

2012 Girl Scout Cookie Program Service Unit Cookie Rally Information



Girl Scout Cookie Rallies are intended to get girls and their families excited about the Girl Scout Cookie Program, while teaching them important safety rules, program dates and goal-setting. Girls always love to sing and dance to music, so crank up the music and have some FUN!

Publicity & Invitations

An editable flyer template for Girl Scout Cookie Rallies is available at www.girlscoutsmoheartland.org under "Forms" or through your Community/Membership Development Specialist. Send copies of the flyer to the troops/girls in your service unit. Rallies should last about 1 1/2 hours and should be held between **January 1, 2012 and January 31, 2012**.

Planning

Get everyone involved! Older girl troops can help out by hosting activity booths, or community organizations may send guest speakers or host booths. Visit www.abcsmartcookie.com for lots of good information for girls and volunteers, and some great examples of how to set up your rally.

Each Girl Scout Cookie Rally should consist of three key components:

1. Opening

An opening should include excitement while delivering critical information to the girls and their parents (as they may also be listening). Ask the girls questions such as:

- Do you know what day the Girl Scout Cookie Program starts?
- How many varieties of cookies do we sell?
- What is your goal for the 2012 Girl Scout Cookie Program?

Let them shout their answers with as much excitement and energy as possible! Also make sure to review:

- Initial Order Goal (150 boxes per girl) and service unit goal
- What booths/stations are at the rally
- When/where to meet back for closing

2. Booths/Stations

Set up several stations for girls to rotate through. Booths might include:

- Recognitions/Goal Setting—Explain recognition items and help them set goals.
- Food—Everyone loves food! Either provide a snack or have them taste Girl Scout Cookies. (**Shortbread Cookies will be provided, so please include the number that your service unit will need on the attached order form.**)
- Craft—Have the girls make something they can take with them (e.g., an origami penguin, a cookie necklace, etc.). This will help with the excitement!
- Games—There are tons of games out there! Customize one with a cookie theme! (e.g.; Cookie Hopscotch, Cookie Walk (cake walk), Cookie Relays, Cookie Find, Cookie Scavenger Hunt, etc.)

Girls can use "passports" to mark their booth visits. A simple "passport" may be made with a half or quarter-sheet of paper or cardstock and an owl graphic on it for "Count Me In!" Include a grid or shapes that the girls can get stamped or marked at each booth.



3. Closing

You want the girls to leave very excited about the 2012 Girl Scout Cookie Program! Ask them excitement-generating questions, such as:

- Did you have fun tonight?
- What was your favorite activity?
- Tell me your cookie goal for this year!
- Remind them of the important dates and about safety.

Budget

As with all service unit events, there must be a budget before any price or fee is determined. A nominal fee of \$1—\$2 is recommended. This should cover the cost of food (other than cookies, which will be provided), the Girl Scout Cookie Rally patch, and any game or craft supplies. Please work with your Community/Membership Development Specialist if you have questions about creating a budget.



Patches

Girl Scout Cookie Rally patches can be purchased through the Product Program Department. Please send payment and the order form (below) before **November 30, 2011**, when the council order will be placed.



Girl Scouts of the Missouri Heartland, Inc.
2012 Service Unit Cookie Rally Order Form

Service unit number: _____ County: _____

Service unit product manager: _____

Cell phone number: _____ Home phone number: _____

Service team manager: _____

Cell phone number: _____ Home phone number: _____

Girl Scout Cookie Rally date: _____ Time: _____ to _____

Girl Scout Cookie Rally location: _____

Service center where patches will be shipped: _____

Number of Cookie Rally patches: _____ X \$0.70 = _____

(Please submit one Service Unit check for the full balance)

Number of girls attending: _____ divided by 6 = Number of boxes of Shortbread: _____

Please send payment along with order form to your regional product program specialist:

Central Region:

Mary Beth Schwenck

230 Metro Drive

Jefferson City, MO 65109

Southwest Region:

Karen Taylor

210 S. Ingram Mill Road

Springfield, MO 65802

Southeast Region:

Melody Hutchison

1420 Girl Scout Way

Dexter, MO 63841

ORDER DEADLINE: November 30, 2011

For Council Use Only			
Date Received _____	Amt Received \$ _____	Receipt # _____	Check # _____