

Cookie Rally Playbook 2027 | girl scouts of northern california

Thank you for your interest in hosting a cookie rally! Cookie rallies are a fun and engaging way to get Girl Scouts excited for cookie season, have them practice the skills needed to run a booth, and inform their cookie product knowledge. Selling Girl Scout cookies is a key component of the Girl Scout Entrepreneurship Program, through which Girl Scouts learn the following skills:

1. **Goal Setting:** Girl Scouts learn how to set goals and create a plan to reach them.
2. **Decision Making:** Girl Scouts learn to make decisions on their own and as a team.
3. **Money Management:** Girl Scouts learn to create a budget and handle money.
4. **People Skills:** Girl Scouts find their voice and build confidence through customer interactions.
5. **Business Ethics:** Girl Scouts learn to act ethically, both in business and life.

Below is a step-by-step guide to running a cookie rally. Each station helps Girl Scouts practice entrepreneurial skills that will help them during cookie season and beyond.

Print These Pages (included at the end of this playbook) to Prepare for Your Cookie Rally:

- Rally Station Labels...p. 10-14
- Ready to Explore Goal Tracker Handout...p. 15-17
- Patch Pals Question Sheet...p. 18
- Girl Scout Sparkables Ad...p. 19
- Play Money...p. 20-26
- Coloring Sheets...p. 27, 28

Activity	Materials Needed	Estimated Time to Complete	Entrepreneurial Skill they practice	Activity Summary
Station 1: Goal Setting Activity	White board or large notepad, markers, tape, crayons, 1 copy per Girl Scout of Ready to Explore Goal Tracker	15 min.	Goal Setting	Discuss with your Girl Scouts what individual cookie sales goals are and make goal tracker.
Station 2: Selling Strategy	White board or large notepad, markers, tape, crayons	15 min.	Decision Making	Have Girl Scouts decide how they want to promote their cookie sales.
Station 3: Patch Pal Facts	Printed Patch Pals questions cards	15 min.	People Skills	Have Girl Scouts brainstorm what types of folks might be customers for Patch Pals. and learn more about the product.
Station 4: Allergy-Aware Customer Role Play	Allergy-Aware Customer Role Play Cards, Girl Scout Sparkables Ad handout.	15 min.	Business Ethics	Girl Scouts role play a customer-Girl Scout interaction where the customer asks about allergy-safe products.

Activity	Materials Needed	Estimated Time to Complete	Entrepreneurial Skill they practice	Activity Summary
Station 5: Money Counting Game	Play money, calculator, notebook, pencils, table, dice, cookie lanyards with pricing sheet (if you have them)	15 min.	Money Management	One person will roll a pair of dice that will be the number of boxes Girl Scouts need to find the total cost for, using a calculator and/or pencil and notebook. Once a few rounds of this are played, practice “making change” by having an adult give a Girl Scout play money that is larger than the current cost and helping Girl Scouts make change for the “customer”
Closing Station: Cookie Tasting and Coloring Sheets	Girl Scout cookies to sample, printouts of coloring sheets for each Girl Scout to take home	15 min.	Fun!	Have Girl Scouts sample each cookie flavor. Send Girl Scouts home with coloring sheets.

Activity Station: Goal Setting

Entrepreneurial Skill: Goal Setting

Materials: Scissors, White Board or large notepad, markers, tape, crayons, 1 copy per Girl Scout of Ready to Explore Goal Tracker

1. This activity is about Goal Setting. Gather Girl Scouts into a discussion circle with a whiteboard or large notepad you can write notes on.

2. Say: This year we are selling cookies to raise money for Girl Scouting activities. We will work together to decide how many cookies we are each trying to sell to hit our goal.

Review the strategies below to determine which one makes the most sense for each Girl Scout to set a goal.

Goal Setting Strategies:

A. For New Girl Scouts: If this is your first year selling cookies, have each Girl Scout go around and say how many boxes of cookies they feel they can sell. Write down answers on a sheet of paper and discuss with Girl Scouts if any feel unreasonable. Once settled, these numbers can be Girl Scout's sales goals.

B. For Returning Girl Scouts: Have Girl Scouts recall the number of boxes of cookies they sold in previous years. Help them divide that number by 20, then take the result and add it to the previous year's total. This would make each Girl Scout's goal 5% more than last year's sales. This number can be your sales goal. Girl Scouts may also set sales goals based on rewards they are interested in attaining.

3. Once you have determined each Girl Scout's sales goal, have them write their goal in the field that says "100%" on the Ready to Explore Goal Tracker Printout. Divide that number by 4 to get the number of boxes needed to reach 25% of that goal and write that number in the corresponding box. Multiply the number you just calculated by two to fill in the field for 50% of the sales goal. Multiply the number you determined to be 25% of your goal by 3 to determine how many boxes you need to sell to reach 75% of your goal and record that number on the printout as well.

Note: If you end up with a fraction of a box in your calculations, round up to the nearest whole box of cookies. It's better to round up to meet your goal rather than fall short.

4. Once all the numbers have been filled in, review with Girl Scouts how many boxes they

need to sell to reach 25% of their goal, 50% of their goal, 75% of their goal, and 100% of their goal.

5. Have Girl Scouts fill out the fields on the Bunny Ready to Explore Goal Tracker handout for recording 25%, 50%, 75% and 100% of their sales goal.

6. Have each Girl Scout go around and share their personal sales goal. sDiscuss: what can you do to celebrate when you hit the 25% milestone? The 50% milestone? The 75% milestone? And Finally the 100% milestone. Encourage Girl Scouts to celebrate progress towards their goal and share with their friends, family, and troop.

Activity Station: Selling Strategy

Entrepreneurial Skill: Decision Making

Materials: White board or large notepad, poster paper, markers, scissors, tape, crayons

1. Ask Girl Scouts: What are some things customers need to know about Girl Scout Cookies? Write down these pieces of information for them to refer to later.

a. Examples of things they could say: how much they cost, what flavors there are, what funding from cookies helps support

2. Now Ask: What is a good way to let customers know this information that will also help you sell cookies?

a. Telling customers info at booths, creating a poster, creating a short promotional video for social media, bringing cookie entrepreneur cards to events

3. Write down suggestions on white board or large notepad. Tell Girl Scouts that they are going to pick a strategy they listed to help promote their cookie business. This is the “Decision Making” part of the process.

4. Now that Girl Scouts have brainstormed a few strategies to get information to customers, help them work on a booth poster. Have them refer to the lanyards their service union provides for cookie varieties and prices, then provide them with poster paper, crayons, and markers.

Note: Girl Scouts may not finish their poster or video during this session. Encourage them to take home their poster paper or script to continue working at home if needed.

Activity Station: Patch Pals Facts

Entrepreneurial Skill: People Skills

Materials: Printed Patch Pals Questions Cards

1. Tell Girl Scouts that we will be selling something new this year: Patch Pals dog biscuit! Customers can only order Patch Pals online. To begin thinking about who potential customers could be, ask Girl Scouts to stand up if they answer is yes to any of the following questions:

- “Do you have a dog?”
- “Do your friends have a dog?”
- “Do your relatives have a dog?”
- “Do your neighbors have a dog?”
- “Do you know a dog who deserves a treat?”

After you’re done asking these questions, almost every Girl Scout should be standing. Tell Girl Scouts “Any of the folks you were thinking of when you stood up could be someone interested in buying Patch Pals! Be sure to show your QR code from Digital Cookie to interested customers so they can purchase dog biscuits.”

2. Next say, “Let’s practice answering some questions that customers might ask about Patch Pals. I’ll ask a question a customer might ask. Try to answer my questions as best you can. If you need help, we can discuss the answer to the question as a group.

3. Play until all questions are answered.

Activity Station: Allergy-Aware Customer Role Play

Entrepreneurial Skill: Business Ethics

Materials: Allergy-Aware Customer Role Play Cards, Girl Scout Sparkables Ad handout.

1. Tell Girl Scouts that we will be selling another new thing this year: Girl Scout Sparkables Cookies from Partake. These cookies are allergy-friendly, meaning that many folks with food allergies can safely eat these cookies. Customers can only order Girl Scout Sparkables online. Remind Girl Scouts to show their QR code from Digital Cookie to interested customers so they can purchase allergy-friendly cookies.

2. Show Girl Scouts the printed Girl Scouts Sparkables page so they can become familiar

with what the cookies look like.

3. Say “We are going to practice role play to learn about how to answer customer questions about Girl Scout Sparkables. I’ll be the customer and you’ll be the Girl Scout. I’ll ask a question and you’ll do your best to answer it. After you try to answer each question, we’ll go over the suggested answer as a group so you can learn more about Girl Scout Sparkables and feel ready to answer question.”

4. Review the suggestions for responding on the scenario sheet before moving onto the next scenario.

Customer Role Play Cards

Cut cards out and fold along the dotted line.

PARTAKE

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Question:
Do you have
anything
gluten-free?

Question:
My child
has food
allergies.
What can
they eat?

Question:
Are these
cookies
vegan?

Question:
I want to order
online. Can
you help?

Question:
Why does
allergy-
friendly
matter?

Answer:
Our new
online
exclusive, Girl
Scout
Sparkables™ is
gluten-free
and allergy-
friendly!

Answer:
Girl Scout
Sparkables™ are
made in a facility
designed to avoid the
nine major food
allergens, including
wheat, peanuts, and
tree nuts. I can ask
an adult to help me
review the allergen
information to be
sure.

Answer:
Thanks for
asking! Our
vegan cookies
include
Lemonades™,
Thin Mints™,
Peanut Butter
Patties™, and
Girl Scout
Sparkables.™

Answer:
Girl Scout
Sparkables™ are
only available
online. You can
scan my QR code
and order them
to be delivered
straight to your
door!

Answer:
Thanks for asking!
Partake, our baker
of Girl Scout
Sparkables™ was
created so more
people could share
sweet moments
together, regardless
of their food
allergies.

Activity Station: Money Counting Game

Entrepreneurial Skill: Money Management

Materials: Play money, calculator, notebook, pencils, table, dice, cookie lanyards (if you have them)

1. Have Girl Scouts take turns rolling a pair of dice. The number revealed on the box is the number of boxes of cookies a customer wants; Girl Scouts must calculate the total price
2. For younger Girl Scouts, assist them with using the price calculation sheet included with their lanyard (Service Units will be provided with these lanyards at the Super Cookie Summit. If you have not received lanyards by mid-December, contact your SU Advisor). For instance, if the dice total 7, find 7 on the price calculation sheet and see the corresponding cost for 7 boxes of cookies (\$49). For older Girl Scouts, have them practice calculating the total cost by multiplying the number rolled by the cost of a box of cookies. (Girl Scouts may use a notepad and pencil or a calculator for this.)
3. Once each Girl Scout has practiced calculating or finding total cost, have them practice making change. Have each Girl Scout start with \$50 in play money in the following denominations: one \$20 bill, one \$10 bill, two \$5 bills, and ten \$1 bills.
4. Once each Girl Scout has play money to work with, use your own play money to pay (in large bills) for a certain amount of Girl Scout cookies, and have Girl Scouts make you change. They may use a pencil and notepad or calculator as needed. Practice getting change for different amounts of cookies using your play money. For Daisies and younger Brownies, have another adult help them make change by modeling how they will do it once, before working with them to complete the next transaction.

Closing Station: Cookie Tasting and Take Homes

Entrepreneurial Skill: Fun and Product Knowledge

Materials: Girl Scout cookies to sample, printouts of coloring sheets for each Girl Scout

1. Have Girl Scouts sample a cookie flavor and then say 3 words to describe that flavor.
2. Repeat with all flavors. Save new cookies for last for a special treat.

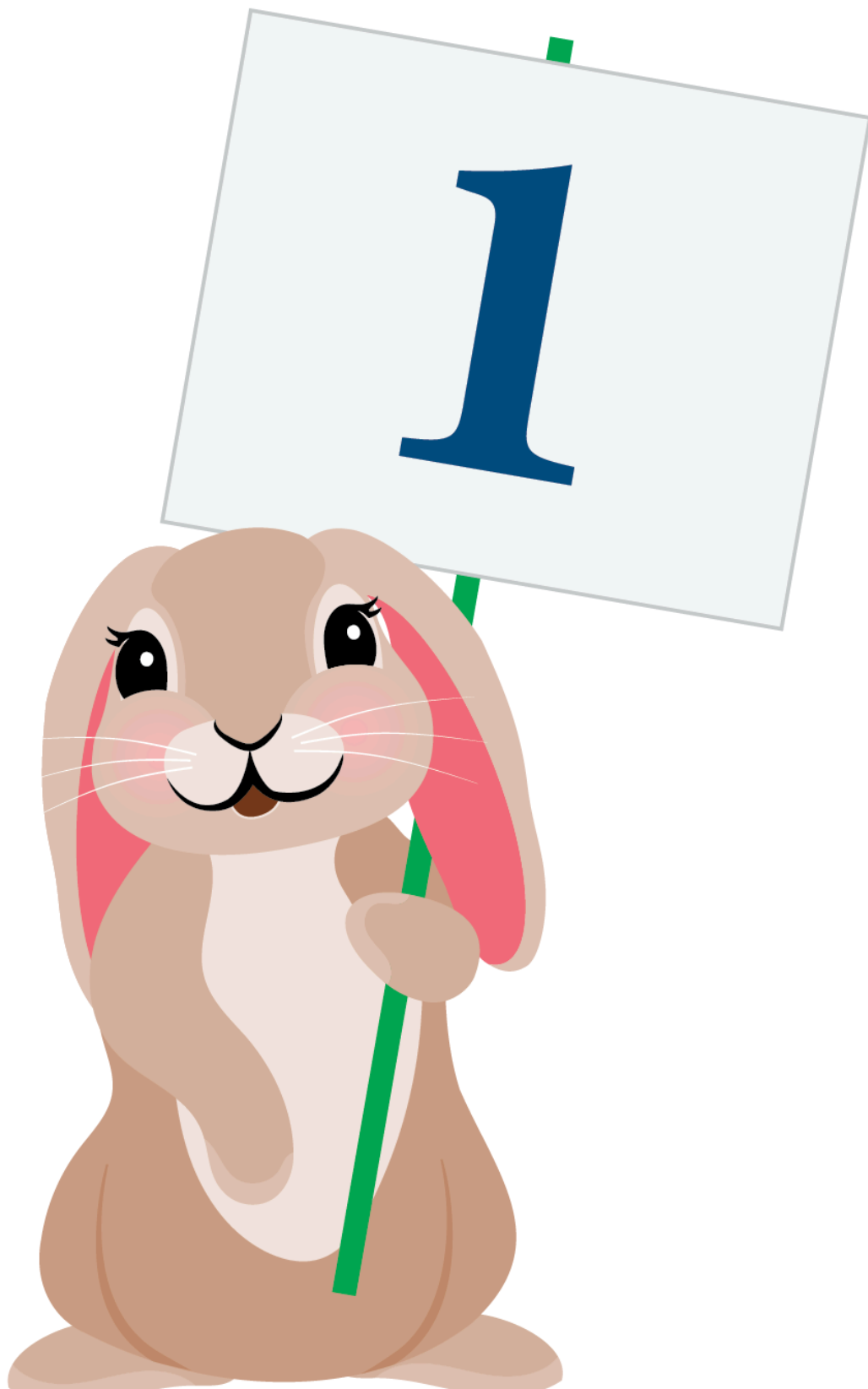
3. Send Girl Scouts home with printed coloring sheets from the cookie rally guide (Samples are included in this playbook). Say that Girl Scouts can use coloring sheets as decorations to decorate cookie booths.

4. Thank Girl Scouts for attending the cookie rally!



Printed Resources Index

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READY TO explore

Troop#

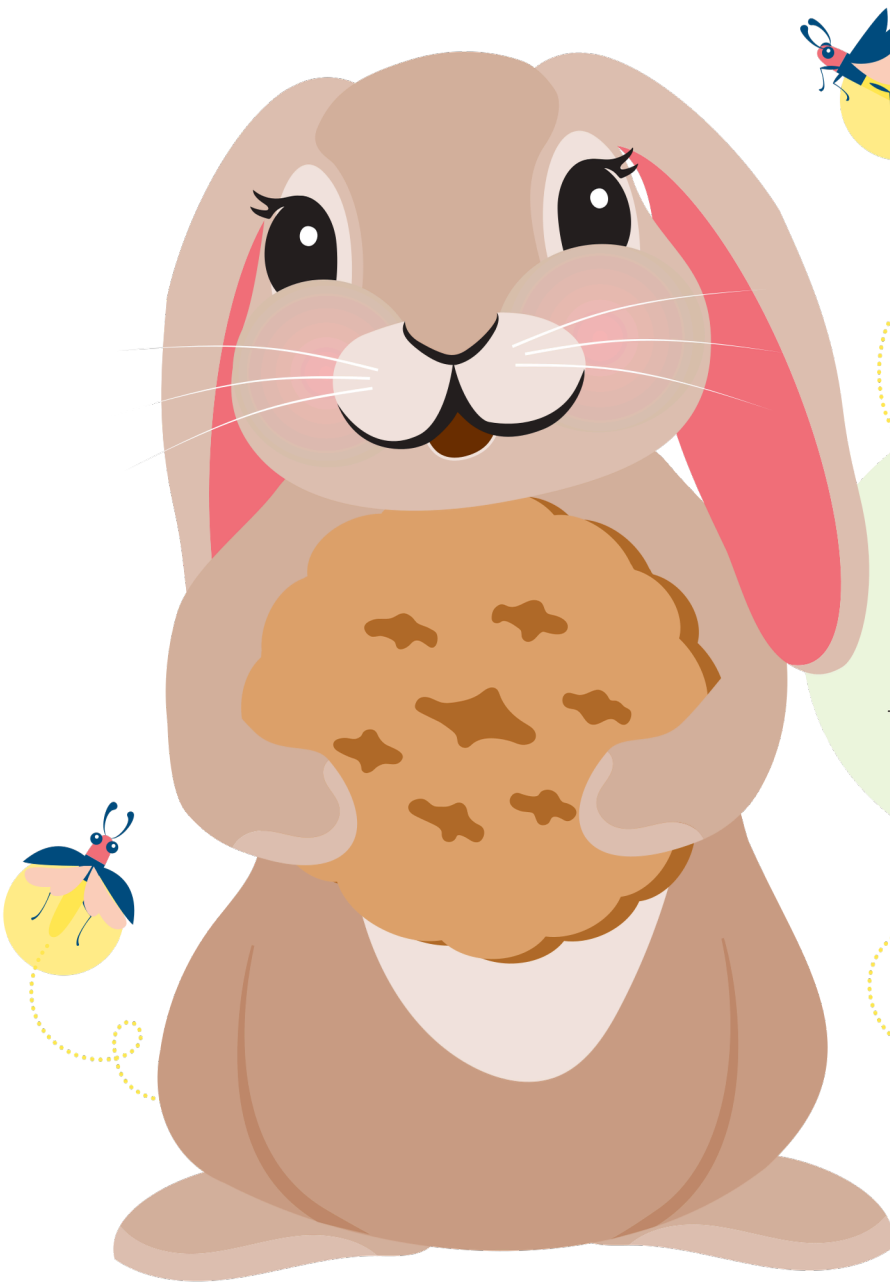
Girl Scout Cookie Goal

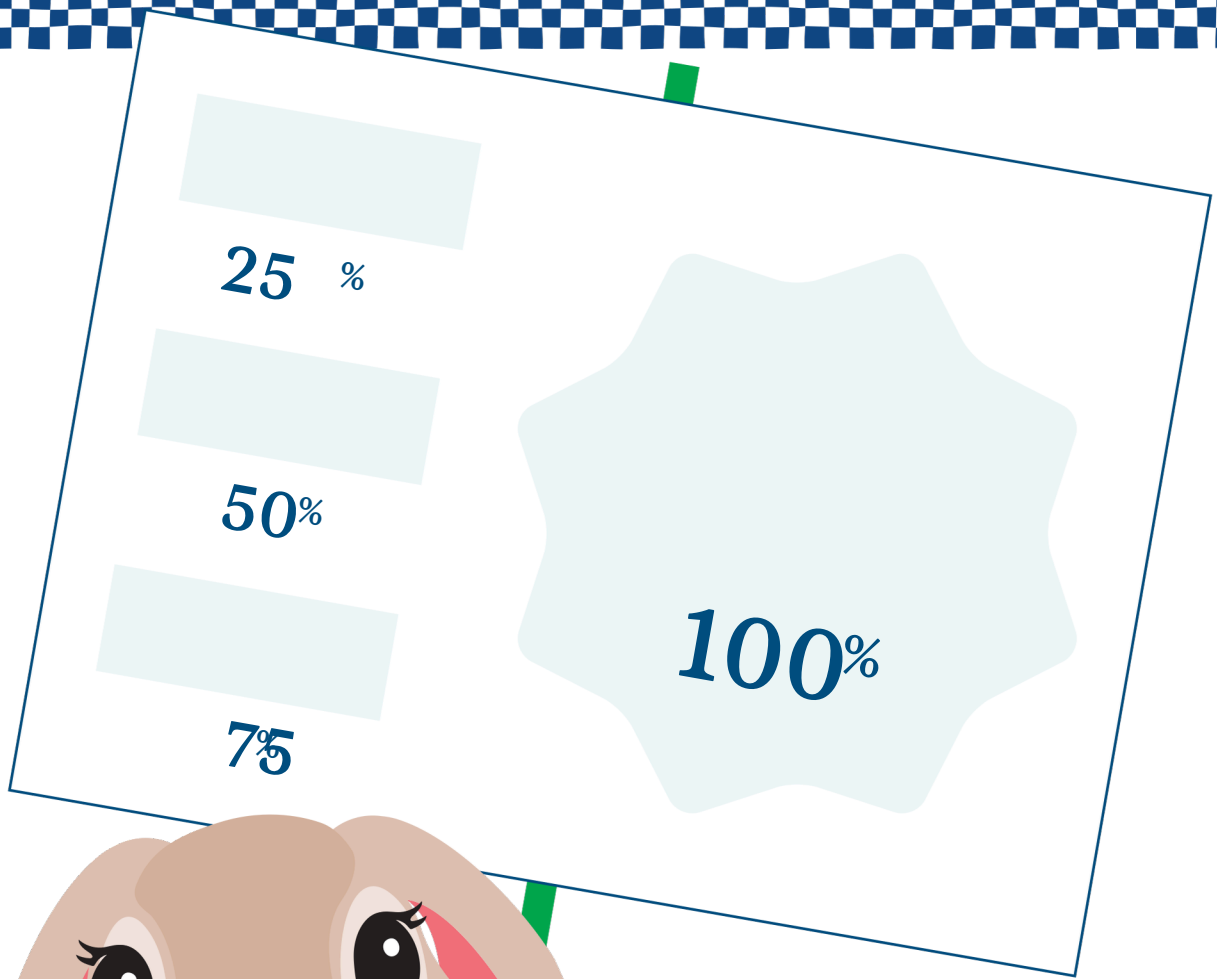
100%

75%

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READY TO
explore

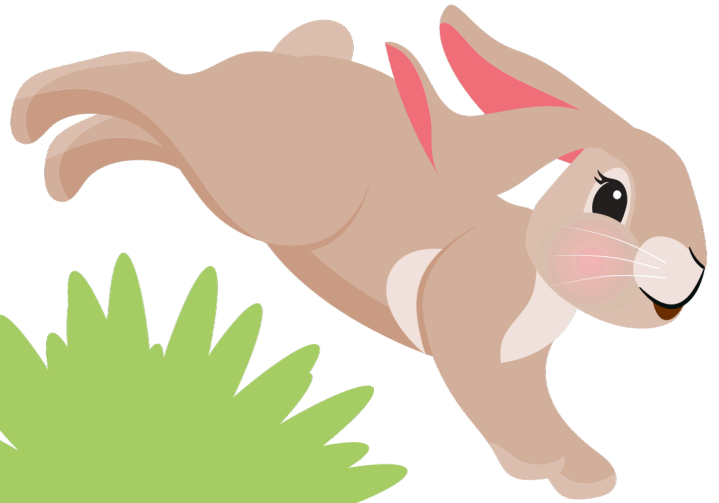
Troop#

Girl Scout
Cookie Goal

READY TO explore



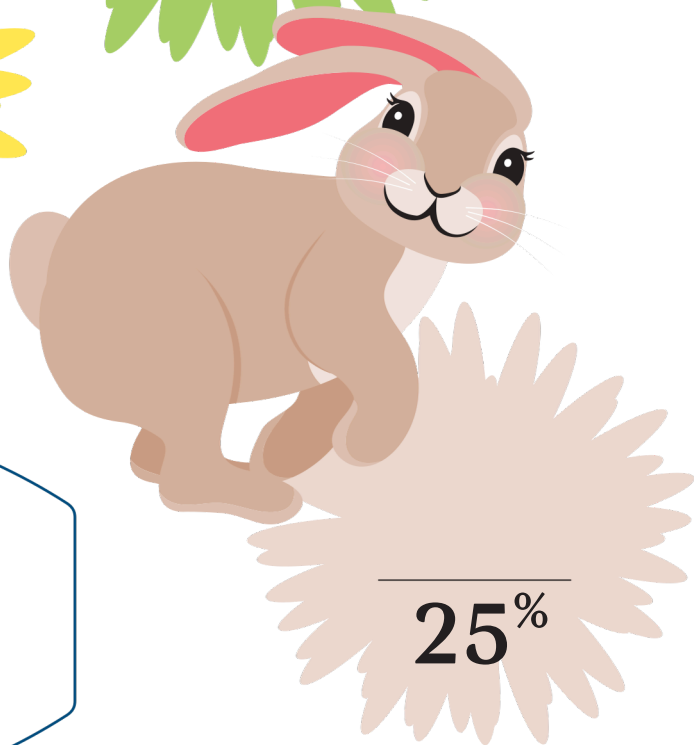
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25%

Troop#

Girl Scout Cookie Goal

SAMPLE QUESTIONS (Print this card if you can)

Are these safe for dogs? (Yes, they are made just for dogs!)

Why should someone buy this? (So their dog can be part of cookie season too)

What if a dog has allergies? (Patch Pals are made with ingredients very few dogs are allergic to)

What are Patch Pals made with? (Blueberries)

Where are Patch Pals sold? (Online only)

How big does a dog need to be? (At least 5 lbs)

How old does a dog need to be? (At least 6 months old)

Where are they made? (Right here in the USA!)

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INTRODUCING Girl Scout Sparkables™

girl scouts

Allergen
Friendly
& Delicious



NEW!



PRODUCT FACTS:

- Allergen Friendly
- Gluten Free
- Nut Free
- Vegan

Celebrate the spark inside each of us with new Girl Scout Sparkables™! Each scrumptiously crunchy oatmeal chocolate chip cookie is dotted with vibrantly colored sprinkles. Even better? They're allergen friendly, making them perfect for parties and gatherings where even more friends can join in the yum.

**Available
Online Only!**



Shipped to your door!

Add Digital Cookie QR Code

Made by
PARTAKE®

Manufactured in a top 9 allergen free facility.

FORMULATED WITHOUT

WHEAT	EGGS	SOY
PEANUTS	MILK	SHELLFISH
TREE NUTS	SESAME	FISH

Cookie Cash

Notes:

The money should be printed on colored 8.5" x 11" computer paper.

\$1 (white)

\$5 (light pink)

\$10 (light yellow)

\$20 (light green)

\$50 (light blue)

\$100 (gold)













patch pals™

GIRL SCOUT COOKIES FOR DOGS!



ORDER
ONLINE!



READY TO
explore