

Cookie Rally Patch Program

For Service Units and Troops



Earn a fun patch to kick off your Girl Scout cookie season with the ultimate party for girls: a Girl Scout Cookie Rally! Different from Cookie University, service units and/or troops will host a rally full of fun and interactive activities for girls to learn about the skills needed to master the Cookie Program.

Steps to earn your Cookie Rally patch:

- [Order your patch](#) (available while supplies last)!
- Complete the 2 required activities.
- Complete 5 additional activities of your choice.

Activities marked with * have additional resources attached to this document.

Activities in [green](#) are linked to online resources.

Required:

- Complete Cookie Statements to determine what goals you and/or your troop are working towards.*
- Practice Talking with Customers:
 - Practice greeting customers door-to-door or at a booth.
 - Answer questions about cookies.
 - Know your goals.
 - How to take an order.
 - How to respond to “no”.
 - Thank your customers.
- Celebrate the magical mascot with an Axolotl Headband.*
- See how much Girl Scouts know about their fun new axolotl friend with a memory card game.*
- Customers end to buy more when they hear about goals. Create Goal Beads to display.*
- Inject some high-energy fun and motivation with a [welcome cheer](#).
- Construct an eye-catching cutout banner and write package, troop, or donation goals on each flag.*
- Join the axolotl in an under water adventure with a themed background. Grab a backdrop and print out photo booth props.*
- Create beautiful flowers out of tissue paper and write package, troop or donation goals on the leaves. String a few together to turn them into a goal banner.*

- ❑ Show customers how magic grows over time! Make a banner out of pictures from past seasons and show it off at booths.*

- ❑ A digital marketing strategy is just as important as hosting booths. Inspire Girl Scouts to learn about marketing safely online so they can build new digital skills.*

- ❑ Get Girl Scouts comfortable with taking an order and counting change or processing payment in Digital Cookie.*

- ❑ Girl Scouts can promote digital payments by making a DIY whiteboard that shows their accepted methods of payment.*

- ❑ Everyone appreciates a handwritten note! Create a station for Girl Scouts to write personalized cards for their customers.*



My first name is

My cookie business supports

You can order from me online
by scanning my QR code or by
visiting my Digital Cookie shop.

Thank you for helping me
reach my goal!

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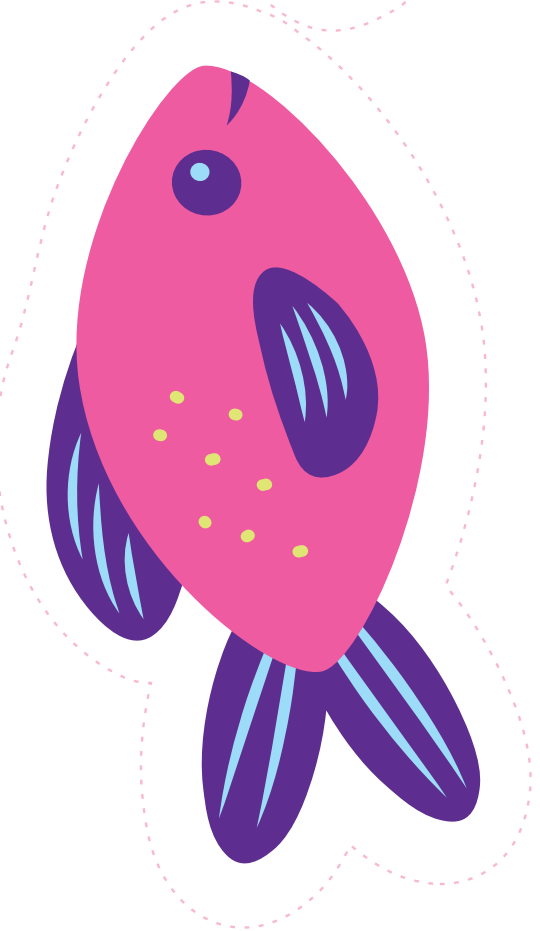
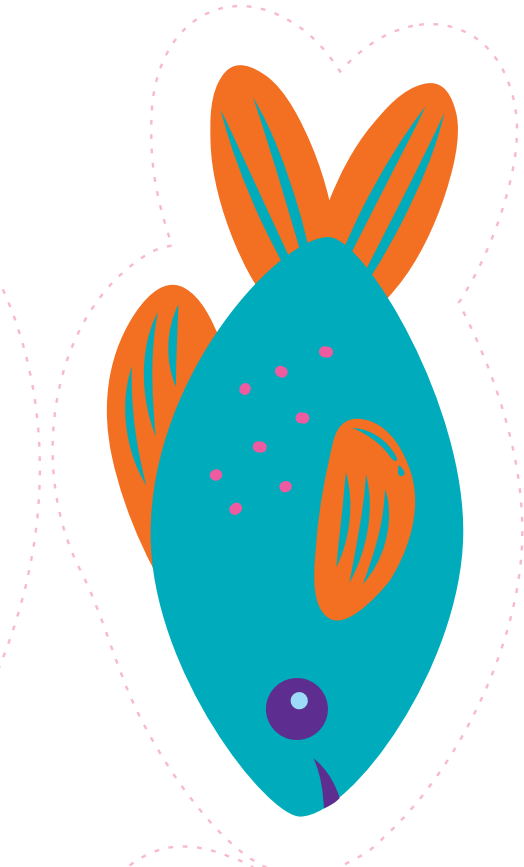
Underwater Rewards Station (1 of 4)

Photo Booth Props: Print on card stock, cut out and attach to paint sticks



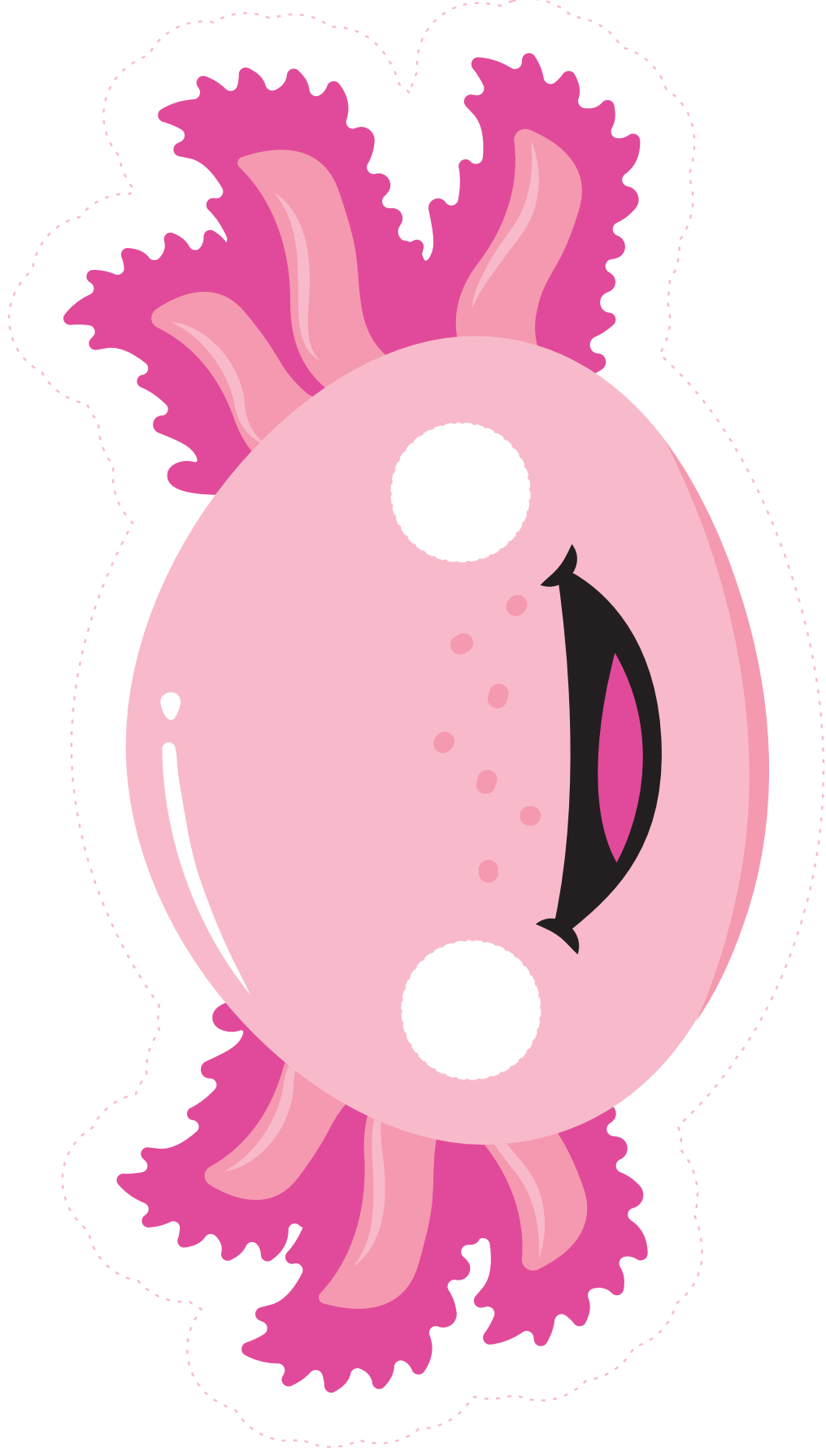
Underwater Rewards Station (2 of 4)

Photo Booth Props: Print on card stock, cut out and attach to paint sticks



Underwater Rewards Station (3 of 4)

Photo Booth Props: Print on card stock, cut out and attach to paint sticks



Underwater Rewards Station (4 of 4)

Photo Booth Props: Print on card stock, cut out and attach to paint sticks

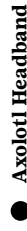


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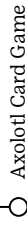
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Instructions: Axolotl Card Game



Instructions: Axolotl Card Game

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Axolotl Headband

All Ages
Beginner-Friendly

Offer Girl Scouts the opportunity to celebrate their magical mascot with this DIY accessory.

Supplies:

- Headband or pipe cleaners
- [Gill Template](#)
- Tape
- Markers
- Scissors
- Optional: Pink face paint or eyeliner for freckles

Go Virtual! 

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home.



Call in Captains!

Girl Scouts® Cookie

Captains can help trace and cut templates. Or, they can face paint freckles!



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Axolotl Headband Instructions

1 Print and color the Gill Template. Cut along the dotted lines. Don't worry if the cuts aren't perfect. Each axolotl is unique — just like Girl Scouts!



2 If you're not making a headband out of pipe cleaners, skip to step 4. Twist two or more pipe cleaners together for strength. Shape it by placing it around the Girl Scout's head until it stays in place.



3 You may need to add more pipe cleaners for length or curl the ends around the back of the ears for more support.



4 Wrap the tabs from the gill template around the headband. Tape them to the back of the template.



5 It's ready to wear!

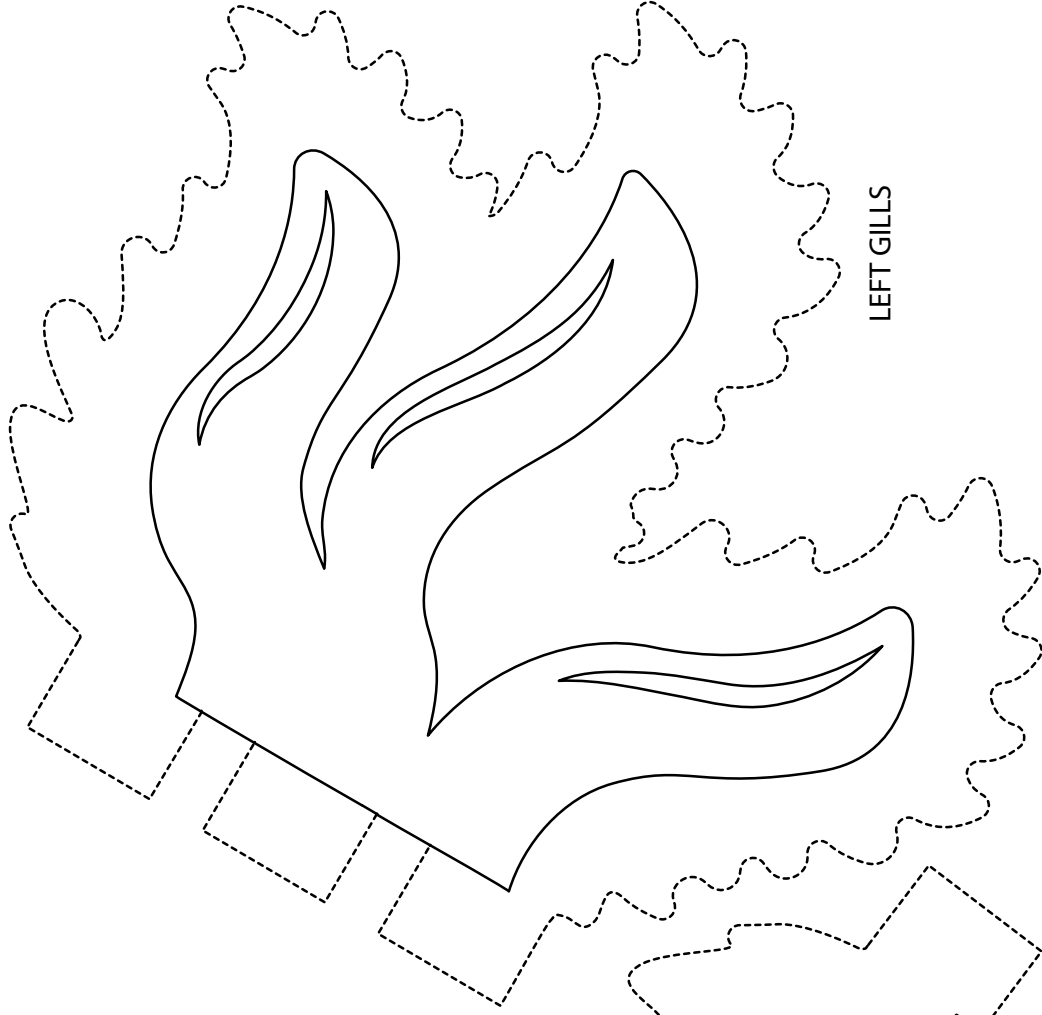


Optional:

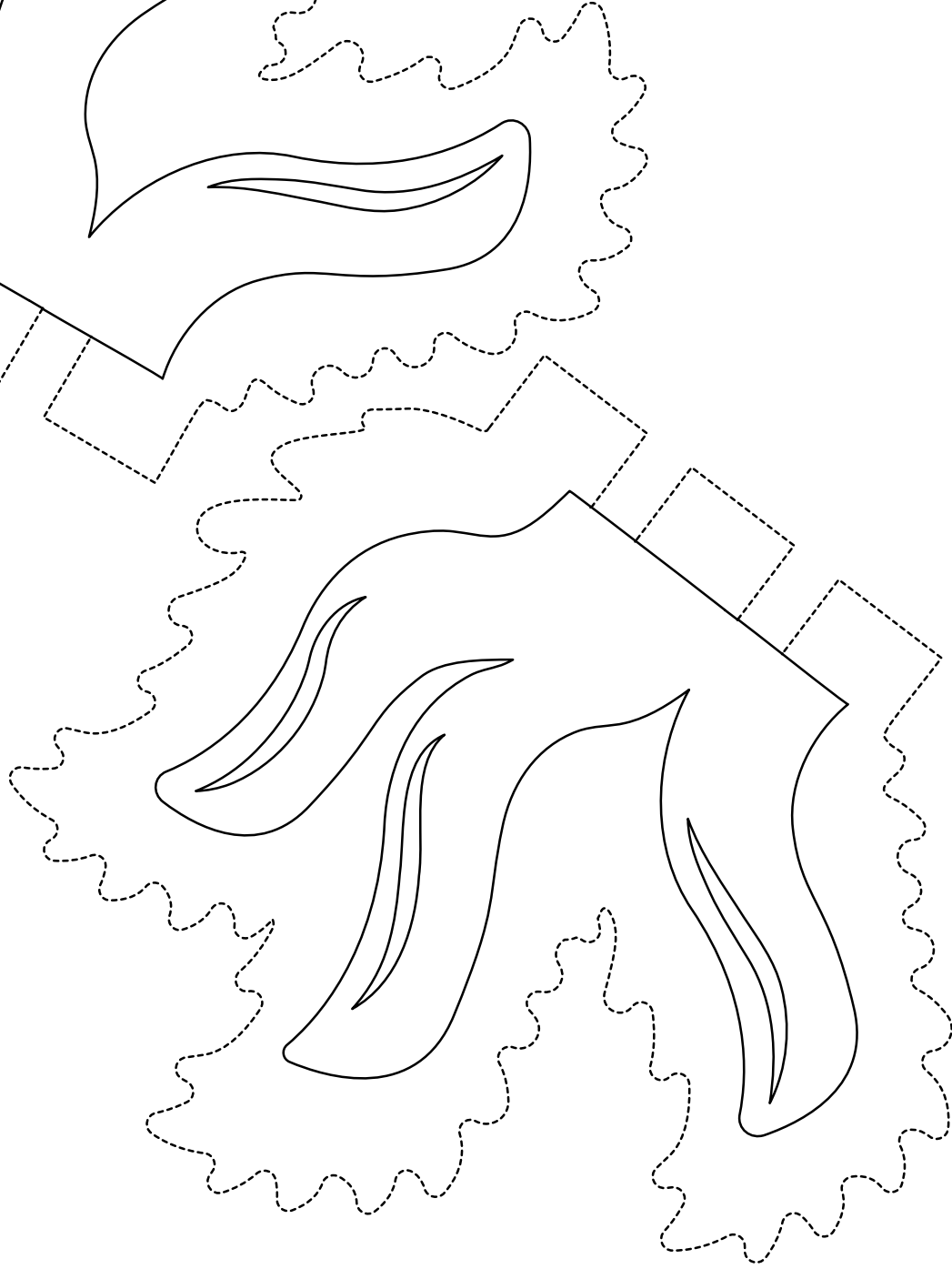
Girl Scouts can speckle their cheeks with freckles just like the mascot! Use pink face paint or eyeliner to complete the look.

Axolotl Headband

Gill Template: Print, color, cut out and tape to headband



LEFT GILLS



RIGHT GILLS

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Axolotl Card Game

All Ages
Beginner-Friendly

How much do Girl Scouts already know about their fun new friend? Play this memory card game to find out!

Supplies:

- Axolotl Fun Fact Cards
- Deck of cards (or sample of the playing cards reward if available from your council)
- Scissors or paper cutter
- Tape

Go Virtual! 

Search online for a tool to create a virtual memory card game. Customize a digital deck of cards, share on a call and play as a group.



Call in Captains!

Girl Scouts® Cookie Captains can share fun facts and teach Girl Scouts how to play.



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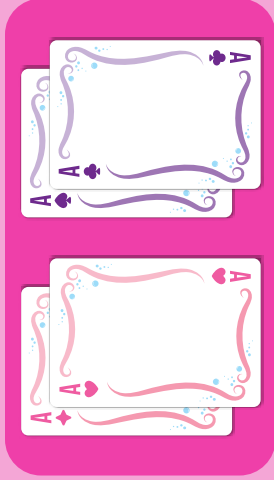
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Axolotl Card Game Instructions

1 Split the 52-card deck into two piles: spades and clubs in one pile and hearts and diamonds in another. Sort each pile of 26 cards into matching pairs, i.e. the ace of hearts and the ace of diamonds.



2 Print the Axolotl Fun Fact Cards and cut them out. Tape the matching fun facts onto the matching pairs of cards. Repeat for the other half of the deck to create two games.



3 Place the cards face down in a grid. Girl Scouts take turns flipping two cards over at a time, trying to find all the matching pairs.



4 Each time a card is turned over, they read the fun facts aloud and learn as they play. Once all the pairs are turned over, they can act out their favorite axolotl traits!

Call in Captains!
 Girl Scouts® Cookie Captains can help the younger girls read aloud.

Optional:
 If your council is offering the playing cards reward and offering samples, you could use them instead of a generic deck of cards. Each deck of 52 cards can be used for two matching games.
 Make sure to mention that Girl Scouts can customize their own deck if they earn the playing cards reward!

Axolotl Fun Fact Cards (1 of 2)

Print, cut out and glue or tape to playing cards

Native to Mexico 	Native to Mexico 	Underwater Habitat 	Underwater Habitat 	FIVE LIVES 	FIVE LIVES 
Forever Tadpole 	Forever Tadpole 	Carnivores 	Carnivores 	Endangered 	Endangered 
Forever Tadpole 	Forever Tadpole 	Carnivores 	Carnivores 	Endangered 	Endangered 

Sources: National Geographic, Animal Fact Guide, San Diego Zoo

Axolotl Fun Fact Cards (2 of 2)

Print, cut out and glue or tape to playing cards

GILLS



Even though they have lungs, axolotls mostly breathe through the feathery gills on each side of their head.

GILLS



Even though they have lungs, axolotls mostly breathe through the feathery gills on each side of their head.

SMILEY



Axolotls love to smile (a whole lot!)

SMILEY



Axolotls love to smile (a whole lot!)

COLORFUL CAMOUFLAGE



Axolotls are often pink as pets, but can be many other colors in the wild to blend into their environment.

COLORFUL CAMOUFLAGE



Axolotls are often pink as pets, but can be many other colors in the wild to blend into their environment.

EATING



Axolotls don't chew their food — they feed by using suction.

EATING



Axolotls don't chew their food — they feed by using suction.

NAMESAKE



Axolotls were named after Xolotl, the Aztec god of fire and lightning, who could take on the form of a salamander.

NAMESAKE



Axolotls were named after Xolotl, the Aztec god of fire and lightning, who could take on the form of a salamander.

90*GETTERS



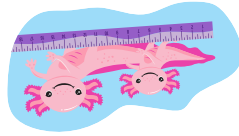
Baby axolotls swim on their own only two weeks after hatching.

90*GETTERS



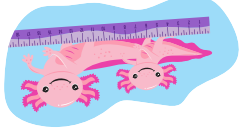
Baby axolotls swim on their own only two weeks after hatching.

SIZE



An axolotl can reach 18 inches in length, but usually grows to about 9 inches.

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Goal Beads

All Ages
Beginner-Friendly

Did you know customers tend to buy more when they hear about goals? To share package goals, invite Girl Scouts to create goal beads to display on cookie lanyards!

Supplies:

- Wooden beads
- Lanyard or string
- Ruler
- Scissors
- Permanent markers
- Key chain ring

Go Virtual! 

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home. Remind them to post a pic of their design online and share their goals!



Goal setting is one of the five skills learned through the Girl Scout Cookie Program.

Sharing Your Why with Customers

- Tell them who you are
- Tell them about your favorite Girl Scout adventure with your troop
- Tell them about your goal
- Tell them how to support your goal

This activity gets Girl Scouts one step closer to earning a **Cookie Business badge!**



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Goal Beads Instructions

1 Write the first number of your package goal on each side of the bead. When writing, make sure the hole is at the top and bottom of the bead.



2 Repeat step 1 with the rest of the numbers from your package goal.



3 Measure a piece of string and cut it at 30 inches.



4 Fold the string in half and loop the folded end through the hole of the key chain ring. Thread the loose ends of the string through the loop and pull tight.



5 Thread the beads onto the string, starting with the last number of your package goal.



6 Tie a knot at the top of the string. Wear at booths or share online.*



Call in Captains!

Girl Scouts® Cookie Captains can give examples of how their goals progressed over the years.



See the booth marketing activity for a Cookie Menu to add to the lanyard!

*Caregivers should post for Girl Scouts under age 13, but all entrepreneurs should have a hands-on role in marketing their cookie business. Review online safety guidelines on [girlscouts.org](https://www.girlscouts.org).

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Goal Banner

Papel Picado

Older Ages
Moderate Difficulty

Construct an eye-catching cutout banner and write package, troop or donation goals on each flag. Bonus: Girl Scouts can use them as booth decor!

Supplies:

- Colored paper
- Scissors
- Pencils
- Markers
- String
- Hole punch
- [Goal Banner Templates](#)

Go Virtual!

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home.



Goal setting is one of the five skills learned through the Girl Scout Cookie Program:

This activity gets Girl Scouts one step closer to earning a [Cookie Business badge!](#)



Papel picado (pah-pell puh-kaa-doh) means “punched paper.” This traditional folk art originated in Mexico and can be found in many other Latin American countries. It’s used in celebrations like weddings, birthdays and holidays.

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Goal Banner Instructions

- 1 Fold a piece of paper in half horizontally. Fold it in half again, then unfold. These are your reference folds.



- 4 Punch a hole in the top. Round the top edges by cutting of the corners. Cut the bottom edge however you like to make a creative design.



- 2 Start an accordion fold by bringing the edge of the paper to the first reference fold. Press it down and repeat the fold back and forth until the entire paper is folded into the shape of an accordion.



- 5 Start to cut the shapes you traced or freehanded.



- 8 If desired, add multiple pages on one string to create a banner.



- 3 Use the Goal Banner Templates to trace shapes on the edges. Girls Scouts can also make up their own shapes. Make sure to leave a third of the bottom clear to write goals.



- 6 Thread a piece of string through the hole at the top.



- 7 Unfold the paper and write your goal in the clear space at the bottom. Display at your booth!



Goal Banner Templates

Print and cut template strips along the dotted line. Fold each strip in half and cut out the half-shapes to use as a stencil. Grey shapes show what the half-shape stencil will reveal.

The image displays three identical rows of goal banner templates. Each row is bounded by a vertical dotted line on the left and right. The templates are arranged in two columns per row. The left column contains five grey shapes: a heart, a fan-like shape, a five-petaled flower, a six-petaled flower, and a four-petaled flower. The right column contains five white shapes with black outlines: a semi-circle, a fan-like shape, a five-petaled flower, a six-petaled flower, and a four-petaled flower. A horizontal dotted line runs across the middle of each row, separating the two columns.

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Goal Flowers

Younger Ages
Moderate Difficulty

Create beautiful flowers out of tissue paper and write package, troop or donation goals on the leaves. String a few together to turn them into a banner, bouquet, necklace or flower crown!

Supplies:

- Green paper
- Tissue paper
- Scissors
- Markers
- Green pipe cleaners
- Tape or glue

Go Virtual! 

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home.

Goal setting is one of the five skills learned through the Girl Scout Cookie Program.



This activity gets Girl Scouts one step closer to earning a Cookie Business badge!



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Goal Flowers Instructions

- 1** Fold a large piece of tissue paper down until you make a square.



- 2** Cut along the folded edges so you're left with a stack of single pieces of tissue paper.



- 3** Fold all the pieces into an accordion shape, and wrap the middle with a pipe cleaner. Twist the pipe cleaner at the bottom so the accordion fold stays in place.



- 4** Spread the accordion fold out on each side. Create petals by pulling each layer of tissue paper away from the others until they're all separate and it resembles a full flower.



- 5** Take a green piece of paper and fold it in half. Cut a leaf shape on the fold like shown below.



- 6** Tape or glue the leaf around the pipe cleaner stem and write your goal on it.



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Progression Pictures Banner

Older Ages Beginner-Friendly

Show customers how magic grows over time! Make a banner out of pictures from past seasons and show it off at booths.

Supplies:

- Colored paper
- Banner Template
- Tape or glue
- String
- Cookie season photos (can add later if not on-hand at the rally)

Go Virtual!

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home. They can also make a digital collage of photos to share on social media*!



Call in Captains!

Girl Scouts® Cookie Captains can share customer talking points about what next-level skills they have developed after multiple years in the cookie program.



*Caregivers should post for Girl Scouts under age 13, but all entrepreneurs should have a hands-on role in marketing their cookie business. Review online safety guidelines on [girlscouts.org](https://www.girlscouts.org).

Banner Template

Bottom template for tracing onto colored paper and square templates for pictures



FOLD HERE



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○ Instructions: Digital Marketing Calendar

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○ Instructions: Customizable Social Graphics

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Digital Marketing Calendar

All Ages Beginner-Friendly

Even Girl Scouts® Cookie Rookies can become social superstars! Help them create a plan using this calendar tool.

Supplies:

- [Digital Marketing Calendar](#)
- [Digital Marketing Page of LittleBrownie.com](#)

Go Virtual!

Demonstrate how to use this calendar as a digital marketing tool. Then, break out into groups and encourage Girl Scouts to begin planning.



For more info, check out our [Digital Marketing Basics](#) and [Digital Marketing Tips for Cookie Entrepreneurs](#) and Families on [girlscouts.org](#).

This activity gets Girl Scouts one step closer to earning a Cookie Business badge!



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Digital Marketing Calendar Instructions

- 1 Download or print the [Digital Marketing Calendar](#). Some holidays and posting opportunities are already listed to get started.



- 2 Customize the calendar by adding post ideas on certain days*. Post ideas include: Countdowns to the beginning or end of the season, spotlights on cookie varieties or Girl Scouts' goals.



- 3 Visit the [Digital Marketing page of LittleBrownie.com](#) for ready-made posts that entrepreneurs can download and use.



Bonus:

Include email reminders! Schedule when to reach out to family and friends. Topics can include: Girl Scout Cookie Season is here, Digital Cookie® is open, and reorder/stock up before cookie businesses close for the season.



Call in Captains! Girl Scouts® Cookie Captains can share successful marketing strategies they've used in prior seasons.



*Caregivers should post for Girl Scouts under age 13, but all entrepreneurs should have a hands-on role in marketing their cookie business. Review online safety guidelines on [girlscouts.org](#).



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Customizable Social Graphics

Older Ages Moderate Difficulty

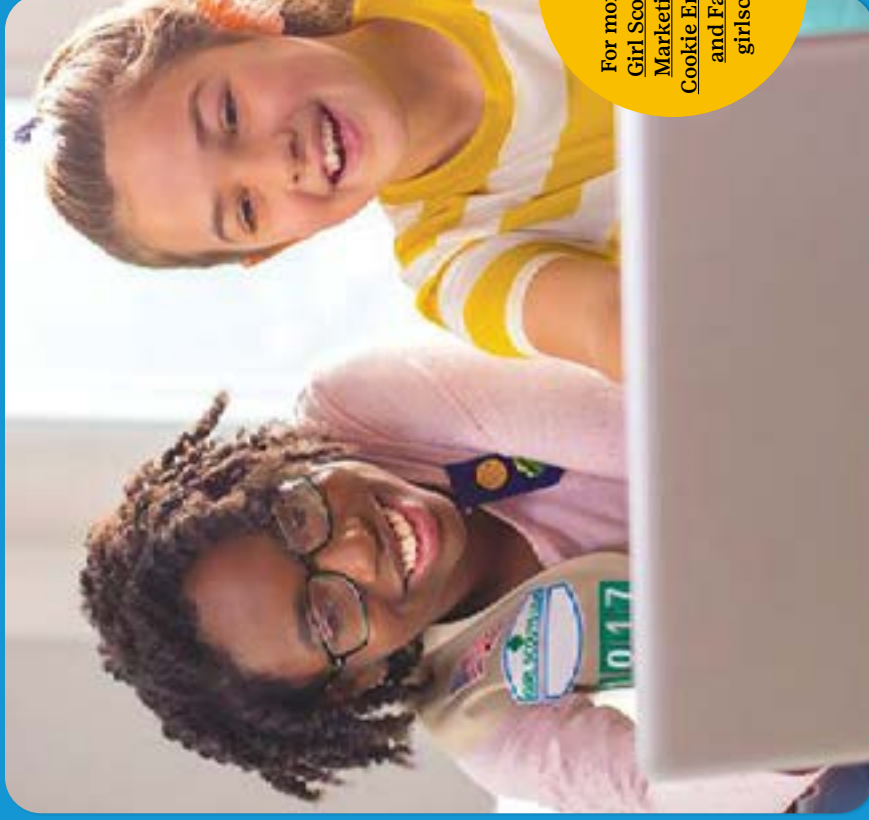
Entrepreneurs build next-level digital skills by customizing their own social media graphics. To pump up their strategy, they should include links to buy online!

Supplies:

- [Social Graphic Templates](#)
- [Cookie Clip Art from LittleBrownie.com](#)

Go Virtual!

Demonstrate how to customize the social graphic templates. Then, break out into groups and encourage Girl Scouts to start designing.



For more info, see [Girl Scouts' Digital Marketing Tips for Cookie Entrepreneurs and Families](#) on [girlscouts.org](#).

This activity gets Girl Scouts one step closer to earning a [Cookie Business badge!](#)



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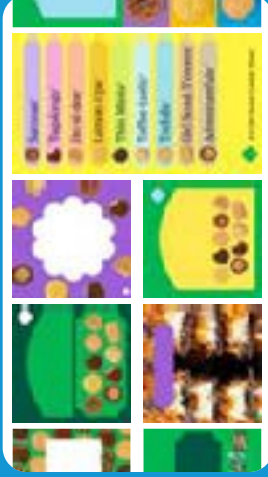
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Customizable Social Graphics Instructions

- 1 Download the [Social Graphic Templates](#) and put them into an online graphic design tool of your choice. (Tip: Search online for free design tools and find one that works well for you.)



- 2 Customize the graphics by adding text in the spaces provided. Messages can include cookie prices, booth dates or inventory updates. Girl Scouts can also create their own images using the [Cookie Clip Art on LittleBrownie.com](#).



- 3 Save the image and post on social media to share with followers and friends.

Tip:

Consider tagging loyal customers to make sure they keep supporting their favorite entrepreneur!



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○ Instructions: Digital Payment Whiteboard

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Accepting Payment



**Younger Ages
Beginner-Friendly**

Get Girl Scouts comfortable with taking an order and counting change or processing payment in Digital Cookie® by playing store! They'll take turns acting as the entrepreneur and customer, adding up totals, swiping or scanning cards and giving change.

Supplies:

- Play money
- Mock tablet or mobile phone
- Empty Girl Scout Cookie™ packages
- Table (or other booth prop)

Go Virtual! 

Break out into small groups and encourage Girl Scouts to act out this activity on a call.



Optional:
If your council is offering the apron reward, give the entrepreneur the apron reward to wear and hold the play money.



This activity gets Girl Scouts one step closer to earning a Cookie Business badge!

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Accepting Payment Instructions

- 1** Set up a pretend booth with a table and cookie packages.



- 2** Choose two Girl Scouts to act as the cookie entrepreneur and a customer. Hand them each play money to use as payment and to make change. They should also practice taking digital orders and processing payment using a mock tablet or mobile phone.



- 3** The customer chooses cookies to buy, and the entrepreneur adds the order total and lets them know how much it is. The customer pays, and the entrepreneur counts their change if handed cash.



- 4** Once they've completed the purchase, they switch places and play the other role. Continue until every Girl Scout has had a chance to play both the entrepreneur and customer.

Call in Captains!

Girl Scouts® Cookie Captains can help out and share how accepting credit card payments helped them reach their goals.



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Digital Payment Whiteboard

Older Ages

Moderate Difficulty

Girl Scouts can promote digital payments by making a DIY whiteboard that shows their accepted methods of payment. Plus, they can reuse it as room décor after the season ends!

Supplies:

- Empty picture frame (size of your choosing)
- Colored paper
- Scissors
- Dry erase marker
- [Cookie Clip Art on LittleBrownie.com](#)

Go Virtual!

Provide supplies in virtual rally kits and share instructions for Girl Scouts to follow along at home.



Tip: They can repurpose a picture frame they already have at home!

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Digital Payment Whiteboard Instructions

1 Cut a piece of paper to the same size as the picture frame.



2 Place the paper in the frame and secure it in place.



3 Turn it over and write the accepted forms of payment on the front with a dry erase marker.



4 Get creative with any embellishments or doodles to make it pop! [Cookie Clip Art](https://www.cookieclipart.com) is always available on [LittleBrownie.com](https://www.littlebrownie.com).



Bonus:

Digital Cookie® saves customer information when used to accept digital payments. Remind Girl Scouts about the importance of keeping a record of previous customers and contact info.

Introduction

Whole Group Activities

Rewards

Meet the Mascot

Goal Setting

Booth Marketing

Digital Marketing

Safety

Money Management

Customer Knowledge

Customer IQ Quiz

Customer Communication

Rally Action Plan

Appendix

Customer Communication

All Ages Beginner-Friendly

Everyone appreciates a handwritten note — including cookie customers! Create a station for Girl Scouts to write personalized cards or emails to their customers. They can remind them what they bought last year and ask to buy again, or include cookie fun facts or info about bestsellers.

Supplies:

- Thank You/Reorder Form or blank stationary
- Spanish Thank You/Reorder Form
- Pens, pencils or markers
- Email and Card Sample Messaging

Go Virtual!

Invite Girl Scouts to find supplies around their home and give them time to write their cards or emails. (Bonus: Play an Own Your Magic-inspired playlist in the background while they write!)



If the journal reward is offered by your council, showcase it for Girl Scouts who like to create custom cards!

Call in Captains!

Girl Scouts® Cookie Captains can share the advantages of using Digital Cookie® to maintain a contact list. It's an easy way to follow up with customers and helps build loyalty year after year!



Thank You
For Helping Me
Reach My Goal!



If you want
Samoaas...

Girl Scout: First Name Only Troop: _____

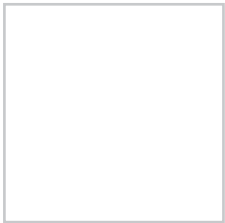
My goal is: _____

To order: URL or contact information

VISA



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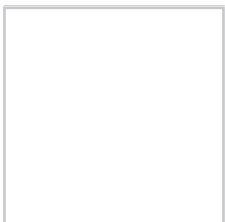
My goal is: _____

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