

girl scouts



Little Brownie
BAKERS®

2025–2026 Girl Scout Cookie Program®

BRAVE.
FIERCE.
FUN!

Rallies and Activities



Get Ready to Rally



Rally: A fierce and fun way to kick-off cookie season

Rallies excite Girl Scouts for cookie season and help build skills essential to running a successful cookie business. From learning about cookie qualities, including the new Exploremores™ to setting goals and marketing on social media, Girl Scouts of all ages will learn tips to reach their customers and boost their businesses.

This year's theme is BRAVE. FIERCE. FUN! accompanied by a FUN-loving, Black-Footed Ferret as the mascot. ***Did you know a group of ferrets is called a business?*** What better mascot to support Girl Scouts on their way to launching their own successful businesses!

This guide was created to take the guesswork out of rallies for councils, service units, troop volunteers and caregivers. Most options can be scaled for any size group, from large rallies to individual use.

All resources within this guide can also be found at [LittleBrownie.com](https://www.littlebrownie.com).

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

The form is titled "Customizable Agenda" and includes a green clover icon. It is divided into sections for "Setup: 2-4 Hours", "Registration: 30 Minutes", and "Welcome: 10-15 Minutes". The "Stations" section lists various activities with checkboxes for completion. The "Group Activity: 20-30 Minutes" and "Wrap-Up: 10-20 Minutes" sections are also present. The "Little Brownie BAKERS" logo is at the bottom right.

Planning a rally: Take notes in the Rally Action Plan and customize your agenda.



Reward attendees with a rally patch and Participation Certificate.



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Whole Group Activities



Bring on the fun. Use group activities to start and end your rally.



Welcome Cheer: Welcome Girl Scouts and introduce the season, theme and mascot with a simple, customizable script.



Want More Rally FUN? Ask Cadette, Senior, and Ambassador Girl Scouts to help with rally planning and execution.



BRAVE. FIERCE. FUN! (BFF) Obstacle Course: Promote physical activity while reinforcing the BFF theme! Each cookie-colored zone challenges them to face obstacles, persevere, and have fun—all while learning cookie names.



Safety Says: Whether selling in person or online, safety comes first. Put a twist on the classic game of Simon Says. Girl Scouts stay standing if the tip is true, sit if it's false. Guess wrong, and they're out!



This or That? Encourage Girl Scouts to be BRAVE, FIERCE and FUN this cookie season with a this or that game. Girl Scouts can jump left or right, raise hands, or sit down, when making theme-related choices. Let the *Welcome Girl Scout Cookie Entrepreneurs* video inspire endless possibilities!

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Meet the Mascot — Ferret Fun Fact Cards



Take care of *business*. Print two sets and play a concentration matching game and learn all about the BFF mascot.

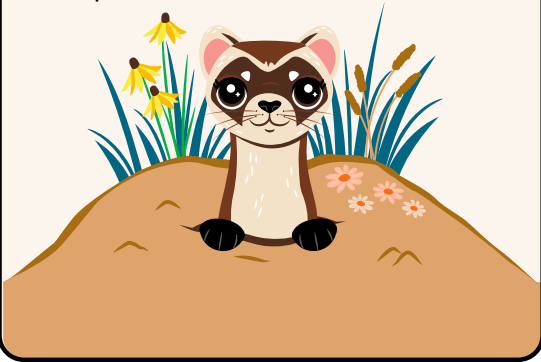
Ferret Fun Fact Cards

Pop Goes the Ferret

BFF Ferret Catcher

DENS

Black-footed ferrets live in prairie dog dens in the American grasslands and prairies.



PLAYFUL

Black-footed ferrets are flexible, love to wrestle and play chase. They are also excellent climbers.



NOCTURNAL

Black-footed ferrets are nocturnal, which means they are most active at night. They use their strong sense of smell to locate food and friends.



ENDANGERED

The black-footed ferret is one of North America's most endangered animals, meaning there are not many of them in the wild. It's a good thing they are so brave.



COMMUNICATION

Black-footed ferrets are known for their squeaks, hisses and chatter. They also use dance to communicate.



BUSINESS

A group of ferrets is called a business.



Meet the Mascot — Pop Goes the Ferret



- Ferret Fun Fact Cards
- **Pop Goes the Ferret**
- BFF Ferret Catcher

Goal reminder

Help Girl Scouts create a mascot that pops out of its den. Their fun, new BFF can serve as a goal reminder.

See [instructions](#) on next page.

Supplies:

- [Template](#)
- Scissors
- Tape
- Marker



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- Ferret Fun Fact Cards
- **Pop Goes the Ferret**
- BFF Ferret Catcher

Pop Goes the Ferret Instructions

1 Ask Girl Scouts to write in their name and goal on the line. Cut along the solid black lines. For a more advanced version, cut around the ears so they stick up.



2 Fold along dotted lines. Tape flaps on side to create two box tops.



3 Fold the long piece of paper in half on the short side and on the long side. Then, fold the paper back and forth to make an accordion strip.



4 Tape the accordion strip to the inside of the bottom box.



5 Tape the other end of the accordion strip to the lid.



6 Place the head inside the base and pop goes the ferret.



- Ferret Fun Fact Cards
- **Pop Goes the Ferret**
- BFF Ferret Catcher

Pop Goes the Ferret Template

..... Fold
——— Cut



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Meet the Mascot — BFF Ferret Catcher



- Ferret Fun Fact Cards
- Pop Goes the Ferret
- **BFF Ferret Catcher**

Catch a laugh

Shirley is a funny ferret with jokes to share. Girl Scouts can fold this ferret catcher, make a number selection, and move the catcher that number of times. Next, Girl Scouts can make a color selection, spell the color while moving the catcher. The last number picked reveals a joke or ferret fun fact.

Supplies:

- [Template](#)
- Scissors



- Ferret Fun Fact Cards
- Pop Goes the Ferret
- **BFF Ferret Catcher**

BFF Ferret Catcher Instructions

1 Use the template provided and cut along the dotted line. With blank side up, fold the square into a triangle. Unfold and repeat with the other corners. Unfold.



2 Find the center of the square. With blank side up, fold four corners to the center point.



3 Flip and fold the four corners to the center point.



4 Fold the square in half and unfold on both sides. This makes a crease so you can form the catcher easier.



5 By placing the thumb and forefinger of each hand under the flaps, the catcher will open and close.



6 Start the game. Girl Scouts can move the catcher back and forth a desired number of times. When a number is selected, a joke or fun fact is revealed.


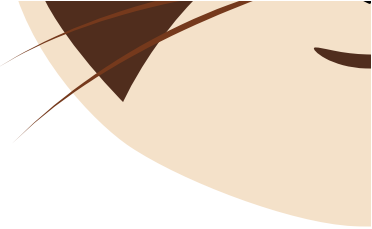



- Ferret Fun Fact Cards
- Pop Goes the Ferret
- **BFF Ferret Catcher**

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BFF Ferret Catcher Template

After folding is complete, you or your BFF can select a number. Move the ferret mouth back and forth that number of times. Next, pick and color. Spell the color while moving your catcher. The last number picked reveals your ferret's joke or fun fact.



5
Q: Why did the BRAVE ferret cross the road?

19
Q: What did the ferret say was the most FUN ride at the fair?

7
Q: Why did the BRAVE cookie stand up to the cupcake?

8
Q: What did the ferret say after cookie season was complete?

A: To prove they weren't weaseling out of a challenge!

A: The *ferret's* wheel!

A: It wasn't about to crumble under pressure!

A: "That was claw-some!"

4
Q: Why is a group of ferrets called a business?

3
Q: Why did the cookie go to school?

2
Q: Why did the cookie go to the doctor?

1
Q: Why don't black-footed ferrets ever get lost at night?

A: Because they are always rolling out new ideas!

A: To become one smart cookie!

A: Because it was feeling crumbly!

A: Because they've got paw-some night vision!

BRAVE. FIERCE. FUN!

Name: _____ FIRST NAME ONLY

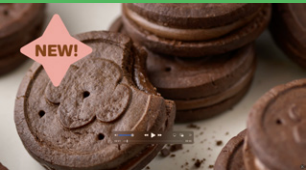
Cookie Knowledge



- Exploremores™ Game
- Cookie Sensory Cards

A lot to explore

Learning about the cookies is important and fun. These activities and videos can provide essential knowledge to new cookie entrepreneurs. And this year, every Girl Scout will be excited to learn about the new cookie Exploremores™! There's plenty to explore this cookie season.



Check out the Exploremores™ sizzle reel and other NEW resources [here](#).



Exploremores™ Game: Girl Scouts can learn about the new cookie and its yummy flavors with this [seek and find game](#).



Together We Bake a Difference video: Did you know there are lots of Girl Scout alums that work at Little Brownie Bakers? It's no surprise! They're lifelong cookie experts. Scan here to see some of their stories and share with Girl Scouts at rallies.



Sensory Cookie Exploration: Encourage word play with the [cookie sensory cards](#) provided. Revisit favorite flavors and explore the new cookie — Exploremores™!



Explore the Cookies: Share this [video](#) to meet all the cookies.

2025-2026 Rallies

● **Exploremores™ Game**
○ Cookie Sensory Cards

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Explore more
Exploremores™

Seek to find each of the Exploremores™ flavors and ingredients from the list below. Customers are going to love this new, flavor-filled sandwich cookie!



For Complete
Nutrition and Allergen
Information

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Chocolaty



Marshmallowy
Flavor



Airy Fluffy
Chocolate
Crème



Hint of
Almond Flavor



Inspired by
Rocky Road
Ice Cream

Contains peanuts, wheat, soy, milk. Manufactured in a shared facility with tree nuts and eggs.

2025-2026 Rallies

- Exploremores™ Game
- Cookie Sensory Cards

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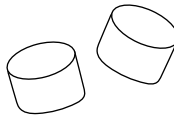


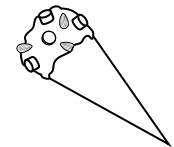
Explore more Exploremores™

Seek to find each of the Exploremores™ flavors and ingredients from the list below. Customers are going to love this new, flavor-filled sandwich cookie!



For Complete
Nutrition and Allergen
Information

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 Chocolaty	 Marshmallowy Flavor	 Airy Fluffy Chocolate Crème	 Hint of Almond Flavor	 Inspired by Rocky Road Ice Cream
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Contains peanuts, wheat, soy, milk. Manufactured in a shared facility with tree nuts and eggs.

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.

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**



- 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**



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



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**



- **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**



- **Baked brownie** aroma



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



- **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**



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



Cut cards between cookie colors and fold along dotted line.

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 toasted almond 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 almond**



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



Cut cards between cookie colors and fold along dotted line.

Digital Marketing— Social Media Resources



- **Social Media Resources**
- Content Creator
- Follow Like Share Dance

Reach more customers

A digital marketing strategy is a key part of any entrepreneur’s plan. Inspire Girl Scouts to spread the word about their cookie business online. An adult or caregiving can play the Social Media Resources video showing available social posts on a tablet, monitor, or projector that loops at this station. “Like” the posts you see by clapping or stomping.



Use the NEW Social Media Guide to learn how you can reach more cookie customers online in just a few minutes a day.

Digital Marketing



- Social Media Resources
- **Content Creator**
- **Follow Like Share Dance**



Content Creator: Girl Scouts can use the bakery-themed graphics or virtual backgrounds on LittleBrownie.com to create a fun, professional video. Have Girl Scouts write their pitch on cue cards and include their goals. Girl Scouts should remind customers to bookmark digital cookie links for easy reorders and use their donation heart craft as a video prop.

Volunteers, or older Girl Scouts can assist with recording. Provide the video to caregivers to share on social media or on Digital Cookie®.



Follow, Like, Share Dance:

For younger Girl Scouts that are not online, just have fun with this group dance that is truly social.

Now, we **Follow** in a line.
It's Cookie Season.
Time to shine.

Two thumbs up.
I **Like** your post.
It's Girl Scout Cookies,
We like most!

Now give a clap,
And bust this rhyme.
Share your voice,
It's Cookie Time!

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Booth Marketing — Digital Cookie® Bracelet

QR code wearable

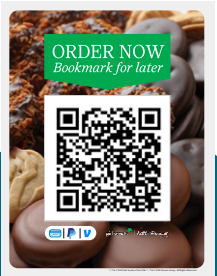
With this activity, Girl Scouts will make it easy for customers to scan, pay, and even bookmark their Digital Cookie link. There's also space to include a personal goal. Customers are often motivated to help Girl Scouts reach their goals.

Supplies:

- Template
- Tape
- Scissors
- Markers

Instructions:

1. Girl Scouts can write their goal in the “My Goal” circle.
2. Color bracelets.
3. Print out and add the Digital Cookie® QR code to center space.
4. Cut along dotted lines.
5. Tape ends to secure the bracelet.



Be sure to share the [NEW booth posters](#).



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Digital Cookie Bracelet
Sweet Heart

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Booth Marketing — Sweet Heart



○ Digital Cookie Bracelet
● Sweet Heart

Donations that make a difference

Promote your council donation program to help boost sales. Girl Scouts can make paper hearts, write the council donation program inside and decorate with cookie clip art. Encourage Girl Scouts to use their donation program heart craft when they create their Digital Cookie® video.

Supplies:

- Clip Art
- Scissors
- Markers

Instructions:

1. Fold piece of construction paper in half.
2. Cut half of a heart along the folded line.
3. Decorate heart with cause using clip art and makers.
4. Put on display at booths, social and your Digital Cookie video.



A picture is worth a thousand words.

Let entrepreneurs know they can add personal touches and pictures to their heart when they get home.



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Customer Education — Cookie Libs



● **Cookie Libs**
○ Play It Out

Sensory script

This fill in the blank game will help Girl Scouts share the important information cookie customers need to know. Plus, Girl Scouts can use this script to practice with friends and family, and when creating their Digital Cookie® video. Help Girl Scouts use delicious cookie descriptors by using the sensory cards. Provide the word bank to Daisy and Brownie Girl Scouts to help them get started.

Cookie Libs Word Bank				Little Brownie BAKERS
Delicious Words	Positive Adjectives	Council Donation Program	Price	
mouthwatering	brave	Gift of Caring	Ask your troop volunteer	
scrumptious	fierce	Cookies for a Cause		
sweet and crunchy	fun	Operation Sweet Treat	Activity or Take Action Goal	
rich and chocolaty	strong	Troop to Troop	visit a local animal shelter	
buttery	kind hearted	Cookie for Kindness	fund a camping trip	
yummy	ambitious	Share a Smile	donate to a food pantry	
super tasty	friendly		organize a park cleanup	
	helpful	Favorite Cookie Descriptions	create care packages for soldiers	
	caring	toasted coconut and caramel Sandwich		
	awesome	goosey, caramel Adventureful		
Time of Frame		crispy and minty Thin Mints		
for a limited time		creamy Tagalongs		
just a few weeks		nuttty Do-it-doe		
while supplies last	Payment Methods	chocolaty Exquisite		
until they sell out	cash or card			
a short time	Venmo			
	PayPal			
	Mastercard or Visa			
	Digital Cookie			

Would you like to support my Girl Scout Troop by purchasing America's favorite _____ **Girl Scout Cookies®?** Your favorites are only here _____! All the cookie proceeds stay local and help _____ **Girl Scouts like me.**

I can take your order now and you can pay with _____.

You can also donate cookies to _____ and we will deliver.

Most cookies are \$_____. Get some _____ before they are all gone.

Thank you for supporting Troop _____. Right now, we are planning to _____.

Thank you for helping us reach our goal!

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Cookie Libs Word Bank



Delicious Words

- mouthwatering
- scrumptious
- sweet and crunchy
- rich and chocolaty
- buttery
- yummy
- super tasty



Positive Adjectives

- brave
- fierce
- fun
- strong
- kind-hearted
- ambitious
- friendly
- helpful
- caring
- awesome



Time of Frame

- for a limited time
- just a few weeks
- while supplies last
- until they sell out
- a short time



Payment Methods

- cash or card
- Venmo
- PayPal
- Mastercard or Visa
- Digital Cookie®



Council Donation Program

- Gift of Caring
- Cookies for a Cause
- Operation Sweet Treat
- Troop to Troop
- Cookie for Kindness
- Share a Smile



Favorite Cookie Descriptions

- toasted coconut and caramel Samoas®
- gooey, caramel Adventurefuls®
- crispy and minty Thin Mints®
- creamy Tagalongs®
- nutty Do-si-dos®
- chocolaty Exploremores™



Price

- Ask your troop volunteer



Activity or Take Action Goal

- visit a local animal shelter
- fund a camping trip
- donate to a food pantry
- organize a park cleanup
- create care packages for soldiers

Customer Education — Play It Out



Customer conversation cards

This activity will help Girl Scouts get more comfortable with the in-person customer interaction. Girl Scouts will develop conversation skills through role play.

Supplies:

- [Customer Role Play Cards](#)
- [Girl Scout Response Cards](#)
- Timer or stopwatch (optional)
- Props (optional): cookies, donation jar, QR code signs, phone, credit card



Sorry, I'm in a hurry.



I cannot eat sugar, but I want to support your troop.



I need to check with my partner. Can I order cookies online?



I'm a former Girl Scout. Do you have the *original* varieties?



I'm vegan. Do you have any cookies I can eat?



Do you have any gluten-free cookies?



I already ordered cookies from my grandchild.



Do you have any *new* cookie varieties?



I want some cookies, but I don't have any cash?



I'm allergic to peanuts. Do you have any cookies I could eat?



Cookie Libs

Play It Out

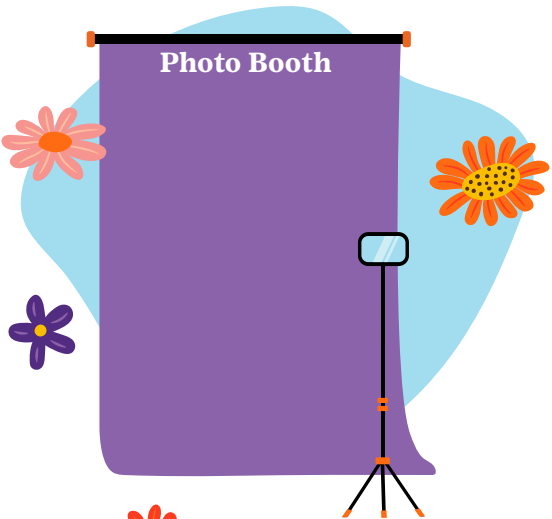
<p>I understand. Do you have time to scan our Digital Cookie QR code and bookmark our page to buy cookies later?</p>	<p>You can help us reach our goal by donating boxes to our Gift of Caring program.</p>	<p>You can order cookies online at our Digital Cookie website. Here is a QR code you can scan and bookmark to order later.</p>	<p>We have many of your old favorites like Tagalongs®, Do-si-dos®, and Samoas®!</p>	<p>Thin Mints® are vegan!</p>
<p>Toffee-tastic® are gluten-free!</p>	<p>Thanks for supporting Girl Scouts!</p>	<p>We have a new cookie called Exploremores.™ You will LOVE them!</p>	<p>That's okay. We have lots of ways to pay.</p>	<p>Allergies are super important. You can find allergy info on Little Brownie dot com.</p>

Rewards



Rewards to inspire

Create a display, a photo booth, or share rewards as a digital slideshow. These ideas can be customized based on the type of rewards you're offering—whether they're product-related, experiences, or digital perks. Get Girl Scouts motivated for the cookie season.



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Goal Setting — Motivational Book



Motivational messages

Ask Girl Scouts to decorate several envelopes and fill each with a motivational message. Glue each envelope together to make a goal book. When a milestone is reached, Girl Scouts can read the message to stay motivated to reach their goal.

Optional: Girl Scouts can swap messages with other Girl Scouts at the rally.

Supplies:

- 4 Envelopes
- Glue Stick
- Markers
- Template
- Scissors



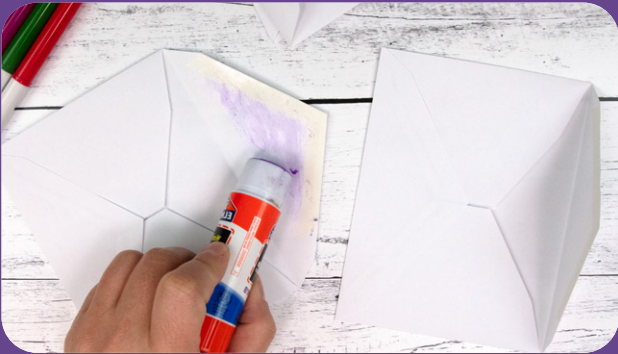
The goal poster and order forms are other great resources to help Girl Scouts track and reach their goals.



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Motivational Book Instructions

- 1 Add glue to the flap of the first envelope and place the second envelope on top with the flap facing out.
- 2 Repeat this process until all envelopes are attached.
- 3 Mark each envelope with the number of cookie boxes to sell in 25% increments.



- 4 Ask Girl Scouts to write inspirational messages to their fellow Girls Scouts. They can also write notes to themselves. The provided template can help.
- 5 Place one or more messages in each slot. Girl Scouts can read them as they reach important milestones.
- 6 Use the template to decorate the motivational book.



Go Digital:
Girls Scouts can also share notes of encouragement through texts on Digital Cookie.®

● Motivational Book

Motivational Book Template



YOU ARE BRAVE. FUN! DON'T
FIERCE. STOP
NOW!

DON'T STOP 'TIL YOU REACH THE TOP _____

YOU ARE A SUPER ENTREPRENEUR

 YOU'RE CAPABLE OF AMAZING THINGS _____

 KEEP GOING! _____

 YOU'VE GOT THIS! _____

Money Management — Cookie Budget



Ways to pay

Use the cookie worksheet to help Girl Scouts understand budgeting.

Supplies:

- [Cookie Budget Worksheet](#)
- Markers or crayons



Table Tents:

Supply a set of [table tents](#) for Girl Scouts to use at cookie booths for ease of payment.

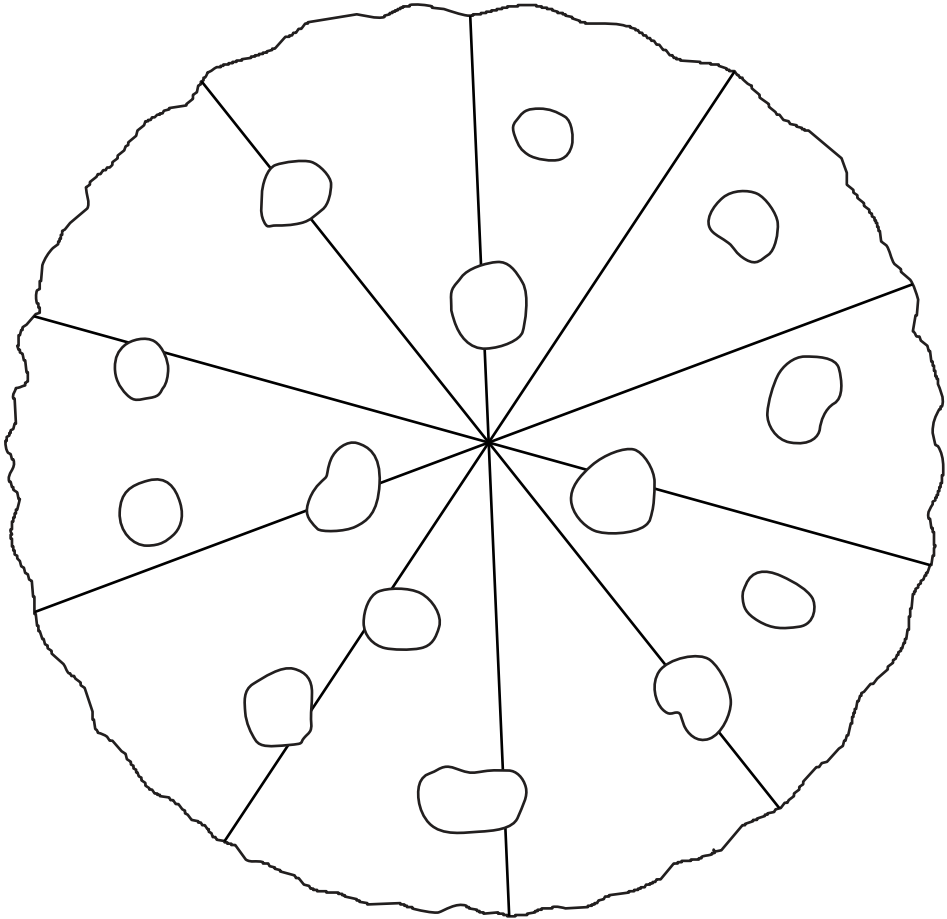


● Cookie Budget



Goal Get ‘Em Cookie Budget

Each piece of the cookie represents part of your cookie budget for this year. Decide what you want to do with your cookie proceeds this year. Fill up your cookie budget with the ideas below or make up your own. Share with your troop to see if you can make it happen.



Go to Camp
5 pieces



Outdoor Adventure
2 pieces



Visit a State Park
4 pieces



**Troop Supplies,
Badges, Uniforms**
2 pieces



Visit the Museum
4 pieces



Visit a Local Farm
1 piece

Activity with your troop	# of pieces
_____	= _____
_____	= _____
_____	= _____
_____	= _____
_____	= _____

Rally Action 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

Cookie Knowledge

Digital Marketing

Booth Marketing

Rally Action Plan

- Rally Action Plan for Volunteers
- Sample Agenda
- Customizable Agenda

Rally Action Plan (2 of 2)



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

Customer Education

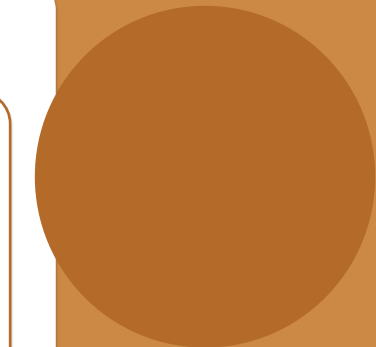
Rewards

Goal Setting

Money Management

Rally Action Plan

- Rally Action Plan for Volunteers
- Sample Agenda
- Customizable Agenda



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
Cookie Knowledge	People Skills, Business Ethics
Digital Marketing	People Skills, Business Ethics
Booth Marketing	Decision Making, People Skills
Customer Education	Decision Making, People Skills
Rewards	Goal Setting
Goal Setting	Goal Setting
Money Management	Decision Making, 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.

Rally Action Plan

- Rally Action Plan for Volunteers
- **Sample Agenda**
- Customizable Agenda

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	Goal Setting	
Cookie Knowledge	People Skills, Business Ethics	
Digital Marketing	People Skills, Business Ethics	
Booth Marketing	Decision Making, People Skills	
Customer Education	Decision Making, People Skills	
Rewards	Goal Setting	
Goal Setting	Goal Setting	
Money Management	Decision Making, Money Management	

5 Group Activity: 20-30 Minutes

6 Wrap-Up: 10-20 Minutes

Rally Action Plan

- ☐ Rally Action Plan for Volunteers
- ☐ Sample Agenda
- ☒ Customizable Agenda

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



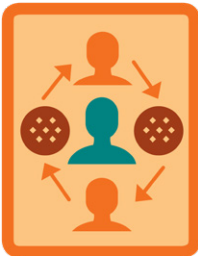
My Cookie
Team



My Cookie
Venture



My Cookie
Business Badge



My Cookie
Network



Cookie
Goal Setter



Cookie
Decision Maker



Cookie
Collaborator



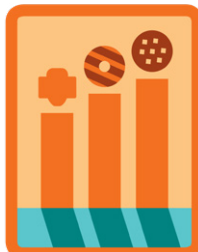
Cookie
Market
Researcher



Cookie
Innovator



Cookie
Influencer



Cookie Boss

Appendix

- Cookie Business Badges
- Cookie Entrepreneur Family Pins
- 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®.

Team up to learn and earn

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.

Appendix

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

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



All Resources



Girl Scouts® Resources

[Safety Guidelines](#)
[Digital Marketing Tips](#)
[Cookie Business Badges](#)
[Cookie Entrepreneur Family Pins](#)

Little Brownie Bakers® Resources

[Allergen Guide](#)
[Booth Posters](#)
[Goal Poster](#)
[Participation Certificate — English](#)
[Participation Certificate — Spanish](#)
[Rally Station Card](#)
[Social Media Guide](#)
[Table Tents](#)
[Virtual Backgrounds](#)
[Video: Exploremores™ Sizzle Reel](#)
[Video: Together We Bake a Difference](#)
[Video: Welcome Girl Scout Cookie Entrepreneurs](#)
[Video: Welcome New Girl Scout Cookie Entrepreneurs](#)

Activities

[Whole Group Activities — Welcome Cheer](#)
[Meet the Mascot — Ferret Fun Fact Cards](#)
[Meet the Mascot — Pop Goes the Ferret](#)
[Meet the Mascot — BFF Ferret Catcher](#)
[Cookie Knowledge — Exploremores™ Game](#)
[Cookie Knowledge — Cookie Sensory Cards](#)
[Digital Marketing — Social Media Resources Video](#)
[Digital Marketing — Content Creator](#)
[Digital Marketing — Follow, Like, Share Dance](#)
[Booth Marketing — Digital Cookie® Bracelet](#)
[Booth Marketing — Sweet Heart](#)
[Customer Education — Cookie Libs](#)
[Customer Education — Play It Out](#)
[Goal Setting — Motivational Book](#)
[Money Management — Cookie Budget](#)

Appendix

- [Cookie Business Badges](#)
- [Cookie Entrepreneur Family Pins](#)
- **All Resources**

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



Little Brownie
BAKERS®

Rally Station Card



**BRAVE.
FIERCE.
FUN!**



Little Brownie
BAKERS®

Congratulations

on your participation in the
2025-2026 Cookie Rally!

Rally Participant's Name

Date



VALIENTE.
FUERTE.
¡DIVERSIÓN!



¡Felicidades!

por su participación en el
Cookie Rally del 2025-2026!

Nombre del participante del rally

Fecha



**BRAVE.
FIERCE.
FUN!**



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