

Girl Scout Cookie Program®

RALLY GUIDE

2026



girlscouts 





A Cookie Rally is the ideal kickoff event to ensure you have a fantastic Girl Scout Cookie™ season!

Let your rally be a place for Girl Scouts® to find the fun in their fierceness that the 2026 cookie program offers by spending time working on developing the five skills!



Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



Decision Making

Girl Scouts learn to make decisions on their own and as a team.



Money Management

Girl Scouts learn to create a budget and handle money



People Skills

Girl Scouts find their voice and build confidence through customer interactions.



Business Ethics

Girl Scouts learn to act ethically, both in business and life.



About the Girl Scout Cookie Rally

What is it?

A Cookie Rally is a pre-season kickoff event that gives Girl Scouts and volunteers an opportunity to brush up on everything that goes into cookie season. It provides lessons on goal setting, and prepares new and returning Girl Scouts (and their caregivers) to engage the community, work together, and gain transparency around topics like recognition items, promotion strategies, and seller resources. Think of it as a pep rally, practice run, training camp, and celebration all in one.

What happens?

Just like cookie season itself, a rally is meant to be led by girls—but supported by councils, parents, and volunteers. Girls will travel from booth to booth engaging in different activities designed to help them play an active (and age appropriate) role in their personal cookie selling journey.

Who should attend?

Rallies aren't just for Girl Scouts. It's also important that troop volunteers and parents attend so they can show support, understand what to expect from cookie season, and take lessons home with them.

Why is it important?

A cookie rally provides important introductions for first-time cookie program participants and important updates for returning Girl Scouts participating in this cookie season, designed to help them build on their skills from previous years.

When should it be held?

Rallies are normally held two weeks prior to the beginning of your council's cookie season. This allows troops, girls, and parents enough time to gear up for the season and get everything in order ahead of time.

How do I prepare?

In addition to following the steps in this guide, don't forget to set a budget, pick a date and location, promote your event to troop leaders and parents, and register attendees.





Use these black footed ferret fun facts to kick off your cookie rally. Will you turn them into a game? How about a package of cookies as a prize for whoever gets the most correct!

The black footed ferret is the only ferret species native to North America

Average life span in the wild is 1-3 years, and 4-6 in captivity

They were thought to be extinct until 1981 when a few were found in Wyoming. Today over 400 live in the wild thanks to captive breeding and reintroduction and cloning.

They are nocturnal, most active at night, and fossorial, living underground

Natural habitat is the grassland ecosystem in the North American plains

Black-footed ferrets are dependent on prairie dog colony health, as they are their primary source of food!



Generate excitement for Exploremores™ by hosting a rocky road inspired ice cream station, or set up the fun activity from pages 6-7.



Exploremores™ Activity

Instructions

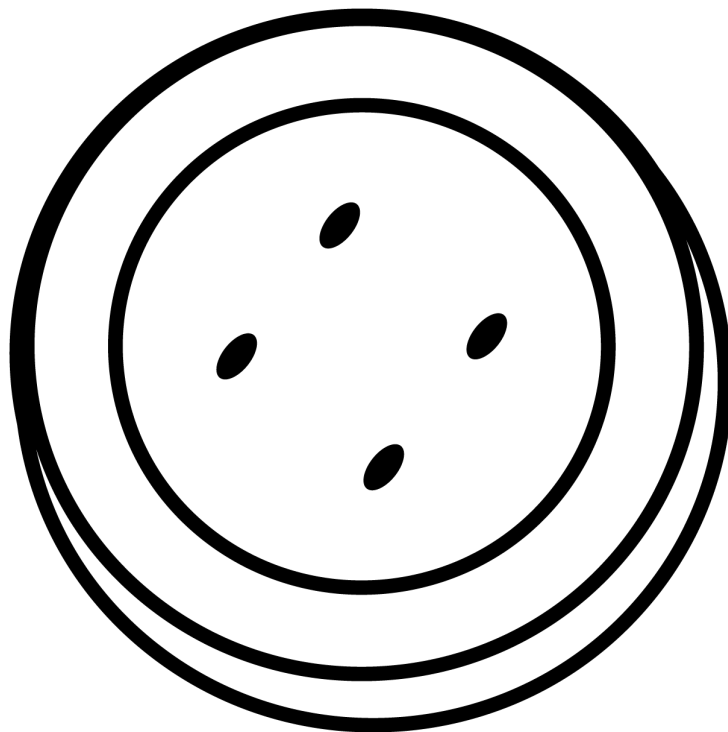
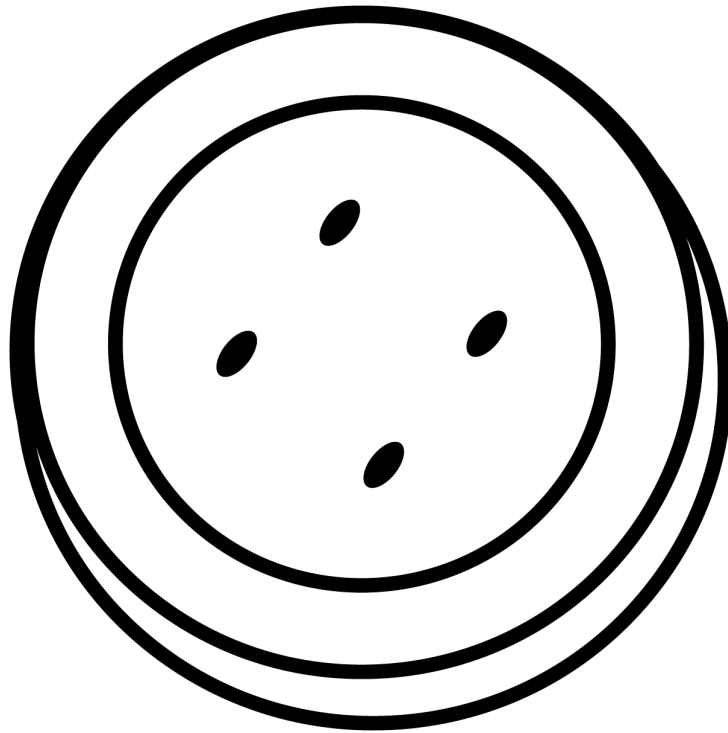
1. Print off copies of page 7, 1 per Girl Scout.
2. Have Girl Scouts use their imagination to decorate the cookies.
3. Cut out both cookie shapes.
4. Trace the circular cookie shape onto a piece of cardboard.
5. Cut out the cardboard circle shape.
6. Glue the decorated cookie shapes onto each side of the cardboard circle.
7. Have an adult or older scout volunteer help make holes in the center of the completed disc. There should be 2 holes 1/2" apart.
8. Thread a string through the holes and tie the ends together, making it a big loop.
9. With the disc centered on the string, hold each end and flip the disc like a jump rope to wind up your spinner. Quickly pull the string to make it spin!

Supplies

- Scissors
- Crayons/Markers
- Glitter, pom-poms, anything fun!
- Glue
- Cardboard
- String



Exploremores™ Activity Sheet





Stations

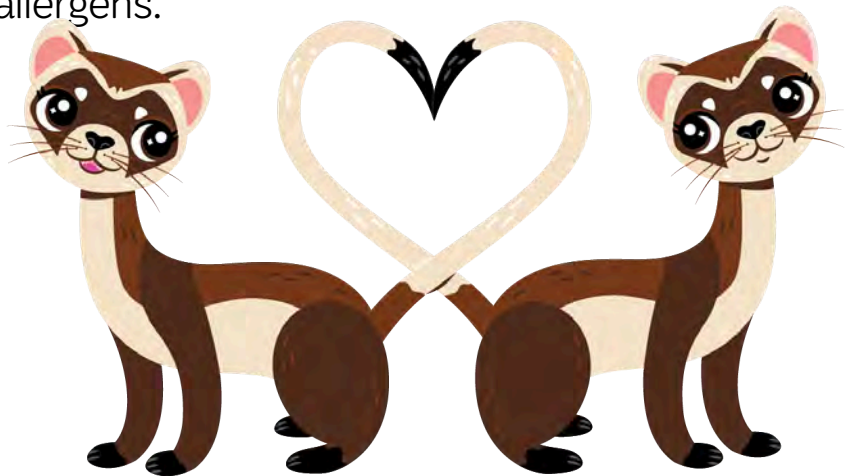


Product Knowledge

Allergen Memory Game

Submitted by Gretchen, from Girl Scouts of Central Texas.

Print out pages 18-34 to help Girl Scouts become more knowledgeable about allergens. This will help Girl Scouts better explain products to customers impacted by allergens.



Taste Testing!

Invite Girl Scouts to taste all of the Girl Scout Cookies. As they are tasting, have them write down their own descriptions of the cookies to use as a sales pitch or catchy jingle. They can also rank their favorites when tasting, see which cookie is the favorite amongst your troop(s)!

Be aware of any food allergies before completing this activity!





Goal Setting



Goal Charts

Print out copies of the goal chart on pages 34-36 for Girl Scouts to discuss their goals with each other.

Get crafty with goal setting!

Have some elastic string, beads, and numbered beads setup at this station. Once the Girl Scout decides what her goal is for the 2026 season, let her make a bracelet to wear. This bracelet will be constant motivation for her all season long. Buy some beads that go along with this year's theme.



Put a friendship spin on it, and let the Girl Scouts in your troop make the goal bracelets for each other. They can add these motivational bracelets to their friendship bracelet stack and it will make for great team building!



Money Management

Play a counting game!

Use dice to play different counting scenarios. The dice number rolled can represent how many boxes of cookies to total up.

Add in a challenge for the older girls! Have some pretend money to hand them once they have calculated the total, that will create the need for change to be handed back to you, the pretend customer.

Budget your troop proceeds

Once Girl Scouts come up with their cookie goal, have them combine their goals for a total troop goal. From there, they can estimate what their troop earnings goal will be. How will they manage those earnings?

This discussion prompt can also work towards decision making skills!



Decision Making



Booth Strategy

The cookie rally is a great opportunity for Girl Scouts to learn to make decisions individually or as a team. Set up a station to let girls decide how they want to market their cookie business. Do they think booth posters will help them reach their goals? Or, if age appropriate, do they think a fun online sales video would be best?



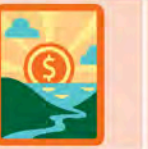
Badges + Pins

Use this station as an opportunity for Girl Scouts to review the Entrepreneurship Badges & Pins on the following page. Have hard copies on hand of the Badge Booklets available in the Girl Scout Shop to review with Girl Scouts at this station. This is a great opportunity to decide how they will achieve these through the cookie program this year!



Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur			
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer			
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur			
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart			
Cadette	 My Cookie Venture		 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network		 Cookie Boss		 Savvy Saver		 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup
Ambassador	 My Cookie Business Resume		 Cookie Influencer		 Financial Planner		 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator



Setup a mock booth

Have Girls Scouts take turns as the customer and as the seller. Let adult and teen volunteers take turns as well and present challenging situations to younger Girl Scouts. Bring props to use as cookie boxes if you don't have any cookie boxes around and some fake money.

Cookie Sales Pitch

Challenge Girl Scouts to come up with an elevator sales pitch. Remind them to keep it short and sweet, to win over the customers. This exercise encourages girls to embrace their business, so your troop can have its best cookie season yet!





Sweet
send off

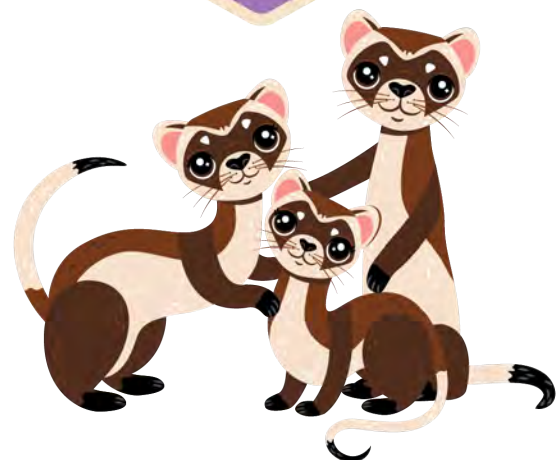
Close out the rally

Wrap up the rally fun with some sweet Girl Scout Cookie treats.

You can keep the rally energy going by sending Girl Scouts home with copies of pages 39-41. These can be colored at home to continue the excitement of their cookie entrepreneurship that is kicking off in 2026!



Stations + Clipart



Borders



Allergen Game

- Print pages 19-34 as single sided color pages
- Cut out each square. Staple a square with the Girl Scouts and ABC Cookies logo to the back of every cookie square
- Before the game, show the allergens from slide 2 and explain what food allergens are and that they are in the Girl Scout cookies.
- Place all cards logo side up with cookies face down
- Players take turn turning over 2 cards
- If cards match, player keeps them and takes another turn
- If cards don't match, player turns them face down and the next player takes a turn
- When all cards have been matched, players count their pairs
- The player with the most cards wins
- Hand out copies of the ABC Bakers Allergen Guide after concluding the game for Girl Scouts to have on hand during the cookie season as a reminder

Milk



Soy



Wheat



Peanut



Milk



Trefoils®

Milk



Trefoils®

Soy



Trefoils®

Soy



Trefoils®

Wheat



Trefoils®

Wheat



Trefoils®



Milk

Peanut Butter Sandwich



Milk

Peanut Butter Sandwich



Soy

Peanut Butter Sandwich



Soy

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Peanut

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Milk

Exploremores™



Milk

Exploremores™



None!

Caramel Chocolate Chip



None!

Caramel Chocolate Chip



Peanut

Peanut Butter Patties®



Peanut

Peanut Butter Patties®



Soy

Peanut Butter Patties®



Soy

Peanut Butter Patties®



Wheat

Peanut Butter Patties®



Wheat

Peanut Butter Patties®



Milk

Caramel deLites®



Milk

Caramel deLites®



Soy

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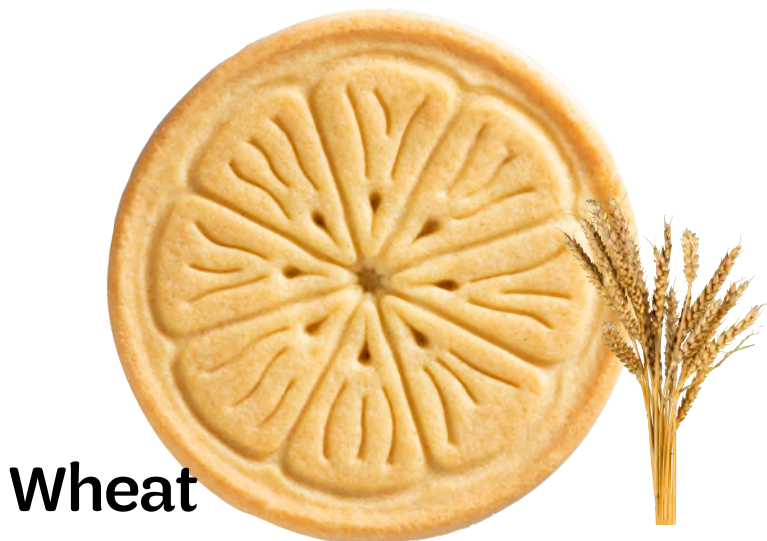
Soy

Lemonades®



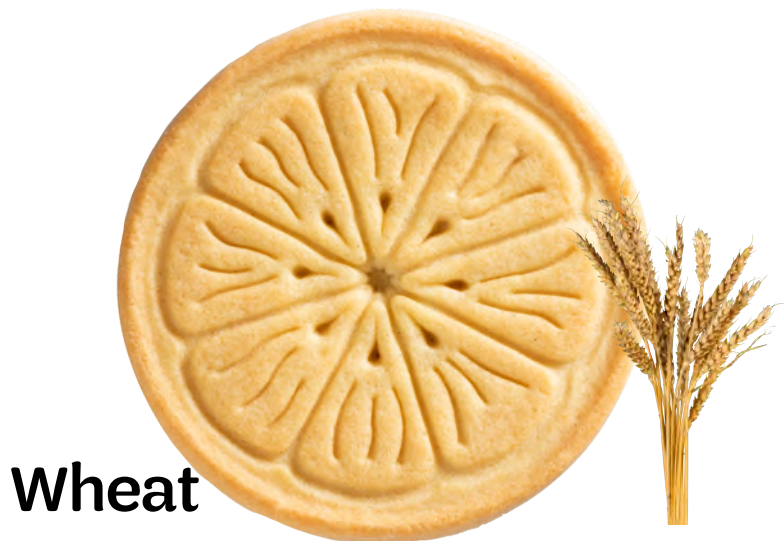
Soy

Lemonades®



Wheat

Lemonades®



Wheat

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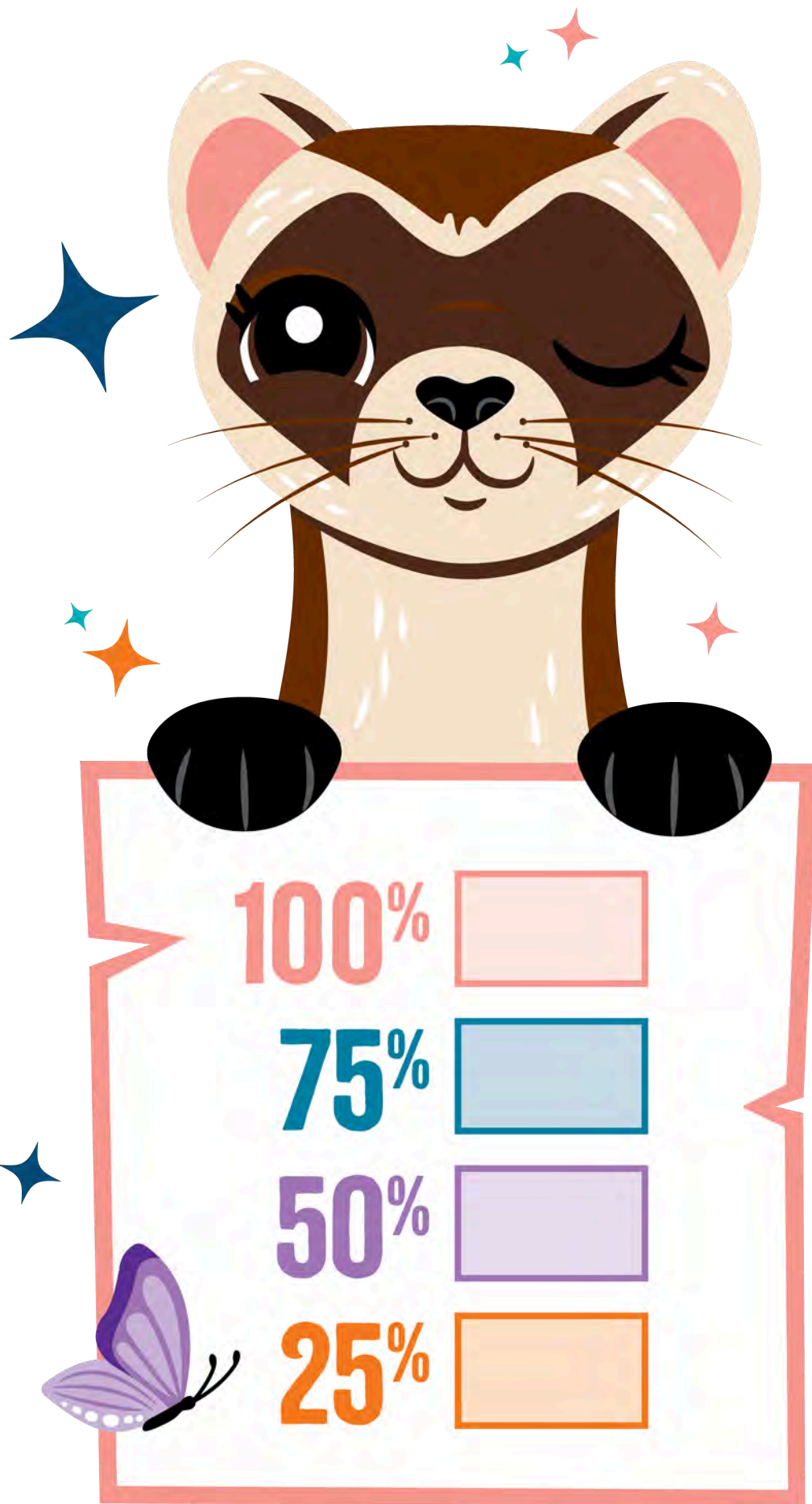
BRAVE.
FIERCE.
FUN!



Troop#

Girl Scout
Cookie Goal





BRAVE.
FIERCE.
FUN!

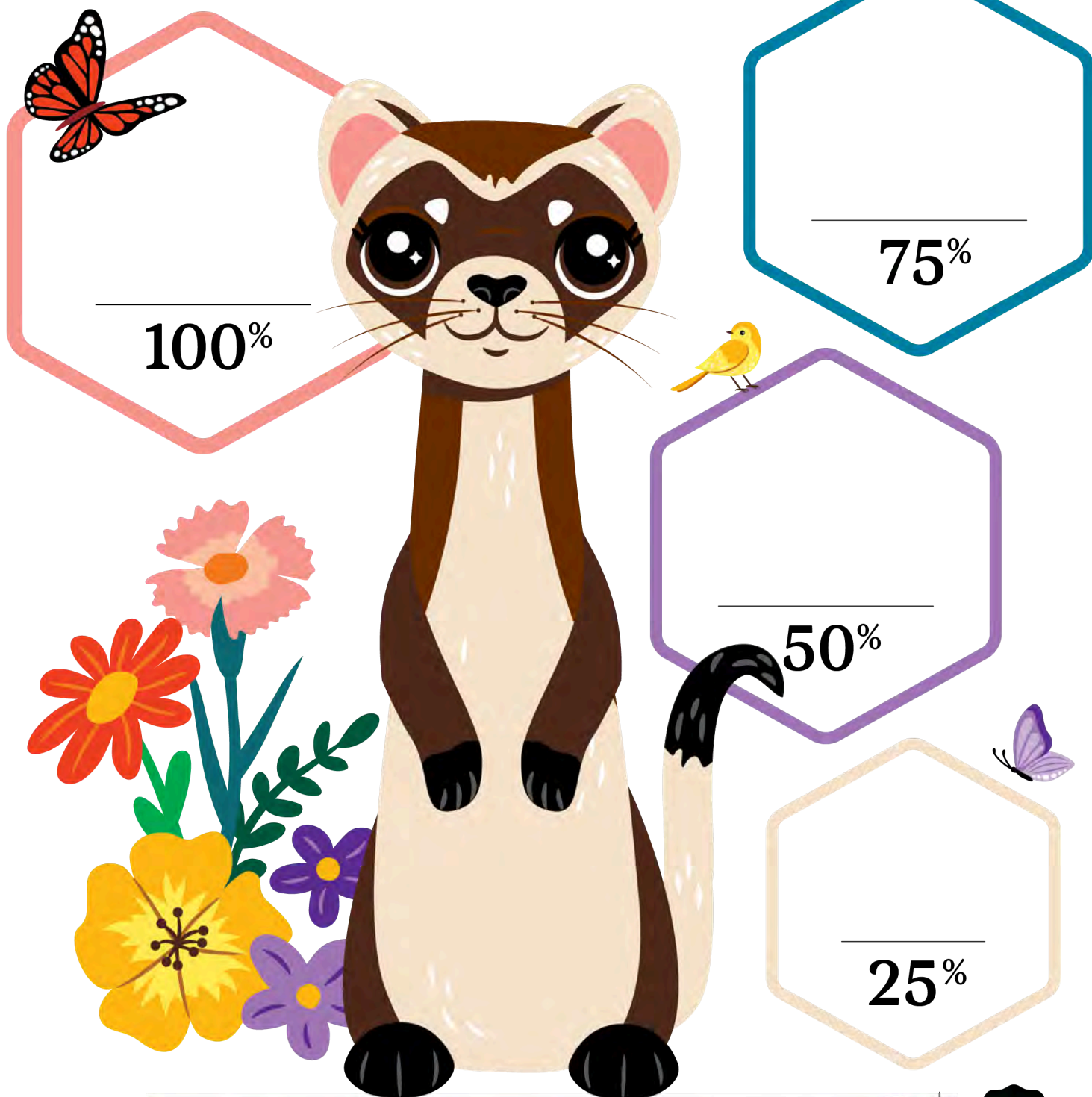
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BRAVE. FIERCE. FUN!

Troop#

Girl Scout Cookie Goal



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BRAVE.

FLIERCE.

FUN!



