

Cookie Rally for Cookie Success!

“What can a cookie do?” – Provide girls with a super opportunity to learn essential life skills and have fun! Build excitement around the cookie sale with a cookie rally at the council or service unit level. Girls of all ages learn by doing and these activities celebrate the 5 Business-Building Skills for Girls through interactive stations and fun!

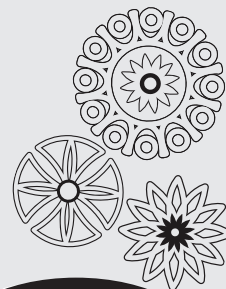
What you need for “Can Do” fun!

Materials Needed:

- Tables for stations • Table covers (Newsprint will work) • Chairs
- Volunteers for six stations • Supplies for each station
- Door prizes • Girl Scout Cookies (Optional)

Preparation:

- **Choose a convenient location**, date and time. Schools, gymnasiums, meeting rooms, recreation centers and your local council office are all great potential rally locations. Be sure to ask because some locations may help advertise your rally.
- **Communicate the rally date, time and location** to girls, parents, troop leaders and all council volunteers well in advance.
- **Communicate the date and time again several times** as the date draws closer. Use council printed materials, your council web site, local newspaper calendars, and local TV and radio calendars to advertise your rally date, time and location.
- **Make sure an adult is present** at each station during the event.
- **Recruit help!** Don't try to do it all alone. Break jobs into small responsibilities that people can easily do. Invite teen Girl Scouts to help with set up and program activities.
- **If you are going to sample cookies** or provide refreshments, be sure to ask the girls about any potential allergies they may have.
- **Set up stations** around the room.
 1. America's Best Cookies
 2. Safety First
 3. Go for Goals!
 4. Super Sales
 5. What Can A Cookie Do?
 6. 100th Anniversary



Questions or suggestions? Contact your ABC Sales and Marketing Consultant, who is always ready to take part in helping you build a better cookie sale!

How It Works:

- **Open the event with a welcome.** Talk about why the Girl Scout Cookie Activity is so important to Girl Scouting and the girls. Consider adding some fun cheers or songs to get the enthusiasm going!
- **Divide the girls into manageable groups.** Explain how the event will run. Be creative and have fun!
- **Encourage the girls to interact** and share ideas during the event.
- **Use a horn or whistle to signal**, about every 15 minutes, when it is time to move to the next station.
- **Work the theme of “What Can A Cookie Do?”** and financial literacy throughout the event. Consider giving “cookies points” (cut outs of cookies) at every booth with the learning booths earning more cookie points. For instance, Safety and Goal Setting booths might be worth 4 points each and the fun stations like crafts or taste testing might be worth just 2 points each. Girls have to accumulate 12 points to earn the Rally patch - one way to be sure they hit the stations. This activity reinforces decision-making, goal setting, and business ethics.
- **Incorporate the 5 Business-Building Skills for Girls** into booths: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. See notes in this guide on which skills are supported by these learning activities.

“Can Do” Stations



America’s Best Cookies

*Girls learn all about Girl Scout Cookies
and know their product.*

Skills learned – business ethics

Suggestions:

- **Play a Girl Scout Cookie Matching Game.** Have names of cookies on one side of a piece of paper and descriptions of the cookies on the other. Let girls match up cookie pictures with descriptions. You can download photos of the cookies from the ABC web site at www.abcsmartcookies.com in the Art Gallery.
- **Do a Taste Test.** Invite girls to taste the Girl Scout Cookies. To save time at the rally, pre-pack the cookies in baggies for the event. Ask girls to write their own descriptions. Have them rank their favorites on a large voting board!
- **Play “Design a Meal”.** Using magazines (with pictures of food), girls can design a meal including Girl Scout Cookies as part of the meal. Cookie clip art can be downloaded from www.abcsmartcookies.com. They should be aware of the serving size for each cookie and write this number on their meal poster.
- **Have a Girl Scout Cookie Walk.** Tape pictures of the cookies, the “What Can A Cookie Do?” logo and a few “free spaces” to the floor in a circle. Ask a girl to stand on a space and turn on some music. The girls walk around the circle as the music plays. When the music stops, each girl gets to taste the cookie that is under her feet. If she stops on the “What Can A Cookie Do?” logo or a free space, she gets to taste the cookie of her choice.





Safety First

Girls staying safe while selling.

Skills learned – people skills and decision making

Suggestions:

- **Invite a local police officer** to talk to girls about personal safety while selling cookies and at all times.
- **Review safe selling practices** listed on the order card. Show girls where the safety information is located on their order card so they can review it any time.
- **Thank the officers** with a couple of boxes of cookies at the end of the event.
- **Create a practice door.** Make and decorate a practice front door to a house. Stage someone inside the “house” and encourage girls to knock on the door to practice their selling and safety skills.
- **Showcase a booth sale** focusing on safe ways to approach customers and set up a booth outside of a store. Give girls the opportunity to “build a booth.”



Go for Goals!

Focuses on the valuable goal setting life skill and a key to Girl Scout Cookie success.

Skills learned – goal setting

Suggestions:

- **Engage the group in a discussion about goals.** Use examples of goals that girls set every day like getting good grades. Ask the girls how they get good grades (pay attention in class, do homework, etc.) Explain the relationship between these steps and reaching their goal of getting good grades.
- **Ask the girls to list some cookie goals.** How many boxes do they want to sell? What do they want to learn? See more goal information at Catch Goals, in the Girls’ area of the ABC web site at www.abcsmartcookies.com.
- **Give each girl a postcard** and tell her to write down her goals for the cookie sale. Address the postcards to themselves. Let them know the postcards will be mailed after the initial orders to remind them of their goals!
- **Give each girl an “origami box” to fold into a cube shape.** She can write her name, troop and goal on it before folding. Stack the resulting cubes in an igloo shape. Display in the council office or other special events. Instructions available from web resources listed below.





Super Sales

Girls learn more about their sales goals and brainstorm ways to exceed goals.

Skills learned – money management and people skills

Suggestions:

- **Know Your Product and Pricing Game.** Break girls up into teams of 2 to 4 girls and give each team a half-page answer sheet. Create “flash cards” depicting boxes of cookies in varying amounts and boxes with money. For instance, a flash card could show 5 boxes of cookies. The question would be, “How much will these cookies cost?” Your answer might be \$17.50 if you are at \$3.50 a box, or \$20.00 if you are at \$4.00 a box. Hold up each card (could also be done as a PowerPoint if indoors) for just a few seconds and give the teams 10 seconds to write an answer.
- **Brainstorm** all the things girls can do to reach their sales goals. Post the steps on a large flipchart. Ideas might be: serve samples at a booth sale, sell at a special event, ask your mom and dad to take you to their workplace so you can sell cookies to their co-workers, etc.
- **As a group, select four to five ideas** to discuss in detail. For example, if they want to offer samples at a booth sale, which samples would drive sales? If parents take order cards to work, how can the girls be part of the selling process?
- **Set up sample booth sales** or have items available for girls to set up a booth. Role-play proper booth sale etiquette and good selling techniques. Offer prizes for role-playing or super selling techniques.



What Can A Cookie Do?

Encourages girls to think about and practice giving back to their community during the cookie sale.

Skills learned – business ethics and decision making

Suggestions:

- **Consider a service project** to recycle gently used toys for a children’s center or collecting warm coats or blankets for those in need as part of your rally.
- **Create sculptures** out of items normally thrown away. Start early and collect all boxes and cases from cookies used at training events or the rally and gather together. Girls work in teams to create sculptures. Provide items that can be reused like fabric scraps, paper, etc.
- **Talk to girls about the Thanks-A-Lot cookie**, which has been taken out of the box. Talk about how GSUSA and councils are taking 150 tons of paperboard out of the waste stream by removing the box. How many garbage trucks do you think that would fill? (answer: 14) How many elephants does it take to make 150 tons? (answer: about 40)
- **Talk about how cookie sales can support other community service projects.** How many boxes of cookies would the troop have to sell to purchase a tree to plant? How can cookies be shared with others (cookie share programs).





100th Anniversary

*Celebrate 100 years of Girl Scouting
and learn history of the cookie sale.*

Skills learned – people skills

Suggestions:

- **“Cookie Her-story.”** Invite members of your heritage or historical committee to host a station at the rally. Ask girls to interview them about how many cookies they sold, what kinds they remember selling and pricing. If possible, display past patches or theme memorabilia.
- **“Cookies through the Years.”** Have a station with history of some of the themes and cookies from the past. Have girls vote on which themes they like best and which cookies they would have liked to sell.
- **“My Cookie Future.”** Have girls look to the future and design cookie boxes or come up with new flavors of cookies.
- **“The cookie that started it all.”** Have a station where girls can taste the Original Girl Scout Cookie (recipe on the GSUSA website) and write a review. Bring in Math and Science Skills by posting information on costs of ingredients and have girls calculate the cost of 40 cookies, the count in today’s Shortbread Box.

Just for Fun Activity Ideas

Design a Bag

Purchase inexpensive tote bags (Oriental Trading is a good source) and give girls paint and markers to decorate their own bags. Consider small prizes for best use of theme or best representation of the mascot.

Bakery Tour

Download the cool bakery tour video from www.abcsmartcookies.com and set up a viewing station. Let the girls ask questions about the bakery and jobs that might be part of the bakery. Invite your ABC Bakers Sales and Marketing Consultant to host this station.

Spin Art

Go “retro” and design a work-of-art on paper or a totally unique Frisbee! As the item spins, drop paint into the machine and see fabulous designs emerge. Spin machines are available at most toy stores.

Cookie Twister

Put a new twist on an old favorite! Use a Twister game or make your own using fabric, a tarp or a large bed sheet. Instead of colors, use cookies as the circles on the game board. Place the names of the cookies on the spinners. So put your left hand on Shout Outs! and your right foot on Thin Mints and twist away!

Game Show Bonanza

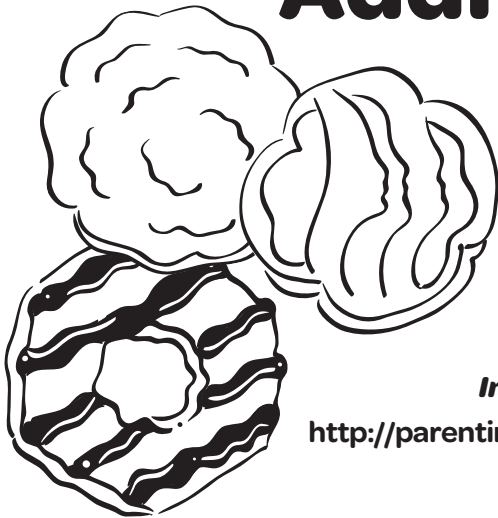
Make learning even more fun by borrowing from a favorite game show format. You can play 1 versus 100, Who Wants to Be A Millionaire, Are You Smarter than a Fifth Grader or \$25,000 Pyramid.

All About Penguins

If you have a local zoo, natural history museum, or other research or teaching facility that may have penguins, invite them to send someone to your rally to talk about penguins and their environment. You could also screen “March of the Penguins” or “Happy Feet” during your rally!



Additional Resources



For decorations and prizes:
www.orientaltrading.com

**Learn to make Origami boxes
for igloo and penguin:**
<http://www.origami-instructions.com>



Instructions on making penguin masks:
<http://parenting.leehansen.com/downloads/crafts/masks/penguin.htm>

To encourage service unit rallies:

Rally-in-a-Bag Kits

Include in each bag:

- An outline of the six stations
 - Balloons and/or other decorations
 - A Cookie Rally Patch for each girl
- Cost typically runs from \$2.00-\$5.00 per girl. Can be sold to service units. Ask volunteers to order at least two weeks before their scheduled rally.

For standout booths: Booth-in-a-Bag Kits

Include in each bag:

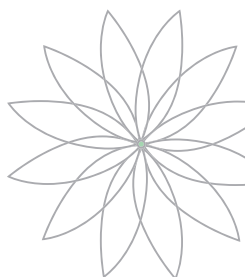
- A tablecloth
- Balloons for decorating
- A list of helpful hints to make booth sales super special
- Tips about booth sale etiquette

Cost typically runs from \$10.00-\$12.00 per bag.

inspire
big dreams



empower
girls



make me
laugh

