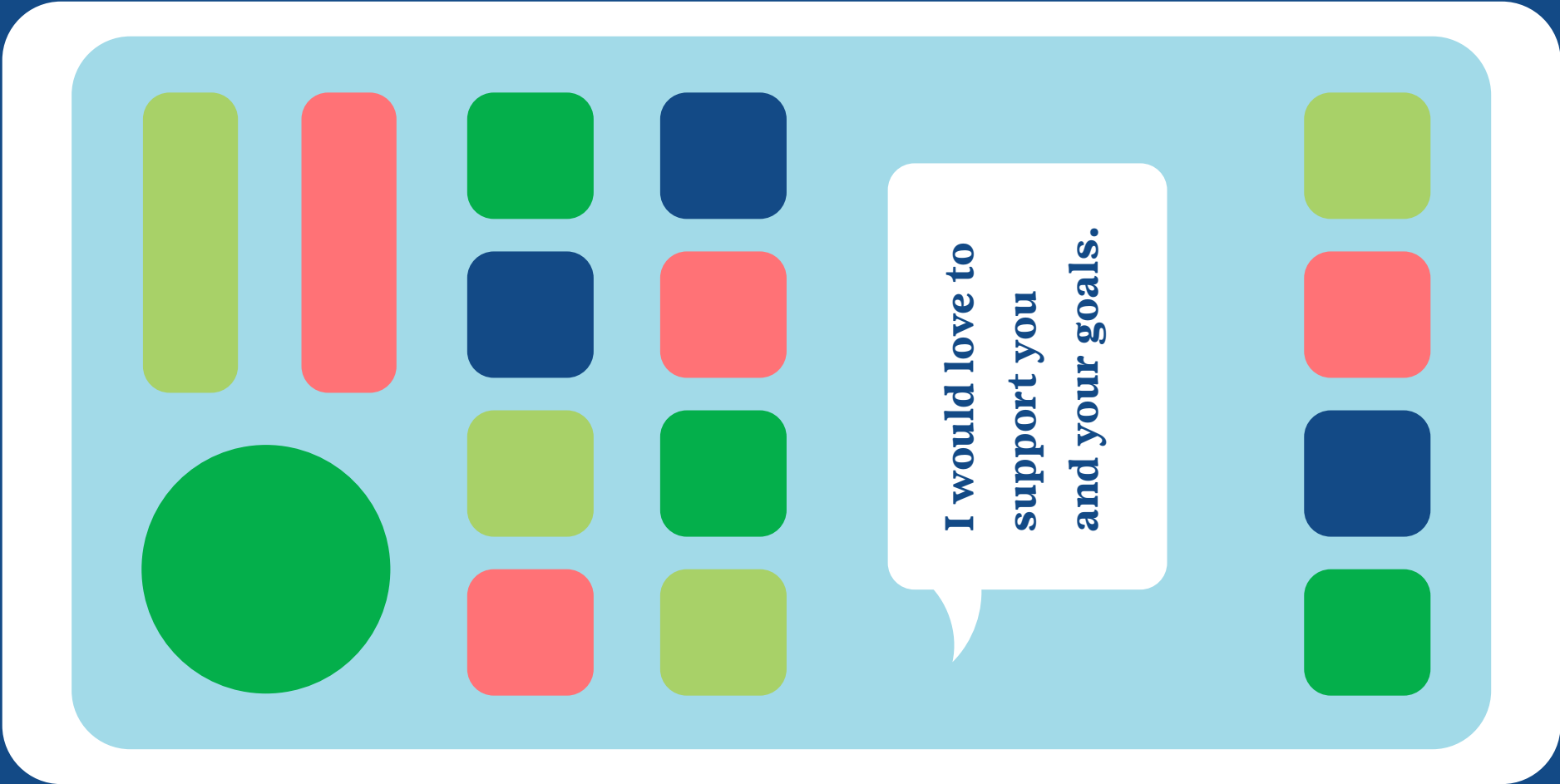
Hello?

Play Customer!

Pretend to be a customer when you answer the phone.

I already bought some.

How can I reorder when I run out?



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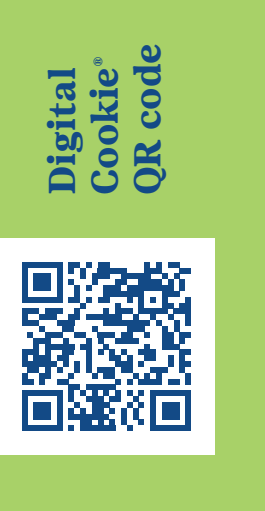
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GIRL SCOUT PITCH



Booth BOSS

Talk Tips:

Hello!

Speak clearly

We take credit cards!

Scan and save my QR Code to order more later!

You can donate cookies to _____.

Cookies make great gifts!

Thank you!

Be safe.

Booth with a buddy and adult supervision.
Review safety guidelines at girlscouts.org/cookiesources

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Would you like to support us by ordering some Girl Scout Cookies®?
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CUSTOMER ROLES

Yum
Yum

Play Customer!

Pretend to be a
customer walking
near a booth.

I already
bought some.

I am in a rush
and do not
have time.

I want to buy,
but I don't
have any cash.

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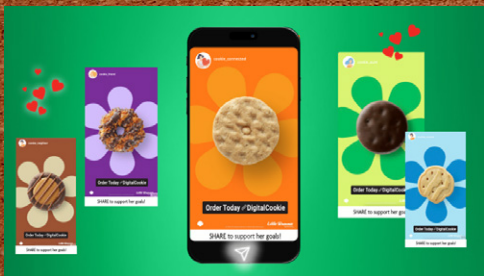


READY TO
Market My
Cookie Business:
Share More

DECISION MAKING

Girl Scouts can use the digital resource worksheet to cut out six social posts they want to share with their cookie customers and paste them on the phone template.

Explore More Possibilities by showing this new video to see how shares on social lead to more sales!



Use the Share feature on Digital Cookie to easily text links to family & friends and share on social!

Girl Scouts 13+ or with help from a caregiver.

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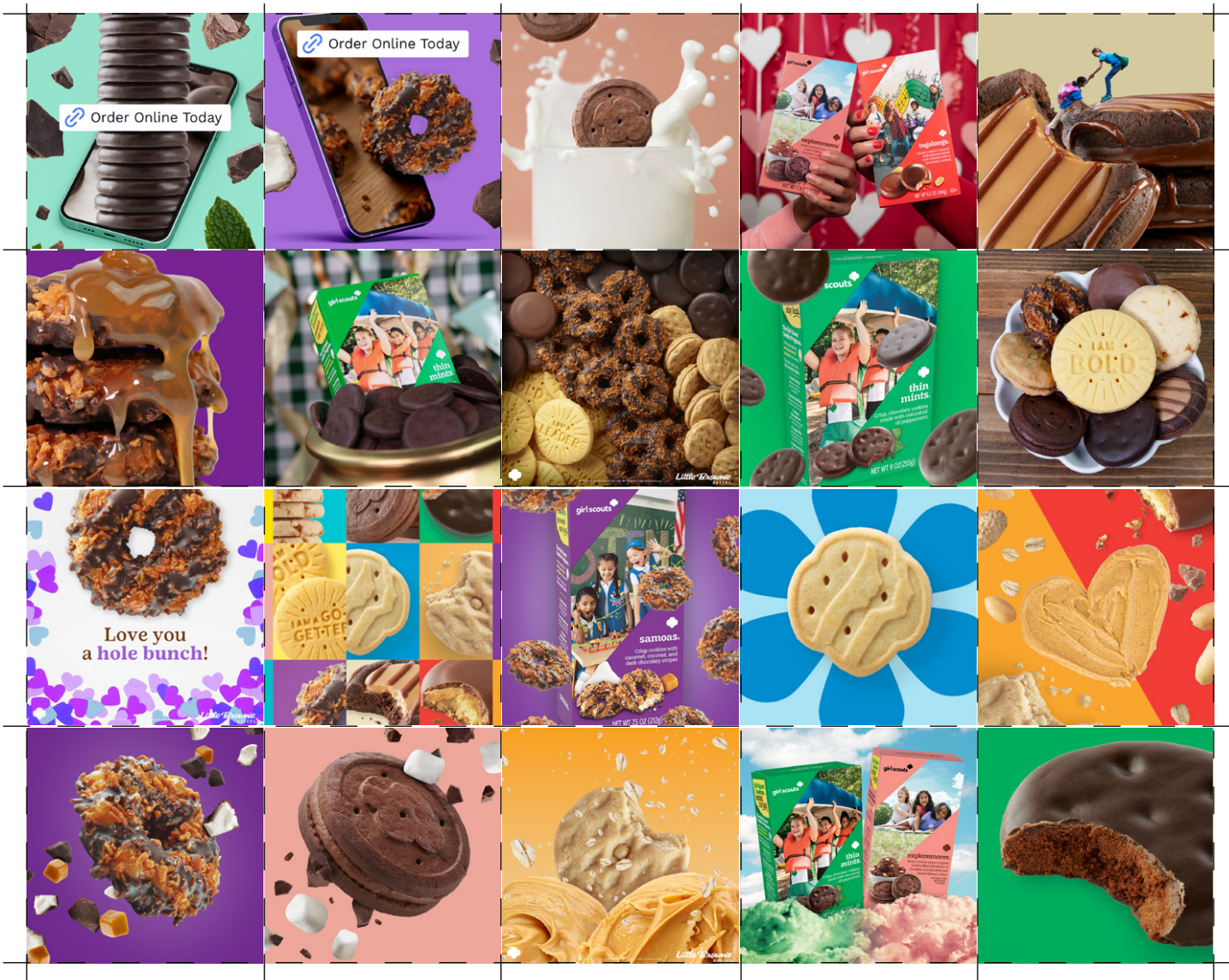


Digital Resource Worksheet

[LittleBrownie.com](https://www.littlebrownie.com)



Cut out and paste your favorites to plan how to market your cookie business. Ask your caregiver to share on social media. More ready-to-share resources are available at [LittleBrownie.com](https://www.littlebrownie.com).



Profile Pic

Digital Cookie Link in Bio

Ask a caregiver to post your favorites.



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Market My Cookie Business: QR Code Frame

PEOPLE SKILLS

Save My Store to Buy More

Girl Scouts design a frame for their Digital Cookie® QR Code. When they get home, they insert the QR Code and take it to a booth to remind customers to scan and save to order more cookies later!



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Market My Cookie Business: Lanyard Activity

PEOPLE SKILLS

Girl Scouts can customize a lanyard and add their Digital Cookie® QR code to the [lanyard order form](#). This wearable allows Girl Scouts on-the-go to expand their customers and their people skills.



Supplies:

- [Lanyards](#)
- Markers
- Sleeves
- Clasps or paper clips
- Ribbon
- Beads

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| Help Me Reach My Goals

DONATE • GIFT • SHARE

Adventurefuls®

Do-si-dos®

Thin Mints®
MADE WITH VEGAN INGREDIENTS

Lemon-Ups®

Samoas®

ExploreMORE®
BACK FOR YEAR 2!

Trefoils®

Tagalongs®

Toffee-tastic®
GLUTEN-FREE

Girl Scout Cookies® nutrition and product information available at GirlScoutCookies.org.

Save my store
to buy more!

Add Digital Cookie
QR Code

Exclusive
NEW Cookies
Offered Online Only

 Shipped to your door!

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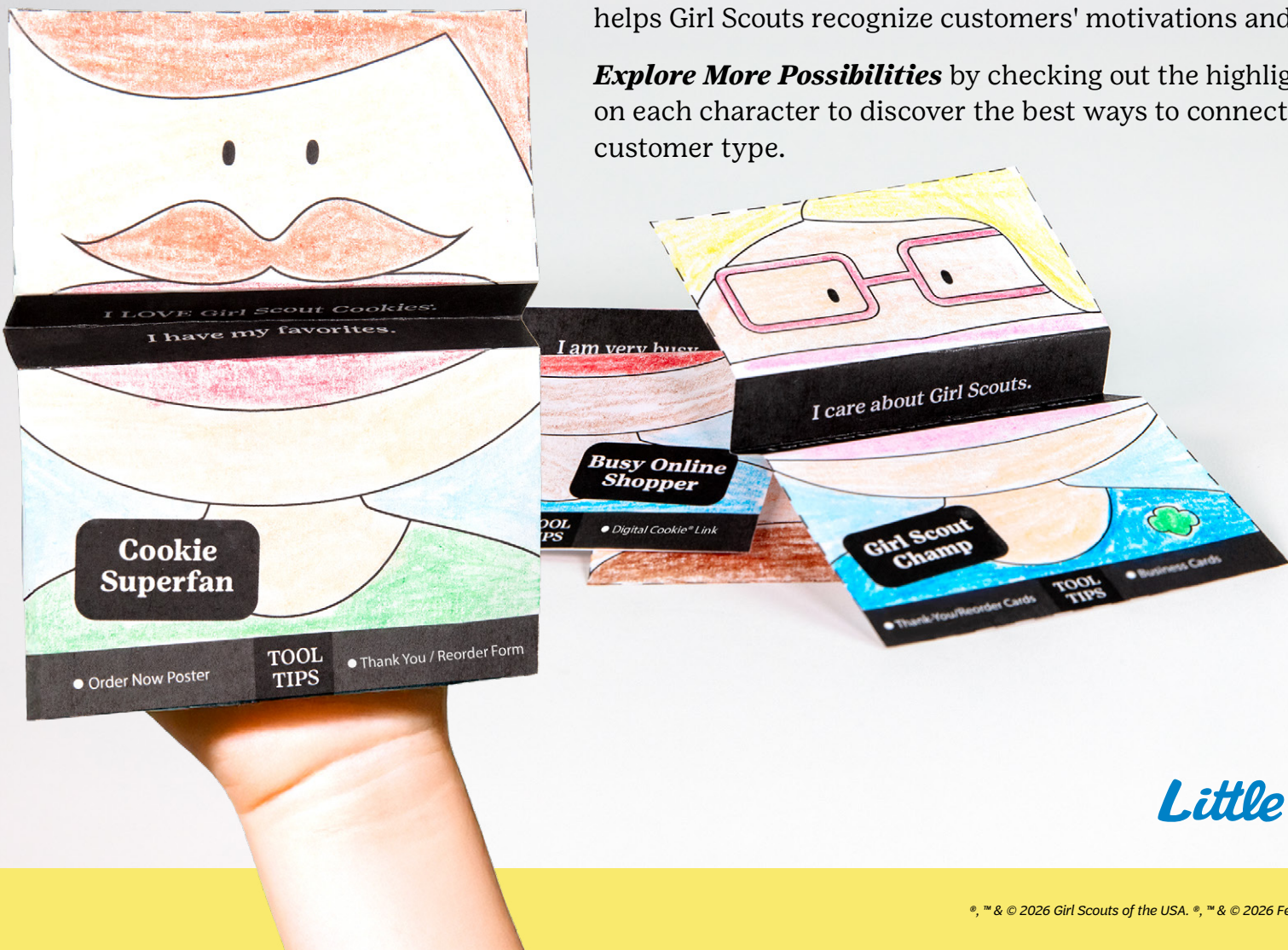
Connect with Cookie Customers: Cookie Characters



PEOPLE SKILLS

Girl Scouts explore common cookie customer types using foldable characters. In each customer’s “mouth” are responses that type of customer might say when asked to buy Girl Scout Cookies. This helps Girl Scouts recognize customers' motivations and interests.

Explore More Possibilities by checking out the highlighted tools on each character to discover the best ways to connect with that customer type.



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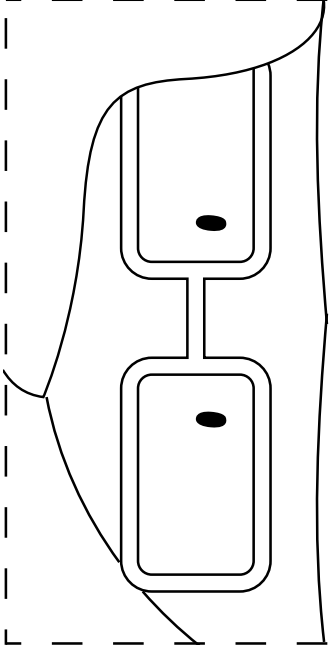
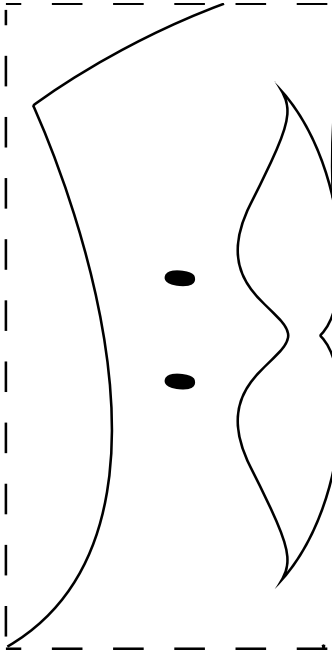
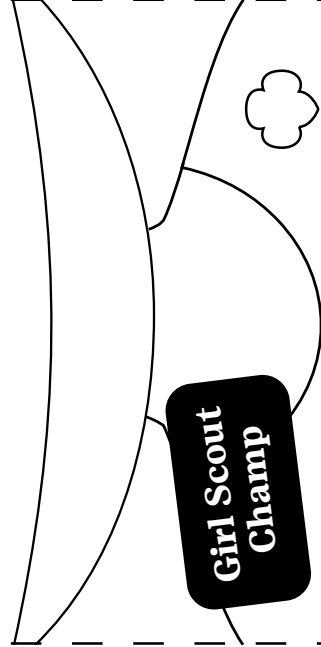
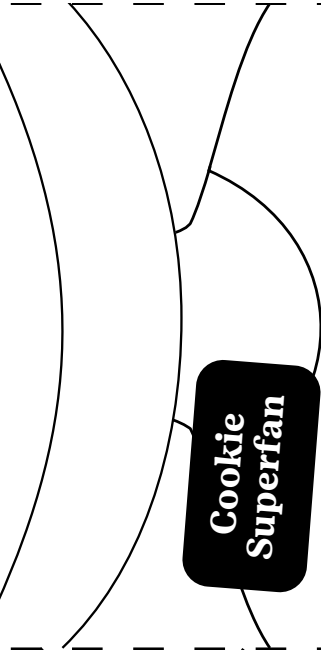
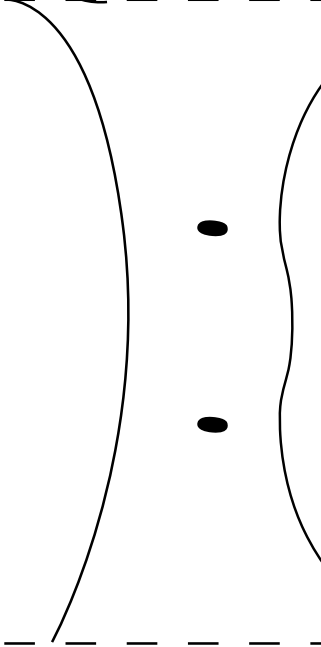
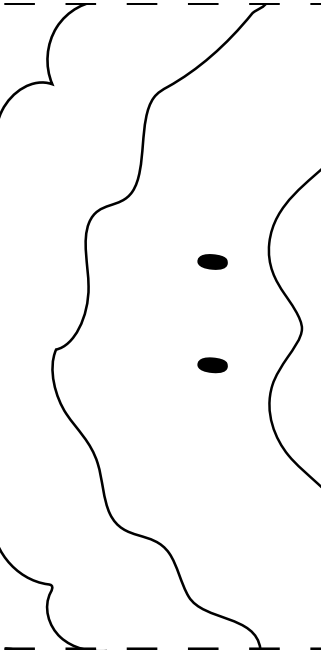
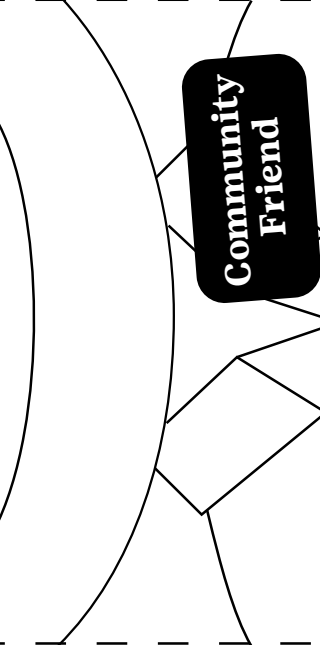
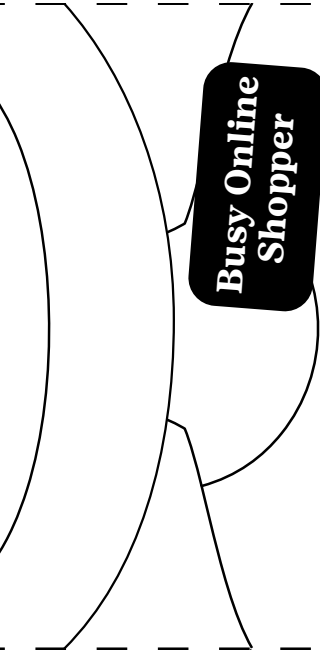
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Foldable Characters

	
I care about Girl Scouts.	I LOVE Girl Scout Cookies®.
I want to help you reach your goal.	I have my favorites.
	
Girl Scout Champ	Cookie Superfan
● Thank-You Cards	● Business Cards
TOOL TIPS	TOOL TIPS
● Thank You / Reorder Form	
	
I like helping my local community.	I am very busy.
I will donate to a good cause.	I am careful about what I eat.
	
Community Friend	Busy Online Shopper
● Help Support My Goals Poster	● Cookie Flyer/Allergen Guide
TOOL TIPS	TOOL TIPS
	● Digital Cookie® Link

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Connect with Cookie Customers: Share Your Pride



PEOPLE SKILLS

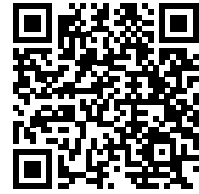
Girl Scouts craft giveaways to share with customers after purchase to reinforce how cookie proceeds support their troop and positively impact the community.

Explore More Possibilities by using this same idea digitally. Send customers “I Supported” GIPHY stickers via text or email after purchase. At cookie booths, posters can be displayed to share community goals and invite customers to donate cookies, extending the impact even further.



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Explore My Goals: Goal Tracker

GOAL SETTING

Goal Setting is an essential Girl Scout skill. Girl Scouts can set personal developmental goals and keep track of their progress throughout the season.

Explore More Possibilities by printing a large goal tracker. Include the troop's goals, take it to cookie booths, and let customers know all the great things Girl Scouts are doing in their community.

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Personal Goal Tracker



Help Me Reach
My Goals!



Start a goal tracker



Goals: _____

Way to go!



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Troop Goal Tracker

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Add
Digital Cookie®
QR Code

Help Our Troop
Reach Our Goals!

Girl Scout
Cookies®
proceeds
stay local.

Start a goal tracker

Goals: _____

Way to go!

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Explore My Goals: Goals Earmarked

GOAL SETTING



Girl Scouts put on your lop rabbit ears and listen to each other's ideas on how to use cookie proceeds this year. Write down your ideas on your ears and wear them boldly around the rally.

Explore More Possibilities by writing a personal goal on one ear and a community goal on the other. Look at all the possibilities!

Supplies:

Templates

Scissors

Gluestick/tape

Kraft Paper

Markers

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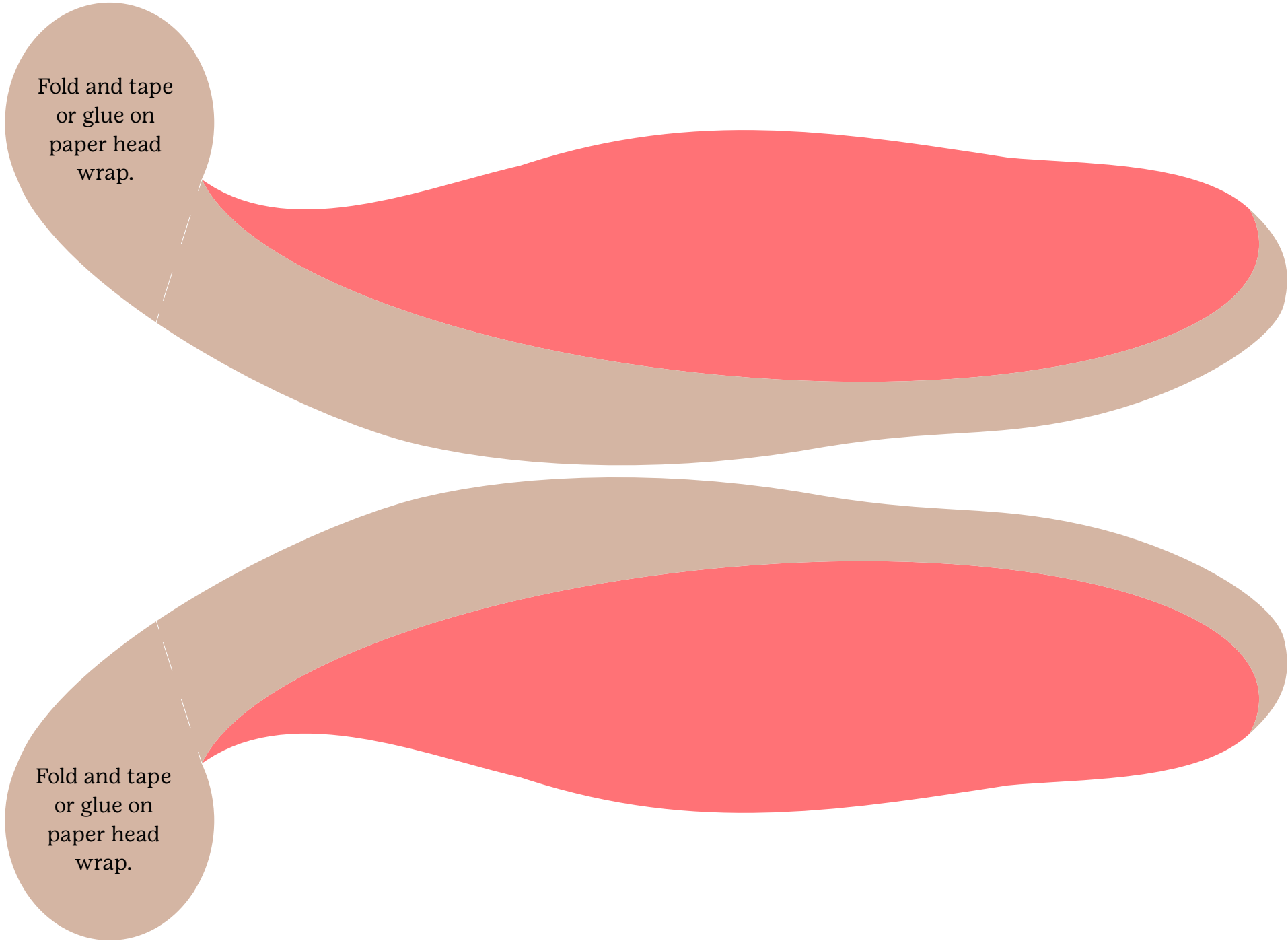
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Rabbit Ears Template



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Run My Business: Grow Your Tail



GOAL SETTING

Start a goal setting craft at your rally that Girl Scouts can enjoy all season long. Girl Scouts see their cookie business grow—one customer at a time! Each time a Girl Scout reaches out, shares her Digital Cookie® link, or asks for a reorder, she adds a cotton ball to her bunny tail. The bigger the tail, the bigger her business!

Explore More Possibilities by encouraging Girl Scouts to keep a customer list and add contacts to Digital Cookie for next year.

Supplies:

- Kraft Paper
- Pink Paper
- Scissors
- Gluestick/tape
- Cotton Balls



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**Run My Business:
Bunny Money**

MONEY MANAGEMENT

At a mock booth, Girl Scouts practice essential money skills by using a simple [1-12 Package Cheat Sheet](#) to price Girl Scout Cookie orders. Girl Scouts take turns counting payments, making change with [Cookie Bunny Money](#), and practicing card or tap-to-pay transactions. Take the cheat sheet home to use later at booths!



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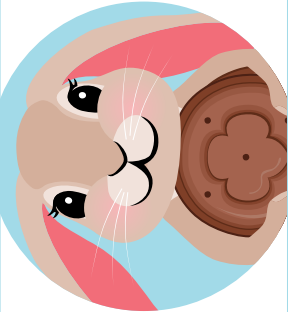
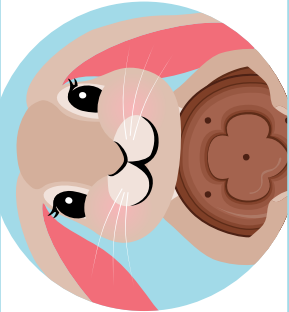
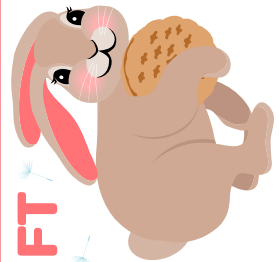
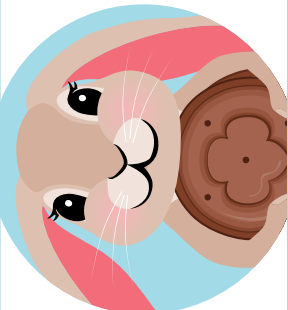
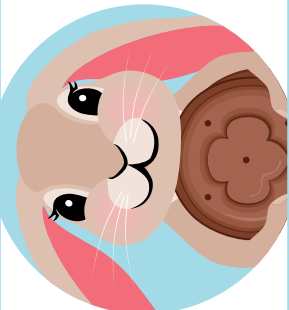
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Cookie Bunny Money



\$1 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$1	\$1 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$1	\$5 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$5	\$5 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$5	\$10 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$10	SWIFT  PAY
\$1 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$1	\$1 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$1	\$5 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$5	\$5 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$5	\$10 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$10	\$20 COOKIE BUNNY MONEY  COOKIE BUNNY MONEY \$20

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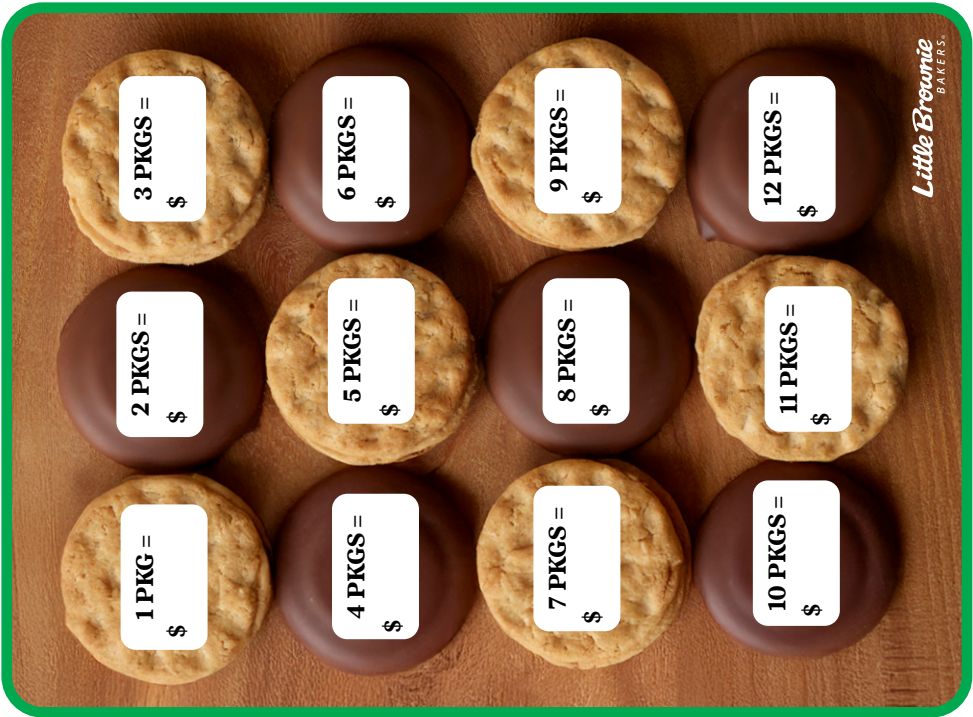
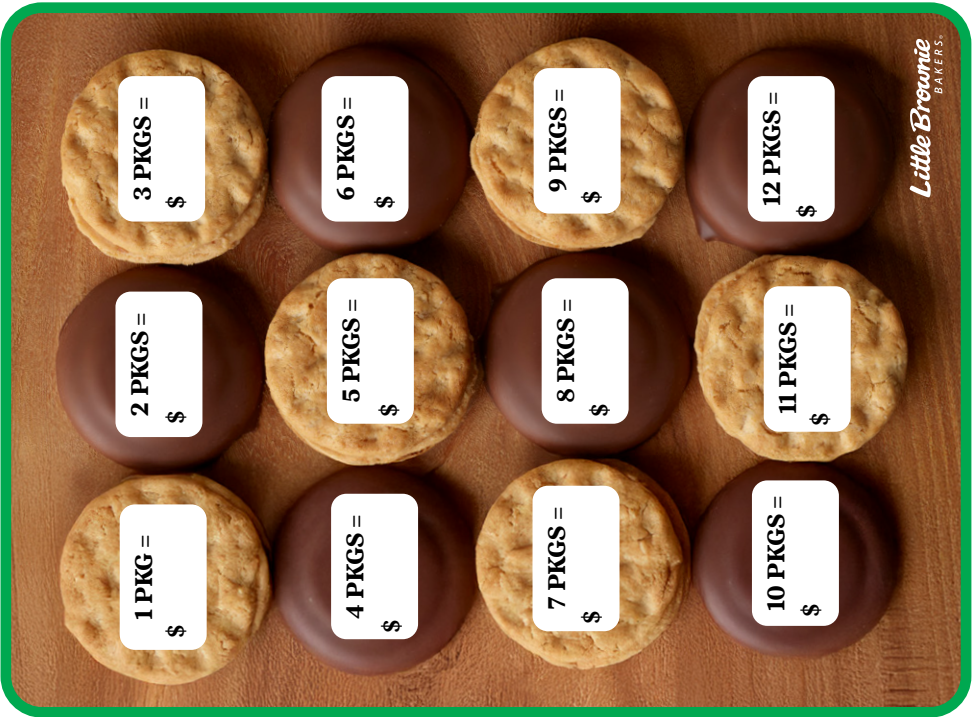
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- Ready to Plan (2 of 2)
- Sample Agenda
- Customizable Agenda

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Ready to Plan (1 of 2)

Gather your rally team to start planning.



Use the space below to jot down notes and rally plans.

Whole Group

Meet the Mascot

Meet the Cookies

Market My
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Connect with
Customers

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Ready to Plan (2 of 2)



Use the space below to jot down notes and rally plans.

Explore My Goals

Run My Business

Rewards

Safety

Guide Girl Scouts through the stations with a **Rally Station Card.**



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Sample Agenda



- 1 Setup: 2-4 Hours**
- Set up activity stations.
 - Prepare the stage for big group activities.
 - Set up equipment, screens and presentations and test them out.

- 2 Registration: 30 Minutes**
- Greet Girl Scouts at the registration table.
 - Provide name tags, Rally Station Cards or any other materials needed.

- 3 Welcome: 10-15 Minutes**
- Welcome Girl Scouts with high energy and excitement.
 - Mention Rally Station Cards can be shown at the end for a prize or patch.

- 4 Stations: 10-20 Minutes per Station**
- Rotate through rally stations. Select activities to support these key lessons.

RALLY STATION	5 SKILLS TARGETED
Meet the Mascot	Goal Setting
Meet the Cookies	Decision Making
Marketing	Business Ethics
Customers	People Skills
Goals	Goal Setting
Run My Business	Money Management

- 5 Group Activity: 20-30 Minutes**
- Gather the Girl Scouts for an energetic whole group activity.

- 6 Wrap-Up: 10-20 Minutes**
- Thank everyone for coming.
 - Hand out rally patches and Participation Certificates.
 - Send them off ready to start the cookie season.



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Customizable Agenda



1 Setup: 2-4 Hours

2 Registration: 30 Minutes

3 Welcome: 10-15 Minutes

4 Stations:

RALLY STATION	5 SKILLS TARGETED	ACTIVITY
Meet the Mascot		
Meet the Cookies		
Marketing		
Customers		
Goals		
Run My Business		

5 Group Activity: 20-30 Minutes

6 Wrap-Up: 10-20 Minutes



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- **Cookie Business Badges**
- Cookie Entrepreneur Family Pins
- All Resources

Cookie Business Badges



When planning, consider highlighting the activities in this guide that fulfill skill requirements, helping Girl Scouts move one step closer to earning Cookie Business Badges.

Earning a Cookie Business Badge is the best way for Girl Scouts to build essential skills, make plans for their troop and learn to think like entrepreneurs. Learn more and encourage Girl Scouts to start earning today at girlscouts.org/cookiebadges.



My First
Cookie Business



My Cookie
Customers



My Cookie
Team



My Cookie
Venture



My Cookie
Network



My Cookie
Business Resume



Cookie
Goal Setter



Cookie
Decision Maker



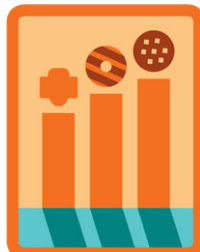
Cookie
Collaborator



Cookie
Market
Researcher



Cookie
Innovator



Cookie Boss



Cookie
Influencer



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- Cookie Business Badges
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- All Resources

Cookie Entrepreneur Family Pins



When Girl Scouts run their own cookie businesses, they utilize the 5 skills—goal setting, decision making, money management, people skills and business ethics—and learn to think like entrepreneurs. Entrepreneurs can earn badges and pins for every year they participate in the Girl Scout Cookie Program®.

When Girl Scouts team up with their caregivers to set goals for the season, they complete the first step toward earning the Cookie Entrepreneur Family Pin.

At your rally, troops can explore Girl Scouts’ National Program Portfolio and decide which badge or pin they want to earn. At the end of the activity, distribute the Cookie Entrepreneur Family Pin requirement sheet to Girl Scouts so they can start earning at home with support from their caregivers.



For more on badges and pins Girl Scouts can earn, visit girlscouts.org/cookiebadges.



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All Resources

For Spanish
resources visit
[LittleBrownie.com](https://www.LittleBrownie.com)



Girl Scouts® Resources

[Safety Guidelines](#)

[Digital Marketing Tips](#)

[Cookie Business Badges](#)

[Cookie Entrepreneur Family Pins](#)

Little Brownie Bakers® Resources

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You are ready to open your cookie business!



Congratulations

on your participation in the 2026-27 Cookie Rally!

Rally Participant's Name

Date



Make business cards to hand out and make ordering easy.



Practice talking to customers. They love to hear how their purchase supports you.

Hello I'm _____

of Troop _____

We are going to _____ and _____

this year. _____

Would you like to support us by ordering some Girl Scout Cookies*?

You are ready to open your cookie business!



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¡Ya puedes abrir tu negocio de galletas!







¡Felicitades

por tu participación en el Cookie Rally 2026-27!

Nombre de la participante en el rally

Fecha



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Haz tarjetas de presentación para repartir y facilitar que te hagan pedidos.



Practica cómo hablar con tus clientes.

Les encanta saber cómo te ayuda su compra.

Hola, me llamo _____,
de la Tropa _____.

Este año, vamos a _____.

y _____.

¿Le gustaría apoyarnos comprando algunas Girl Scout Cookies*?

¡Ya puedes abrir tu negocio de galletas!







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