



A Cookie Rally is a great way to get excited for the Cookie Program, embrace the endless possibilities that the 2025 Cookie Program has to offer and work on developing your five business skills. If you are not able to attend a Cookie Rally in your community you can complete the Juliette Cookie Rally Challenge and email Bridget at bridgetm@gsmw.org before January 31, 2025 to earn the Cookie Rally patch!



Meet the Panda! Use these panda fun facts to kick off your Cookie Rally Challenge!

Giant Pandas spend nearly 12 hours a day eating.

99% of their diet consists of different types of bamboo.

Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.

Giant Pandas are one of the few bear species that do not hibernate.

Natural habitat is only in the mountain ranges of central China.

Giant Pandas are able to climb a tree backwards, like a hand stand, to leave scent markings as a way of communicating with each other!

Product Knowledge

With your Juliette, look at the paper order card and learn the names of the cookies and their prices as well as ask her to give a description of each cookie.

Goal Setting

Using the goal setting chart at www.gsmw.org/juliettescookies or by creating your own, discuss with your Juliette her goals for the cookie season. Have her set a goal of how many packages she would like to sell, you can also include goals about how many customers she would like to talk to, how many booths she would like to hold, what she would like to do with her proceeds.

Money Management

Play a counting game! Roll a dice and the number rolled represents how many packages a customer orders, what would the total be if the packages all cost \$6?

Have your Juliette practice giving back change. Create scenarios for the total number of packages ordered and the change that would be given for different amounts given.

Decision Making

Help your Juliette plan her approach to achieving her goals. Does she want to go door to door, if so, which neighborhoods would she like to visit? Would she like to do a booth sale? What she like to record a video to post on her Digital Cookie site, what would she like to say to her customers?

People Skills

Help your Juliette write a script for her sales pitch and then practice it. You can use the template to help you get started.

Hi, my name is _____ and I am a proud Girl Scout. Our cookie line up is full of classics like Thin Mints and scrumptious Caramel DeLites and don't miss out on the Toast Yay! because 2025 is your last chance. My favorite cookie is _____. If you order a box of Girl Scout cookies for \$6 today, you'll help me get closer to my goal of ____ packages and I would like to use the proceeds to _____. You can also take part of our Gift of Caring program and purchase a package that will be donated to the military and first responders. Your purchase helps Girl Scouts achieve and experience amazing things and master essential life skills. 100 percent of the proceeds stay local so you can feel good about helping your community with every bite!

Business Ethics

Our Girl Scout Law has the words honest, fair and respect in it. These principles can also be applied to running a business. Ask your Juliette how she can be honest, fair and respectful during the Cookie Program.