

Start your cookie sale off right with a Troop Cookie Kick Off!

A Cookie Kick Off helps build anticipation and confidence for this very exciting part of the year. A troop usually holds a Cookie Kick Off in January, right before order taking begins. You can make this part of your regular meeting, a special meeting where you invite parents and caregivers, or an extended meeting.

Special Note: Holding a troop Cookie Kick Off qualifies as an activity for the free patch for January!

Use the *Cookie Program Family Meeting Guide* for an outline of your parent meeting, tons of cookie information, and details about the Entrepreneurship Badges and Pins.

For Daisies, Brownies, and Juniors:



For Cadettes, Seniors, and Ambassadors:



The *Cookie Program Family Meeting Guide* has this outline for your Girl Scout cookie meeting:

1. Brainstorm ideas of how your troop would like to use their cookie money
2. Girl-Led Decision Making- Girl Scouts work together to pick their favorite ideas from the brainstorming list. Then get the list to the top 3!
3. Review the order card. Have the girls write their names on the cards and go over how customers will fill them out.
4. Review the Safety Tips in the *Cookie Program Family Meeting Guide*.

Additionally, you could add a fun activity!

Be a Cookie Marketing Whiz!

Work together to plan and film a troop commercial. This could be as simple as saying the Girl Scout Promise followed by, "Please help our troop make the world a better place! Buy Girl Scout cookies!" You could take a fun group picture: Make large cardboard signs, with one letter or word on each sign, spelling out, "It's Girl Scout Cookie Time!" Then send it out! Capture your commercial and send it to parents. Families can then send it to family and friends with a note from the Girl Scout asking to buy cookies.

Make a Goal Bracelet

Did you know customers tend to buy more when they hear about goals? Show the rewards and talk about goals. What are you going to do with the troop profits? What rewards are the girls excited to earn? Cut strips of paper- 8 and ½ by 1 and ½ inches. Have your Girl Scouts add their goals to the bracelets and decorate their bracelets. Help the girls put their bracelets on their wrists. After January 16 you can even use the links to your Girl Scouts' digital cookie stores to create a QR code for each of them. Print the QR codes- about 1 inch square each and attach them to the bracelets!

Cookie Balloon Volleyball

Play a game of balloon volleyball while getting to know the basic facts about our cookies. Toss a balloon in the air and let everyone hit it to keep it from touching the ground. If it touches the ground, the last person to touch it must answer a question about cookies.

1. **Which Girl Scout cookie is the most popular?**
Thin Mints
2. **Is there a way that people who live far away can order cookies online and have them shipped?**
We have an online option called Digital Cookie. Your friends and family can order right online and have them shipped directly to their homes.
3. **If people want to donate their cookies, where do the cookies go?**
Donated cookies are shipped directly to our military, shelters, food pantries, and emergency workers through the Cookie Share program.
4. **What cookie is in the shape of the Girl Scout emblem?**
Trefoils
5. **If you are selling cookies door-to-door and someone you don't know invites you into their house to take the order, is that okay?**
No; you should stay on the porch or outdoors
6. **How many cookies should you sell?**
That depends on your troop and personal goals! But, if you get to 250 boxes you can get a Girl Scout Membership for next year!
7. **The cookie program officially starts on January 16. Is it okay to start taking orders from friends and family before then?**
No; to be honest and fair no one should start selling until the official start date.
8. **How much does a package of cookies cost?**
\$6.00, including the gluten free variety.
9. **Which cookie is made of caramel, chocolate, and coconut?**
Caramel DeLite
10. **Which cookie is lemon flavored?**
Lemonades
11. **Should you ever sell cookies door-to-door all alone?**
No; older girls can use the buddy system, younger girls should always have an adult
12. **What is the flavor of the new cookie (Exploremores)?**
The flavor is inspired by rocky road ice cream!
13. **What cookie's flavor is brownie-inspired with chocolate and caramel?**
Adventurefuls
14. **Which cookies are chocolate-covered with peanut butter?**
Peanut Butter Patties
15. **What time of day should you sell cookies door-to-door?**
During daylight hours, or if selling after dark it must be with an adult.
16. **What is the name of the gluten free cookie?**
Caramel Chocolate Chip
17. **What is the name of the new cookie?**
Exploremores

Other Cookie Rally Ideas:

- Try the new cookie! Ask your Girl Scouts to describe it. Point out the flavor characteristics: Marshmallow Flavor, Chocolatey, Airy Fluffy Chocolate Cream, Hint of Almond Flavor, Inspired by Rocky Road Flavor
- Have rocky road ice cream at your meeting
- Practice figuring out how much cookies will cost. Play a dice game- take turns rolling a die and figuring out how much that many packages of cookies would cost. (2 packages are \$12, 3 packages are \$18, etc.) Practice making change.
- Practice selling cookies! Invite parents, teachers, or other adults to pose as customers. Use doors, props, or costumes to make it more fun.
- Learn more about the animal mascot- the black-footed ferret
- Spend time outside and *Explore More!*

Cookie Rally Patches

For having a troop Cookie Kick Off, you can receive free Cookie Rally patches for your Girl Scouts! They are ordered right on Smart Cookies by the Troop Cookie Managers when they order their girl rewards.

Ferret Fun Fact: A group of ferrets is called a business!