

Virtual Girl Scout Cookie™ Rally Guide



A virtual cookie rally gets girls excited, energized, and prepared for the Girl Scout Cookie Program®. Through rallies, girls learn about badges, awards, and rewards they can earn while running their own cookie business. Here are some things to consider as you plan to host a virtual rally.

Tips & Checklist

- ❑ **Date/time:** When should you host a virtual rally? Pick a date within two weeks of the start of the cookie program for your council. Before you set a date and time for your event, check other council and community events for any potential conflicts.
- ❑ **Budget:** What is your event budget? Consider any potential budget needs to organize your event (i.e. creation of promotional materials, mailers, activity supplies). You may be able to host your rally at no or low cost by applying some creativity!
- ❑ **Target audience:** Who is your target audience for the event? Key tips to consider:
 - Daisy and Brownie virtual experiences should be no more than 45 minutes. These experiences should also incorporate the family into the event.
 - Junior through Ambassador virtual experiences should be no more than 60 minutes. These experiences can target individual girls by guiding them to take the lead and incorporating their families into their cookie business.
- ❑ **Virtual platform:** What platform will you use to host your event? When choosing a platform, think about your event needs including participant capacity, video broadcast and screen sharing capabilities, and question log management. Make sure you understand any capacity limitations for your platform so everyone you invite can join in on the fun!
- ❑ **Attendee registration:** How will people register for the event? Your virtual platform may take care of this depending on the platform and its capabilities.
- ❑ **Dedicated team:** Who will help you plan the event from start to finish? Even virtual events need lots of support, consider these roles:
 - **Event planning team:** 2-5 people who plan and execute the event.
 - **Event recruitment manager:** Sets up, tracks, and promotes registration for your event. Develops a marketing plan to drive awareness among council members.

- **Producer and screen presenter:** This person starts the broadcast, shares their screen, manages technical issues, monitors the audience view from a separate device, and closes it out. If you decide to record your event so people can watch it later, this person would do that too!
- **Facilitator:** Facilitates experience with audience and supports special guests.
- **Speakers/guests:** Presents a segment of the content or experience.
- **Question monitor:** Moderates questions and makes participants feel connected.
- **Special guests:** Who can help bring your event to life and connect girls to real-world experiences? Consider local entrepreneurs, theme or mascot experts, business leaders, or other local partners. Confirm 2-3 special guests a few months in advance of the event.
- **Marketing plan:** How will you promote your virtual rally to girls, families, and volunteers in your council? Consider these channels to spread the news: your council or service unit websites or social media pages, an invitation sent via email or direct mail to troops, an announcement to girls and parents at cookie training, or your council’s cookie family guide.

Suggested Run-of-Show

Activity	Details	Timing: Daisy- Brownie	Timing: Junior- Amb.
Before the Event			
Set a date	Set your rally dates so the information can be shared with leaders, girls, and families as they begin to plan their year.	6 months prior	
Build a team	Organize a dedicated team to plan, manage, and promote your event.	4-6 months prior	
Plan event	Use this guide and baker rally materials to plan your event from start to finish.	4-6 months prior	
Invite attendees & special guests	Send out invitations and start tracking registration or RSVPs.	2-3 months prior	
Promote event	Market your event to your target audience.	2-3 months prior	
Webinar rehearsal	All presenters and speakers log on to platform to make sure sound is working, required software has been properly installed, and all presentation materials are loaded and shareable. Review and practice roles and responsibilities.	1 week prior	
Day of Event Agenda			
Event setup	Test technology with all presenters and prep for guest arrival.	30 mins. ahead	30 mins. ahead
Welcome & Soundcheck	Review event logistics, introduce guests, and check sound with participants.	5 mins.	5 mins.
Theme & Product Announcements	Announce theme and share cookie product line up and new product announcements.	5 mins.	5 mins.
Badge & Award Highlights	Review 5 skills while highlighting Financial Literacy Badges, Cookie Business Badges, and Cookie Entrepreneur Family Pin.	5 mins.	15 mins.
Rewards reveal	Rewards show & tell (younger girls) or unboxing (older girls).	10 mins.	10 mins.
Main Activity	Conduct a hands-on theme inspired activity.	15 mins.	20 mins.
Closing	Highlight cookie donation program and discuss next steps.	5 mins.	5 mins.

Virtual Rally Event Ideas

Special guests and presenters:

- Invite older girls to host or co-host events for younger girls.
- Invite local entrepreneurs, marketing experts, or other business leaders to give tips and field questions from older girls. Girl Scout alums are a bonus! Discussion ideas include:
 - Online marketing and sales strategies
 - Making your pitch to customers
 - How to pivot your selling methods to reach your goals
 - How to use digital marketing to expand your network
 - How to build people skills
 - Ways to show customer appreciation
- Invite a special topic expert to introduce your real-life animal mascot and field questions from girls through a virtual meet and greet.

Event content:

- Show inspirational girl videos (i.e. past troop projects, baker-inspired materials).
- Reveal the campaign theme and mascot with special topic experts.
- Feature rewards items and engage older girls or special experience partners in the reveal.
- Poll attendees and ask fun questions to make the rally engaging for girls of all levels.
- Highlight your cookie donation program and guest speakers from any partner organizations.
- Showcase digital marketing tools available from GSUSA and your baker partner.
- Host a rally for each grade level to offer a custom experience just right for the audience.

Attendee engagement:

- Incorporate hands-on, theme-inspired cookie rally activities and games from your baker's rally materials that are tied to the theme and connect to the 5 skills.
- Actively answer questions in the question log and recognize attendees by name when answering questions to make girls and families feel more connected to the experience.
- Encourage attendees to share pictures of themselves watching your virtual rally on social media using your custom event #hashtag.
- Make sure your attendees have their cookie materials (from your council and baker) on hand so they can be referenced during the event.
- Close with a call-to-action and next steps for participants.
- Record the webinar so girls can watch later if they miss the event at the scheduled time.













Rally registration kit:

Consider preparing a virtual rally kit participants can download ahead of time or a mailable kit girls receive after they register for the event. This kit can include items and tools to get girls and families excited to attend your event and stay engaged during it.

- Leverage rally activity resources and templates available on your baker website. Some of these might include the following. If these aren't available, create your own!
 - Hands-on rally activities (from your baker)
 - Participation certificates (for girls and volunteers)
- Encourage girls to also have the following on hand to stay engaged as they participate:
 - Cookie materials received from your council/baker (i.e. order card, family guide)
 - Paper (any color) and pens, markers, or crayons
 - Other supplies needed to complete hands-on activities

Pins & Badges

When girls sell Girl Scout Cookies, they utilize the 5 Skills—**goal setting, decision making, money management, people skills, and business ethics**—and learn to think like entrepreneurs. Girls can earn Cookie Business and Financial Literacy badges and Cookie Entrepreneur Family pins for every year they participate in the Girl Scout Cookie Program.

Daisies	Brownies	Juniors	Cadettes	Seniors	Ambassadors
<i>Cookie Business and Financial Literacy Badges</i>					
					
<i>Cookie Entrepreneur Family Pins</i>					
					

For more on cookie badges and pins girls can earn, visit:
girlscouts.org/cookiebadges