



Cookie season is officially underway, and there's so much to be excited about! Digital Cookie is now live, Mega Drops are just around the corner, and booth sales will hit the streets starting January 30th. Whether you're new to the program or a cookie season pro, now's the perfect time to set goals, get organized, and rally your troop for a fun and successful year.

In this Cookie Gram, you'll find everything you need to get started. A sweet Digital Cookie shipping deal, helpful tips and tricks, and reminders about the important items hitting your mailbox, like the brand-new Caregiver & Girl Guide, order cards, and reward sheets. We can't wait to watch your Girl Scouts shine! Let's make this season bold, confident, and cookie-powered from the very start! 🍪❤️

Sweet Deal Alert!



**\$7 Shipping on
7-12 Packages
of Girl Scout
Cookies!**



This deal is happening between
January 13th-23rd! Don't wait -
Grab your favorites before they
are gone!

girl scouts
of california's
central coast

Sweet Deal Alert – \$7 Shipping on 7–12 Packages!

From January 13–23, Digital Cookie is offering a flat \$7 shipping rate when customers order 7 to 12 packages of cookies in a single transaction! It's the perfect time for friends and family to stock up and support your Girl Scout's goals.

💡 *Orders of 6 or fewer, or 13 or more packages will receive standard shipping rates.*

Encourage your customers to take advantage of this limited-time offer and help your Girl Scout crush her cookie goals! 🍪❤️

Caregiver Guide

girl scouts
of california's
central coast

Whether this is your first cookie season or you have more experience, the Caregiver Guide will give you all the information you need to help your Girl Scout thrive!

Cookie Marketing Tools at Your Fingertips!

Whether you're selling to 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, social shares, thank you notes, and digital graphics! Perfect for sharing on social media, posting to friends and family, or decorating your booth.

Shine Bright in Our Media Center!

Need photos or videos to boost your cookie marketing? Our GSDCC 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 spirit, we'll provide the backdrop! Open to all registered Girl Scouts and Troops.

Tips & Tricks from our Top Sellers!

Camilla's Tips & Tricks

Use what you've got

Camilla, 16, has sold over 10,000 cookies. Her tips include: "Use what you've got! I use my own kitchen and I use my own ingredients. It's not about how much you have, it's about how you use it."

Use social media

Camilla uses Instagram and Facebook to promote her business. "I post photos of my cookies and my booth. I also use hashtags to reach more people."

Ulrich's Tips & Tricks

Use your network

Ulrich, 17, has sold over 5,000 cookies. Her tip is: "Use your network! I ask my friends and family to help me sell my cookies. It's not about how much you have, it's about how you use it."

Use social media

Ulrich uses Instagram and Facebook to promote her business. "I post photos of my cookies and my booth. I also use hashtags to reach more people."

Jessie's Tips & Tricks

Learn all your support

Jessie, 15, has sold over 8,000 cookies. Her tip is: "Learn all your support! I ask my friends and family to help me sell my cookies. It's not about how much you have, it's about how you use it."

Use social media

Jessie uses Instagram and Facebook to promote her business. "I post photos of my cookies and my booth. I also use hashtags to reach more people."



GET READY FOR COOKIE SEASON - TOGETHER!

Cookie Entrepreneur Family Pins

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

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

Each Girl Scout first has age-appropriate Cookie Entrepreneur Family Pin activities that guide families through the new steps of setting a business plan:

- Setting a business goal
- Deciding how to sell
- Finding customer commitment
- Understanding money and deadlines
- Marketing and advertising program

WHAT FAMILIES CAN DO THIS WEEK

- Review your Girl Scout's Cookie Entrepreneur Family Pin
- Set one business goal together
- Pick 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.

Have You Received Your Cookie Materials?

Your Girl Scout's order card, reward sheet, and the brand-new 2026 Caregiver Cookie Guide have been mailed directly to the address we have on file. These materials are essential for a smooth start to cookie season and include everything you need to support your Girl Scout in setting goals, tracking progress, and building confidence as she launches her cookie business.

If you haven't received your packet, don't worry! Just reach out to our Customer Care team at info@girlscoutscoc.org, and we'll make sure you get everything you need.

Prefer digital? You can also find all these materials online at Cookie Central, available anytime you need them.

Let's start the season strong—together!

COOKIE CENTRAL

Looking to boost your cookie sales this season?

Here are some sweet tips and tricks to help your Girl Scout shine! 🌟 If you know a Girl Scout alum who recently graduated or moved on, reach out—they may be happy to share your Digital Cookie link with their extended network. When it comes to boothing, create an eye-catching display with signs, goal charts, and themed decorations to help your booth stand out. Don't forget to smile, make eye contact, and say thank you—those small gestures go a long way! On social media, use platforms like Instagram, Facebook, or even Nextdoor to share your Girl Scout's cookie goals and Digital Cookie link. You can also make short, fun videos with your Girl Scout talking about her goals to boost engagement. The more creative and confident you are, the more successful your cookie season will be! 🍪❤️

Important Dates to Remember!

- January 21-January 24 – Cookie Delivery to Troops – contact your SUCC for dates, times, and locations in your area
- January 24 (Saturday) – Cookie Program Begins
- January 28 – Cookie Cupboards open – check our cupboard calendar for locations, dates and times
- January 30 (Friday) – Booth Opportunities begins (all types, virtual, in-person, drive-thru)
- February 4 (Wednesday) – ACH Draft #1 – 25% of all cookies on troops initial order placed by January 12.
- February 18 (Wednesday) – ACH Draft #2 – 50% of all cookies picked up by or transferred to Troops as of 2/13/26
- February 20-22 – National Cookie Weekend

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

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