



# Perfectly Effortless Programs: 5 Skills Cookie Rally Ideas

## Activity Overview

The Five Skills Cookie Rally Ideas Program equips leaders with ideas for making it fun for girls to learn about the Girl Scout Cookie Program.

## Cookie Rally Stations

### Preparations

- Make name tags for the girls; then add numbers, colored dots, or clipart to identify each group that will be rotating through the stations. Hand out the name tags to the girls at your cookie kick-off. Ask the girls to find another girl with the same number, color, or clipart. This is a great way for girls from various troops to get to know each other.
- The leader of the group will begin by welcoming everyone to the event, talking about why the Girl Scout Cookie Program is so important to Girl Scouting, and by explaining how the event will flow.
- Divide the girls into manageable groups. Encourage the girls to interact and share their ideas with others during the event.
- Explain how the groups will rotate from station to station. Use a horn or whistle to signal when it is time for the groups to move to the next station.

### Station 1 – America’s Best Cookies

This station is designed to help girls learn all about Girl Scout cookies. Ideas include:

- Taste the Cookie: Blindfold each girl. Give her a taste of a cookie and see if she can guess the type.
- What’s that Cookie: Have the girls draw a picture of a cookie and then describe that cookie. For example, the girl draws a Peanut Butter Sandwich and describes it as a crunchy oatmeal cookie with creamy peanut butter filing. This is a great way for the girls to know the types of cookies they are selling.
- Bakery Tour: Download the cool new bakery tour video from [www.abcsmartcookies.com](http://www.abcsmartcookies.com) and set up a viewing station.

### Station 2 – Safety First

This station is all about making sure girls know how to stay safe while selling. Ideas include:

- 10 Basic Safety Guidelines: Review safety guidelines such as show you are a Girl Scout, buddy up, be streetwise, partner with an adult, etc. Print the worksheet from the address below.  
[http://www.girlscouts.org/program/gs\\_cookies/pdf/2010\\_safety\\_tips.pdf](http://www.girlscouts.org/program/gs_cookies/pdf/2010_safety_tips.pdf)
- Practice going door to door: Have the girls’ pair up and role play to practice their selling and safety skills. Give them the opportunity to make their own scene up too. Print out the worksheet from the address below.  
[http://www.girlscouts.org/program/gs\\_cookies/pdf/2010\\_coaching\\_your\\_budding\\_businesswoman.pdf](http://www.girlscouts.org/program/gs_cookies/pdf/2010_coaching_your_budding_businesswoman.pdf)
- Safety Rules: Have teen girls be in charge of this activity.  
They need to create unsafe scenarios of selling Girl Scout

cookies. Have a small groups of girls gathered to start a round of this game. Have the teen girls act out the scenario while breaking a safety rule. Have the group figure out the mistake and correct it.

- Counting Money: Using a play money drawer, girls approach this table to buy a cookie. They are given a price for the cookie (different every time) and asked to count out the sum from the drawer. They could also be given the price and a twenty and asked to make change from the drawer.



### Station 3 – Go for Goals!

This station focuses on goal setting—a valuable life skill and a key to success. Ideas include:

- Discuss Cookie Goals: How many boxes do they want to sell? What do they want to learn? See more goal information at the ABC website at [abcsmartcookies.com](http://abcsmartcookies.com).
- Personal Billboard: Have girls make a “personal billboard” advertising who they are and what they want to accomplish through the cookie sale. Have markers/crayons and paper available. You can also turn this into a poster contest!
- Goal Reminder: Give each girl a penguin to decorate and write out her personal sales and learning goals. Let them keep this with them to remind them of their goals throughout the program. Print out worksheet from the address below.

[http://www.abcsmartcookies.com/images/artGallery/STATIONERY/Coloring%20Pages/b\\_CP1\\_4UP\\_12.jpg](http://www.abcsmartcookies.com/images/artGallery/STATIONERY/Coloring%20Pages/b_CP1_4UP_12.jpg)

### Station 4 – Super Sales

This station gives girls great selling ideas to help them meet their sales goals. Ideas include:

- Sales Ideas: Brainstorm all the things they can do to reach their sales goals. Post the steps on a large flipchart. Ideas might be: serve samples at a booth sale, sell at a special event, ask your parents to take you to their workplace so you can sell cookies to their co-workers, etc.
- Ideas into Action: Pick four to five ideas with the group and spend a little time discussing the ideas together. For instance, if mom takes order card to work that the girl should write a personal note to attach to it.
- What’s Wrong: Set up a cookie booth in disarray and have girls “spy” what is wrong with the booth.

### Station 5 – It’s All About the Customer!

This station gives girls the confidence to better sell cookies to their customers. Ideas include:

- Elevator Speech: An elevator speech is a mini-presentation, short enough to be delivered during an elevator ride. Have the girls answer questions such as why are they selling Girl Scout cookies and why customers should purchase them. Then have them create their own elevator speech.

#### *Tips to writing an elevator speech:*

1. Highlight why customers should buy Girl Scout cookies.
  2. How can buying cookies benefit the customer?
  3. Focus on the theme, “What Can a Girl Do?”
  4. Let the customer know your goals. Tell them what your plans are for the money that is earned.
  5. Have passion and enthusiasm when you are selling Girl Scout cookies. Your attitude will make a difference to the customer.
  6. Be prepared—practice your elevator speech to other people.
- Know your Customer: Create a profile for every customer, past and present, that you will approach during the cookie program. With past customers create a little profile of their contact information and what cookies they purchased. If you have a few loyal customers every year, think of doing something special for them, for example writing them a thank you card or putting a thank you sticker on their box of cookies. Check out [abcsmartcookies.com](http://abcsmartcookies.com) for thank you card templates.

Here’s an example of a customer profile worksheet:

## Customer Profile

Customer's Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Cookies Purchased \_\_\_\_\_

Notes \_\_\_\_\_



## Station 6 – Fun Interactive Games

Fun game ideas include:

- Game Show: Make learning even more fun by borrowing from a favorite game show format. You can play your own version of *Who Wants to Be A Millionaire*, *Are You Smarter than a Fifth Grader* or *\$25,000 Pyramid*.
- Cookie Trivia: Play a Girl Scout Trivia Game. Go to [http://abcsmartcookies.com/cookies\\_trivia.asp](http://abcsmartcookies.com/cookies_trivia.asp) for trivia questions.
- How Many Cookies: Guess how many cookies are in a clear cookie jar.

## Supply List

Name tag stickers  
Colored dots/pictures of cookies  
Sharpies/markers  
Horn/whistle

### Station 1:

Five Blindfolds (Number depends of group size)  
Different types of Girl Scout cookies to taste  
Pictures of cookies

### Station 2:

Pencils  
Copies of worksheets  
Notecards for teen girls to write out scenarios  
Play money

### Station 3:

Posters/copy paper  
Markers/crayons  
Copies of dolphin print outs  
Pencils

### Station 4:

Large flip chart/poster board  
Sharpies/markers  
Copy paper  
Pencils  
Items to create cookie booth display

### Station 5:

Copy paper  
Pencils  
Copies of customer list

### Station 6:

Clear cookie jar  
Girl Scout cookies to fill jar

