



Hosting a Service Unit Cookie Rally

WHEN SHOULD WE HOST A COOKIE RALLY?

It's up to you! From a few weeks before, right up to the night before the cookie program starts.

HOW SHOULD WE HOLD OUR COOKIE RALLY?

Look at the number of Girl Scouts and adults you anticipate attending to determine how much space you'll need for activities.

You can host a Cookie Rally in one of three ways.

- ⤵ Host a **“traditional rally”** that focuses mainly on the cookie program, offering fun and educational activities to teach participants about the five skills: goal setting, decision making, money management, people skills, and business ethics.
- ⤵ Host a **“social rally”** to bring girls together to socialize and get to know each other, while also introducing the cookie program.
- ⤵ Host a **“virtual rally”** that allows Girl Scouts to gather online to learn about the cookie program, while still doing a fun activity!

WHO SHOULD WE INVITE TO OUR RALLY?

All Girl Scouts in your service unit, along with their parent/guardians, as well as all troop leaders and volunteers. You can even ask Girl Scouts to bring a non-registered friend and help them sign up for Girl Scouts.



Request a Service Unit Rally Kit from GS GI!

- Fill out the [2025 Cookie Program Service Unit Rally Request Form](#) found on The Bridge
 - Cookie Samples!
- NEW: Cookie Rally patches are free by request in the rewards section in Smart Cookies
- Check out the [Activities for Cookie Kickoffs and Rallies](#) on The Bridge for more ideas for your rally!
- Cookie Entrepreneur Family Pins on The Bridge
- [ABC Baker's Flickr Page](#) ([flickr.com/abcbakersvolunteergallery](https://www.flickr.com/photos/abcbakersvolunteergallery/))

