girl scouts

patch pals™

RALLY GUIDE

Welcome to The Pack.

Introducing: Patch Pals™

The first Girl Scout Cookie™ made just for dogs.

Nothing, including Girl Scout Cookie season, is as fun without your dog! Which is why Girl Scouts is paw-sitively proud to announce **Patch Pals™**, the first ever Girl Scout Cookie made just for our favorite four-legged family members.

From the wonder you felt as you witnessed your buddy's first sit, shake, and roll to watching them bring together friends and loved ones in the wonderful way only dogs can, you know your pup deserves the best. And Girl Scouts' new dog cookies will be puppy love at first bite. Made with blueberries, **Patch Pals™** have an irresistible blueberry muffin scent and are soft-baked for a chewy texture that's second
to none.

Each dog cookie has been lovingly baked into one of four cute "patches," representing Girl Scouts, community, exploration, and play - all central to how Girl Scouts grow together and shape their world with joy.

Community

Girl Scouts

Exploration

Play

Why Patch Pals?

Over the years, thousands of Girl Scouts just like you have requested a dog treat to sell during the cookie season. You asked - we answered! **Patch Pals™** has been something we've been working on for a long time, and something we know every dog person out there will be excited about.

Most of the people you sell Girl Scout Cookies to either have a dog in their family, or have a special dog in their life. Dogs are part of the family, just like sisters, brothers, cousins, parents, and grandparents. Our families get to enjoy Girl Scout Cookies every year, we want to help the family dogs enjoy this program too!

Patch Pals™ are only available online, so consumers can buy them easily from your Digital Cookie store for it to be shipped to their home.

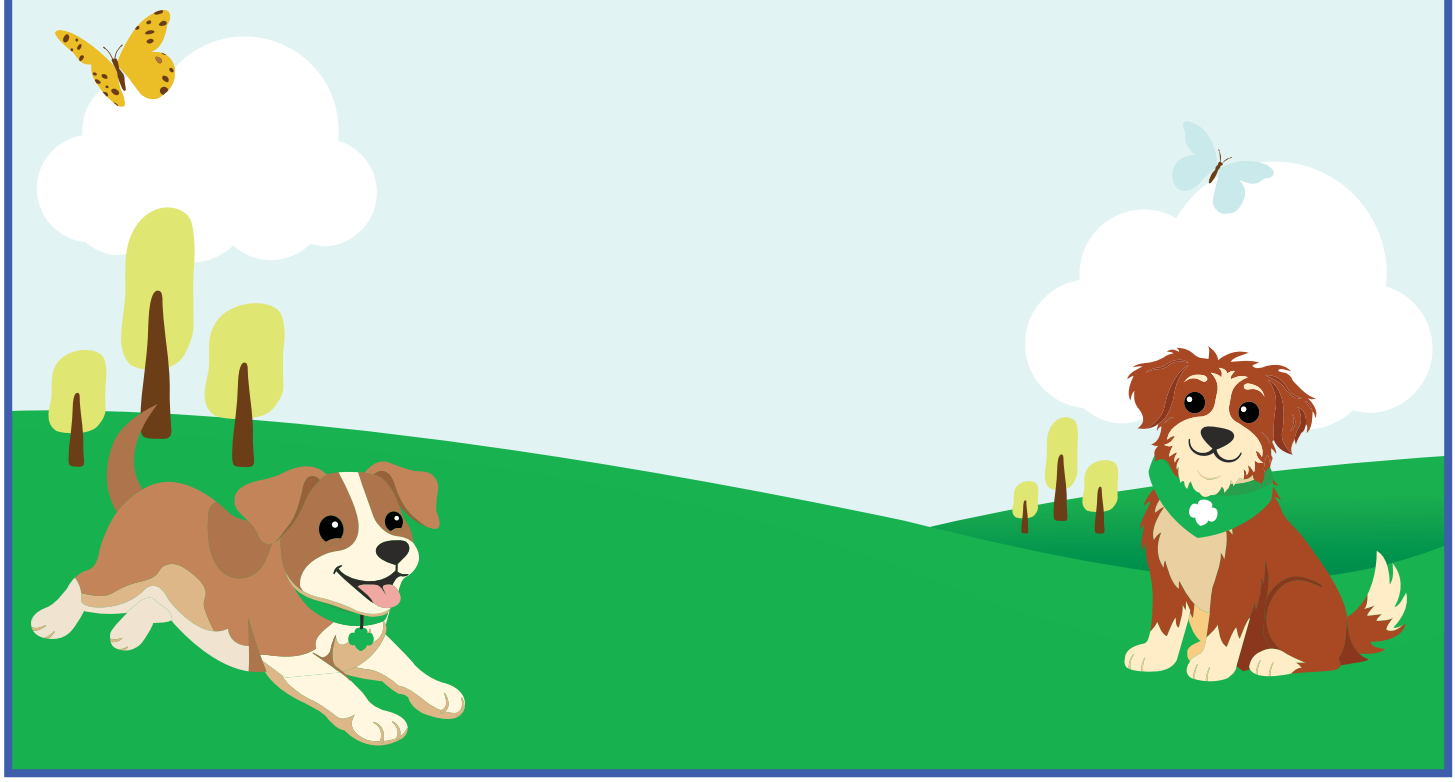
Most dog parents enjoy stocking up on dog snacks online, so here are ways to reach this new audience.

Patch Pals™ were created with BARK, the company behind BarkBox, which is obsessed with making dogs happy.

Together, we made a treat that dogs will love — and that you can feel proud to sell.

PRODUCT FACTS:

- Blueberry muffin flavor
- Made with blueberries.
- Grain-based recipe
- Online only, shipped to people's homes
- These delicious dog cookies are for dogs only!



Patch Pals™ are only sold online for shipping only.

While they are not available to sell at a booth,
consumers can easily buy them from a Girl Scout.

THREE EASY WAYS TO SELL:

Use these activities to kick off your rally with the whole group.

No materials needed — just energy and a love of dogs!

DOGS WHO WOULD LOVE PATCH PALS

TYPE: Whole Group | No materials needed | 5 minutes

HOW TO PLAY:
Ask girls to stand up if their answer is yes and yell their answer.

- "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?"

By the end, almost everyone is standing.
That's your customer list!

Next, ask each girl to raise their hand if they think they might find dog people at:
A pet store?
A dog park?
In their neighborhood?
Even online, like who they sell to in the fall program?

This is how you can find your dog people!

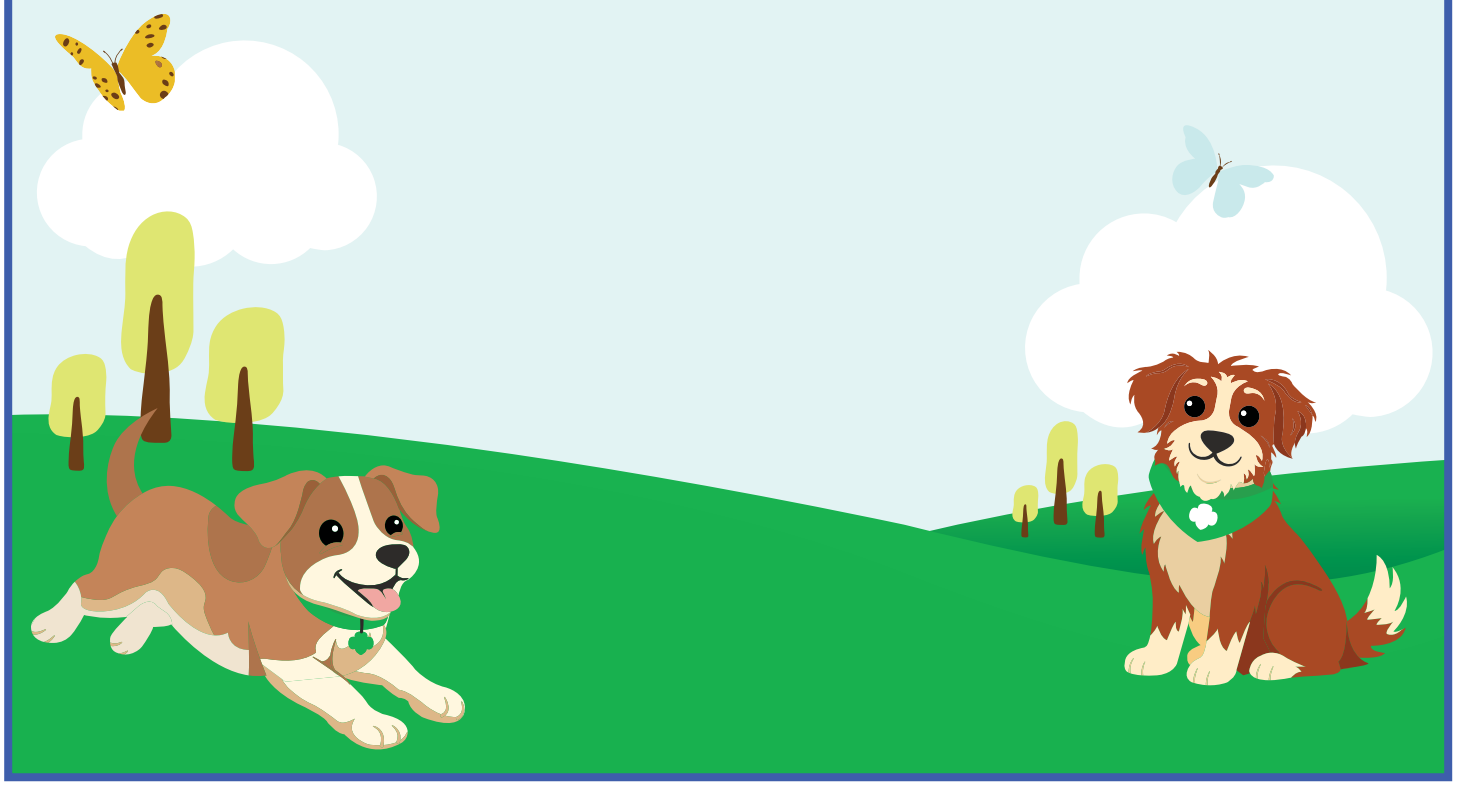
LEADER TIP: Use this to lead into the product introduction.

NEXT: ACT LIKE A DOG

HOW TO PLAY:
Leader calls out actions: Fetch! Roll Over! Sit!
Each girl acts like a dog doing a trick or command.
Sit, shake, roll over, spin, do a biiiig stretch like a dog that just woke up from a nap.

Girls act them out at the same time. Create your own pack!

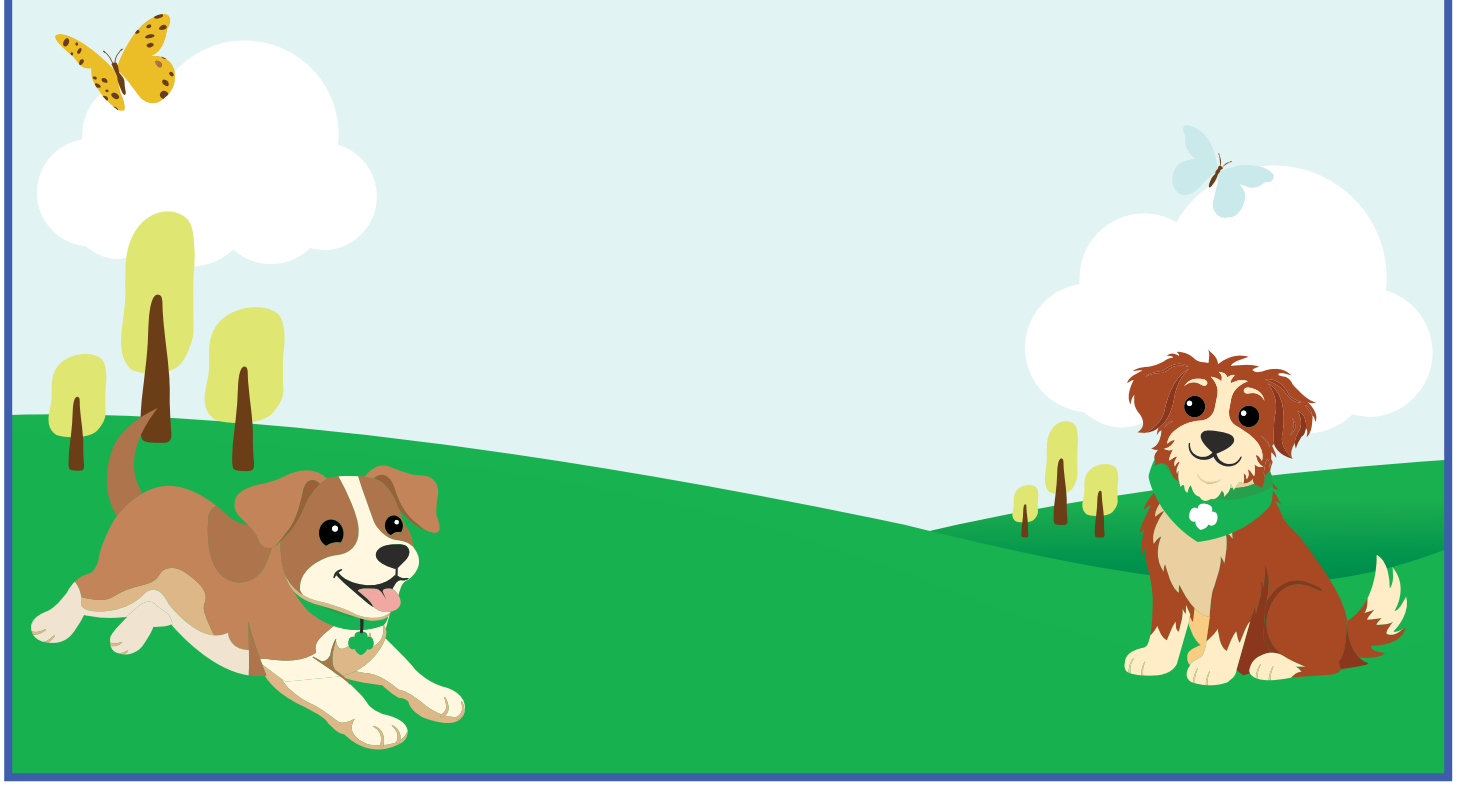
LEADER TIP: Ask for volunteers first.
Once a few girls go, everyone will want to join in.



STATIONS

Rotate through the stations below in small groups.

Each station takes about 10-15 minutes.



STATION 1

Patch Pals Facts

GOAL: Learn the facts about **Patch Pals™** so you can answer customer questions with confidence.

SUPPLIES: Printed question cards | One leader per station

INSTRUCTIONS:
1. Leader reads a question out loud.
2. Girls take turns answering.
3. If no one knows, the leader shares the answer.
4. Play until all questions are answered.

Leader tip: The next page can be printed for girls to take home with them so they can reference these whenever they'd like.

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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STATION 2

Booth Marketing

GOAL: Learn how to tell customers about **Patch Pals™** at your booth through fun visuals.

SUPPLIES: Printed script cards
Optional: pretend cookies as props

INSTRUCTIONS:
1. One girl plays the customer. One girl plays the seller.
2. The seller uses the script card to talk about **Patch Pals™**.
3. Switch roles and try again!

SAMPLE PITCH:
"We have a new treat this year—just for dogs! It's called **Patch Pals™**. They're soft baked dog cookies made with blueberries. You can order them online Do you have a dog at home?"

LEADER TIP:
Remind girls that **Patch Pals™** are online only. Customers can't buy them at the booth—but they can scan a QR code or write down the link!

Visit: **girlscouts.org/CookieBusinessTools** for resources to help promote your Digital Cookie site.

STATION 3

Digital Marketing

GOAL: Learn how to share **Patch Pals™** online and get more customers.

SUPPLIES: Paper and markers | QR code card (one per girl)
Optional: device to scan QR code

FOCUS: Sharing with family & friends

INSTRUCTIONS:

1. Give each girl their Digital Cookie QR code card (available in the Digital Cookie App)
2. Girls design a pretend social media post on paper — draw the post, write the caption, add emoji!
3. If devices are available: scan the QR code at the bottom of this page to visit the **Patch Pals™** sticker generator. Girls can upload a photo of their dog (or a dog in their life) to get a fun cartoon illustration!

SAMPLE CAPTIONS:

- "Your dog deserves a treat too! Get **Patch Pals™** online now."
- "Cookie season just got even better. Now there's a Girl Scout Cookie for dogs, too!"

LEADER TIP: Remind girls to always get a grown-up's help beforeposting anything online.

Scan this QR code to create your very own custom dog cartoon and find more tools!
(This Cartoon Generator is available in Sept.)

STATION 3

Digital Marketing

Write Your Caption Here: _____

_____

STATION 4

Tails & Tales: A Story Builder

GOAL: Practice talking to customers in a fun, confident way.

SUPPLIES: Printed Tails & Tales worksheet | Pencils

INSTRUCTIONS:

1. Hand out one worksheet per girl, each on the next 2 pages.
2. Girl Scouts read each sentence and fill in the blanks using the word bank.
3. Practice reading the completed sentences out loud together.
4. Encourage girls to say it again in their own words to build confidence.

STATION 4

Tails & Tales: A Story Builder

TAILS & TALES TO EDUCATE:

Would you like to buy a treat for your dog this cookie season? It's called Patch Pals™ and it's made with _____. Your dog will love it! You can order online at _____. It's only $_____ and makes a great gift for any _____!"

WORD BANK: blueberries / your troop link or my online store / council set price / dog

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Would you like to buy a treat for your dog this cookie season? It's called Patch Pals™ and it's made with _____. Your dog will love it! You can order online at _____. It's only $_____ and makes a great gift for any _____!"

WORD BANK: blueberries / your troop link or my online store / council set price / dog

STATION 4

Tails & Tales: A Story Builder

Great job! Now try to tell your own story

1. Fill in each blank on the next page using the word type shown.
2. Do not read the full story first.
3. Read your story out loud together and enjoy the silly results!

STATION 4

Tails & Tales: A Story Builder

TAILS & TALES TO EDUCATE:

My name is (name) _____ and I am a Girl Scout in troop (number) _____.

My favorite dog is a (type of dog / animal) _____ because they are (adjective) _____.

If I had a dog, I would name them (name) _____ and we would (verb) _____ together.

Dogs make people feel (feeling/adjective) _____, and I think that's important because (reason / short phrase) _____.

This year, I'm selling Patch Pals™ so dogs can feel (feeling/adjective) _____ too. Thank you for supporting my troop!

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STATION 5

Creating Collateral

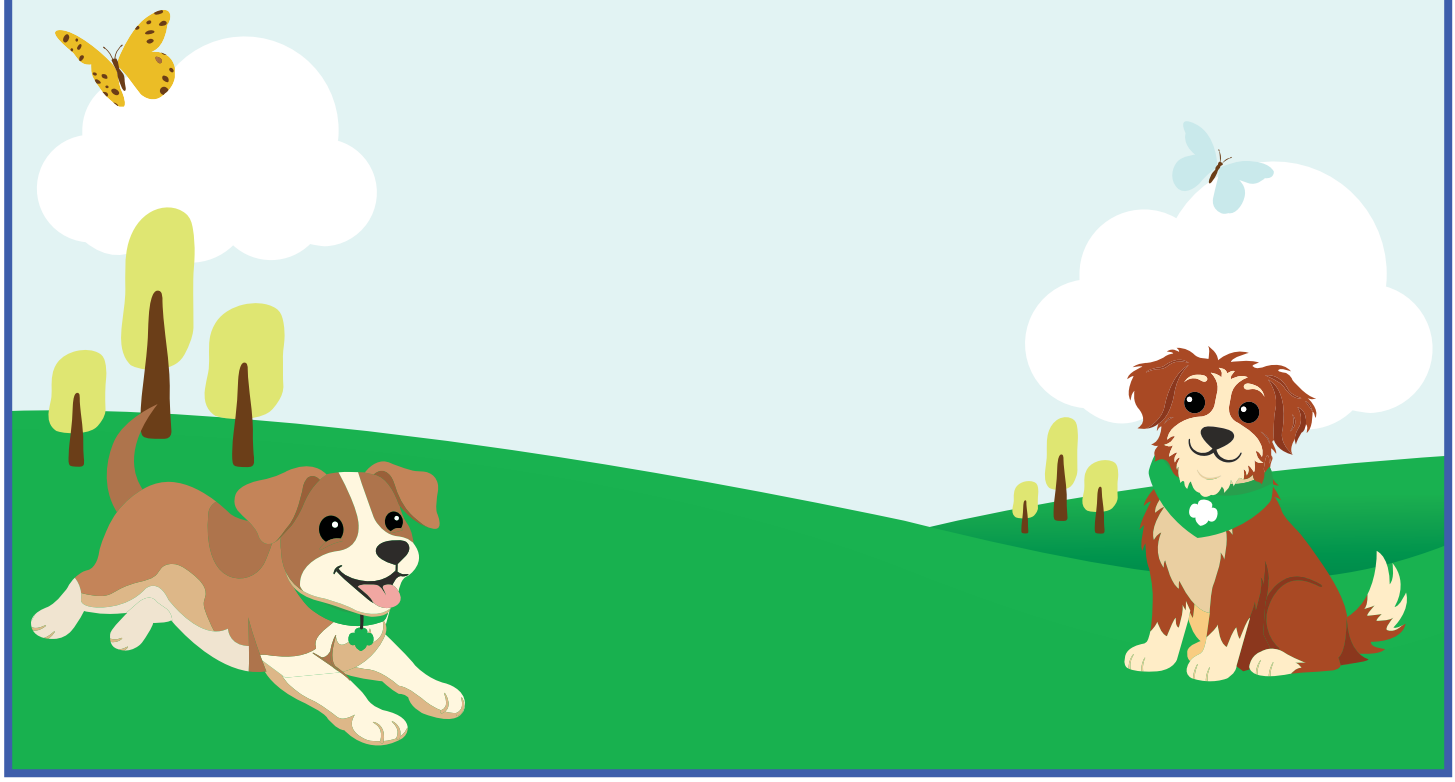
GOAL: Create a booth sign that tells customers about Patch Pals™.

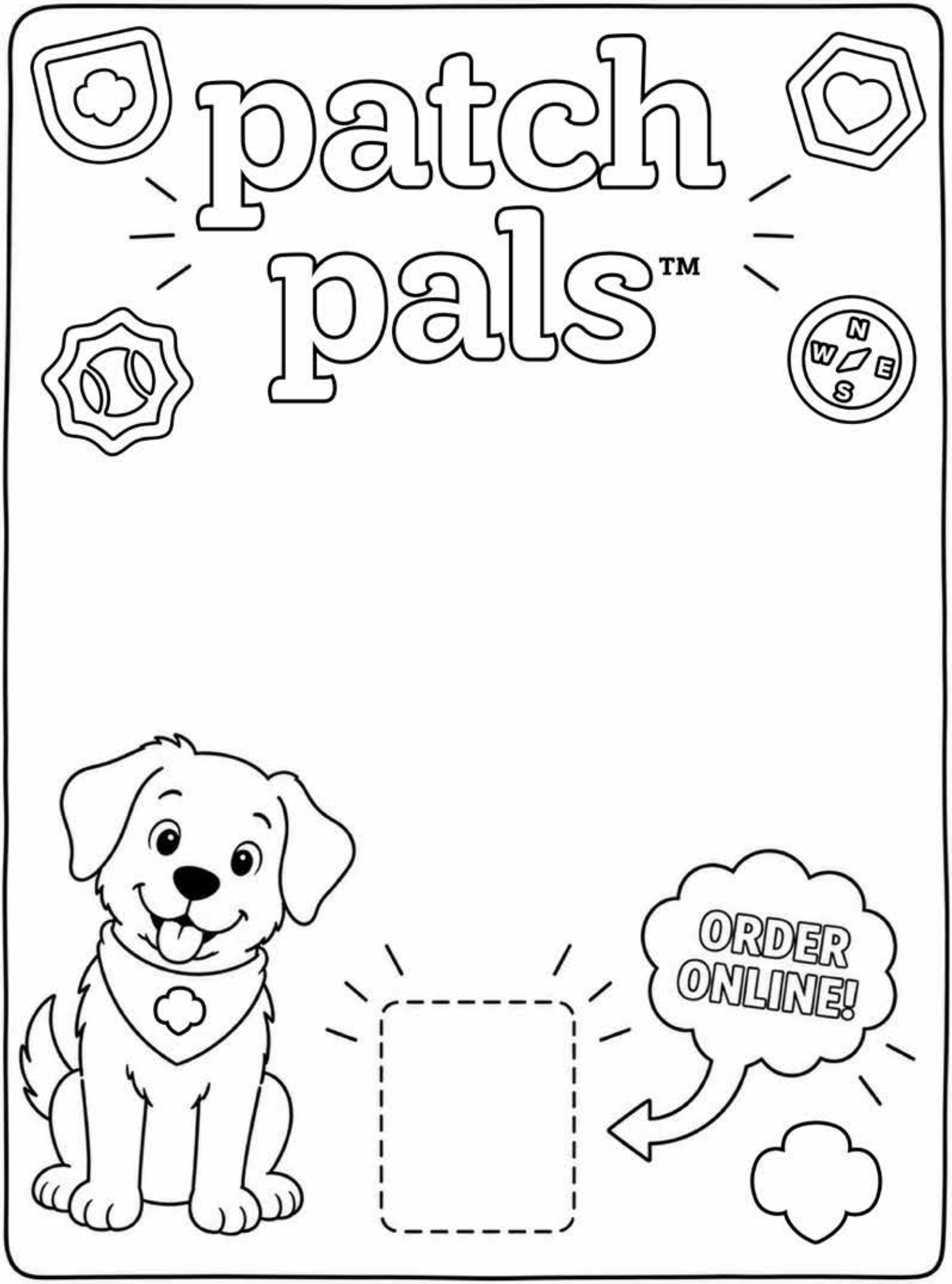
SUPPLIES: Blank poster paper or printed template from the next page, markers, crayons, colored pencils, printed color pages, stickers (optional)

INSTRUCTIONS:

1. Each girl (or small group) designs a booth sign for **Patch Pals**
2. Signs should include: The product name, a fun drawing, and the words “Order Online!”
3. Early finishers can work on the coloring page to display at the booth.

LEADER TIP: The best booth signs are colorful, simple, and easy to read from far away. Three words beats ten words every time!

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ORDER ONLINE!

patch pals™

GIRL SCOUT COOKIES FOR DOGS!

ORDER ONLINE!

STATION 6

Community Connection

GOAL: Discover how to be a sister to every dog in your neighborhood and learn about the badges you can earn while doing it.

FOCUS: Caring for animals in our community

INSTRUCTIONS:

1. Brainstorm: As a group, list three ways you can help dogs in your own neighborhood (e.g., offer to walk an elderly neighbor's dog, make a "Lost Dog" flyer template, or learn how to safely approach a new pet).
2. Talk about one "Action Step" you'd like to take this month to help a local animal.
3. Badge Discovery: Look at the badge requirements below. How can selling **Patch Pals™** help you start earning these badges?

BADGE CONNECTIONS:

Daisies: "Responsible for what I say and do" petal. How can you be a responsible dog advocate?
Brownies: Pets Badge. Learn what pets need to stay healthy and happy.
Juniors: Animal Habitats Badge. Discover where wild dogs live and how to protect their homes.

SERVICE IDEAS:

- Visit a shelter: Call a local rescue to find out what items they need most(blankets, towels, or toys).
- Help a neighbor: With a grown-up's help, offer to play with a neighbor's dog in their yard if they are busy or tired.
- Education: Create a "Dog Body Language" poster to show friends when a dog is happy or needs space.

LEADER TIP: This station is about building compassion and responsibility. While **Patch Pals™** is a great conversation starter, remind the girls that being a Girl Scout means taking action to make the world a better place for all creatures!

Use this section to plan how you will add Patch Pals to your cookie rallies.

Fun activities to do after the rally — with any dog in your life!

PATCH PALS IDEAS FOR COUNCILS, SERVICE UNITS, OR TROOP RALLIES AND ACTIVITIES

1. Setup — 1-2 hours before
2. Welcome + Whole Group Activity — 10-15 minutes
3. Station Rotations — 10-15 minutes per station
4. Group Wrap-Up Activity — 10 minutes
5. Send-Off — 5-10 minutes

Station 1: Patch Pals Facts
Learn The Facts About Patch Pals!
Supplies: Printed question cards

Station 2: Booth Marketing
Learn how to tell customers at your booth about Patch Pals.
Supplies: Printed question cards

Station 3: Digital Marketing
*Learn how to share **Patch Pals** online and get more customers.*
Supplies: Paper and markers

Station 4: Tails & Tales
*Create your own personal story about dogs and **Patch Pals***
Supplies: Worksheets & Pencils

Station 5: Creating Collateral
*Create booth signs that tell your customers about **Patch Pals***
Supplies: Blank poster and art supplies

Station 6: Community Connection
Discover how to be a friend to every dog in your neighborhood
Supplies: None needed

Frozen Pup Treat

A frozen treat your dog will love — and you can make it at home!

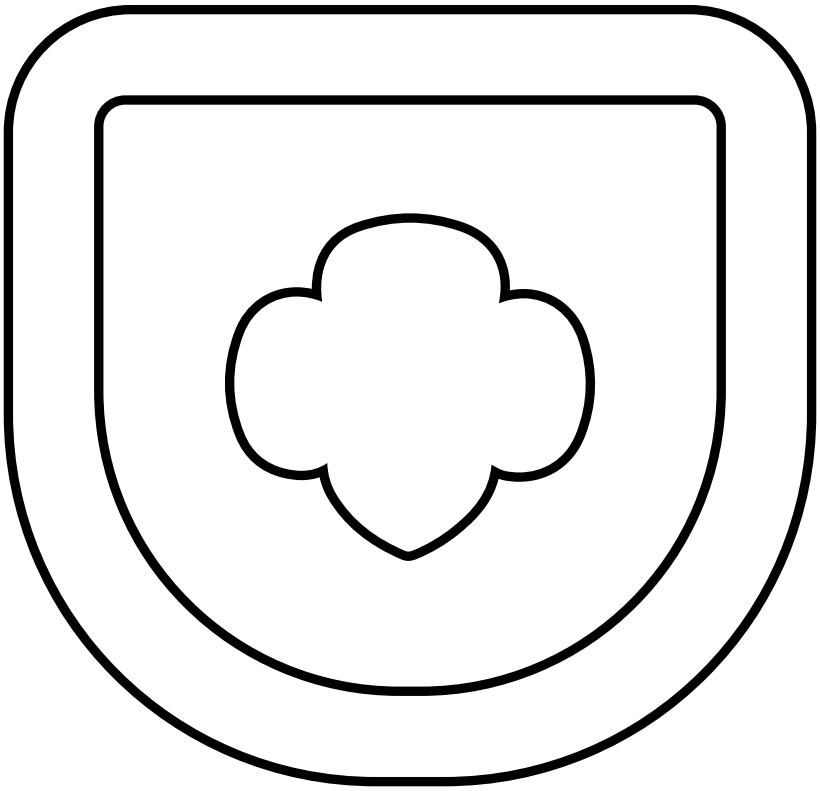
WHAT YOU NEED:

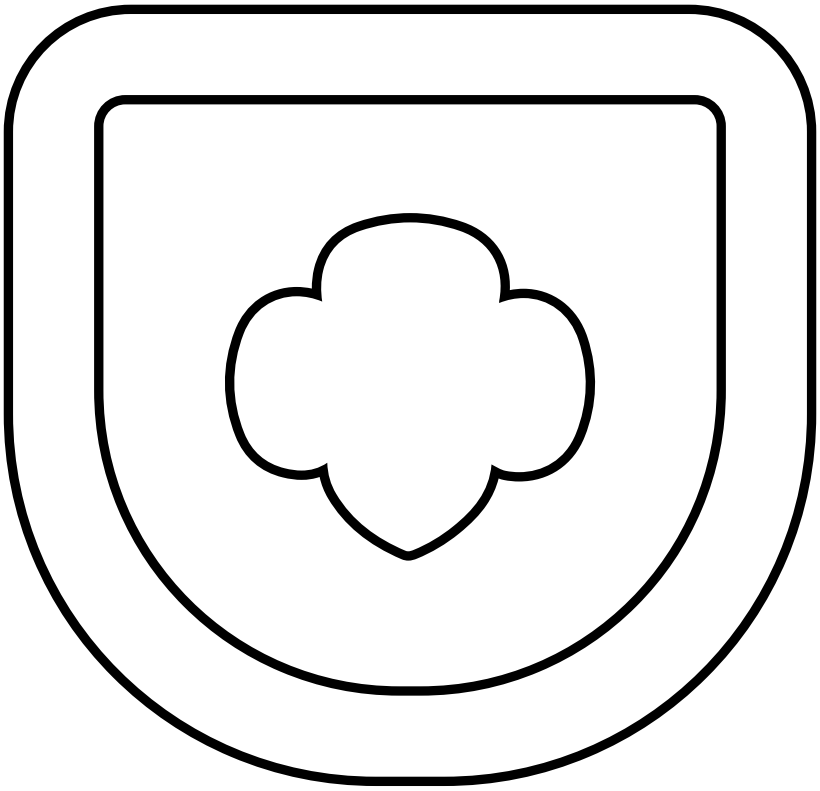
- 1 cup plain yogurt (no sugar added)
- 1/2 cup blueberries
- 1 tablespoon honey
- Ice cube tray or paper cups

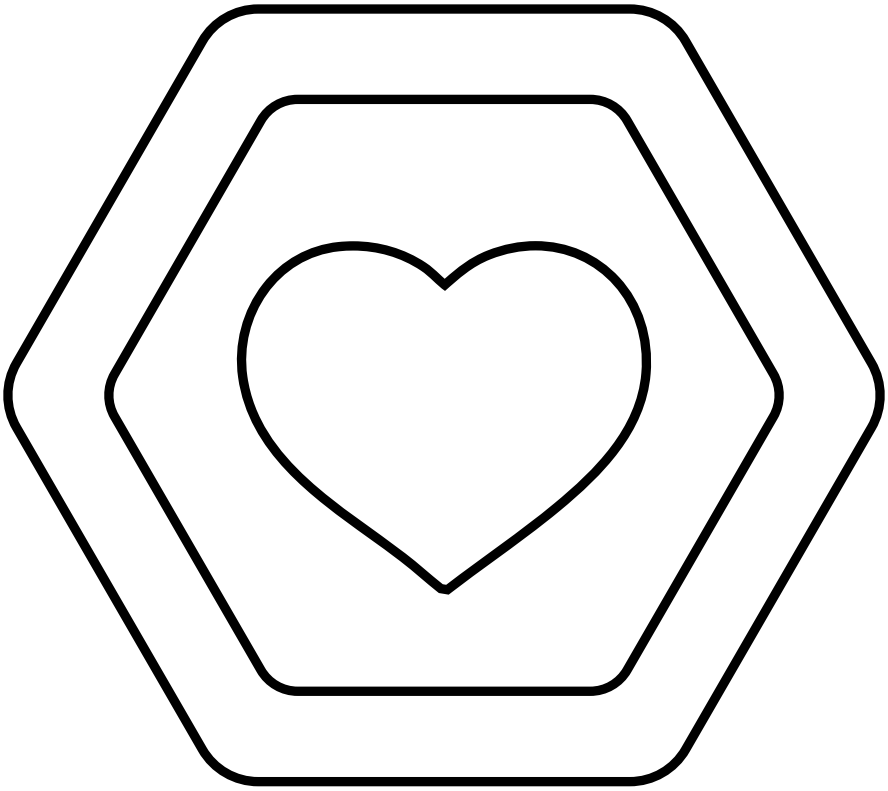
HOW TO MAKE IT:

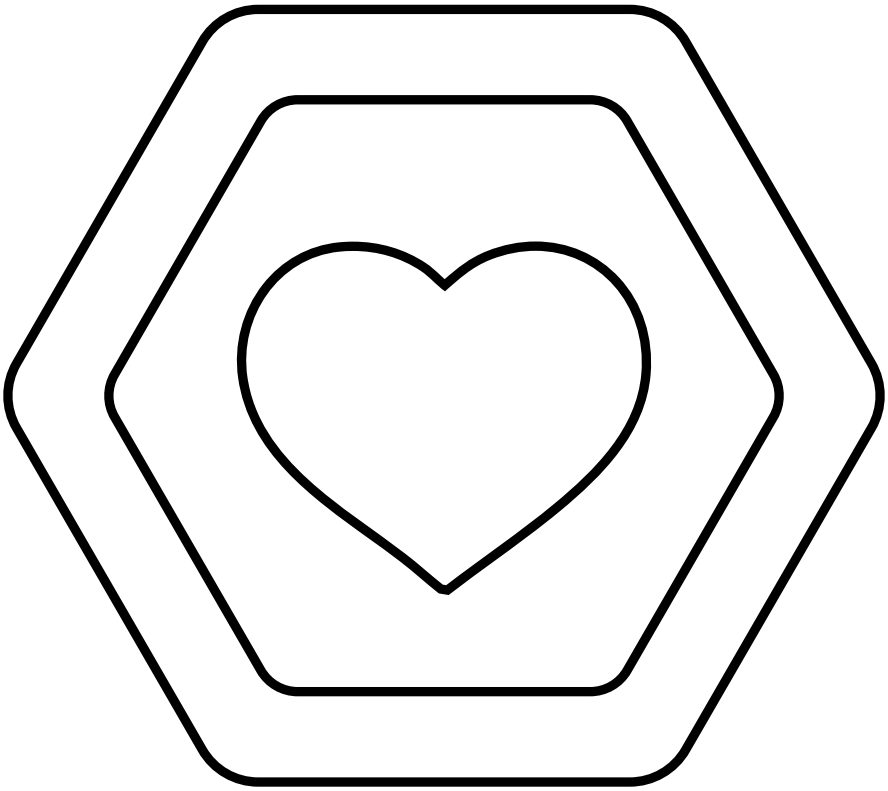
1. Mix the yogurt, blueberries, and honey together in a bowl.
2. Pour the mix into your ice cube tray or paper cups.
3. Freeze for at least 4 hours.
4. Pop them out and give one to your dog!

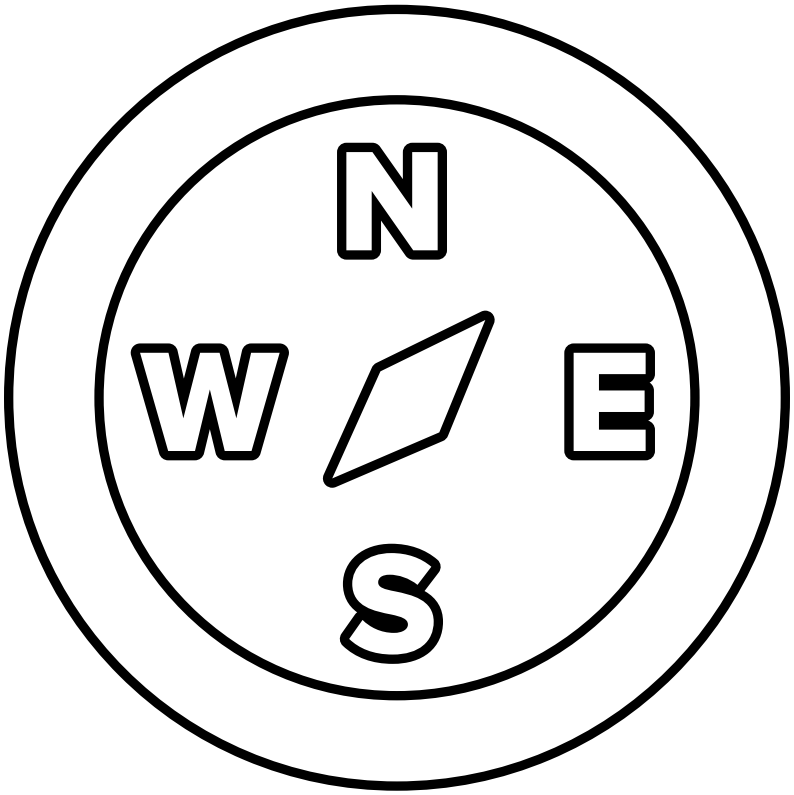
NOTE: Always check with a grown-up before making food for your dog. Every dog is different! And remember, even though this home made treat can be enjoyed by both people and dogs, **Patch Pals** are for dogs only!







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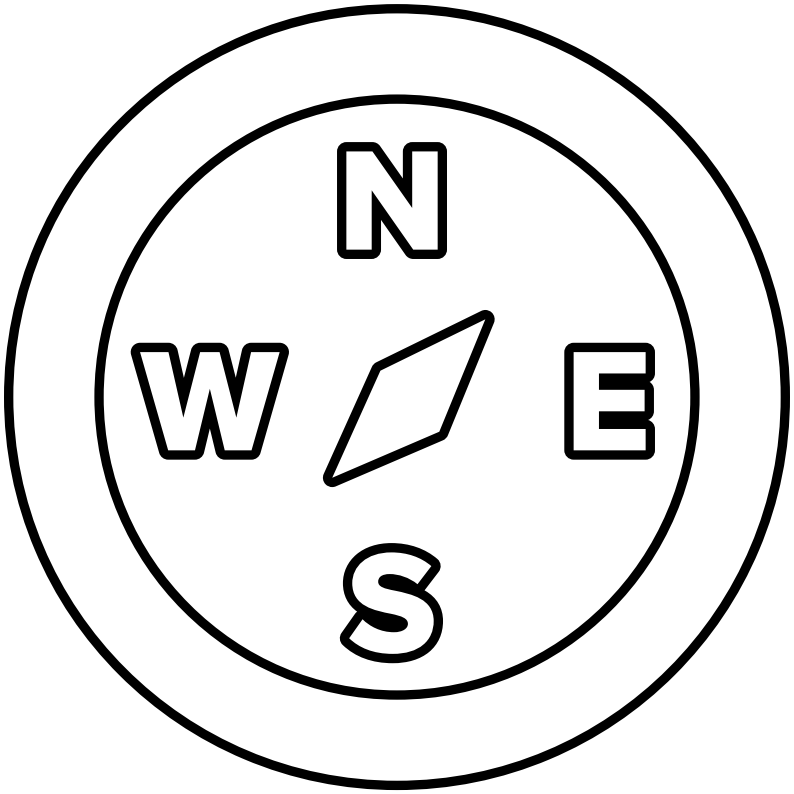
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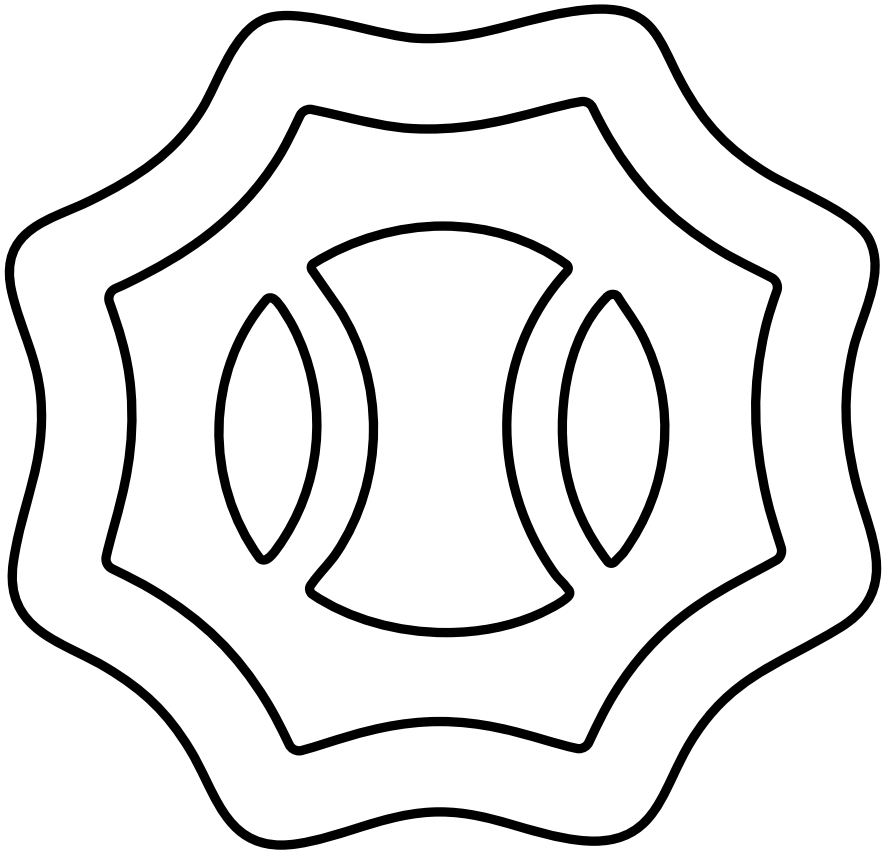
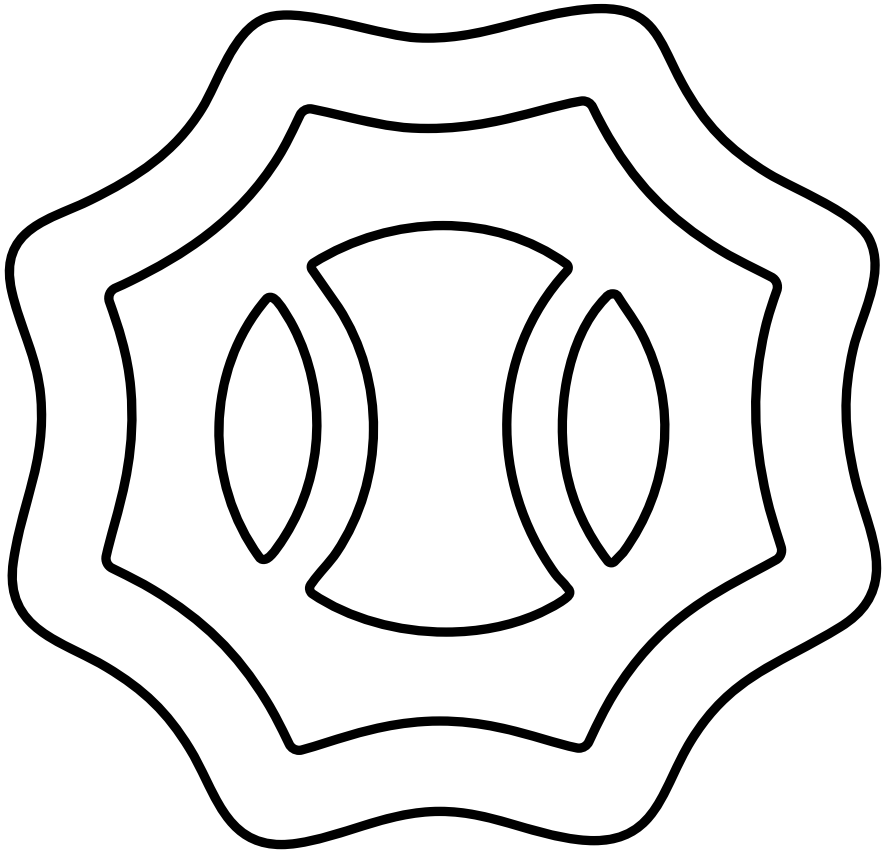
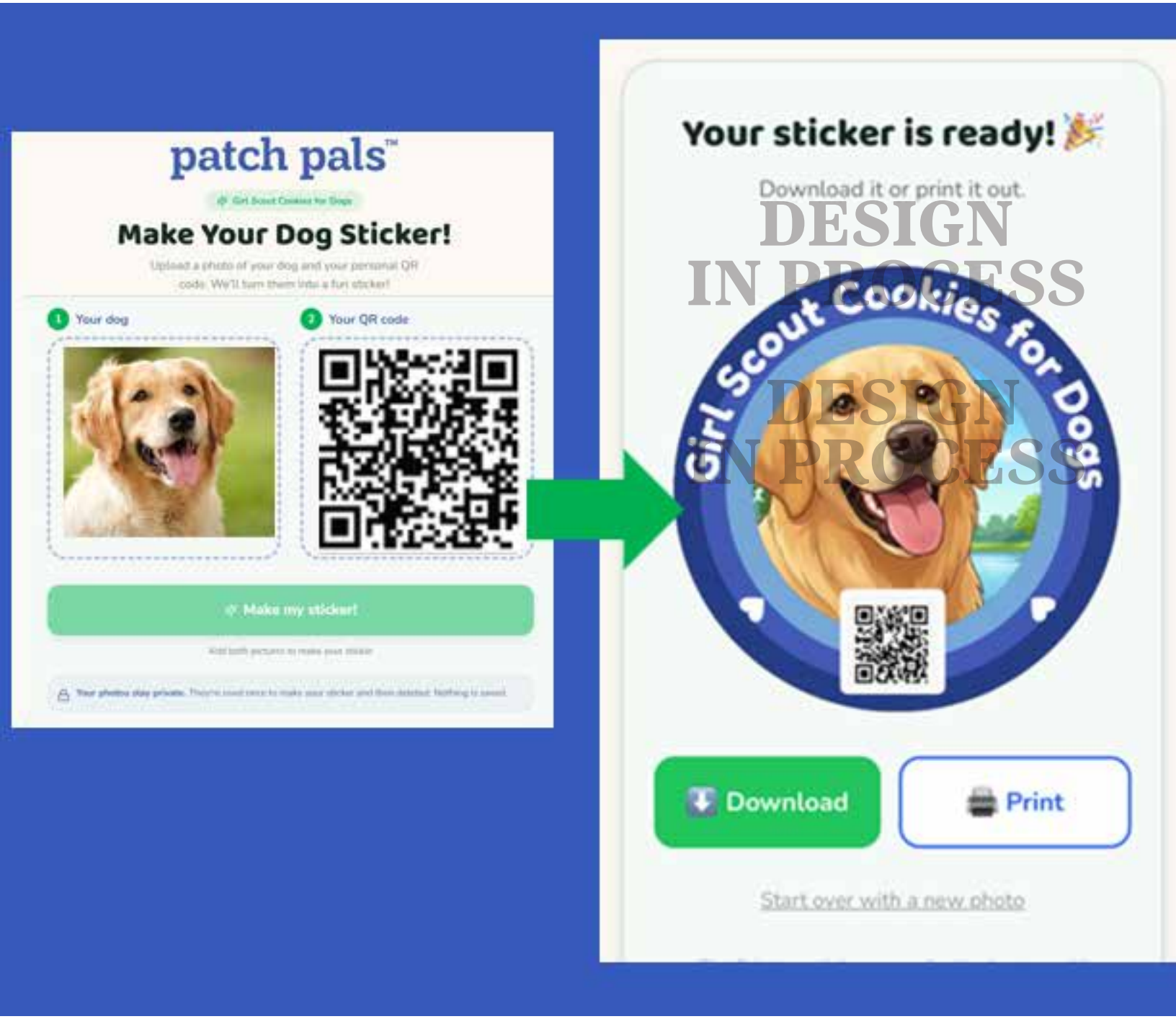




Remember to find tools and visit the Custom Sticker Site in Sept at: **girlscouts.org/CookieBusinessTools**



YOU'VE GOT THIS!

Cookie season is more fun when
the whole family gets involved
— dogs included.

Go out there, share the love, and make some
tails wag!

Girl Scouts + dogs = the best team around.