



2026 Juliette Cookie Rally Challenge

A Cookie Rally is the ideal kickoff to ensure you have a fantastic Girl Scout Cookie™ season! If you are unable to attend a local Cookie Rally, your Juliette can complete this Cookie Rally Challenge. Let your rally be a place for your Juliette to find their fierceness and spend time working on developing their five business skills!

Completed the challenge? Email Bridget at bridgetm@gsmw.org by January 30 to receive your cookie rally patch.



Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



Decision Making

Girl Scouts learn to make decisions on their own and with you.



Money Management

Girl Scouts learn to create a budget and handle money.



People Skills

Girl Scouts find their voice and build confidence through customer interactions.



Business Ethics

Girl Scouts learn to act ethically, both in business and life.

BRAVE.
FIERCE. FUN!



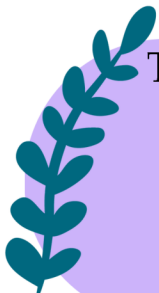


Meet your new BFF

Use these black footed ferret fun facts to kick off your cookie rally.

The black footed ferret is the only ferret species native to North America

Average life span in the wild is 1-3 years, and 4-6 in captivity



They were thought to be extinct until 1981 when a few were found in Wyoming. Today over 400 live in the wild thanks to captive breeding and reintroduction and cloning.

They are nocturnal, most active at night, and fossorial, living underground

Natural habitat is the grassland ecosystem in the North American plains

Black-footed ferrets are dependent on prairie dog colony health, as they are their primary source of food!



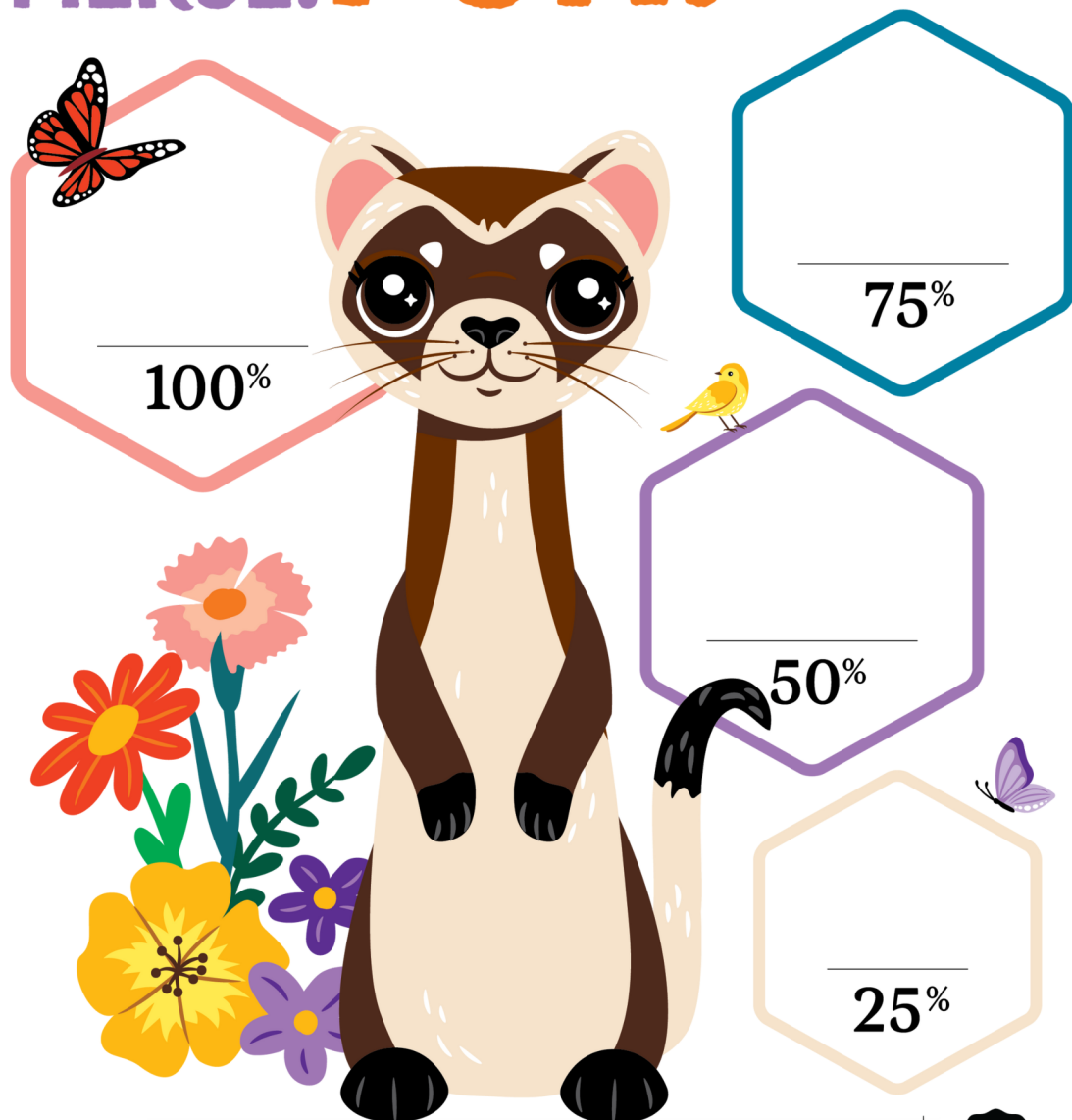


Goal Setting

Use the goal setting chart and discuss with your Juliette their goals for the cookie season or get crafty with some elastic string, colored beads and numbered beads. Have them set a goal of how many packages they would like to sell and make a bracelet. The bracelet will be a motivation for all season long.

BRAVE. FIERCE. FUN!

Girl Scout
Cookie Goal





Money Management

Use dice to play different counting scenarios. The dice number rolled can represent how many boxes of cookies a customer would like to purchase and have your Juliette total up how much that will cost. Add in a challenge and practice making change.

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? Would she like to record a video to post on their Digital Cookie site or earn one of the Entrepreneurship Badges and Pins?

Decision Making



People Skills

Set up a mock booth and take turns as the customer and as the seller and practice what you might say to a customer or what questions a customer may ask or have your Juliette come up with her elevator sales pitch. Remind them to keep it short and sweet to win over customers.

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 they can be honest, fair and respectful during the Cookie Program.

Business Ethics



 **BRAVE.**
FIERCE. FUN!