VIRTUAL RALLY
EVENT RESOURCES
2020-2021

WE'VE GOT
THIS!
This Girl Scout Cookie Season, Little Brownie Bakers® is providing resources to help councils adapt to a changing environment and support virtual selling opportunities for girls.

Use the resources outlined in this guide to plan an engaging virtual Girl Scout Cookie™ rally. Girls will have fun as they learn new and creative ways to connect virtually with customers and each other.

Virtual rallies are a family affair! Encourage girls to bring a parent or guardian in on the fun. They can motivate their girls to set goals and support them in earning cookie pins and badges.

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Choose your format

Option 1: Plug-and-Play Rally

Bring “We’ve Got This!” energy to your event by playing a fully produced rally video from Little Brownie Bakers® from beginning to end. This 60-minute show includes traditional rally topics like goal-setting, mascot fun and Girl Scout Cookie™ knowledge. All you have to do is press play and watch it all the way through with your girls.

Virtual rally video modules

1. Introduction: We’ve Got This!
   - Topic: Intro to the Girl Scout Cookie Program® and 2020-21 theme
   - Approx. Run Time: 2:45 min.
   - Activity Break Time: 2:00 min.

2. Fearless Fillies
   - Topic: Meet the mascot
   - Approx. Run Time: 6:00 min.
   - Activity Break Time: 10:00 min.

3. Amazing Goal-Getters
   - Topic: Goal-setting
   - Approx. Run Time: 12:30 min.
   - Activity Break Time: 5:00 min.

4. Share the Cookie Love
   - Topic: In-person and virtual cookie booth resources
   - Approx. Run Time: 3:30 min.

5. Boost Your Cookie IQ
   - Topic: Cookie knowledge
   - Approx. Run Time: 3:45 min.
   - Activity Break Time: 15:00 min.

6. Sign-off: You’ve Got This!
   - Topic: Recap and close the rally
   - Approx. Run Time: 2:15 min.

Pick your platform

Live

What platform will you use to host your virtual event? Think about your event needs, including participant capacity, video broadcast and screen sharing capabilities, and managing questions. Make sure you understand any capacity limitations for your platform so everyone you invite can join in on the fun!

On Demand

Post the video to your council website or YouTube page and encourage girls to view at their convenience. Even if you host a live event, you can post the video afterwards for girls and families who couldn’t attend.
Break time!

To pump up the fun—and girl engagement—consider these ideas to encourage interaction:

- Group girls into breakout discussions based on age level
- Feature rewards items and get feedback in real time
- Challenge girls to a live game of Kahoot!
- Play Simon Says or I Spy
- Host a glow-in-the-dark dance party
- Take polls and answer questions
- Invite girls to take a snack break

For more interactive ideas and resources, see the 2020-21 Rally Guide from Little Brownie Bakers.

A virtual cookie rally gets girls excited, energized and prepared for the Girl Scout Cookie Program®. Through rallies, girls learn about badges, awards and rewards they can earn as they run their own cookie business and learn how to think like an entrepreneur. The Virtual Girl Scout Cookie Rally Guide from Girl Scouts of the USA includes event tips, a checklist, a suggested run-of-show, ideas to customize your event and information about pins and badges. Download the full guide from girlscouts.org/troopleaders or refer to pages 5-8 of this guide.
Tips & Checklist

A virtual cookie rally gets girls excited, energized, and prepared for the Girl Scout Cookie Program®. Through rallies, girls learn about badges, awards, and rewards they can earn as they run their own cookie business and learn how to think like an entrepreneur. Here is your go-to guide with things to consider as you prepare to host a virtual rally.

Prepare Ahead

- **Date & Time:** When should you host a virtual rally? Pick a date within two weeks of the start of the cookie program for your council. Before you set a date and time for your event, check other council and community events for any potential conflicts.

- **Budget:** What is your event budget? Consider any potential budget needs to organize your event (i.e. promotional materials, mailers, activity supplies). You may be able to host your rally at no or low cost by applying some creativity!

- **Target Audience:** Who is your target audience for the event? Key tips to consider:
  - Daisy and Brownie virtual experiences should be no more than 45 minutes. These experiences should also incorporate the family into the event.
  - Junior through Ambassador virtual experiences should be no more than 60 minutes. These experiences can target individual girls by guiding them to take the lead and incorporating their families into their cookie business.

- **Virtual Platform:** What platform will you use to host your event? When choosing a platform, think about your event needs including participant capacity, video broadcast and screen sharing capabilities, and question log management. Make sure you understand any capacity limitations for your platform so everyone you invite can join in on the fun!

- **Attendee Registration:** How will people register for the event? Your virtual platform may take care of this depending on the platform and its capabilities.

- **Dedicated Team:** Who will help you plan the event from start to finish? Even virtual events need lots of support, consider these roles:
  - **Event planners:** 2-5 people who plan and execute the event.
  - **Event recruitment manager:** Sets up, tracks, and promotes registration for your event. Develops a marketing plan to drive awareness among council members.
  - **Producer + screen presenter:** This person starts the broadcast, shares their screen, manages technical issues, monitors the audience view from a separate device, and closes it out. If you decide to record the event so people can watch later, this person would do that too!
  - **Facilitator:** Facilitates experience with audience and supports special guests.
  - **Speakers/guests:** Present a segment of the content or experience.
  - **Question monitor:** Moderates questions and makes participants feel connected.

- **Special Guests:** Who can help bring your event to life and connect girls to real-world experiences? Consider local entrepreneurs, theme or mascot experts, business leaders, or other local partners. Confirm 2-3 special guests a few months in advance of the event.

- **Marketing Plan:** How will you promote your virtual rally to girls, families, and volunteers in your council? Consider these channels to spread the news: your council or service unit websites or social media pages, an invitation sent via email or direct mail to troops, an announcement to girls and parents at cookie training, or your council’s cookie family guide.

- **Council Training:** Attend your council’s cookie program training prior to holding your meeting.

- **Cookie Materials:** Review cookie season materials so you’re ready to answer questions.
Virtual Rally Event Ideas

Special Guests & Presenters

- Invite older girls to host or co-host events for younger girls.
- Invite local entrepreneurs, marketing experts, or other business leaders to give tips and field questions from older girls. Girl Scout alums are a bonus! Discussion ideas include:
  - Online marketing and sales strategies
  - Making your pitch to customers
  - How to pivot your selling methods to reach your goals
  - How to use digital marketing to expand your network
  - How to build people skills
  - Ways to show customer appreciation
- Invite a special topic expert to introduce your real-life animal mascot and field questions from girls through a virtual meet and greet.

Event Content

- Show inspirational girl videos (i.e. past troop projects, baker-inspired materials).
- Reveal the campaign theme and mascot with special topic experts.
- Feature rewards items and engage older girls or special experience partners in the reveal.
- Poll attendees and ask fun questions to make the rally engaging for girls of all levels.
- Highlight your cookie donation program and guest speakers from any partner organizations.
- Showcase digital marketing tools available from GSUSA and your baker partner.

Attendee Engagement

- Incorporate hands-on, theme-inspired cookie rally activities and games from your baker’s rally materials that are tied to the theme and connect to the 5 skills.
- Actively answer questions in the question log and recognize attendees by name when answering questions to make girls and families feel more connected to the experience.
- Encourage attendees to share pictures of themselves watching your virtual rally on social media using your custom event #hashtag.
- Make sure your attendees have their cookie materials (from your council and baker) on hand so they can be referenced during the event.
- Close with a call-to-action and next steps for participants.
- Record the webinar so girls can watch later if they miss the event at the scheduled time.

Rally Registration Kit

Consider preparing a virtual rally kit participants can download ahead of time or a mailable kit girls receive after they register for the event. This kit can include items and tools to get girls and families excited to attend your event and stay engaged during it.

- Leverage rally activity resources and templates available on your baker website. Some of these might include the following. If these aren’t available, create your own!
  - Hands-on rally activities (from your baker)
  - Participation certificates (for girls and volunteers)
- Encourage girls to also have the following on hand to stay engaged as they participate:
  - Cookie materials received from your council/baker (i.e. order card, family guide)
  - Paper (any color) and pens, markers, or crayons
  - Other supplies needed to complete hands-on activities
# Suggested Run-of-Show

## Run-of-Show

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Before the Event</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set a date</td>
<td>Set your rally dates so the information can be shared with leaders, girls, and families as they begin to plan their year.</td>
<td>6 months prior</td>
<td></td>
</tr>
<tr>
<td>Build a team</td>
<td>Organize a dedicated team to plan, manage, and promote your event.</td>
<td>4-6 months prior</td>
<td></td>
</tr>
<tr>
<td>Plan event</td>
<td>Use this guide and baker rally materials to plan your event from start to finish.</td>
<td>4-6 months prior</td>
<td></td>
</tr>
<tr>
<td>Invite attendees &amp; special guests</td>
<td>Send out invitations and start tracking registration or RSVPs.</td>
<td>2-3 months prior</td>
<td></td>
</tr>
<tr>
<td>Promote event</td>
<td>Market your event to your target audience.</td>
<td>2-3 months prior</td>
<td></td>
</tr>
<tr>
<td>Webinar rehearsal</td>
<td>All presenters and speakers log on to platform to make sure sound is working, required software has been properly installed, and all presentation materials are loaded and shareable. Review and practice roles and responsibilities.</td>
<td>1 week prior</td>
<td></td>
</tr>
<tr>
<td><strong>Day of Event Agenda</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Setup</td>
<td>Test technology with all presenters and prep for guest arrival.</td>
<td>30 mins. ahead</td>
<td>30 mins. ahead</td>
</tr>
<tr>
<td>Welcome &amp; Soundcheck</td>
<td>Review event logistics, introduce guests, and check sound with participants.</td>
<td>5 mins.</td>
<td>5 mins.</td>
</tr>
<tr>
<td>Theme &amp; Product Announcements</td>
<td>Announce theme and share cookie product line up and new product announcements.</td>
<td>5 mins.</td>
<td>5 mins.</td>
</tr>
<tr>
<td>Badge &amp; Award Highlights</td>
<td>Review 5 skills while highlighting Financial Literacy Badges, Cookie Business Badges, and Cookie Entrepreneur Family Pin.</td>
<td>5 mins.</td>
<td>15 mins.</td>
</tr>
<tr>
<td>Rewards reveal</td>
<td>Rewards show &amp; tell (younger girls) or unboxing (older girls).</td>
<td>10 mins.</td>
<td>10 mins.</td>
</tr>
<tr>
<td>Main Activity</td>
<td>Conduct a hands-on theme inspired activity.</td>
<td>15 mins.</td>
<td>20 mins.</td>
</tr>
<tr>
<td>Closing</td>
<td>Highlight cookie donation program and discuss next steps.</td>
<td>5 mins.</td>
<td>5 mins.</td>
</tr>
</tbody>
</table>
When girls sell Girl Scout Cookies, they utilize the 5 Skills—goal setting, decision making, money management, people skills, and business ethics—and learn to think like entrepreneurs. Girls can earn Cookie Business and Financial Literacy badges and Cookie Entrepreneur Family pins for every year they participate in the Girl Scout Cookie Program.

<table>
<thead>
<tr>
<th>Daisies</th>
<th>Brownies</th>
<th>Juniors</th>
<th>Cadettes</th>
<th>Seniors</th>
<th>Ambassadors</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Daisy Badges" /></td>
<td><img src="image2.jpg" alt="Brownie Badges" /></td>
<td><img src="image3.jpg" alt="Juniors Badges" /></td>
<td><img src="image4.jpg" alt="Cadettes Badges" /></td>
<td><img src="image5.jpg" alt="Seniors Badges" /></td>
<td><img src="image6.jpg" alt="Ambassadors Badges" /></td>
</tr>
</tbody>
</table>

**Cookie Business and Financial Literacy Badges**

- Honey Manager
- Birthright
- Cookie CEO
- Customer Insights
- Marketing
- Think Big
- Business Plan
- Buying Power
- Customer Loyalty
- Finances My Future
- On My Own
- Good Credit
- R&D
- My Portfolio

**Cookie Entrepreneur Family Pins**

For more on cookie badges and pins girls can earn, visit: [girlscouts.org/cookiebadges](http://girlscouts.org/cookiebadges)

Full guide available for download at [girlscoutcookies.org/troopleaders](http://girlscoutcookies.org/troopleaders)
Here are more tips to help you take your virtual rally to the next level.

**Real-time reactions**

Invite girls to interact by giving feedback throughout your rally. Send girls emoji sticks they can hold up to the camera, or encourage them to use the built-in emojis on your video platform. They can display a smiley face or thumbs up to show they like something— their favorite Girl Scout Cookie™ or a new reward for the season!

**Rally registration kit**

Consider preparing a virtual rally kit that girls can download ahead of time, or send mailable kits after they register for the event. Include items and tools to get girls and families excited to attend your event and stay engaged during it.

The kit can include:
- Station cards and activity sheets so girls can follow along at home
- Participation certificates (for girls and volunteers)
- Cookie materials (i.e. order card, family guide)
- Glow sticks for a virtual dance party
- Craft supplies
- Emoji sticks

**Go social**

Don’t forget to share the Girl Scout Cookie™ love on social media! Create your own event hashtag or use #WeveGotThis so girls and families can post about all the fun and learning.