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These guidelines are offered as suggestions to Rally Coordinators to help plan the best rally possible. We understand that the dynamics and opportunities in each area are unique and will have an impact on each area's Fall Sale Rally.








Rallies should:

-  Be FUN!
-  Accomplish three main goals:
 - *Motivate and excite girls to **set goals** and sell to their full potential*
 - *Educate girls and families about **what's new** in the Fall Sale Program and how the program works in our council*
 - *Help girls and families understand how to sell **safely***
-  Be available, accessible and affordable to all registered area Girl Scouts at all program age levels (generally around \$2 per attendee, and not more than \$5 per attendee; some areas put a cap on the cost for a troop)
-  Be in a location that is adequate for the number of attendees AND allows girls to break into individual stations/groups.
-  Include a patch for each registered attendee (patches will be provided by the council as long as we receive your Fall Sale Rally Plan by October 7th or sooner).
-  Be a Troop event.
-  Have a rally flyer that is approved by the Membership Director.
-  *Be scheduled to no later than the start of the Fall Sale on October 14, 2011.*

Rally Flyers should include the following information:

-  Date, time, and place of Rally (full address, directions, possibly a map)
-  Inclement weather plan/date
-  Cost per girl and what cost includes
-  Who can come (and who cannot)
-  How to register and the registration deadline
-  Whom to make checks payable to
-  Clip art using the current theme
-  List of planned activities

Highlights of the 2011 Fall Sale Program to Promote at your Rally

-  Recognitions are cumulative!
-  Troops can earn Journey Books for each participating girl if the troop's per girl average is \$250 or more
-  Top Sellers in every county/area will receive a metal honoring their achievement
-  Top Sellers in the council will receive a trophy and a choice of either a Best Buy or Build-A-Bear gift card
-  Treats for Troops! Just like OCD in the Cookie Sale, we hope to ship lots of treats to our troops from the Fall Sale!
-  Girls can earn a patch just for 5 Treats for Troops orders
-  Girls can earn Online patch just for sending 12 emails to friends and family about the Fall Sale

