



girl scouts
of california's
central coast

2026 Cookie Program

Girl Scout & Caregiver Guide



Dear Girl Scouts and Caregivers,

Every successful cookie season begins long before the first booth or the first delivery. It begins with a conversation.

Right now is the time for Girl Scouts, troops, and families to come together—to talk about goals, dreams, and plans for the year ahead. Whether your troop is saving for camp, planning a trip, serving your community, or earning new badges, these early conversations help lay the foundation for a confident and successful cookie season.

Girl Scouts, the Cookie Program is your opportunity to learn how real businesses work. You'll practice setting goals, making decisions, managing money, talking with customers, and leading with honesty and responsibility. These five skills—learned through hands-on experience—will stay with you long after cookie season ends.

Caregivers, your role is to support these early planning moments. Asking questions, listening to ideas, and helping your Girl Scout think ahead builds confidence and ownership. When girls are part of the planning from the beginning, they're more prepared, more motivated, and more successful.

As part of starting the season together, we're also celebrating troops that plan ahead. Troops that meet the Initial Order goal will outfit every Girl Scout with a Black-Footed Ferret Cookie Program t-shirt—plus two shirts for troop leaders. It's a fun way to build team spirit, show pride at booths, and start the season feeling united and ready.

As you meet with your troop and family, one of the topics you'll discuss is your Initial Order, due January 5. This isn't about pressure—it's about preparation. A thoughtful Initial Order helps troops be ready when community excitement for cookies is at its highest and gives girls the confidence to start their season strong.

This year, Girl Scouts across the Central Coast are working toward a shared goal:

♥ **\$1,000,000 returned directly to troops in cash proceeds**, supporting experiences chosen by girls themselves—from outdoor adventures to service projects and leadership opportunities.

This guide is designed to support those early conversations. Inside, you'll find tools to help you set goals, explore rewards, and connect to Family Entrepreneurship resources by grade level—so every Girl Scout can plan, lead, and grow in a way that feels right for her.

Thank you for taking the time to plan together, start thoughtfully, and support girls as they build skills that will serve them for a lifetime.

With appreciation and confidence in every Girl Scout,



Tammie Helmuth

Chief Executive Officer

Girl Scouts of California's Central Coast

Top Seller Tips

Every Girl Scout's cookie journey is unique — but many of our top sellers share similar habits. Here are a few tips girls across our council found helpful.

**There's no one
"right"
way to succeed.**

- Set one clear goal and track progress along the way
- Talk to customers confidently — practice makes it easier
- Share your story, not just the cookies
- Try different ways to sell (booths, online, in person)
- Celebrate small wins, not just big numbers

How Families Can Support (Without Taking Over)

Family support matters — but Girl Scouts grow most when they stay in the lead.

Support tips:

- Help set goals, then let your Girl Scout decide the plan.
- Practice conversations, don't speak for her.
- Ask reflection questions: What worked? What would you try next time?
- Celebrate effort and learning — not just totals.
- Keep it fun and manageable.

Your encouragement helps build confidence that lasts long after cookie season.

GOAL TRACKER



Brave. Fierce. Fun. Every step of the way.

Get ready to meet the stars of the cookie season — including something brand new!

This year's Girl Scout Cookie lineup includes all the favorites customers love and an exciting new cookie making its debut: **Exploremores**. Inspired by adventure and discovery, Exploremores brings a fresh flavor to the lineup, giving girls something new to talk about, share, and celebrate with their customers.

Whether someone is reaching for a classic or trying **Exploremores** for the first time, every cookie sold helps girls build confidence, leadership skills, and unforgettable experiences

Let's meet the 2026 Cookie Line Up! All Varieties are \$7



Adventurefuls

- Your taste buds will instantly want more of this indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt!



Exploremores

- Rocky road ice cream inspired Exploremores are here to turn your snack break into an adventure. This sandwich cookie has flavors of chocolate, marshmallow, and toasted almond crème. Unbox the sweet side of exploration!



Lemonades

- This original treat features the slightest hint of lemon, for a refreshing, completely unique flavor that stands out as a beloved Girl Scout staple!



Trefoil

- Traditional shortbread cookie





Thin Mints

- There's a reason this continues to be the top-selling Girl Scout Cookie in America: This iconic Girl Scout treat is just as bright and refreshing as ever, and its all-vegan ingredient list means anyone can enjoy it.



Peanut Butter Patties

- Crispy cookies layered with peanut butter and covered with a fudge coating.



Caramel deLites

- Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolatey stripes.



Peanut Butter Sandwiches

- Crisp and crunchy oatmeal cookies with creamy peanut butter filling.



Caramel Chocolate Chip

- Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious gluten-free cookie.

Troop Proceeds

Behind every box of cookies is a bigger story.

When customers try a new cookie like Exploremores or pick up a longtime favorite, they're doing more than enjoying a treat — they're supporting girl-led goals. Troop proceeds help fund the experiences girls choose, from camp and travel to service projects and badge work.

Understanding how proceeds work helps girls see how planning, decision-making, and teamwork turn cookie sales into real opportunities. **All troops** who participate in the Girl Scout Cookie Program will earn **base proceeds of \$1.05 per package sold**.

Troops who decide to opt out of individual rewards can earn an additional \$0.05. The deadline to opt out is March 10, and can be done on your Troop Information tab in Smart Cookies. Girl Scout Juliettes will receive proceeds via GSCCC Entrepreneurship Credits that they can redeem in a variety of ways.



Every Girl Scout Cookie sold helps girls turn plans into experiences

**TROOP PROCEEDS
\$1.05 PER BOX**

Troop Goals – Now Let's Get Started!!

The Initial Order is part of the planning process that helps troops prepare for the start of cookie season. By talking through goals, anticipated sales, and upcoming booth plans, troops can decide what makes sense for them. Understanding the timing and purpose of the Initial Order helps troops feel prepared and confident as the season begins.

This process involves two key steps: placing the Initial Order and picking it up at the designated Initial Order delivery.

Key Dates: 12/3: Online Training Available!
1/5: Initial Orders due in Smart Cookies by 11:59 p.m. PT

Initial Order Delivery Dates: 1/22-1/24:

Pro Tip: As a council, we recommend ordering enough cookies to cover your anticipated first two weeks of booth sales which begin on January 30, 2026.

Exciting Troop Rewards

Start your cookie season strong! Placing a thoughtful initial order helps set your troop up for success and ensures you're ready to hit the ground running when booth sales begin. Plus, you'll be on your way to earning exciting troop rewards, like the Booth Starter Kit at 200 PGA and exclusive Cookie Program t-shirts at 250 PGA. Troops that plan ahead will unlock these team incentives that support readiness, pride, and a smooth start to the season. Don't miss out on these awesome incentives that make selling even sweeter!

250 PGA



One shirt for every registered girl and two leaders.

200 PGA

Booth Starter Kit!

Cash box, pennant banner, yard sign, and a small first aid kit, plus more!



What to Expect in Cookie Season

Now that your troop has talked about goals and planning, here's what happens next. This page highlights key dates, milestones, and supports to help your troop move through the start of cookie season with confidence.

Key Dates to Know

Now and Ongoing

Online training available

January 5

Initial Orders Due in Smart Cookies

January 22–24

Initial Order delivery

January 30

Booth sales begin

Initial Order: A Quick Overview

The Initial Order is your troop's first opportunity to prepare for the season. It's placed in Smart Cookies and picked up during the Initial Order delivery window. Your troop will continue to place additional orders as the season progresses.

YOU
got
THIS

Concierge
Delivery –
400+ Case
Troops

Troops placing an Initial Order of 400 cases or more qualify for Concierge Delivery right to your residence. Skip the lines and the lifting—our delivery agents will schedule directly with you during the January 21–24 window for a smooth, stress-free start.

Remember: There is no one “right” way to do cookie season. Take it step by step, and use the tools and support available to you.

My Goal:



Every Girl Scout's cookie journey is different, and rewards are just one way we celebrate progress.
Set your Cookie Goals together as a troop.
Families: focus on setting one realistic goal.
Rewards are meant to encourage progress, not pressure.

Cookie Sale Dates

Direct Ship Only starts on
January 9, 2026.
 Online Starts on
January 20, 2026,
 In Person starts
January 24, 2026

<div>25+ Pkgs</div> <div></div> <div>Theme Patch</div>	<div>50+ Pkgs</div> <div></div> <div>GS Tote Bag</div>	<div>100+ Pkgs</div> <div></div> <div>BFF Bracelet</div>	<div>150+ Pkgs</div> <div></div> <div>Bandana</div>	
<div>200+ Pkgs</div> <div></div> <div>Ferret Charm It AND Bracelet</div>	<div>250+ Pkgs</div> <div></div> <div>Ferret Shoulder Plush</div>	<div>300+ Pkgs</div> <div></div> <div>GSUSA Flashlight AND Tumbler</div>	<div>350+ Pkgs</div> <div></div> <div>2027 GS Membership OR GS Bogg-Style Bag (14")</div>	
<div>400+ Pkgs</div> <div></div> <div>Crewneck Girl and Adult</div>	<div>500+ Pkgs</div> <div></div> <div>GSCCC Super Seller Event, September 19, 2026 OR \$50 GSCCC Credits OR \$50 Amazon Voucher</div>		<div>1000+ Pkgs</div> <div></div> <div>GS MLB Day, 2 Tickets* OR \$70 GSCCC Credits OR \$70 Amazon Voucher <i>*Angels, May 2; Dodgers, TBD; A's, TBD; and Giants, August 9. Siblings MLB—Girls/1 Adult or \$70 total</i></div>	
<div>1500+ Pkgs</div> <div></div> <div>CA Park Pass* OR \$100 GSCCC Credits OR \$100 Amazon Voucher <i>*Siblings—1 Park Pass or \$100 Total</i></div>	<div>2026+ Pkgs</div> <div></div> <div>Knott's Berry Farm, June 13* OR \$250 GSCCC Credits OR \$250 Amazon Voucher <i>*2 Nights at the Knott's Hotel and 2—1 Day Passes. Not a sibling reward.</i></div>	<div>+500* Pkgs</div> <div></div> <div>\$250 of GSCCC Credits <i>*Every additional 500 packages sold over 2026 Not a sibling reward.</i></div>		
<div>Troop PGA</div> <div><div>450 PGA</div><div></div><div>\$20 GSCCC Credits <i>Registered in SMART COOKIES</i></div></div>	<div>Troop Early Reward</div> <div><div>200 PGA</div><div></div><div>Booth Starter Kit (Cash box, pennant banner, yard sign, a small first aid kit and more)</div></div> <div><div>250 PGA</div><div></div><div>T-Shirt <i>1 shirt for every registered girl and 2 leaders</i></div></div>			
<div>Patches</div> <div><div>18+ Pkgs</div><div></div><div>Care to Share</div></div>	<div><div>100+ Pkgs*</div><div></div><div>Achievement Bars <i>*Starting at 100+ in increments of 100</i></div></div>	<div><div>300+ Pkgs</div><div></div><div>Goal Getter</div></div>	<div><div>500+ Pkgs</div><div></div><div>Super</div></div>	<div><div>2026+ Pkgs</div><div></div><div>2026 Patch</div></div>

*Note: Items may be substituted. GSCCC Entrepreneur Credits will expire 9/20/2026 if Girl Scout is not registered by that date for the GS year.
 Amazon vouchers are good only on the GSCCC Amazon site (link will be provided) and will expire on 9/20/2026.*

Some Girl Scouts choose to set stretch goals that lead to special experience rewards. This is one of many ways girls can celebrate their cookie journey — and it's okay if a different goal is the right fit for your Girl Scout.

Splash into Success: The Ravine Reward!

Get ready for the ultimate splash party! Girls who reach top seller status in this year's Cookie Program will earn an exclusive ticket to The Ravine Waterpark in Paso Robles, where the entire park will be closed to the public and open just for Girl Scouts! This awesome reward includes full access to all the water slides and mini golf, plus a food voucher for one slice of pizza and a fountain drink to keep you fueled for all the fun. And here's the best part: top sellers will also score their very own private cabana for the day!



One of our experience rewards is available to girls who set and reach a goal of 500+ boxes of Girl Scout Cookies!

Whether you're flying down slides, floating in the lazy river, or chilling in the shade, it's going to be a day to remember. So set your goals, start strong, and get ready to make a splash!

It was the best day ever! I got to race down slides, eat pizza, and chill in my own cabana with my BFF. I never thought selling cookies could lead to something this cool! - *Top Seller 2025*



Choose Your Own Rewards!

For families choosing flexible reward options, here's how Amazon Vouchers works!

Amazon Voucher

1. Caregiver receives an email from Amazon with a link to the catalog.
2. In the email, click "Apply Voucher."
3. Log in to the Amazon account your Girl Scout will be using.
 - a. Note: the voucher cannot be moved to another Amazon account once it has been applied.
4. Click "Apply Voucher" once logged into the account.
5. A pre-approved list of items will appear after applying the voucher.
6. Start Shopping!

500+
packages

amazon

\$50

These are rewards that you can choose from different items at the 500+ level, 1500+ level, or 2026+ level.

For full reward sheet, click [here](#).

2026+
packages

amazon

\$250

1500+
packages

amazon

\$100

For a step-by-step on how to renew the voucher, please check [Cookie Central](#).

Amazon Voucher FAQ

Who made the list of items?

- Our Girl Advisory Board members searched Amazon for the rewards that would be fit for all Girl Scouts! They are still actively searching too!

This page answers common questions for families who choose Amazon Vouchers as a reward option.

- Can my Girl Scout purchase items not on the pre-approved list?
 - While shopping the list, items not approved can be added, but will not be a part of the voucher and must be paid for with personal funds. Vouchers are only good for selected items.
- Do vouchers expire?
 - Yes. You will see an expiration date on the Amazon site after you apply the voucher. It also expires on September 20th, 2026.
- What happens if my Girl Scout's order total is more than the voucher earned?
 - If the total exceeds the voucher amount, you will have the option to cover the remaining balance with your own payment method.
- What happens if I want to return my items?
 - Items can be managed and returned for your order like any other Amazon order. Orders are subject to the Amazon standard return policy and process.
- If I don't use the entire voucher, do I get to keep the remaining amount?
 - A Girl Scout can purchase multiple items with her voucher. Girl Scouts will continue to receive reminder emails if they have any remaining balance. Once the expiration date passes, any remaining balance is forfeited.
- Do you know if an Amazon account is required?
 - Yes. After viewing the voucher, either sign in to an existing account or create a new one.
- Are there shipping charges?
 - Standard Amazon shipping charges apply. As with any Amazon order, a Prime account will not apply to shipping.

Retail Alert!

Optional booth and troop supplies
(not required to participate)

Happy ☺ SHOPPING

GS Cookie Cart



\$65.00

GS Recycled Bag



\$0.75

GS Cookie Tote



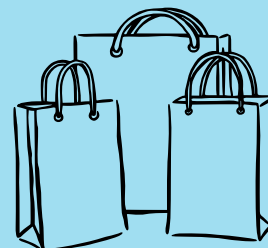
\$4.00



GS Troop Banner



\$7.00



GS Notecards



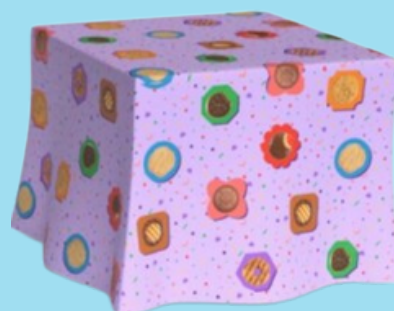
\$10.00

GS Yard Sign & Stake



\$12.00

GS Tablecloth 60x60



\$22.00

Every Girl Scout's journey looks different — this page celebrates our 2025 TOP ENTREPRENEURS. This listing represents just a few of the many ways girls, troops, and service units show their cookie spirit.

Cookie Commanders: Girls

Packages

<u>Name</u>	<u>Sold</u>	<u>Troop #</u>
• Kaytlin K	4027	#33132
• Ursa G	3538	#32140
• Camilla C	3200	#35716
• Abigail F	3079	#30502
• Jesse M	2542	#65028
• Maya C	2525	#30502
• Hattie P	2327	#55538
• Chiara R	2301	#40177
• Shelby A	2250	#30950
• Leah C	2200	#10208
• Beatrix H	2101	#55533
• Piper M	2074	#55002
• Tayler E	2064	#45318
• Ambriya C	2057	#45004
• Catalina S	2055	#35260
• Jane P	2053	#15011
• Giselle C	2030	#65324
• Kaelyn B	2025	#42408
• Kyleigh C	2025	#61105
• Serena M	2025	#65037
• Victoria M	2025	#65231
• Amber W	2025	#55549

Cookie Commanders: Troops

Celebrating teamwork, goal-setting, and cookie spirit across our council.

- 33132
- 40177
- 15011
- 45318
- 30502
- 35716
- 42408
- 40023
- 65231
- 65016

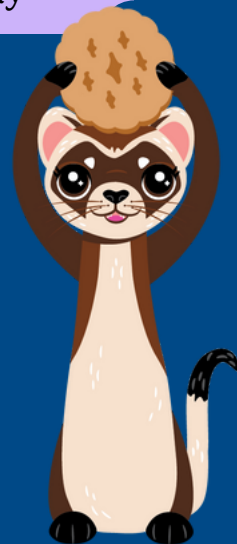
Cookie Elite Crew: Service Units

These Service Units exemplify collaboration, leadership, and support for girls throughout the cookie season. Their efforts help create positive, empowering experiences for troops and Girl Scouts at every level.

- 355 Ocean Hills
- 558 Rancho Oaks
- 357 Salinas Valley
- 450 Cuesta del Norte
- 356 Monterey Bay

Every Girl Scout's journey looks different — this page celebrates just a few of the many ways girls, troops, and service units show their cookie spirit.

We're cheering you on every step of the way.



Cookie Marketing Tools at Your Fingertips!

Whether you're selling in person or online, we've made it easy for Girl Scouts to promote their cookie businesses with confidence and style! Visit the link below to access a full collection of ready-to-print flyers, booth signs, goal charts, thank-you notes, and digital graphics! Perfect for sharing on social media, texting to friends and family, or decorating your booth.



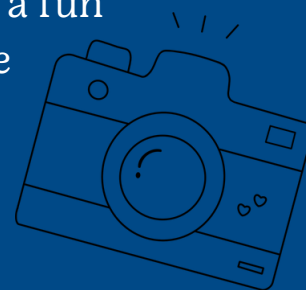
Check out the
marketing assets
[here!](#)



Shine Bright in Our Media Center!

Need photos or videos to boost your cookie marketing? Our GSCCC Media Center is open and ready for you! Whether you're looking to record a fun promo video, snap some professional cookie pics, or design creative content to promote your business, this space is just for you.

Bring your ideas, your cookie story, and your Girl Scout sparkle, we'll provide the backdrop! Open to all registered Girl Scouts and troops.



Located at our
Thousand Oaks
Program Center!



Reserve Your
Space on our
website!



GET READY FOR COOKIE SEASON - TOGETHER

Cookie Entrepreneur Family Pins: Building Skills Before the First Sale

The Girl Scout Cookie Program is about more than selling cookies. It's about learning to plan, set goals, and build confidence with the support of family.

The Cookie Entrepreneur Family Pins help girls and caregivers start the season strong by talking through goals, practicing skills, and making a plan before the Cookie Program begins.

Each Girl Scout level has age-appropriate Cookie Entrepreneur Family Pin activities that guide families through the same steps successful businesses take:

- Setting a realistic goal
- Deciding how to sell
- Practicing customer conversations
- Understanding money and deadlines
- Reflecting and celebrating progress

WHAT FAMILIES CAN DO THIS WEEK



Review your Girl Scout's Cookie Entrepreneur Family Pin



Set one realistic goal together



Talk through a plan for the start of the season


These activities are optional, flexible, and designed to be completed at home — even in short conversations.

Families can complete as much or as little as feels right for them.




COOKIE ENTREPRENEUR FAMILY PINS — BY LEVEL


Daisy

 Learn to set a goal, talk to customers, and understand money basics — with family support.


Brownie

 Set goals, find new customers, and practice a cookie pitch.


Junior

 Create a simple plan, choose sales strategies, and manage inventory.


Cadette

 Break goals into benchmarks, refine a pitch, and learn financial planning.

Senior

 Document a business plan, segment customers, and reflect on leadership skills.

Ambassador

 Set learning goals, find mentors, and connect cookie skills to future careers.

Girls can earn a different pin each year as their skills grow.

Tips & Tricks from our Top Sellers!

★ Camilla's Tips & Tricks



Camilla
Daisy
Troop 32140
3,200 Boxes



Jesse
Brownie
Troop 65028
2,542 Boxes

★ Use what makes you unique

Speaking both Spanish and English helped Jesse connect with more customers and confidently ask more people to support her cookie business.

24 Do the booths

Cookie booths are where Jesse makes most of her sales. Showing up, staying positive, and engaging customers really adds up.

Have fun

Even when you're working hard, Girl Scouts should always be fun. Enjoying the experience makes cookie season even better.

♥ Shout-Out

Thank you to Troop Leaders Sean, Crystal, and Kaitlyn for their encouragement, guidance, and support throughout cookie season!

★ Jesse's Tips & Tricks

♥ Lean on your support

Becoming a top seller was possible because of strong family support—especially from her mom, who helped every step of the way.

🎯 Set a goal that excites you

Wanting to go to Knott's Berry Farm (for the very first time!) was a big motivator and kept her focused all season long.

🧥 Be prepared

Cookie selling takes energy! Her advice: don't forget a warm jacket and snacks—selling cookies can make you hungry.

♥ Shout-Out

A big thank-you to my mama, who is also my troop leader. I love her so much!



★ Ursa's Tips & Tricks



Ursa
Senior
Troop 32140
3,538 Boxes

👉 Grow your network

Ursa says her biggest success came from networking—customers telling other customers. Her email list started small, but it has grown every year as her customer connections expanded.

📅 Track it like a pro

A strong ledger/system keeps sales, orders, and follow-ups organized. Ursa shared that staying organized prevents feeling overwhelmed during a busy season.

😊 Don't stress—cookies sell themselves

Cookie season is long, but Ursa's advice is to pace yourself and stay calm. The community loves cookies, so focus on consistency and confidence.

♥ Shout-Out

A huge thank you to all of Ursa's troop leaders—and a special shout-out to her mom, who supports her every step of the way and is also a troop leader. "I love you to pieces!"

