Rally Guide

2027



girl scouts

ABC BAKERS

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 2027 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.

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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.





Meet your new BFF

Use these Lop-Eared Rabbit 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!

Even though their ears hang down, they still have excellent hearing and can pick up a wide range of sounds.

Many lop-eared rabbits have incredibly soft coats that make them extra cuddly.



Rabbits sleep a lot—sometimes up to 8–12 hours a day—but are most active at dawn and dusk.

Lop rabbits can learn routines, recognize their names, and even be trained to use a litter box.

They love hay, leafy greens, and the occasional treat like carrots or fruit.

They enjoy companionship and can form close bonds with humans or other rabbits.

source: https://herebunny.com/general/lop-eared-bunnies


Stations

Product Knowledge

Allergen Memory Game

Submitted by Gretchen, from Girl Scouts of Central Texas.
Print out pages 18-35 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 36-38 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 2027 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, greens, pinks, and bunnies!

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?

READY TO EXPLORE READY TO EXPLORE READY TO EXPLORE READY TO EXPLORE READY TO EXPLOR

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!



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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

People Skills

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.

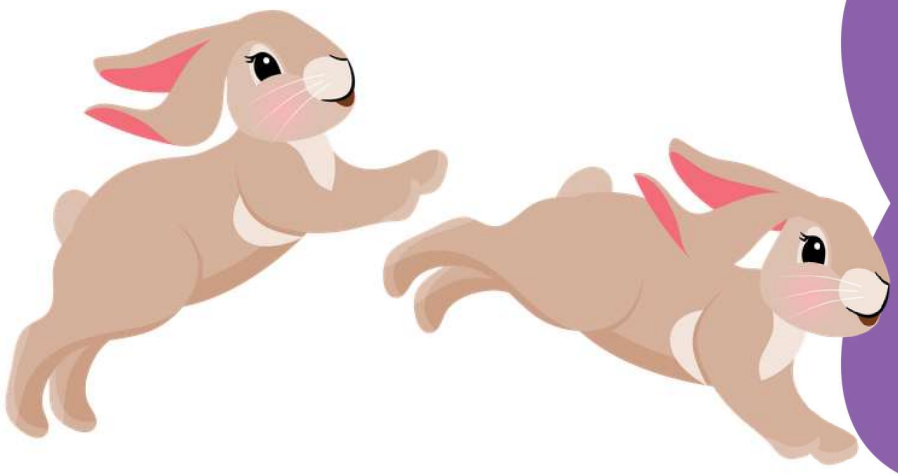
Cookie Sales Pitch

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 39-42. These can be colored at home to continue the excitement of their cookie entrepreneurship that is kicking off in 2027!







Stations + Clipart





















Stations + Clipart



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Borders











Allergen Game

- Print pages 18–35 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 below and explain what food allergens are and how allergen information is communicated on Girl Scout Cookie packaging.
- Explain that some Girl Scout Cookies contain major food allergens, while others may be manufactured in facilities that also process certain allergens.
- Place all cards logo side up with cookies face down.
- Players take turns turning over 2 cards.
- If the cards match, the player keeps them and takes another turn.
- If the cards don't match, the 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 the game so Girl Scouts have it on hand during cookie season as a reminder.

Milk



Soy



Egg



Sesame



Wheat



Peanut



Treenuts





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

Peanut Butter Sandwich



Wheat

Peanut Butter Sandwich



Wheat

Peanut Butter Sandwich



Peanut

Peanut Butter Sandwich



Peanut

Peanut Butter Sandwich



Soy

Exploremores®



Soy

Exploremores®



Wheat

Exploremores®



Wheat

Exploremores®



Peanut

Exploremores®



Peanut

Exploremores®



Milk

Exploremores®



Milk

Exploremores®



manufactured in a facility that also processes milk

Caramel Chocolate Chip



manufactured in a facility that also processes milk

Caramel Chocolate Chip



manufactured in a facility that also processes peanuts and treenuts

Caramel Chocolate Chip



manufactured in a facility that also processes peanuts and treenuts

Caramel Chocolate Chip



manufactured in a facility that also processes eggs

Caramel Chocolate Chip



manufactured in a facility that also processes eggs

Caramel Chocolate Chip



manufactured in a facility that also processes sesame and soy

Caramel Chocolate Chip



manufactured in a facility that also processes sesame and soy

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

Caramel deLites®



Soy

Caramel deLites®



Wheat

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Thin Mints®



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Adventurefuls®



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READY TO explore

Troop# _____

Girl Scout Cookie Goal _____

100% _____

75% _____

50% _____

25% _____



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READY TO explore



100%

75%

50%



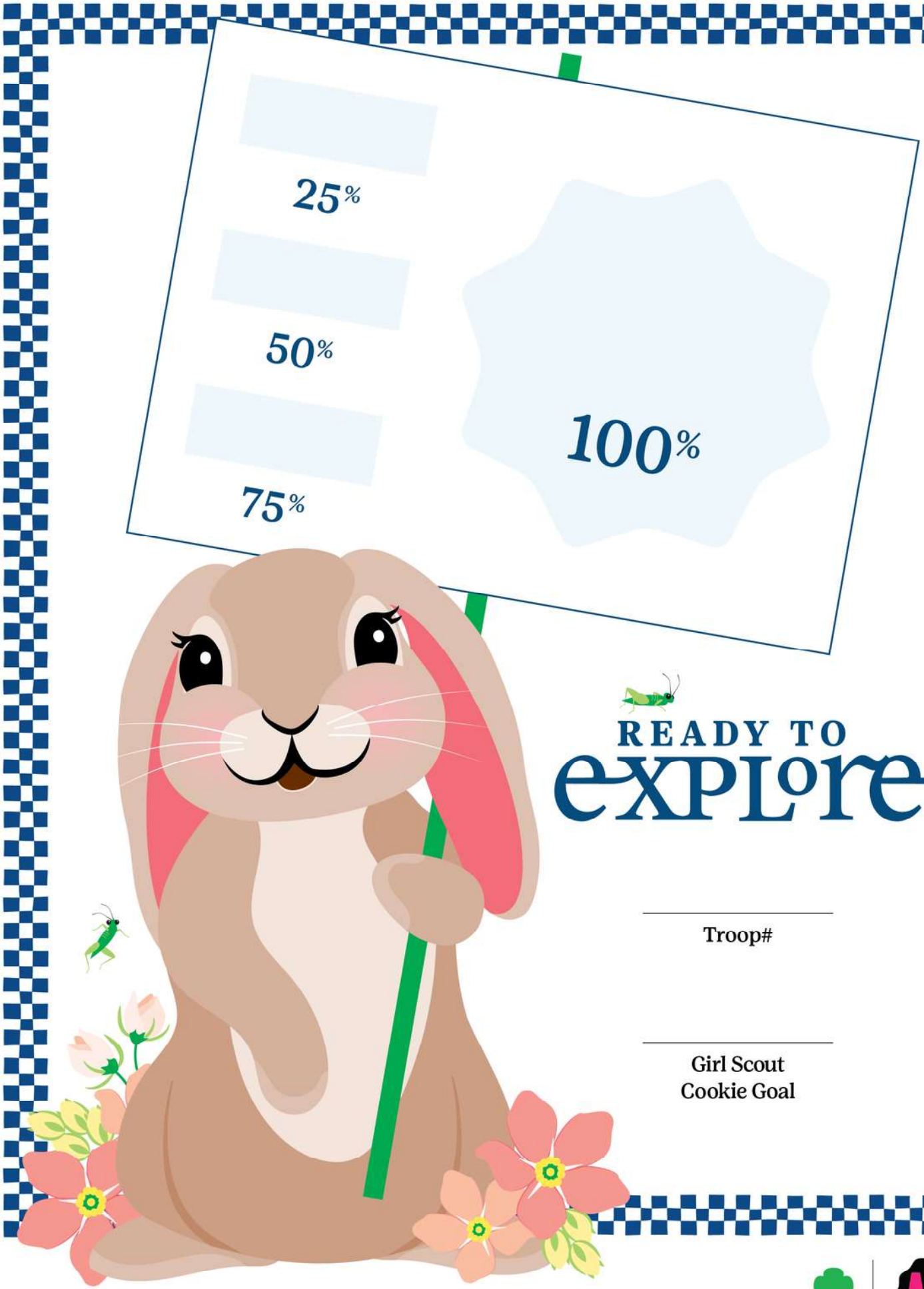
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Troop#

Girl Scout Cookie Goal

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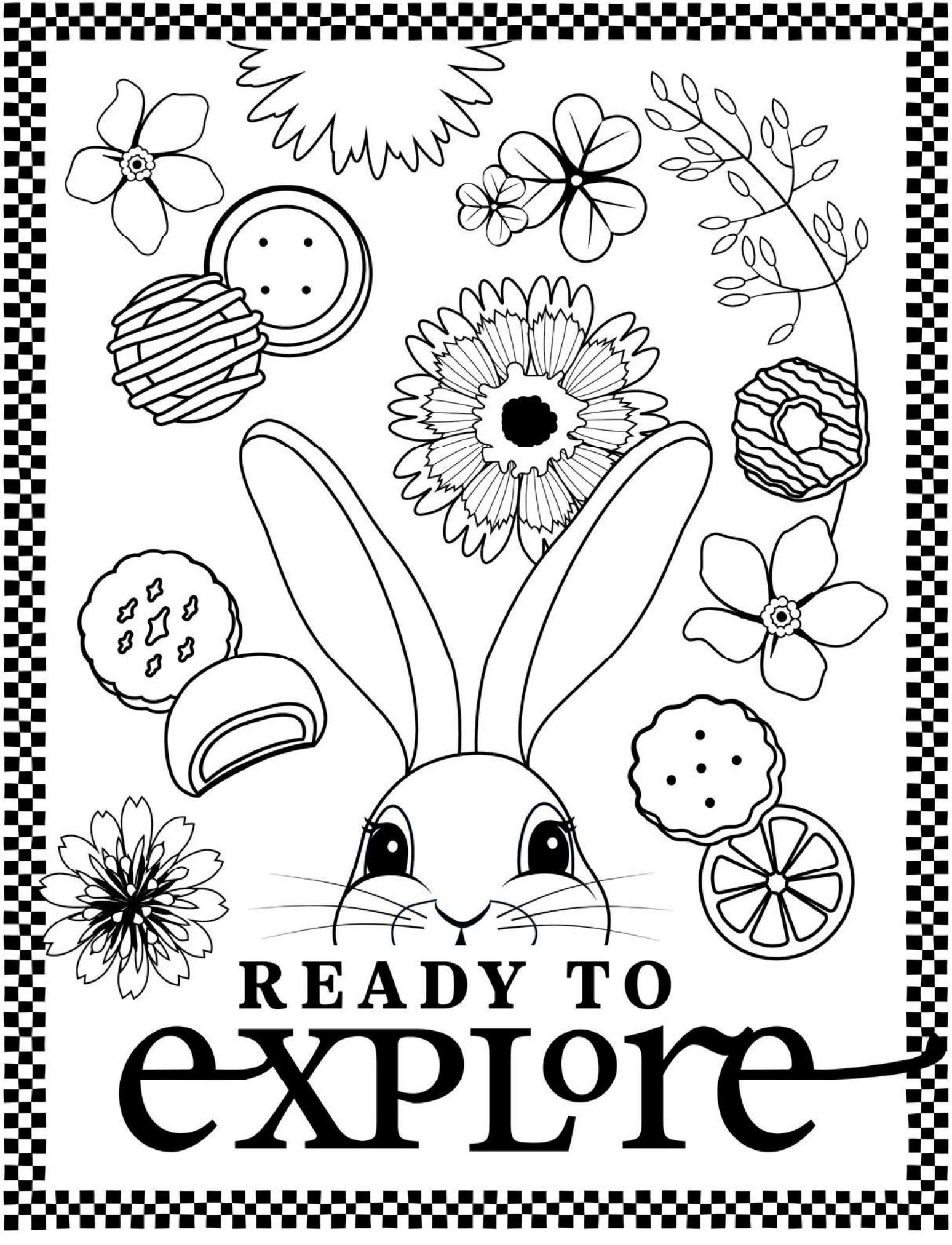
Troop#

Girl Scout
Cookie Goal

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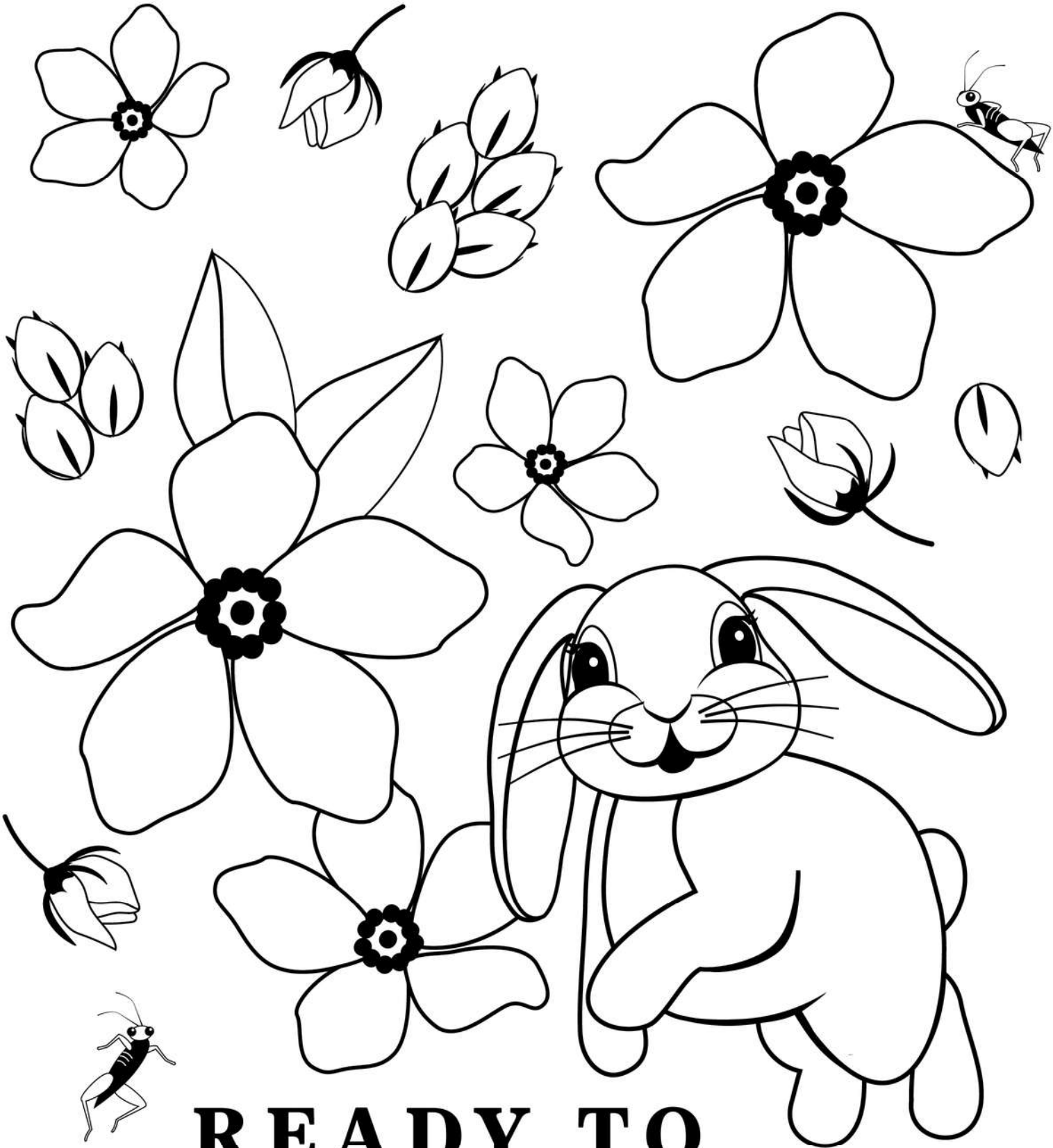
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