



Be Brave. Stay Fierce. Have Fun.

We are so excited to kick off the 2026 Girl Scout Cookie Program, a season filled with courage, creativity, and unstoppable energy! This year's theme, *Be Brave. Stay Fierce. Have Fun.*, celebrates the bold, fearless spirit of Girl Scouts as they grow their skills, set goals, and power their dreams one cookie at a time. Whether you're a new troop just starting out or a seasoned cookie pro, this is your moment to shine.

We've packed this Cookie Gram with everything you need to launch the season strong: deadlines, new tools, updated guides, and exciting program opportunities for both girls and volunteers. From Initial Orders to Cookie Boosters, to the Corporate Cookie Connection and brand-new rewards, there are more ways than ever to support success and celebrate every win, big or small.

Let's work together to make this the most impactful, fun, and inspiring cookie season yet. We can't wait to see your girls shine!

Now Available: 2026 Troop Cookie Guide!

The 2026 Troop Cookie Guide is here and ready to help you lead your troop through a fun, successful cookie season! This digital resource includes everything you need in one place - key dates, rewards, booth guidance, caregiver tips, and helpful tools to keep your cookie program organized and on track. Whether it's your first time participating or you're a seasoned volunteer, this guide is designed to support you every step of the way.

[ACCESS THE COOKIE GUIDE](#)

2026 Cookie Rewards!

This season is all about reaching higher, dreaming bigger, and unlocking rewards that match your hustle! For Girl Scouts ready to go big with their goals, the 2026 Cookie Program features exclusive, experience-based rewards that celebrate leadership, determination, and drive. From custom gear to unforgettable adventures, each reward level pushes you one step closer to the ultimate cookie boss status.

Here's a look at what's waiting at the top:

- 🐾 BFF Ferret Shoulder Plush – your official cookie companion
- 🏆 2027 GS Membership – where you shine, grow, and lead.
- 👕 Crewneck Sweatshirt – cozy cookie style for both girl and adult
- 🌊 Day at Ravine Waterpark – full access, food, and fun in your own private cabana
- ✨ Top Recognition Spotlight – see your name or troop featured council-wide

Your initial cookie order is more than just the first step - it's your ticket to awesome troop rewards! Troops who hit key PGA milestones can earn amazing incentives like a Booth Starter Kit at 200 PGA and custom cookie shirts at 250 PGA. Place an order of 400+ cases, and you can even receive concierge home delivery for ultimate convenience!

Make your move early and set your troop up for a season of success! 🍪 ✨

New Micro-Learning Trainings!

All our 2026 Cookie Program trainings are available in gsLearn, so you can complete them anytime, anywhere. Whether you're a seasoned volunteer or brand new to cookies, these on-demand microlearnings are packed with tools, tips, and confidence boosters to help guide your Girl Scouts to success. Search course numbers beginning with 635 - 2026 Cookie Training to get started today!

[CHECK OUT THE TRAININGS](#)



Every Troop Gets One Explore More Cookie Package!

Exciting news! Each troop will be receiving one Explore More Cookie Package to help jumpstart the 2026 Cookie Program. Our team will be reaching out soon to coordinate pick-up or delivery. Be on the lookout - your Explore More adventure is about to begin!

Let's make this season unforgettable—one goal, one box, and one girl at a time. We're here to support you every step of the way. Stay tuned for more updates, tools, and reminders in your next Cookie Gram!

You've got this, Cookie Bosses!



Have a question? Don't be shy!
[Contact us](#) for more information.