

Welcome to Cookie Rally 2019!

We are excited for you all to **Go Bold** with your Girl Scouts this year, as you help **INSPIRE and EMPOWER** them to achieve their troop and individual goals!

In this packet, you will find most everything needed to make planning a successful Cookie Rally as simple as can be. The goal is not only to help you plan a cookie themed event highlighting the 5 skills girls learn in the cookie program, but also to help you plan a fun rally that will get the girls excited about the opportunity to develop their financial literacy and entrepreneurial skills as they sell Girl Scout cookies. In this kit, you will find:

- Sample checklists, timelines, and tips and tricks to help you plan your rally event.
- Suggested activities broken down by level and materials lists to take the guess work out of what you need
- Sample evaluations to help the girls and the leaders share their thoughts and suggestions to make next year's event even better!

A Cookie Rally combines learning and cookie fun so girls are inspired and prepared to have a great cookie season. The goal of the Cookie Rally is to help the girls develop the five skills of the Girl Scout Cookie Program: goal setting, decision making, money management, people skills, and business ethics, and to help them get excited to make their goals a reality. These five skills will continue with them throughout the Cookie Program and are essential to building a lifetime of leadership, success, and confidence.

We recommend that you use the skills of your older girls as Cookie Captains, to give them a leadership experience as well. Older girls can provide near-to-peer guidance in leading girls through the activities and have fun energy to share with younger girls.

Want to add to the fun? The Cookie Kickoff can be added to other activities to make it a whole day of fun! Other ideas include:

- Fashion Show- At either the opening or the closing, host a fashion show where girls/ troops show off their own cookie-inspired creations created prior to the event, or give them time to make their own creations at the event.
- Cookie Recipe Cook Off- Invite the troops to create desserts with the cookies. Have them bring samples for everyone to try. (Larger events can hand out "cookie bucks" for girls to "purchase" a select number of samples; think food festival style.) You can even have them vote on their favorite dessert.

If possible, it is often helpful to communicate with parents/guardians and other important adults in the girls' lives about the girls' Cookie Sale Program success. One option to share this information is to hold a parent/guardian cookie meeting while the girls are at the Cookie Kickoff. You may decide to invite parents/guardians to stay after the start of the event or come early for the meeting. It can be as simple as a 20-minute meeting where you can share information and expectations, while also allowing them an opportunity to ask questions.

Best of luck this year and don't forget that we're here as a resource if you need it!!

Girl Scouts of Greater Atlanta
Cookies@gsgatl.org

Sample Budget Planning Worksheet

Date of event:

Number of participants:

Budget Item:	Projected	Actual
Rental Fees (Site/Equipment)		
Custodial Fees		
Program Supplies		
Food		
Non-member Insurance		
Miscellaneous		





Sample Schedule

The length of your event will depend on the number of participants attending and the number of stations you have available. If you anticipate having a large number of girls in any age bracket, Daisies/Brownies or Juniors and up, you might consider having multiple rotations.

Here is a sample schedule:

Time	Activity	Description
11:00am	Volunteers/Staff arrive to set-up venue.	Organize check-in area, arrange tables, chairs, stations, orient your volunteers and ensure any last minute details are completed.
12:45pm	Check-in for event.	Have volunteers ready to get girls and leaders checked-in.
1:00pm	Opening Session (optional)	Introduce yourself and volunteers, briefly go over what will happen at the event, make sure everyone knows where the bathrooms are and go over any special instructions for the day.
1:30pm	Session Rotation	Girls will rotate through the stations.
4:30pm	Close Sessions	Begin to close-down sessions, ask girls who are still completing activities to wrap it up. Allow time for cookie tasting, rewards table, and photo booth to stay open.
5pm	Close Event & Clean up	Remember, a Girl Scout always leaves a place better than she found it. Make sure you remove your items, put tables and chairs back (if applicable), check the bathrooms, and collect any lost and found items.



Station Rotations

The event focuses on the 5 skills the girls learn through the Cookie Program. Some of the 5 skills are combined through select activities, as girls practice what they are learning.

The 5 Skills are:

- **Goal setting:** Girl Scouts set cookie goals individually and, with their team, create a plan to reach them.
- **Decision Making:** Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings.
- **Money Management:** Girls develop a budget, take cookie orders, and handle customer's money.
- **People Skills:** Girls learn how to talk (and listen) to their customers', as well as learning how to work as a team with other girls.
- **Business Ethics:** Girls act honestly and responsibly during every step of the cookie sale.



Check-In

As a committee, you will want to decide what your check-in process will be. If you have run events in the past and have a check-in process that works for your Service Unit, continue to use what is familiar. If this is your first event, here is a sample check-in procedure:

1. Set up two tables for check-in. (You may decide one is enough if this will be a small event). One table will be for the leaders to get their troop rosters for the event. The other will be for them to submit their completed roster, checking off the girls and adults present at the event that day, and picking up any packets they will need. (This is a great place for them to get their name tags.)
2. As troops arrive, ask one of the leaders to check-in at the first check-in table. They will then take their roster, check off everyone that is there that day (after everyone has arrived), and bring it to the second check-in table.
3. At the second check in table they will turn in their roster. You can review the roster and file it for review when it comes time to order patches, and then give the leader their troop packet, name tags, and schedule for the event.

Name Tags

The easiest name tags to create would be sheets of blank labels and have participants make their own name tag. You could pre-print the name tags or add a design to them. However, this is not necessary.

Recognition Display

If possible, set up a table that includes the recognitions the girls can earn during the Cookie Sale Program. This can help the girls get excited for the cookie sale and help them set goals for how many boxes of cookies they want to sell in order to earn these recognitions.



Materials List

Based on the activities your committee chooses, use the following materials list when shopping or acquiring your materials.

General Materials

- Name tags
- Pencils/pens
- Markers
- Tables
- Chairs
- First aid kit
- Recognitions
- Calculators
- Tape
- Scissors
- Girl Scout cookies
- Napkins
- Water
- Paper

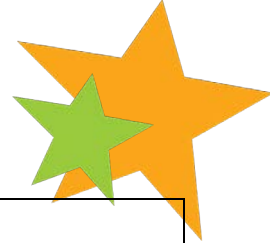


Planning Your Event:

During the month of October/November

Names						
<input type="checkbox"/> Form your event committee						
<input type="checkbox"/> Decide roles and responsibilities for each person in the group.						
<input type="checkbox"/> Decide on the Date, time, and location of the event. Keep in mind that Cookie Rallies should take place in December or January.						
<input type="checkbox"/> Make sure your site follows guidelines in the Safety Activity Checkpoints.						
<input type="checkbox"/> Reserve your facility based on the requirements for your location.						
<input type="checkbox"/> Submit your Beyond the Troop Event form to Council.						





8-10 weeks prior to the event:

Names					
<input type="checkbox"/> Plan the specific activities for your event, using the activity pages we've shared or create your own.					
<input type="checkbox"/> With any costs for the facility and materials in mind, develop your budget for the event. Determine how much you want to charge girls and adults to attend.					
<input type="checkbox"/> Submit your budget to your Service Unit Team for approval.					
<input type="checkbox"/> Develop your registration procedures.					
<input type="checkbox"/> Develop your marketing strategy for the event. How will you promote the event? Facebook? Social Media? Email? Start to spread the word about your event.					
<input type="checkbox"/> Develop a list of volunteers needed and start contacting potential volunteers.					
<input type="checkbox"/> Arrange for your event first aider following the guidelines in Safety Activity Checkpoints.					

6-7 weeks Before the event:

Names					
<input type="checkbox"/> Publicize the event for registration.					
<input type="checkbox"/> Develop a written emergency plan, "Plan B", and cancellation plan.					
<input type="checkbox"/> Continue to fill volunteer positions as needed..					





4-5 weeks prior to the event:

Names					
<input type="checkbox"/> Review the event schedule & activities. Make a list of materials that will need to be purchased or borrowed and decide who will get the needed materials.					
<input type="checkbox"/> Submit any <i>requests</i> for additional materials or supplies to cookies@gsgatl.org , with ATTN: Cookie Rally Materials as the subject line.					
<input type="checkbox"/> Check-in with presenters and send them information for their station/job for the event.					
<input type="checkbox"/> Develop event's check-in and check-out procedures.					
<input type="checkbox"/> Request non-member insurance through the Council office, if needed.					
<input type="checkbox"/> Decide on how the facility will be set-up – chairs, table(s), stations, decorations, check-in, first aid station, parking. Brainstorm possible problems and implement potential changes or backup solutions if need be.					
<input type="checkbox"/> Make a list of tasks that can be completed by volunteers. Recruit Program Aides, leaders, parents, and older Girl Scouts as Cookie Captains.					
<input type="checkbox"/> Review event budget					
<input type="checkbox"/> Review your registrations and continue to promote the event as needed.					





2-3 weeks prior to the event

Names					
<input type="checkbox"/> Confirm that all committee members are finalizing their responsibilities.					
<input type="checkbox"/> Confirm final number of registrants and send out confirmations					
<input type="checkbox"/> Notify all committee members and event volunteers of final numbers					
<input type="checkbox"/> Make final plans for the event. Purchase any materials needed.					
<input type="checkbox"/> Review as a committee who will be responsible for what before and during the event.					
<input type="checkbox"/> Create event signs, such as parking, directions, etc.					
<input type="checkbox"/> Communicate with any presenters to ensure they are still attending.					





1 week prior to the event

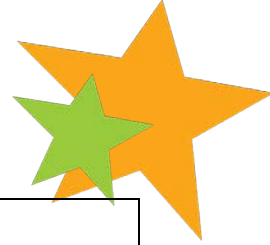
Names					
<input type="checkbox"/> Prepare check-in materials: welcome letter, agenda, map, attendance sheet, evaluations, and pens/pencils.					
<input type="checkbox"/> Schedule your wrap up meeting following your event.					
<input type="checkbox"/> Catch up everything you haven't completed.					
<input type="checkbox"/> Have a final committee meeting to go over what the group has done and what lies ahead.					

Day of the event

Names					
<input type="checkbox"/> Arrive early. Meet with committee to review responsibilities, do a pep talk, and set-up.					
<input type="checkbox"/> Post direction signs first.					
<input type="checkbox"/> Set-up the check-in site and first aid station next. Be prepared for early arrivals.					
<input type="checkbox"/> Greet presenters. Help with set-up/clean up of their space. Provide them with a basic packet. Go over schedule of the day.					
<input type="checkbox"/> Communicate expectations of the day to girls and adults.					
<input type="checkbox"/> Put on a great event!!					
<input type="checkbox"/> Have participants and presenters complete an event evaluation					
<input type="checkbox"/> Leave site clean and picked-up, better than you found it!					



1-2 weeks after the event



Names					
<input type="checkbox"/> Hold a committee meeting to evaluate and celebrate the event. What went well? Review participant evaluations.					
<input type="checkbox"/> Complete and turn in the Event Final Report form to the Product Programs coordinator and report final attendance.					
<input type="checkbox"/> Send or drop off girl evaluations to Council: Product Program – Cookie Rally Surveys RE: SU _____ 5601 N. Allen Road Mableton, GA 30126					
<input type="checkbox"/> Complete and turn in the Event budget worksheet to the Service Unit Team Treasurer					
<input type="checkbox"/> Pay any outstanding bills.					
<input type="checkbox"/> Send thank you notes as appropriate.					
<input type="checkbox"/> Report out the event to the Service Unit’s Troop Leaders.					
<input type="checkbox"/> Save notes on the event for next year’s event coordinator!					

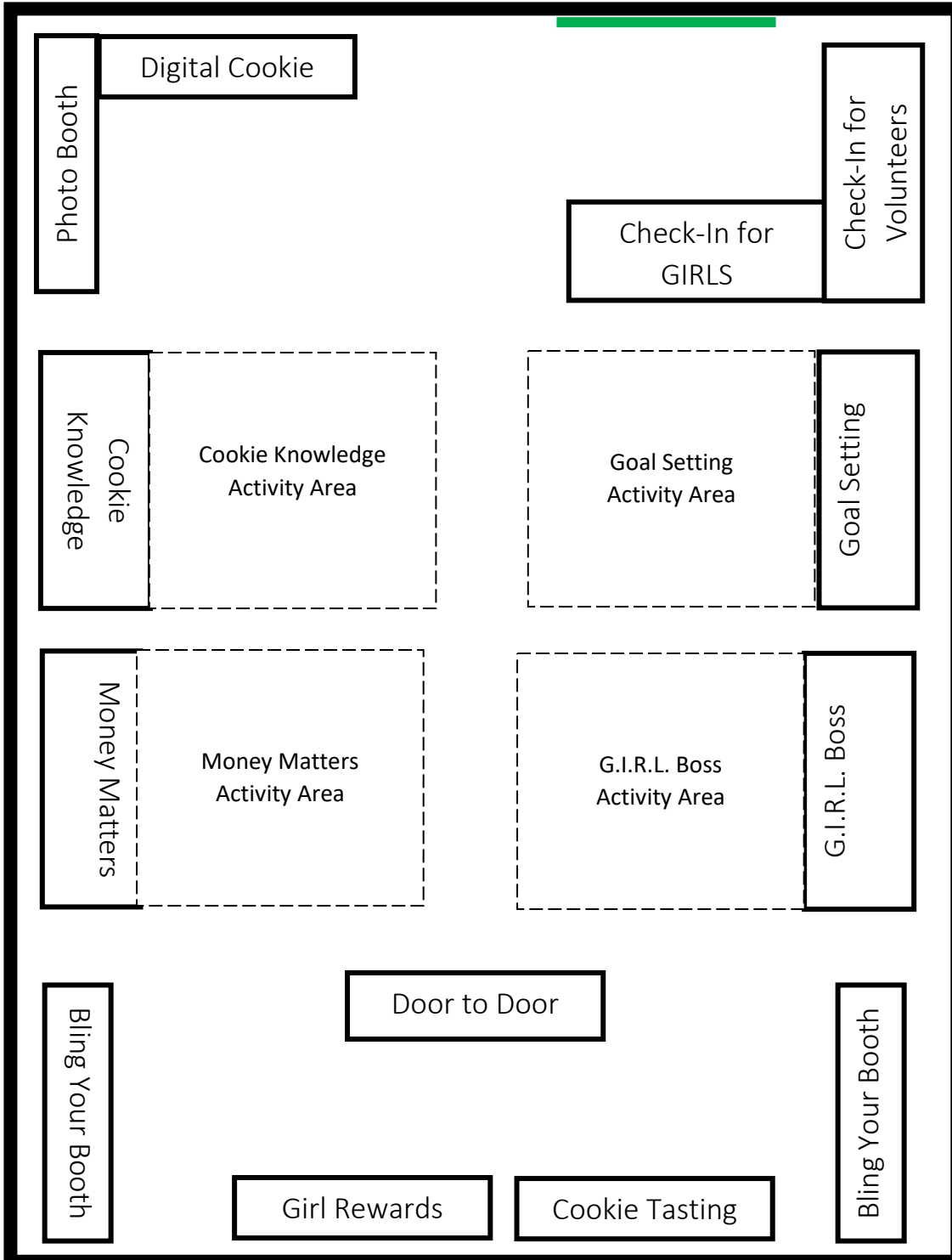


Cookie Rally Room Layout

Things to Consider:

- How many girls do you have coming?
- Are they coming all at once? Or will you have rolling entry?
 - If they come all at once, you might want to set-up a Daisy, Brownie, and Junior table for each activity, so that it doesn't get too crowded.
 - If you don't expect too many girls, you could coordinate all three activity levels at one table.

Sample Layout 1 – table for all 3 activity levels.



Sample Layout 2 - 1 table for each level

