

## New: Venmo Cookie Season Promotion

Venmo has worked with GSUSA to create a promotion for Venmo consumers during cookie season. Starting as soon as January 27, Venmo is providing a \$5 cashback offer to select Venmo consumers who spend \$30 and checkout using Venmo on GSUSA's Digital Cookie® website/app.

Only Venmo consumers that received the offer, and who spend a minimum of \$30 at checkout will qualify. The offer is not transferable. The offer is viable until 40,000 customers redeem the offer or until March 31, 2026, whichever is sooner.



### Booth Locations Still Available!

Good news! There are still booth locations open and ready to be secured by troops. Now's the perfect time to grab those high-traffic spots and boost your Girl Scout's cookie sales.

Log into Smart Cookies and check out the available booths near you—don't wait, these spots go fast! Let's get out there and show our community the power of Girl Scouts in action!

### Weekly Planned Orders are Here!

Girl Scouts, we are watching our numbers and we have to say "you are fierce". We are getting calls, texts and emails that your troop already need more cookies, that's amazing.

As a reminder, planned cookie orders are due every Sunday by 11:30 PM, starting January 25th, for pickup the following week. This is your chance to stay stocked, plan ahead, and keep those cookie booths and deliveries running smoothly! Be sure to log in to Smart Cookies each week to place your planned order and select your preferred pickup location. Keeping up with your orders ensures your Girl Scout is always ready to meet her goals!



### Troop Reminder: Apply Now for Cookie Corporate Connection!

Don't miss your chance to be paired with local businesses this cookie season! This is a fun and meaningful way to build connections, grow your sales, and represent Girl Scouts in your community.

Apply today to be matched with a local business:



### Initial Order Incentives Have Arrived!

We're excited to share that the Cookie Program's initial order incentives have officially landed at our Program Centers! Our team is busy organizing booth kits and t-shirts to get them ready for you. Over the next few days, you'll receive a call or email from our staff to arrange pickup. Thank you for your incredible energy during initial orders. We can't wait to see your booths shine!

Questions? Reach out to your local Program Center!



### Boost Your Cookie Sales with the Cookie Booster!

Want to get your Girl Scout's Digital Cookie link seen by more people? Submit your info through our Cookie Booster and we'll help promote her online storefront on the GSCCC website! It's a great way to expand her reach, connect with new customers, and work toward her goals. Whether she's aiming for a reward tier or saving up for a special trip, the Cookie Booster can give her the extra visibility she needs to succeed. Don't wait—submit today and let us help boost her cookie business!



Need a refresher or looking for extra support during cookie season? Our updated guides are here to help!

The 2026 Caregiver Cookie Guide is perfect for families who want to understand the cookie program and support their Girl Scout's journey. It includes everything from how to take orders and use Digital Cookie, to goal-setting tips, safety guidance, and a breakdown of where cookie proceeds go. It's a great tool to help caregivers feel confident and connected throughout the season. Check it out [here](#).

The 2026 Troop Cookie Guide is your complete resource for managing the program as a troop leader or volunteer. It covers key dates, rewards, planning, Smart Cookies guidance, and helpful reminders to keep your troop organized and on track. Whether you're a new volunteer or returning for another year, this guide makes running the cookie program easier and more successful. Access the troop guide [here](#).

Both guides are also available on Cookie Central, and we encourage you to bookmark them as key tools for the season!



### Girl Scouts! You have been doing AMAZING so far!

Don't forget those Girl Scouts who participated in the Fall Program by sending 18+ enamel tags and creating their Avatars just need to sell 275 packages of Girl Scout Cookies to receive the Personalized Cross Over Patch.

Note: The patches are shipped to girls directly in the summer using their email in M2 system. They will get a reminder on February 9th to login and edit any info prior to mailing.

### Exciting Programs Happening All Season Long!

Cookie season isn't just about cookies, it's also packed with amazing Girl Scout programs happening all across our event! From badge workshops and outdoor adventures to leadership council and troop outings, there's something for every girl to enjoy while building new skills.

Even during cookie season, you can still make time for fun, and connection. Check out all current opportunities on our website!



#### Upcoming Important Dates:

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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