

ACTIVITIES FOR COOKIE KICKOFFS AND RALLIES

Check out the [2024 Cookie Program SUPC Guide](#) for all the important details just for Service Unit Product Chairs (SUPCs), including steps for hosting a successful Service Unit Cookie Rally!

Submit the [Cookie Rally Kit Request Form](#) if you would like cookie samples, patches, and rewards to have at your rally. Click the green text above or yellow button to open the form!



Note: All links in this document can be found on [The Bridge](#) (gsgibridge.org).



HOW SHOULD YOU PREPARE?



BUDGET

What activities do you want to include? Do they require supplies?

ADVERTISE

- Emails, flyers, and/or service unit social media
- Include a pre-registration option so you can adequately prepare!

RECRUIT

Don't try to do it all alone. Break jobs into small responsibilities that people can easily do. Invite older Girl Scouts to help with set up and program activities.

HAVE A PLAN

Make an agenda to keep on track. Use the following as a guide for your event.

SETUP: 30 MINUTES TO 1 HOUR

REGISTRATION: 30 MINUTES

WELCOME ACTIVITY: 15 MINUTES

Kick off your event with a fun group activity like a song, cheer, or a game to generate excitement!

Divide Girl Scouts into small groups by troop or age level and explain how the rally will work.



STATIONS: 15 MINUTES PER STATION

Use a chime or music to signal when it is time to move to the next station!

Use the hands-on activities in this guide to help Girl Scouts learn the 5 skills. Consider one station per skill!

GROUP FUN: 20 MINUTES

Wrap up your event with another fun group activity or game!

THANK YOU: 10 MINUTES

Close out your rally with a warm thank you.

Hand out patches and/or certificates.

Please Note: If you are going to sample cookies or provide refreshments, be sure to ask about any potential allergies they may have.

WHAT SHOULD GIRL SCOUTS LEARN?

GOALS

Talk about the importance of starting with a goal and help them set their personal goals for the Girl Scout Cookie Program.

GOAL SETTING KEYS

- ▲ **Rewards:** Some Girl Scouts will want to set their goal based on the Reward Panel. Be sure to have pictures to look at! Encourage returning Girl Scouts to start with a goal to sell more than last year!
- ▲ **Family support:** Girl Scouts should discuss their goals with their parents/guardians, for their buy-in and support.
- ▲ **Stretch goals:** Challenge older Girl Scouts or experienced sellers with setting a second “stretch” goal that’s a little higher.
- ▲ **Personal goals:** Girl Scouts can set goals beyond their sales numbers! Ask them what they want to learn or improve on.
- ▲ **Accountability:** Have Girl Scouts write or illustrate their goals and ask them to share with a partner or in a group. They can also write their goal on their copy of the Reward Panel and circle their choices for items or Cookie Dough!

HUSTLE

Talk to them about turning their goals into action by making plans and following through with them.

BUSINESS PLAN KEYS

- ▲ **Who?** Write or illustrate a list of people who might want to support their cookie business. How could they find customers beyond family and friends? Remind returning sellers to think about people they sold to last year!
- ▲ **Where?** On their own or with their troop, they can discuss where to sell cookies. Have them come up with a list of booth locations or places they might find cookie customers.
- ▲ **When?** Have them think about a schedule for their cookie business. What would be the best time to go door-to-door or to reach out to family members? Challenge older members to think about their goals and set benchmark dates for reaching 50% and 75% of their goal.
- ▲ **How?** Ask your Girl Scouts to think about what help they are going to need to achieve their goals! Who is ordering cookies, picking them up, helping them connect with customers? Are there supplies they need, like booth decorations or thank you cards? Help them see that a successful cookie business takes more than just one Girl Scout!
- ▲ **Why?** The most important piece for cookie sellers is knowing why and being able to tell customers all the reasons to support the cookie program. Girl Scouts can think about their “why” as they develop a business plan and fine-tune it as they practice their sales pitch.



When going door-to-door or making phone calls, think about when everyone is more likely to be home! There’s a higher chance people will answer phone calls between 5:00 and 8:00 p.m.

PITCH

First, have Girl Scouts plan out their sales pitch, and then have them try it out with a partner.

SALES PITCH KEYS

- ▲ **Greeting:** Hi! I'm Sally with Troop 321, and I'd like to talk to you about Girl Scout Cookies!
- ▲ **Share your goals:** I'm selling cookies because I want to go to horse camp! My goal this year is to sell 300 boxes of cookies!
- ▲ **Ask them to buy Girl Scout Cookies:** Are you interested in buying cookies and supporting my goal?
- ▲ **Tell the customer a little about the different varieties:** I have nine different kinds – all varieties are \$6 per package. My favorite are the Caramel deLites®, but the Thin Mints® are also a big hit! Do you have any favorites, or any questions?
- ▲ **Suggest donating cookies:** We can also take donations and we'll donate cookies to places like military organizations and local food banks!
- ▲ **Close the sale** and always say thank you!

GO THE EXTRA MILE

Help perfect their pitch with these additional touches:

- ▲ **All cookie money stays local!** That's an important fact for some customers.
- ▲ **Troop activities:** Share what your troop is planning to do with your troop proceeds, or if you're not sure, tell them about fun things your troop has already done!
- ▲ **The right choice:** Share what customers get when they buy Girl Scout Cookies versus similar products.
- ▲ **Passion and enthusiasm:** Your attitude will make a difference to the customer.

Click here to
find fun graphics
to support the rally
on the [ABC Flickr](#)
page!



MARKETING

Have them work in groups to create a short commercial for their cookie business! They can act it out or have an adult record it.

Encourage them to think about the following when writing their script:



Encourage them to make it fun and catchy!

They can also create posters or cards to market their cookie business!

TAKE IT UP A NOTCH!

Looking for more ideas for your Service Unit Rally or Troop Kickoff? Check these out:

- Invite a panel of teen Girl Scouts to offer sales tips and share what they've learned from the Girl Scout Cookie Program.
- Ask local businesswomen, university students, and entrepreneurs to share their lessons learned from the Girl Scout Cookie Program.
- Host a Cookie Recipe Cook Off! Invite troops or families to create desserts with the cookies and have them bring samples. Tip: Super sellers might print out recipe cards and give them out to cookie customers!
- Set up a mock booth display, so they can practice for their booth sales.
- Check out all of the Girl Scout pins and badges that align with the cookie program!

USE YOUR RESOURCES!

Check out [The Bridge](#) for tools and resources you can use throughout the program! The rest of this document provides you with some resources you can use during your kickoff or rally.

Your Girl Scout Cookie favorites are back!



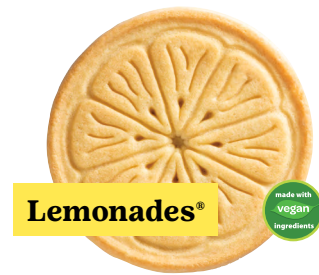
Adventurefuls® made with
vegan
ingredients

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



Toast-Yay!® made with
vegan
ingredients

French Toast-inspired cookies dipped in delicious icing



Lemonades® made with
vegan
ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints® made with
vegan
ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



**Peanut Butter
Patties®** made with
vegan
ingredients

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



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



**Peanut Butter
Sandwich**

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



**Caramel
Chocolate Chip** made with
vegan
ingredients

Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie
Limited availability





























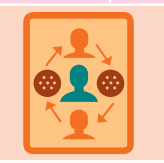


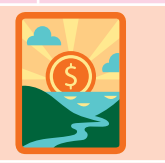

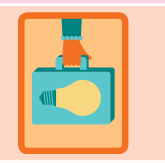





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girl scouts 



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


SUPER SELLING STRATEGIES

IF YOU KNOW...	THEN YOU MIGHT...
Fact 1: The number one reason people don't buy Girl Scout Cookies is that they have never been asked.	You must think beyond, way beyond, family and friends to reach all those eager cookie customers. You already know that cookies sell well at grocery stores, malls, and other high-traffic areas. Get creative and think about more ways that you can stick out with great marketing.
Fact 2: Customers buy Girl Scout Cookies because they love the taste.	When customers approach your cookie booth, offer a cookie sample before you ask them to buy. Arrange an attractive sampler plate so customers can try your varieties. No one can resist!
Fact 3: Customers are eager for their favorites because they can only buy Girl Scout Cookies once a year.	Make signs or suggest that customers buy by the case. Encourage customers to stock up for the whole year by buying enough to freeze for later. Offer a large zip-top freezer bag with large purchases. Remind customers that the cookies make great gifts and party food.
Fact 4: Customers buy Girl Scout Cookies because they want to support Girl Scouts.	Always tell your customers about your goals. Hang up signs or wear a t-shirt that shows what you're working towards. Customers want to help you succeed.
Fact 5: Customers like to order cookies from home.	Grab some friends and head around the neighborhood (with an adult) for door-to-door sales. Be sure to gather for a celebration—and maybe hot cocoa—at the end!
Fact 6: Girl Scout Cookie customers usually buy every year.	Contact your customers from last year. Save your Order Card for next year so you can return to your customers and ask again.
Fact 7: When customers are asked multiple times, they buy multiple packages.	Ask, ask, and ask again. When you deliver cookies, ask customers if they would like to buy more than they ordered. If you have cookies left over at the end of the season, call back the customers who bought these varieties and ask if they would like more.
Fact 8: Customers sometimes buy fewer cookies because of dietary reasons.	Highlight the ways they can donate cookies back to their community. Offer customers the opportunity to purchase cookies that will be donated to a local charity. At booth sales, create a sign that informs customers about this choice.
Fact 9: Customers buy more cookies when you suggest they buy more.	With pretty ribbon, tie up three packages to create bundles such as "Chocolate Lovers Pack" or "Classic Bundle". It's fun to give away free handmade gift tags to go along with the bundle.
Fact 10: Customers want to know they are getting a good deal.	Print out recipes and offer one free with the purchase of multiple packages. Attach an appropriate recipe to each bundle of cookies. It's a lot of fun to create attractive recipe booklets to give away with larger purchases.


AXOLOTL FUN FACTS

Use these Axolotl fun facts to get Girl Scouts excited about the 2024 Girl Scout Cookie season!


Make it a jeopardy game, make it a quiz, whatever will excite your troop the most!




Axolotls are critically endangered amphibians.




In the wild, they are found in only one lake in the whole world! Lake Xochimilco in Mexico.




Axolotls are 1,000 times more resistant to cancer than mammals.




They have a wide range of color + camouflage abilities!



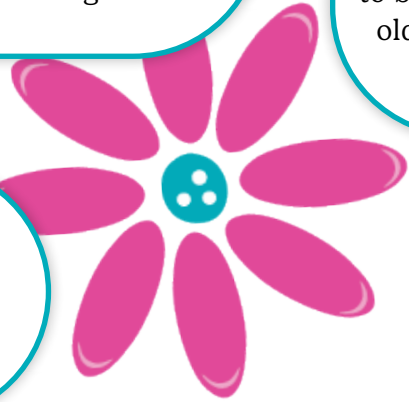
Axolotls are neotenic, which means they never outgrow the larval stage.



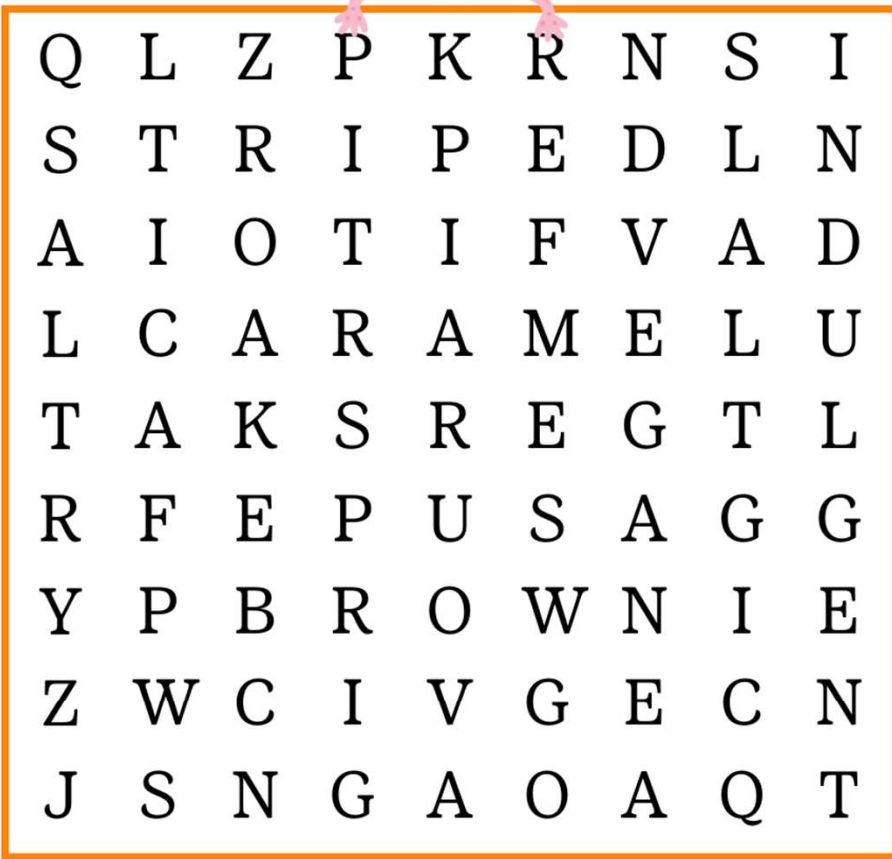
They can live to be ten years old or more!



“Axolotl” means “water dog” in native Aztec language.



Axolotls can completely regenerate lost limbs + organs. Wow!



Find these words:

indulgent

brownie

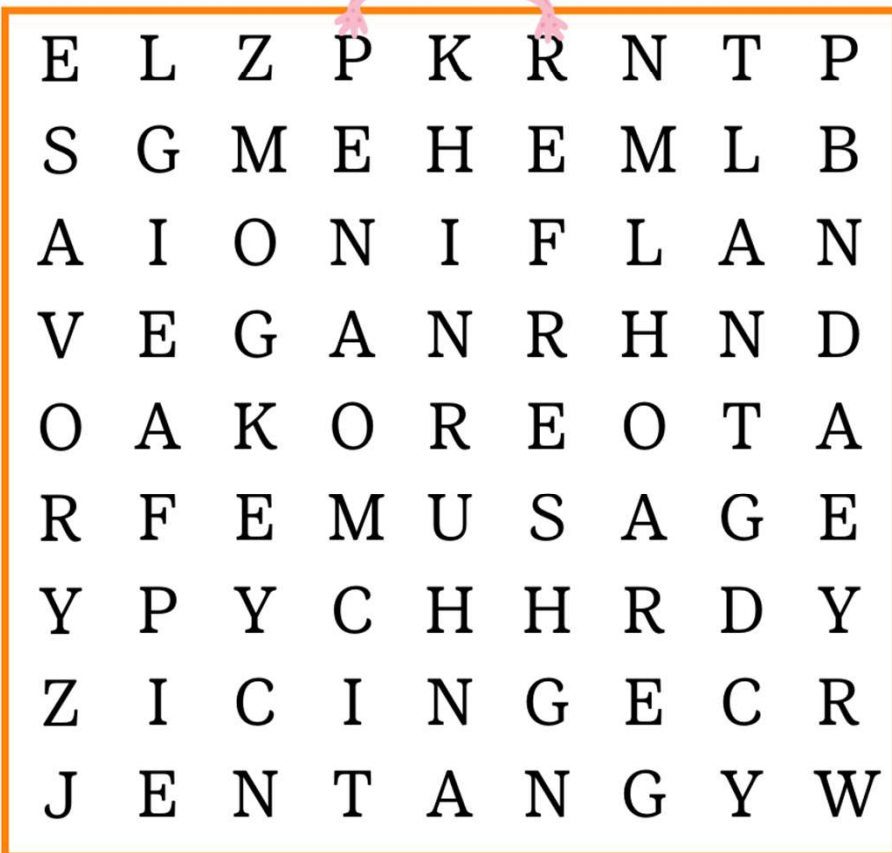
caramel

salt

striped

vegan

The words describe:



Find these words:

savory

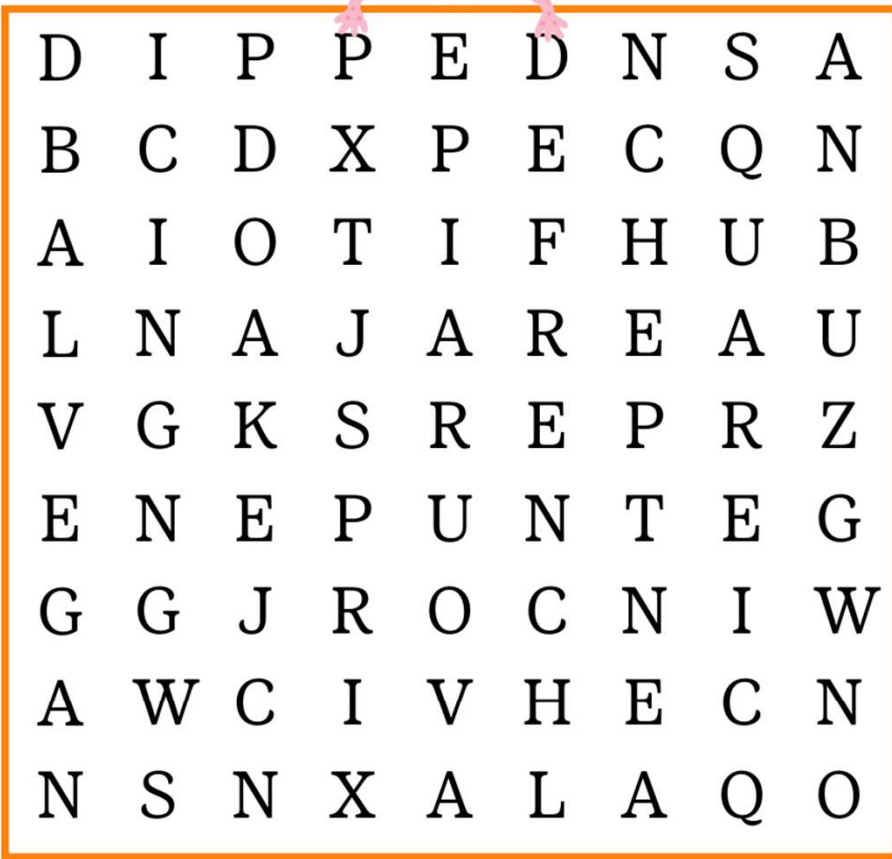
tangy

vegan

refresh

icing

The words describe:



Find these words:

square

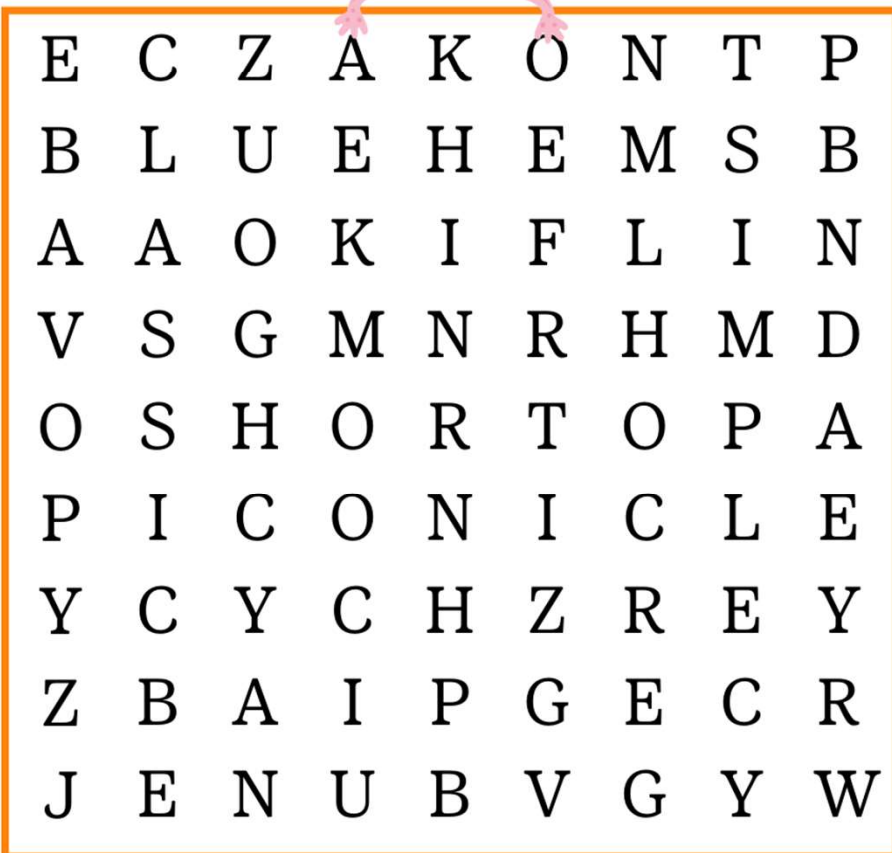
icing

french

dipped

vegan

The words describe:



Find these words:

iconic

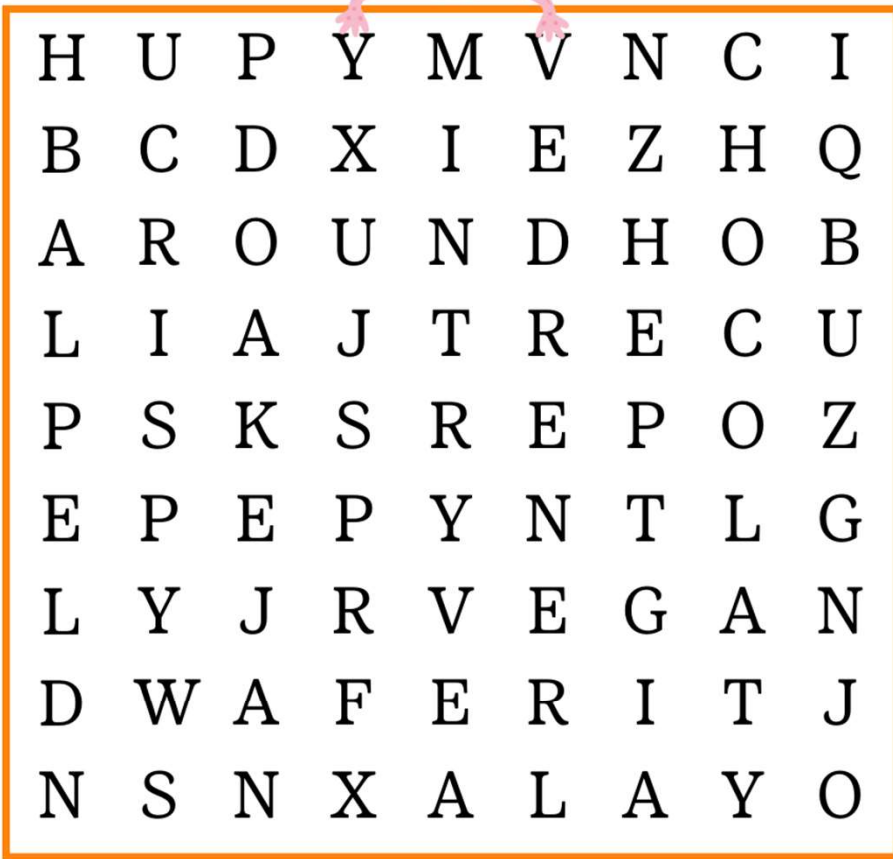
short

blue

simple

classic

The words describe:



Find these words:

crispy

chocolaty

mint

wafer

vegan

round

The words describe:



Find these words:

chocolaty

peanut

vegan

round

crispy

layer

The words describe:



H	U	P	Y	E	C	N	W	A
B	C	A	X	A	H	E	L	N
S	I	C	O	C	O	N	U	T
T	M	A	J	A	C	E	A	U
R	G	K	S	R	O	P	R	Z
I	L	E	Q	Y	L	T	F	G
P	G	C	A	R	A	M	E	L
E	T	O	A	S	T	E	D	N
S	S	N	X	A	Y	A	Q	O

Find these words:

toasted

caramel

stripes

chocolaty

coconut

The words describe:



D	F	I	L	L	I	N	G	P
S	V	R	E	H	E	M	C	R
A	C	U	I	S	N	L	K	O
C	R	I	S	P	E	H	M	U
O	A	T	M	E	A	L	P	N
P	W	C	O	A	N	C	J	D
Y	S	Y	C	N	T	R	E	B
Z	B	C	R	U	N	C	H	Y
J	E	N	U	T	V	G	Y	W

Find these words:

oatmeal

peanut

filling

round

crisp

crunchy

The words describe:



Q L Z P K R N S I
 S T R I P E D L N
 A I O T I F V A D
 L C A R A M E L U
 T A K S R E G T L
 R F E P U S A G G
 Y P B R O W N I E
 Z W C I V G E C N
 J S N G A O A Q T

Find these words:

- indulgent
- brownie
- caramel
- salt
- striped
- vegan

The words describe:

Adventurefuls®



D I P P E D N S A
 B C D X P E C Q N
 A I O T I F H U B
 L N A J A R E A U
 V G K S R E P R Z
 E N E P U N T E G
 G G J R O C N I W
 A W C I V H E C N
 N S N X A L A Q O

Find these words:

- square
- icing
- french
- dipped
- vegan

The words describe:

Toast-Yay!®



E L Z P K R N T P
 S G M E H E M L B
 A I O N I F L A N
 V E G A N R H N D
 O A K O R E O T A
 R F E M U S A G E
 Y P Y C H H R D Y
 Z I C I N G E C R
 J E N T A N G Y W

Find these words:

- savory
- tangy
- vegan
- refresh
- icing

The words describe:

Lemonades®



E C Z A K O N T P
 B L U E H E M S B
 A A O K I F L I N
 V S G M N R H M D
 O S H O R T O P A
 P I C O N I C L E
 Y C Y C H Z R E Y
 Z B A I P G E C R
 J E N U B V G Y W

Find these words:

- iconic
- short
- blue
- simple
- classic

The words describe:

Trefoils®



H U P Y M V N C I
 B C D X I E Z H Q
 A R O U N D H O B
 L I A J T R E C U
 P S K S R E P O Z
 E P E P Y N T L G
 L Y J R V E G A N
 D W A F E R I T J
 N S N X A L A Y O

Find these words:

- crispy
- chocolaty
- mint
- wafer
- vegan
- round

The words describe:

Thin Mints®



H U P Y E C N W A
 B C A X A H E L N
 S I C O C O N U T
 T M A J A C E A U
 R G K S R O P R Z
 I L E Q Y L T F G
 P G C A R A M E L
 E T O A S T E D N
 S S N X A Y A Q O

Find these words:

- toasted
- caramel
- stripes
- chocolaty
- coconut

The words describe:

Caramel deLites®



R O U N D O N P C
 S L R E H E M E R
 A B O K I F L A I
 V N G M N R H N S
 O S J O R T L U P
 C H O C O L A T Y
 Y C Y T H Z Y E Q
 Z V E G A N E C R
 J E N U B V R Y W

Find these words:

- chocolaty
- peanut
- vegan
- round
- crispy
- layer

The words describe:

Peanut Butter Patties®



D F I L L I N G P
 S V R E H E M C R
 A C U I S N L K O
 C R I S P E H M U
 O A T M E A L P N
 P W C O A N C J D
 Y S Y C N T R E B
 Z B C R U N C H Y
 J E N U T V G Y W

Find these words:

- oatmeal
- peanut
- filling
- round
- crisp
- crunchy

The words describe:

Peanut Butter Sandwich



OWN YOUR **magic**

Magic I will bring to my troop...

Magic I will bring to my cookie business...

Memory Game

Print, cut and play to build cookie knowledge.
When you find a match, give your best cookie sale pitch!

			
			
			
			
		GIRL SCOUT'S CHOICE!	GIRL SCOUT'S CHOICE!



Who will you sell Girl Scout Cookies to this year?
Try to think of 5 (or more!) NEW customers!



Sell Cookies to:

1	16
2	17
3	18
4	19
5	20
6	21
7	22
8	23
9	24
10	25
11	26
12	27
13	28
14	29
15	30

