2021-22 Girl Scout Cookie Program[®]

PALLIES

















LET'S RALLY & CLIMB!

This Girl Scout Cookie Season will be an adventure like no other. Girls are ready to Climb with Courage — and so are you. So let's get started!

Here's how you can plan your cookie season kickoff with this Rally Guide:

- Navigate through the sections with the interactive tabs on the right.
- Take note of your favorite ideas on the Action Plan tab. Use the blank fields to customize your plan for each section.
- All the activities in this guide can be tailored to in-person or virtual events.

Make sure to check out <u>Girl Scouts' Virtual Girl Scout Cookie™ Rally Guide</u> for more ideas.

Call the Captains!
Girl Scouts® Cookie
Captains make great
facilitators for in-person
or virtual rallies. Plus,
councils can offer them
the opportunity to earn
service hours!



CONTENTS

Use the tabs to the right to navigate this guide or jump from section to section. Each tab includes links to all the support for the section, including activities, templates and videos.

NEW COOKIE

Adventurefuls[™] Info Sheet

Adventurefuls™SWAP

Adventure Journaling

Adventurefuls™-inspired Trail Mix

MEET THE MASCOT

Koala Quiz

Koala Fun Facts

Koala Pouch Plate

WHOLE GROUP ACTIVITIES

Cheer Script

In-person

Virtual

GOAL SETTING

Goals Video

The Goal Tree

REWARDS

Video Guidelines

<u>Virtual Backgrounds</u>

BOOTH MARKETING

Cookie Menu Board

SAFETY

Safety Guidelines

Safety Bingo

TEENS

Vision Boards

Digital Cookie® Photo Booth

Make a Pitch

Virtual Backgrounds

APPENDIX

<u>Appendix</u>

Rally Action Plan

In-person Event Planning

In-person Sample Agenda

<u>In-person Custom Agenda</u>

Virtual Event Planning

Virtual Agenda

Badges & Pins



READY FOR ADVENTURE

Meet Adventurefuls,™ the new Girl Scout Cookie™ we developed in collaboration with Girl Scouts of the USA.

Teach girls about the new cookie, then celebrate its arrival with one or more of the activities below.

Supplies:

- scissors
- tape or glue
- key tags
- safety pins and/or string
- felt
- pipe cleaners
- markers
- paper
- hole punch

ADVENTUREFULS™ SWAP

Swap out last season's booth wearables with an Adventurefuls-inspired charm.

Girls decorate key tags to look like the new Girl Scout Cookie™ and turn them into SWAPs, pins or necklaces — all while learning about the delicious ingredients.

Great for booth marketing!

Go virtual:

Provide supplies in rally kits and present the activity instructions for girls to follow along at home.



Supplies:

- Mini Adventure Journal*
- pencils



ADVENTURE JOURNALING

Adventurefuls™ are inspired by all the amazing things girls learn and the adventure-packed experiences gained from participating in the Girl Scout Cookie Program.®

Foster girls' sense of adventure by offering these journals* as rally attendance rewards. Then, encourage girls to reflect on adventures they've taken together in the past or would like to explore in the future using their cookie earnings.

- Map out ideas and develop a plan!
- This activity gets girls one step closer to earning one of the NEW Cookie Business badges!

View more on the Girl Scouts Badge Explorer.



Go virtual:

Provide adventure journals* in rally kits and play a slide show of possible destinations to inspire girls.

*Mini Adventure Journal is available to councils through Little Brownie Bakers®

Supplies:

- bowls
- spoons
- resealable bags
- recipe cards
- pencils
- ingredient options

 (i.e., chocolate chips,
 caramel candies,
 banana chips, cereal,
 granola, pretzels, etc.)



ADVENTUREFULS"-INSPIRED TRAIL MIX*

Encourage girls to fuel up for their adventures by making a trail mix inspired by the new Girl Scout Cookie.™

Set up a recipe creation station and let girls choose what ingredients to put in their trail mix. Start them off with chocolate and caramel to represent Adventurefuls, and get creative with the rest!

Top Tip

Girls can also offer their recipes to customers as a way to market the new cookie.

Go virtual:

Give girls 60 seconds to grab ingredients they have at home and choose what goes into their recipe. Or, create a recipe as a group by posting a poll and letting girls vote on the ingredients.

^{*}Remember to be mindful of girls' food allergies.



KOALA-TY FRIENDS

Say hello to the Girl Scout Cookie™ mascot from Down Under!

Introduce girls to their cuddly new friend by engaging them in a mascotinspired craft and teaching koala fun facts. But first, have girls take a quiz together to see how much they know about their new friend!

Supplies:

- paper plates
- markers or crayons (gray & black)
- scissors
- tape or glue
- cotton balls
- string
- stapler
- hole punch

KOALA POUCH PLATE

Teach girls about koalas and joeys with this simple paper plate craft.

Using paper plates and markers, girls can make a baby koala and tuck it into the mother's pouch.

• Match the mascot! Earn the hip pouch reward to match this cuddly marsupial.

Go virtual:

Provide supplies in rally kits and present the activity instructions for girls to follow along at home.



WHOLE GROUP







ALL TOGETHER NOW!

Bring girls together at the start or finish of your rally to pump up the energy.

Kick it off with an energetic cheer, then continue with more in-person or virtual group activities.

CHEER SCRIPT >

11



- Lights, camera, action: Premiere fun or inspiring girl videos
- Give a sneak peek: Feature big-ticket rewards items or experiences
- Get moving: Offer an adventure-packed experience like rock climbing as a post-rally activity*

*Check Girl Scouts' Safety Activity Checkpoints for climbing and repelling guidelines.

INSPIRATIONAL VIDEOS >

VIRTUAL GROUP ACTIVITIES

Captivate your attendees with these virtual-ready games and activities:

Post a poll:

Ask girls about their favorite Girl Scout Cookies® and rewards items

• Seek and find:

Offer prizes to girls who can find the hidden images in adventure scenes

• Chat it up:

Ask girls about their favorite part about participating in the Girl Scout Cookie Program®





FEARLESS GOAL-GETTERS

Setting a goal is an important — and exciting! — part of the Girl Scout Cookie Season.

Teach girls all about different types of goals. Then inspire them to set a Girl Scout Cookie™ goal and work toward achieving it with a goal tracker activity.

GOALS VIDEO >

Supplies:

- cardstock
- pipe cleaners
- scissors
- clip art
- hole punch
- tape or glue stick
- markers
- template & clip art

Optional: Bring the outside indoors by using a branch or twig instead of a pipe cleaner.

THE GOAL TREE

Inspire girls to keep climbing throughout the season by offering this mascot-inspired goal tracker.

They can fill in package goals, attach images of rewards they want to earn, or write what they want to do with their cookie earnings.

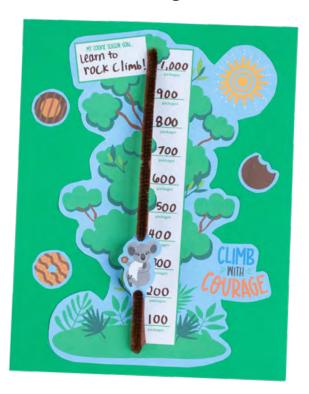
 This activity gets girls one step closer to earning one of the NEW Cookie Business badges!

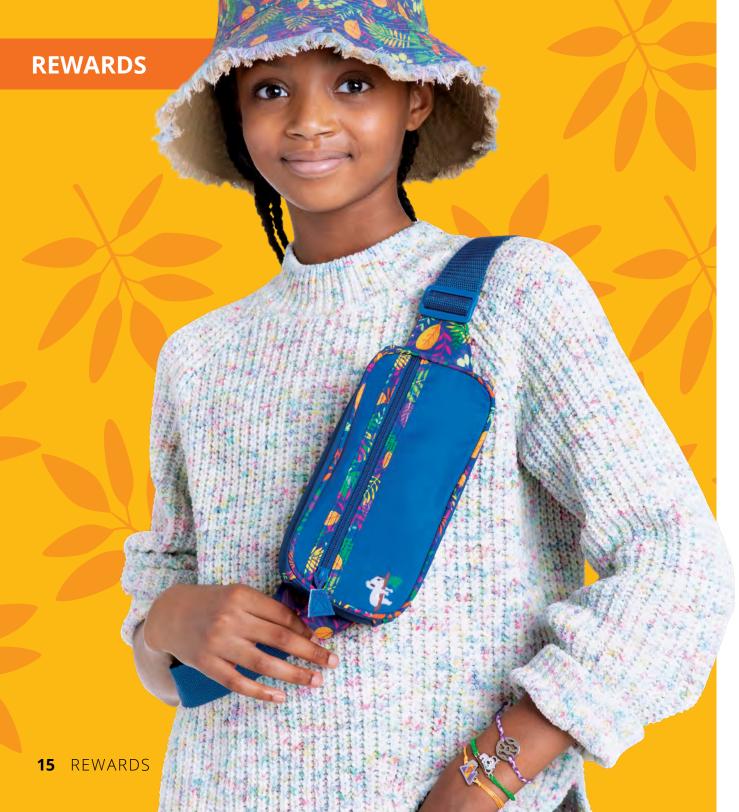
View more on the <u>Girl Scouts</u> <u>Badge Explorer</u>.

Go virtual:

Provide supplies in rally kits and present the activity instructions for girls to follow along at home. Encourage them to use social media to share their goals with family and friends.*

*Parents/guardians should post for girls under age 13, but all girls should have a hands-on role in marketing their cookie business.





SHOW-STOPPING REWARDS

Motivate girls to climb to the top by featuring fun rewards.

Whether you show an overview video or set up an interactive station, girls will get inspired to earn their favorites.

Top Tip

Consider partnering with girls to make rewards unboxing videos!





GIRL SCOUT COOKIE INGENUITY

Cookie entrepreneurs are always coming up with fresh new ways to market Girl Scout Cookies.®

Try out this booth marketing activity or encourage girls to brainstorm their own ideas.

Supplies:

- 22"x28" poster board
- tape or glue
- scissors
- markers
- template & clip art

Optional: Give the troop's Girl Scout Cookie™ menu board a little extra pizazz by using stickers and other decorations.

GIRL SCOUT COOKIET MENU BOARD

Girls can create cookie menu boards and customize them with their goals and Girl Scouts® Gift of Caring organization.

Feature the menu board by taping to a table, placing in a picture frame or attaching to a sandwich board.

Go virtual:

Provide supplies in rally kits. Girls can take a picture of their menu boards to include on a Virtual Cookie Booth invitation.

*For more virtual booth marketing tips, see

<u>Digital Marketing Tips for Cookie Entrepreneurs and</u>

<u>Families</u> and the <u>Virtual Girl Scout Cookie™ Booth Guide</u>.

Customers love to see girls' goals on display!





SAFETY SMARTS

Girl safety is always the number one priority.

Review Girl Scouts' safety guidelines with girls, then turn the learning into a fun game!

SAFETY GUIDELINES >

Supplies:

- bingo call sheet and cards
- markers

Optional: prizes for winners

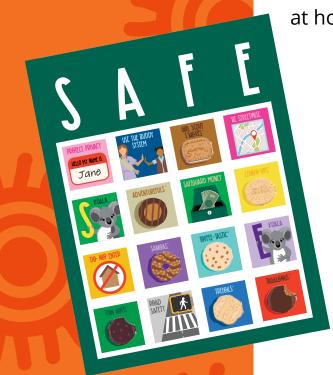
SAFETY BINGO

Girls will tune into these tips when they play Girl Scout Cookie™ safety bingo at the rally.

Whether you play all at once in large groups or play as girls go through stations, it's a fun way to promote safety smarts.

Go virtual:

Provide bingo sheets in rally kits, or send them to girls digitally to print at home.











Offer a unique rally event tailored for seasoned Girl Scouts.

Creative workshop sessions help older girls make the connection between the Girl Scout Cookie Program® and the skills they need to succeed.

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GOAL SETTING

Supplies:

- poster board or cardstock
- magazines
- tape or glue
- scissors
- markers
- template & clip art

VISION BOARDS

Girls can compile their biggest and bravest ambitions onto vision boards.

Encourage them to include any next-level skills they'd like to build through the Girl Scout Cookie Program, like video editing a cookie commercial or designing social media graphics. Then, they can plan how they will develop that skill.

• This activity gets girls one step closer to earning one of the NEW Cookie Business badges!

View more on the Girl Scouts Badge Explorer.

Go virtual:

Create a digital vision board by using a presentation or design program of your choice. Then share your vision online to promote your business goals.



MARKETING

Supplies:

- wooden craft sticks
- tape or glue
- scissors
- template
- backdrop (i.e., a solidcolored blanket, blank wall or even a green screen)

DIGITAL COOKIE® PHOTO BOOTH

Say, 'cookies!' Set up a booth for teens to take photos and videos for their business pages on Digital Cookie.

Provide photo props featuring Girl Scout Cookies, goals or marketing messages. Girls can even make DIY props out of empty cookie packages!

Top Tip

Before they enter the booth, ask them to write down their top online marketing strategies. Then turn the tips into a word cloud and share back with girls after the rally.

Go virtual:

Ask a Girl Scouts® Cookie Captain to lead a session on how to optimize their Digital Cookie sites and how to use social media to market to customers.

Photo props promote the new cookie!



PITCH PRACTICE

Supplies:

- pitch template
- virtual backgrounds



MAKE A PITCH

Teens can reach their goals by pitching bulk Girl Scout Cookie™ orders to businesses.

Provide a script template and give girls time to practice their pitches. They can write their script for either in-person or virtual selling.

• This activity gets girls one step closer to earning one of the NEW Cookie Business badges!

View more on the Girl Scouts Badge Explorer.

Go virtual:

Host breakout sessions so girls can write in pairs. They can take turns practicing by sharing their screens, playing videos and trying out virtual backgrounds.

PITCH TEMPLATES >

VIRTUAL BACKGROUNDS >

APPENDIX

RESOURCES

Event Planning

Rally Action Plan

In-person Event

Setup and Considerations
Sample Agenda
Customizable Agenda

Virtual Fvent

Setup and Considerations
Agenda

Badges & Pins

New Cookie Business Badges
Cookie Entrepreneur Family Pins

Instructions

<u>Adventurefuls</u> <u>SWAP Instructions</u>

Koala Pouch Plate Instructions

The Goal Tree Instructions

Girl Scout Cookie[™] Menu Board Instructions

Vision Boards Instructions

Games & Quizzes

Adventurefuls[™] Info Sheet

Adventurefuls[™]-inspired Trail Mix Recipe Cards

Koala Quiz

Koala Fun Facts

Seek and Find

Safety Bingo

Rally Station Card

Templates

Rally Welcome Cheer

The Goal Tree Template

Rewards Video Guidelines

Girl Scout Cookie[™] Menu Board Template

Vision Board Clip Art

Photo Prop Template

EVENT PLANNING

PALLY ACTION PLAN

Adventurefuls™ Action Plan:	Meet the Mascot Action Plan:	Whole Group Action Plan:	Go. Act

Goal Setting Action Plan:		

EVENT PLANNING

PALLY ACTION PLAN

Rewards Action Plan:	Booth Marketing Action Plan:	Safety Action Plan:	Teens Action Plan:

IN-PERSON EVENT PLANNING

SETUP & CONSIDERATIONS

An in-person rally is a tried-and-true way to get girls pumped for the Girl Scout Cookie Season. Here are a few items to consider when choosing to meet in person:

Safety precautions:

Follow the most up-to-date guidelines for group gatherings from credible public health sources such as the CDC or your local public health department. View more at girlscoutcookies.org/troopleaders.

Facilitators:

Girl Scouts[®] Cookie Captains make great rally leaders. They can run stations or offer cookie season knowledge.

Additional activities:

Browse more ideas for rally games, crafts and fun on our <u>Pinterest page (@LBBakers)</u>.

PINTEREST BOARDS >

IN-PERSON EVENT PLANNING

SAMPLE AGENDA

- 1 Setup: 2-4 hours
- Set up activity stations.
- Prepare the stage for big group activities.
- Set up AV equipment, screens and presentations and test them out.
- 2 Registration: 30 minutes
- Greet girls at the registration table.
- Provide name tags, <u>rally station cards</u> or any other materials needed.
- **3** Welcome: 10-15 minutes
- Welcome girls with high energy and excitement.
- Mention rally station cards can be shown at the end for a prize or patch.

4 Stations: 10-20 minutes per station

 Rotate through rally stations. Select activities to support these key lessons:

Rally Station	5 Skills Targeted	Activity
Goals	Goal Setting	
Booth marketing	Decision Making People Skills	
Cookie knowledge	People Skills Business Ethics	
Technology	Decision Making Business Ethics	
Safety	Decision Making	

- 5 Group Activity: 20-30 minutes
- Highlight rewards with a fun game or activity.
- Gather the girls for an energetic send-off.
- 6 Wrap-Up: 10-20 minutes
- Thank everyone for coming.
- Hand out rally patches and participation certificates.
- Send them off ready to start the cookie season!

IN-PERSON EVENT PLANNING

AGENDA Use the fields below to plan your rally agenda.

Setup: 2-4 hours

Registration: 30 minutes

Welcome: 10-15 minutes

4 Stations: 10-20 minutes per station

 Rotate through rally stations. Select activities to support these key lessons:

Rally Station	5 Skills Targeted	Activity
Goals	Goal Setting	
Booth marketing	Decision Making People Skills	
Cookie knowledge	People Skills Business Ethics	
Technology	Decision Making Business Ethics	
Safety	Decision Making	

5 Group Activity: 20-30 minutes

6 Wrap-Up: 10-20 minutes

VIRTUAL EVENT PLANNING

SETUP & CONSIDERATIONS

There are several benefits to hosting a virtual rally. Review the <u>Girl Scouts' Virtual Girl Scout Cookie</u>™ <u>Rally Guide</u> for tips on:

- Setting a date and time
- Creating a budget
- Choosing a platform

You can also consider these tips to keep the rally budget-friendly:

- **Select a sponsor** to cover the cost of the rally kit supplies.
- Ship rally kit supplies to troop leaders or service units. They can distribute them instead of shipping to each attendee.



VIRTUAL EVENT PLANNING

Use the Run of Show from the Girl Scouts' Virtual Girl Scout Cookie™ Rally Guide to plan your virtual rally agenda. Fill in the fields below.

Activity	Details		Timing:		
Before the Event			Daisy-Brownie	Junior-Amb.	
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.	Our rally dates:	6 months prior		
Build a team	Organize a dedicated team to plan, manage, and promote your event.	Our team members:	4-6 months prior		
Plan event	Use this guide and baker rally materials to plan your event from start to finish.	Notes:	4-6 months prior		
Invite attendees & special guests	Send out invitations and start tracking registration or RSVPs.	Send invitations by:	2-3 months prior		
Promote event	Market your event to your target audience.	Market via:	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.	Rehearsal date: Roles & responsibilities:	1 week prior		
Day of Event Age	Day of Event Agenda				
Event setup	Test technology with all presenters and prep for guest arrival.	. Notes: 30 mins. ahead		ahead	
Welcome & soundcheck	Review event logistics, introduce guests, and check sound with participants.	Notes:	5 mins. ahead		
Theme & product announcements	Announce theme and share cookie product line up and new product announcements.	Notes:	5 mins. a	5 mins. ahead	
Badge & award highlights	Review 5 skills while highlighting Financial Literacy badges, Cookie Business badges, and Cookie Entrepreneur Family Pins.	Notes:	5 mins. ahead	15 mins. ahead	
Rewards reveal	Rewards show & tell (younger girls) or unboxing (older girls).	Notes:	10 mins. ahead		
Main activity	Conduct a hands-on theme inspired activity.	Our activities:	15 mins. ahead	20 mins. ahead	
Closing	Highlight cookie donation program and discuss next steps.	Notes: 5 mins. ahead		head	

NEW COOKIE BUSINESS BADGES

Make the most of cookie season with the NEW Cookie Business badges! Earning a Cookie Business badge is the best way for girls to build essential skills and learn to think like entrepreneurs as they run their own business each year.

Learn more and start earning today at girlscouts.org/cookiebadges.



COOKIE ENTREPRENEUR FAMILY PINS

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 pins for every year they participate in the Girl Scout Cookie Program.



Team up for goal setting:

Girls team up with their caregivers to set goals for the season, including how many packages they plan to sell. They work together on the first step of the Cookie Entrepreneur Family Pin requirement sheet. This activity is designed to connect girls and their caregivers with the five essential skills girls learn through the Girl Scout Cookie Program and help them support development at home.



Earn and learn together:

Girls partner with their caregiver or troop volunteer to explore Girl Scouts' National Program Portfolio and decide which badge or pin they want to earn. Girls leave the activity knowing which badge or pin they will earn this season. Distribute the Cookie Entrepreneur Family Pin requirement sheet to girls at the end of the activity so they can start earning and learning with support from their caregivers after the rally is over.



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

INSTRUCTIONS

INSTRUCTIONS

ADVENTUREFULS™ SWAP

Decorate key tags to look like the new Girl Scout Cookie™ and turn them into SWAPs.



- scissors
- tape or glue
- key tags
- safety pins and/or string
- felt
- pipe cleaners
- markers
- paper
- hole punch



Step 1:

Cut a 2" circle out of dark brown felt. Tape or glue to a 1.25" key tag with a string attached to it.

Step 4:

Write a troop message on a small piece of paper, like shown at the top of this page.



Step 2:

Cut a 1.5" circle out of caramel-colored felt. Tape or glue to the dark brown felt circle.



Step 3:

TROOP 0000

ready for a new

Cut and glue brown pipe cleaners to the felt cookie to look like the chocolate stripes.

Step 5:

Punch a hole in the corner of the small piece of paper.

Step 6:

Slide the key tag string through the hole.



Step 7:

Attach a safety pin to the end of the string so girls can hang their Adventurefuls™ SWAPs wherever they'd like.





KOALA POUCH PLATE a cozy paper plate pouch for a baby joey.



Supplies:

- paper plates
- markers or crayons (gray & black)
- scissors
- tape or glue
- cotton balls
- string
- stapler
- hole punch

Tip: Combine this activity with a discussion on the Koala Fun Facts to teach girls how joeys develop in their mothers' pouches.

Step 1:

Use a gray marker to color the bottom side of two paper plates.

Step 2:

Cut one paper plate in half. Cut one of the halves to look like a koala head shape.



Step 3:

Use a black marker to add eyes and a nose to the koala face. Tape or glue cotton balls to both of the koala's ears to make them look furry.



Step 4:

Tape the koala head to the back of the other paper plate half.



Step 5:

Match up the round edges of both plates and staple together.



Step 6:

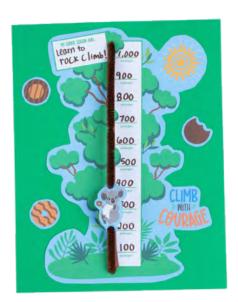
Punch a hole on each edge of the plates. Thread string or yarn through the holes so girls can wear it around their waist. They'll have a pouch of their own to match the mascot!





THE GOAL TREE

Girls can fill in package goals, attach images of rewards they want to earn or write what they want to do with their cookie earnings.



Supplies:

- 8.5"x11" cardstock
- pipe cleaners
- scissors
- clip art
- hole punch
- tape or glue stick
- markers
- template & clip art

Optional: Bring the outside indoors by using a branch or twig instead of a pipe cleaner.

Step 1:

Print and cut out the template and clip art.

Step 2:

Write your package goals on the lines provided.

Step 3:

Write your cookie season goal at the top of the tree. This can be what you want to learn this year, what you want to do with your troop or your cookie earnings.

Step 4:

Tape or glue all of the template and clip art pieces onto a colorful piece of 8.5"x11" cardstock. Save the koala clip art for steps 6 and 7.



Step 5:

Punch a hole at the top and bottom of the tree.



Step 6:

Punch a hole in the circles marked above and below the koala clip art.



Step 7:

Slide a pipe cleaner through the holes at the top and bottom of the koala clip art.

Step 8:

Slide the pipe cleaner through the hole at the top of the tree. Tip: It helps to tape or bend the pipe cleaner on the back side of the cardstock to hold it in place.

Step 9:

Repeat step 8 for the hole at the bottom of the tree.

Step 10:

Have girls slide the koala up the tree as she climbs closer to each of her cookie season goals.





GIRL SCOUT COOKIE™ MENU BOARD

Girls can create cookie menu boards and customize them with their goals.

Supplies:

- 22"x28" poster board
- tape or glue
- scissors
- markers
- template & clip art

Optional: Give the troop's Girl Scout Cookie menu board a little extra pizazz by using stickers and other decorations.

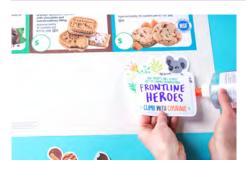
Step 1:

Print and cut out the template and clip art.

Step 2:

Write your troop's 2022 cookie season goal on the koala sign provided.





Step 3:

Write your troop's Girl Scouts[®] Gift of Caring organization on the koala sign provided.



Step 4:

Write "Girl Scout Cookie Menu" with a marker at the top of a 22"x28" poster board.



Step 5:

Tape or glue all of the template and clip art pieces to the poster board. Make sure to follow the order of the cookies on the sample shown above.





VISION BOARDS Girls can compile their biggest and bravest ambitions onto vision boards.





Supplies:

- poster board or cardstock
- magazines
- tape or glue
- scissors
- markers
- template & clip art

Step 1:

Print and cut out the template and clip art. Write your first name and your 2022 cookie season goals with a marker on the signs provided.

Step 2:

Find images and words that inspire you in magazines and cut them out.

Step 3:

Collage it up! Tape two colorful pieces of 8.5"x11" cardstock together on the long edge. Tape or glue all of the clippings to the cardstock.





GAMES & QUIZZES



adventurefuls



Introducing Adventurefuls,[™] the newest addition to the Girl Scout Cookie[™] lineup!

Indulgent brownieinspired cookies with caramel flavored crème and a hint of sea salt.

Approximately 15 cookies per 6.3 oz. pkg. Up

• Real Cocoa





ADVENTUREFULS™-INSPIRED TRAIL MIX RECIPE CARDS*







KOALA QUIZ

Sources:

https://www.natgeokids.com/uk/discover/animals/general-animals/ten-facts-about-koalas/https://www.wwf.org.au/news/blogs/10-interesting-facts-about-koalas#gs.wi97lthttps://friendsofthekoala.org/fact/koala-fact-08/https://www.treehugger.com/things-you-didnt-know-about-koalas-4864248

IN WHAT COUNTRY DO KOALAS LIVE?

- a. South Africa
- b. Australia
- c. New Zealand

IN WHAT ENVIRONMENT DO KOALAS LIVE?

- a. Desert
- b. Cave
- c. Forest





WHAT KIND OF LEAVES DO KOALAS EAT?

- a. Eucalyptus
- b. Willow
- c. Maple

4 WHAT KIND OF ANIMAL ARE KOALAS?

- a. Bears
- b. Marsupials
- c. Amphibians

5 WHAT'S THE BIGGEST THREAT TO THE KOALA POPULATION?

- a. Hunting
- b. Pollution
- c. Loss of habitat







KOALA FUN FACTS

Sources:

https://www.natgeokids.com/uk/discover/animals/general-animals/ten-facts-about-koalas/https://www.wwf.org.au/news/blogs/10-interesting-facts-about-koalas#gs.wi97lthttps://friendsofthekoala.org/fact/koala-fact-08/https://www.treehugger.com/things-you-didnt-know-about-koalas-4864248

ANATOMY

Koalas aren't bears — they're marsupials!

Koalas have strong, clawed feet that are perfect for climbing trees.

Just like people, koalas have individual fingerprints.

Koalas have a keen sense of touch and smell.

Koalas can sleep up to 18 hours a day!



A baby koala is called a joey.

Newborns are roughly the size of jelly beans!

Joeys are born blind and earless.

Joeys develop in their mothers' pouches.

At six months old, joeys travel on their mothers' backs.

HABITAT AND DIET

Koalas live in the eucalyptus forests of Australia.

Koalas can eat over two pounds of eucalyptus leaves a day!

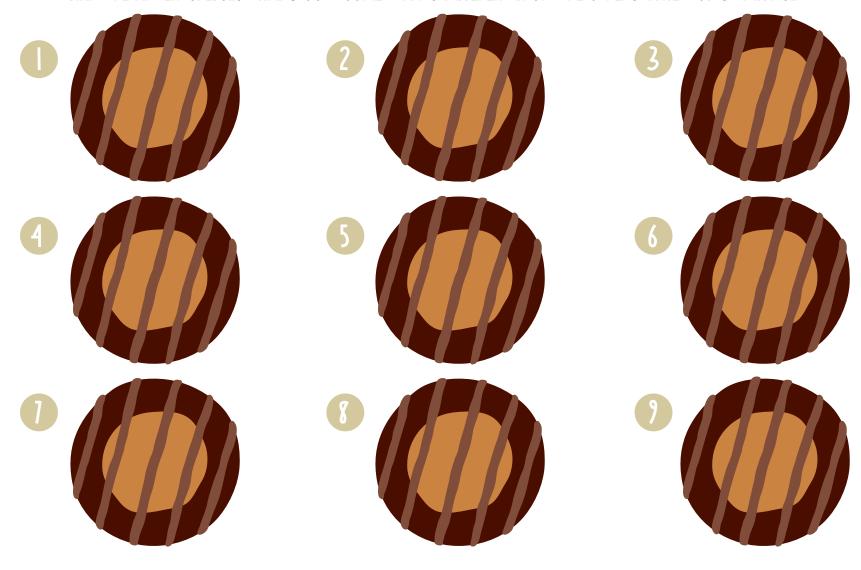
Tree clearing and bush fires threaten their environment.





SPOT THE DIFFERENCE

FIND THE ADVENTUREFULS" GIRL SCOUT COOKIE" THAT'S DIFFERENT FROM THE OTHERS. PAGE 1 OF 3: DIFFICULT







FIND THE 5 HIDDEN EUCALYPTUS LEAVES

PAGE 2 OF 3: MEDIUM





FIND THE COOKIES WITH 3 BITES







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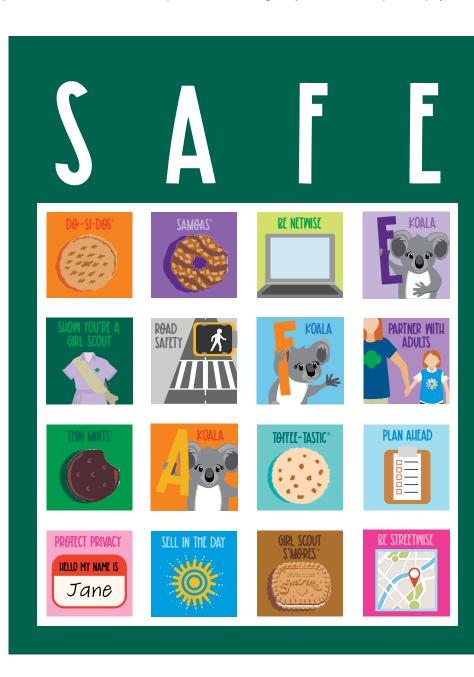
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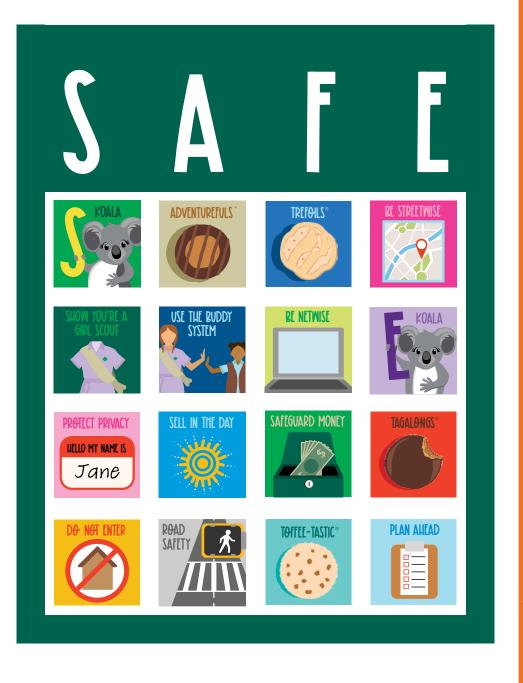






SAFETY BINGO CARDS (PG 2 OF 6)



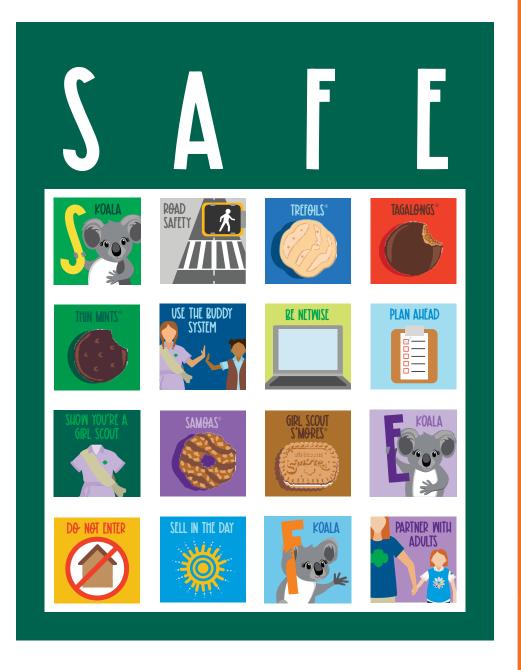






SAFETY BINGO CARDS (PG 3 OF 6)

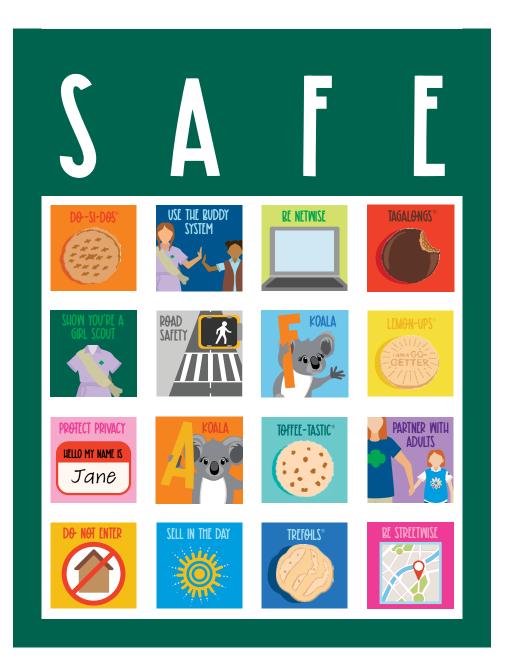


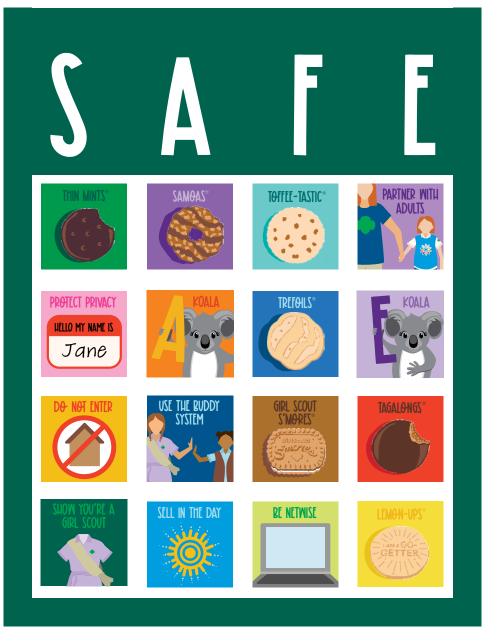






SAFETY BINGO CARDS (PG 4 OF 6)



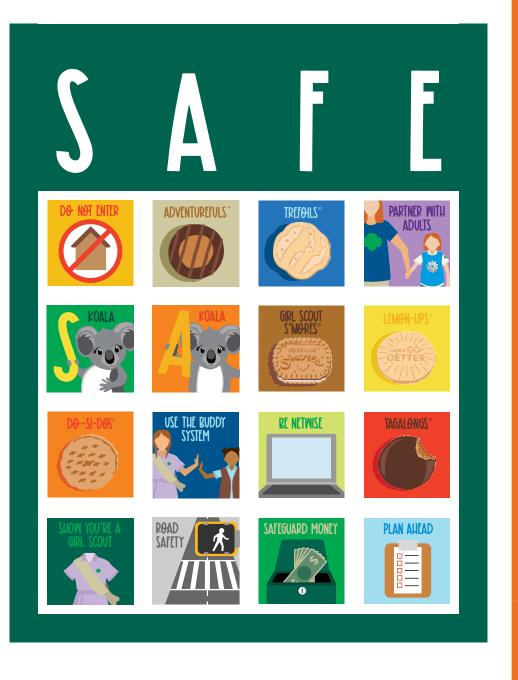






SAFETY BINGO CARDS (PG 5 OF 6)



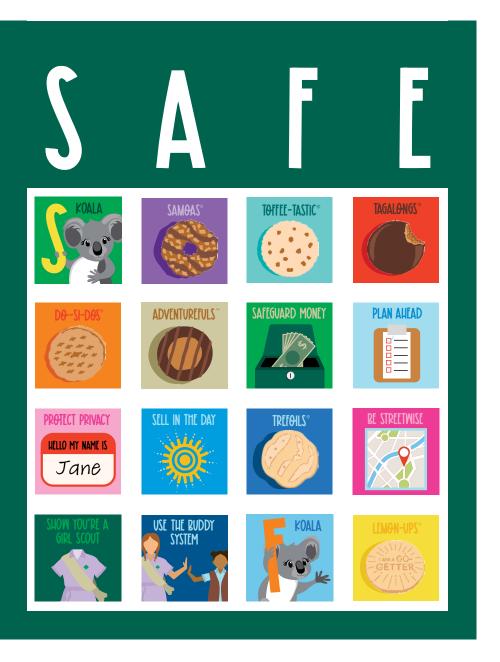






SAFETY BINGO CARDS (PG 6 OF 6)



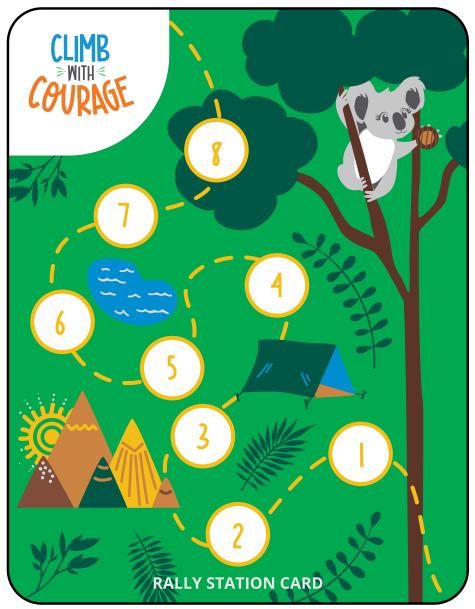






RALLY STATION CARD



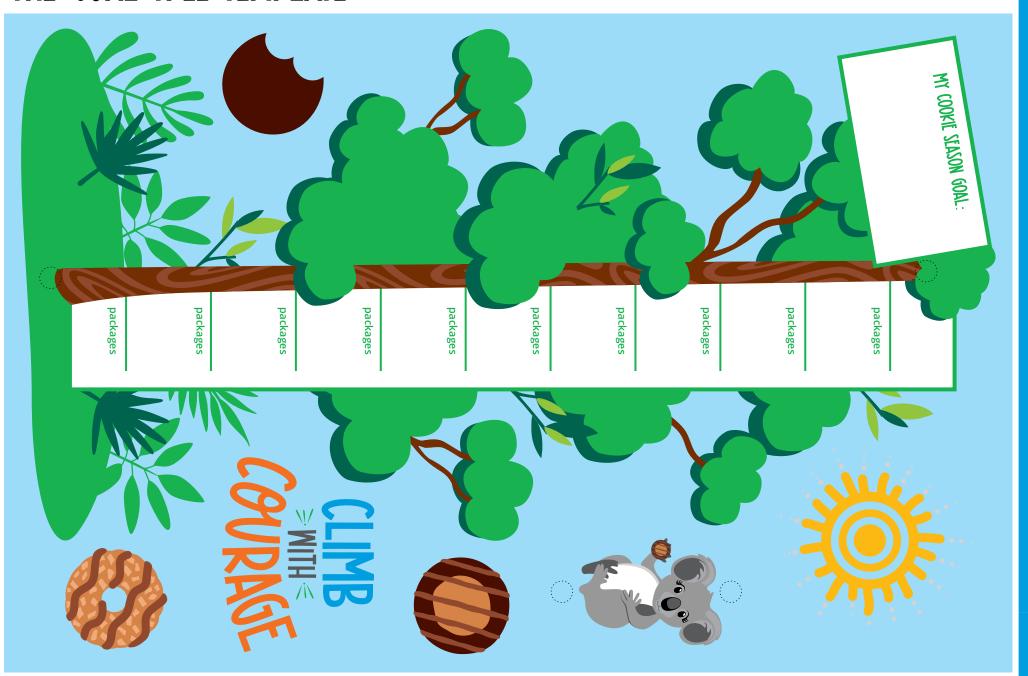






TEMPLATES

THE GOAL TREE TEMPLATE







GIRL SCOUT COOKIE™ MENU BOARD TEMPLATE (PG 1 OF 6)

messages to lift your spirits

Crispy lemon cookies baked with inspiring

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

emon-u



Real Cocoa

with caramel flavored crème and Indulgent brownie-inspired cookies

Approximately 15 cookies per 6.3 oz. pkg









GIRL SCOUT COOKIE™ MENU BOARD TEMPLATE (PG 2 OF 6)

Samoas[®]

- Real Cocoa
- Real Coconut

chocolaty stripes Crisp cookies with caramel, coconut, and dark

Approximately 15 cookies per 7.5 oz. pkg





- Real Cocoa
- Real Peanut Butter
- covered with a chocolaty coating. Crispy cookies layered with peanut butter and

Approximately 15 cookies per 6.5 oz. pkg





GIRL SCOUT COOKIE™ MENU BOARD TEMPLATE (PG 3 OF 6)

- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats

butter filling. Oatmeal sandwich cookies with peanut

Approximately 20 cookies per 8 oz. pkg









GIRL SCOUT COOKIE™ MENU BOARD TEMPLATE (PG 4 OF 6)

- Real Cocoa Made with Vegan Ingredients
- Crisp, chocolaty cookies made with natural oil

Approximately 30 cookies

per 9 oz. pkg







with chocolate and

marshmallowy filling

16 cookies per **Approximately**

- **Made with Natural Flavors**
- Real Cocoa





GIRL SCOUT COOKIE™ MENU BOARD TEMPLATE (PG 5 OF 6)

toffee-tastic® GLUTEN-FREE

No Artificial Flavors

Rich, buttery cookies with sweet, crunchy toffee bits.

Approximately 14 cookies per 6.7 oz. pkg.



All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification



GIRL SCOUT COOKIE™ MENU BOARD TEMPLATE (PG 6 OF 6)







VISION BOARD TEMPLATE (PG | OF 2)



























VISION BOARD TEMPLATE (PG 2 OF 2)











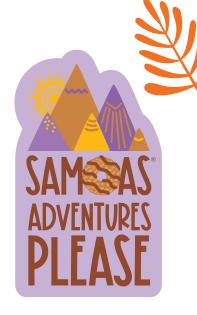
















PHOTO PROP TEMPLATE (PG 1 OF 6)

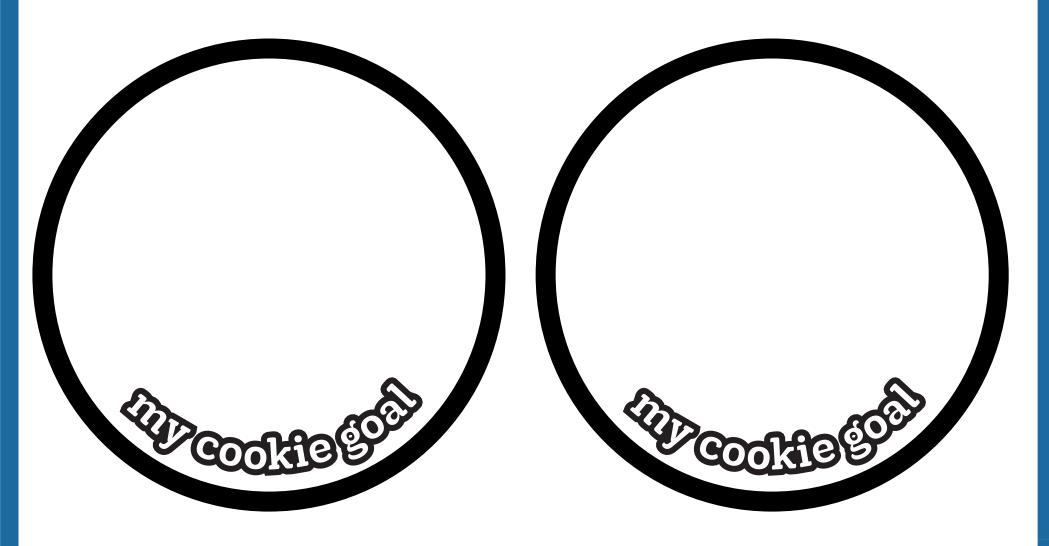
























PHOTO PROP TEMPLATE (PG 2 OF 6)









PHOTO PROP TEMPLATE (PG 3 OF 6)









PHOTO PROP TEMPLATE (PG 4 OF 6)









PHOTO PROP TEMPLATE (PG 5 OF 6)









PHOTO PROP TEMPLATE (PG 6 OF 6)







VIDEO GUIDELINES (PG 1 OF 2)

1 Length of video

• These clips can be short and sweet! Each video should be approximately 30 to 60 seconds long.

2 Equipment

- Select a location with good lighting. Use your phone light or add some extra lights to the area to help — if available and needed.
- You can use a phone to take your video, or if you have a DSLR camera, that is even better.
- If you have an external microphone, that is a plus (but not required).
- You can ask a family member to film you, or use a tripod to hold your camera still if you have one. Make sure you stay in view throughout the video.

3 Environment

- Make sure that everything in the background is clean and neat.
- Remove any clutter around the room that might be in view of the camera, including on your bed.
- If you are on a couch, make sure the cushions are straight and in place.

- Please do not have any branded items in view of the video. Please do not wear clothing with visible brand names or logos (except your Girl Scout t-shirt).
- Please do not have any posters in view of the video (unless you have some posters you made for selling Girl Scout Cookies) — feel free to make those types of posters or signs visible.
- Make sure there are no other friends or family members in the background who can be seen or heard when filming.

4 Girl Scout Cookie[™] Props

- Place a few Girl Scout Cookie[™] packages in the background, so they can be seen in the video.
- You don't need to put all of them out just put out one, two or three of your favorites.
- You could place them on a coffee table or end table next to the couch, or on a dresser or table in your room.
- If you want to take a bite out of a cookie at the end for fun, that's OK too, as long as you are not talking and eating at the same time!

VIDEO GUIDELINES (PG 2 OF 2)

4 Girl Scout Cookie[™] Props (continued)

- Make a little sign or poster with your cookie goal (or your troop's cookie goal) for next season on it, to place next to the cookie packages.
- You can talk about your goal, or what your troop plans to do with the earnings.

5 Be camera ready

- Wear a Girl Scout t-shirt or uniform.
- Make sure anything else you are wearing is not too busy (solid color pants are better than a busy print), so the focus is on you.
- Wear that smile. Confidence and a big smile are your best accessories!

6 Speak with confidence

- Look at the camera at the start of the video.
- While talking, look at the camera to check in with your audience.
- At the end of the video, be sure to look at the camera.
- Keep smiling the whole time!

 Be genuine and sincere, and show happiness, energy and excitement when speaking to your audience.

7 Prepare by practicing

 Be sure to practice saying your words with your actions before you get started.





Little Brownie
BAKERS»