

# Welcome to the Girl Scout Cookie Program!

Each year, the Girl Scout Cookie Program has an inspiring new theme and mascot, that entrepreneurs can seamlessly incorporate into their business marketing strategies. The theme is carried out in the Girl Scout Cookie Program materials as well as in the rewards the Girl Scouts can earn. This year's Girl Scout Cookie season official mascot is the Black Footed Ferret (BFF) and our theme is:  
Brave. Fierce. Fun.



**Let's meet the Black Footed Ferrets!**

## Fun Facts about the Black Footed Ferret

- The black footed ferret is the only ferret species native to North America.
- Average life span in the wild is 1-3 years, and 4-6 in captivity.
- They are nocturnal, most active at night, and fossorial, living underground.
- The BFF was thought to be extinct until 1981 when a few were found in Wyoming. Today over 400 BFFs live in the wild thanks to captive breeding, reintroduction, and cloning.



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Dear Volunteers,

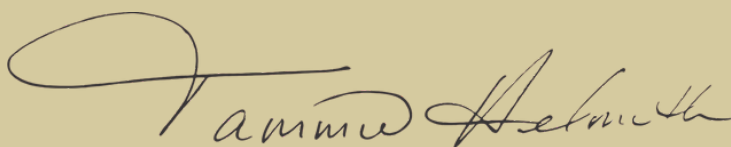
Welcome to the NEW 2026 Cookie Program Guide!

We are thrilled to launch this refreshed, easy-to-use resource designed to help every volunteer, caregiver, and Girl Scout confidently navigate the upcoming cookie season. Inside, you'll find everything you need in one place—goal-setting tools, booth strategies, safety reminders, digital marketing tips, and step-by-step guidance to support success across every troop and Service Unit.

New this year are micro-learning modules on GSLearn. These short, focused trainings let you learn exactly what you need, right when you need it—whether it's supporting first-time sellers, maximizing digital storefronts, or managing inventory and booths with ease.

As we kick off the 2026 season, remember why this matters. The cookie program is the largest girl-led entrepreneurial program in the world, building confidence, financial literacy, and leadership skills that last a lifetime. Even better, ALL proceeds stay local within Girl Scouts of California's Central Coast, directly supporting our girls, camps, program centers, and financial aid.

Together, we're aiming to help troops earn over \$1 million in troop rewards in 2026. Let's make it our strongest cookie year yet!



Tammie Helmuth  
Chief Executive Officer





# Guidelines for the Cookie Program

As volunteers and role models, it's critical to demonstrate the behaviors we expect from our Girl Scouts. Leading by example helps create a positive environment that promotes learning, teamwork, and respect. It also reinforces the values of the Girl Scouts, teaching important life skills such as responsibility, honesty, and community engagement. Modeling good behavior ensures that youth understand the importance of integrity in all aspects of the cookie program, from booth behavior to money management.

## Below is a list of behaviors we ask you model to your Girl Scouts:

- Begin the cookie program on or after January 9, 2026 (direct ship only). In person sales will begin on January 24, 2026. Booth sales will begin on January 30, 2026. Troops must adhere to the designated start dates for the cookie program.
- Follow the Cookie Booth Essentials guidance to model good behavior at booths. Ensure that all interactions at booths reflect the values of Girl Scouts, including respect and kindness. [Cookie Booth Essentials Guide](#)
- Follow money handling procedures. Troops must follow procedures for managing troop funds such as banking on time, banking frequently, and writing receipts for all cookie distribution and money collection.
- Promote and follow the Digital Cookie online sales rules. No resale of cookies via digital platforms beyond approved methods, identified in the [Digital Marketing Tips for Families](#), [Digital Cookie Pledge](#), Safety Activity Checkpoints for Cookie & Product Programs, and Safety Activity Checkpoints for Computer & Internet Use. Spanish versions of these documents are also available.

## Addressing Undesired Behavior:

When addressing behavior issues, it is important to:

- Assume Positive Intent: Approach situations with the belief that everyone is trying their best.
- Provide a Coaching/Learning Opportunity: Use instances of misconduct as chances to educate Girl Scouts and caregivers.

If you need assistance, notify the Product Program Team or your local Program Center Manager. Once the report is submitted, the team will follow up with the volunteer. No further action will be required from the person reporting the issue, and no feedback will be given. The matter will be handled at the discretion of the Product Program Team.

# Getting Started



A successful cookie program is girl-led. Work with your Girl Scouts to create a year-long troop activity plan, then set program goals to support your troop budget.

- Make sure you have completed the Troop Product Program Coordinator form online [Troop Product Program Coordinator 2025-2026](#)
- Complete the gsLearn trainings assigned to you for in-depth cookie program training to gain access to Smart Cookies. Need help accessing gsLearn? Email [info@girlscoutsccc.org](mailto:info@girlscoutsccc.org).
- Make sure you have your cookie materials, which arrive at the end of December or beginning of January! If you did not receive the package with the items below, please contact the Product Program Team at [info@girlscoutsccc.org](mailto:info@girlscoutsccc.org).
  - Order Cards
  - Reward Inserts
  - Receipt Books - *Will need to be picked up at SU Meetings*
  - Troop Cookie Coordinator Guide - *Troop Leaders receive via email.*
- Ensure each Girl Scout has one Order Card and one Reward Insert along with the Girl Cookie Guide - these items are being mailed to each girl.
- Connect with your Service Unit Cookie Coordinator. If you need to be introduced to your Service Unit Cookie Coordinator, please contact us at [info@girlscoutsccc.org](mailto:info@girlscoutsccc.org) or 800-822-2427.
- Complete the following in Smart Cookie:
  - Complete troop initial order and select delivery slot.
  - Sign up for and manage cookie booths starting in January.
  - Allocate packages to Girl Scouts after initial order.
  - Order Final rewards in March.
  - Manage troop cookie finances.
- Check out the **Navigating Ways to Participate** and use it to work with your troop to determine how they will participate in the Girl Scout Cookie Program.
- Join us on Wednesday's for our Cookie Chats for training and a chance to ask any questions you might have. You can find a complete list of trainings and their registration links in the Training section of this guide.



# A Road map to Entrepreneurship Success!

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world, helping Girl Scouts learn five essential skills; goal setting, decision making, money management, people skills, and business ethics.

## START HERE!

**November through December**

### Cookie Season Starter Kit

Exploremores and Cookie Receipt Book are delivered to the Service Unit Cookie Coordinator

### Troop Cookie Chair Training - 12/1

A required training will appear on each rostered Troop Cookie Coordinator's gsLearn

### SMART COOKIES Access -12/1

Those volunteers who completed the Troop Agreement form will receive access

**January**

### Hold a Family Meeting

Host a family meeting at least 1-2 weeks before the **Girl Scout Cookie Program** begins on 1/24

### In-Person Cookie Booths Begin

January 30  
Boothing begins & cupboards open! Help your troop manage inventory.

**February**

### Initial Orders Due

January 5  
Orders are due in Smart Cookies. Use the Inventory Management Toolkit as a resource.

### Secure Cookie Booths

January 2-25  
First three rounds of booth sign-ups open. Create your troop goals.

### Digital Cookie Sales Begin

January 9  
Girl Scouts can promote their shop link for customers to purchase from their storefront

### Superbowl

February 8  
Celebrate the Superbowl

### National Girl Scout Cookie Weekend

February 20-22  
Girl Scouts Cookies are available nationally!

**March**

### Cookie Program Ends

March 15  
This is the last day for all customer orders.



### Thank You!

Celebrate another great cookie season!

### Submit Rewards

March 18  
Final rewards are due in SmartCookies.

**May**

Rewards arrive to your Service Unit!

## Cookie Boss Tips

### Bank Cash

Bank cash often and make sure to sign and use receipts for all cash in take and deposits.

### Care to Share Donations

Use the Girl Cookie Order Details report from Smart Cookies to learn how many Care to Share donations to allocate to each Girl Scout.

### Cookie Newsletter

Catch the weekly newsletter every Monday starting January 5 through March 16!

### LIVE Trainings

Every Wednesday. A recording will be available in gsLearn within the Troop Cookie Chair learning path.

These live trainings are optional.

# Dates to Know!

Calendar is subject to change



## December 2025

1: SMART COOKIES open for Troops

5: First upload of trained Troop Cookie Chairs to Smart Cookies

## January 2026

2-23: First Come, First Serve Booth Selections in SMART COOKIES, each round will begin at 7 pm

5: Troop Initial Order due in SMART COOKIES – once submitted information cannot be changed

6: Digital Cookies open for set-up only

9: The Girl Scout Cookie Program begins, and Digital Cookie launches. \* Girls can begin selling cookies online (direct ship only)

\*Note: Digital Cookie operates in the Central Time zone.

20: Online cookie sales begin – Direct Ship and Girl Delivery Pre-Paid only

21 - 24: Cookie Delivery to Troops – contact your SU Cookie Coordinator for dates, times, and location in your area.

24: Cookie Program begins (in person sales and Lemonade Stands)

28: Cookie Cupboards open – check our online cookie cupboard calendar for locations, dates and times [Cookie Program Central](#) (located under “For Cookie Program Volunteers” drop down menu)

30: Cookie Booths begin (in person, drive-thru, virtual)

## February 2026

4: ACH Draft #1 – 25% of all cookies on troops initial order

18: ACH Draft #2 – 50% of all cookies acquired by 2/13/2026

20-22: National Cookie Weekend



## March 2026

4: ACH Draft #3 – 75% of all cookies acquired by 2/27/2026

9-15: National Girl Scout Week – Paint Your Town Green!

15: Girl Scout Cookie Program ends

19: Review/Print Troop Balance Summary, verify payments and transfers, allocate all cookies to girls

21: Final Girl and Troop rewards due in SMART COOKIES - all Troops, including opt-out Troops

25: Final ACH\*: 100% due to Council for all cookies ordered by and transferred to Troops

## May 2026

Mid-May: Rewards arrive to Service Unit

\* The Automated Clearing House (ACH) is the system used for electronic funds transfer. With ACH, funds are electronically deposited in financial institutions



# 5 Skills for Girl Scouts

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



## Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



## Decision Making

Girl Scouts learn to make decisions on their own and as a team.



## Money Management

Girl Scouts learn to create a budget and handle money.



## People Skills

Girl Scouts find their voice and build confidence through customer interactions.



## Business Ethics

Girl Scouts learn to act ethically—both in business and life.

# Entrepreneurship Progression

As girls progress through their Girl Scout years, they should have increased responsibility for managing their cookie program. Of course, they will need guidance in goal setting and planning, but as plans become more sophisticated, their participation in product programs can take on a different and expanded character.

Each year Girl Scouts participate in the cookie program, they build on skills learned in the previous years. The training received before the program is an important way for participants to review the things they know and to practice new skills.

The Girl Scout Cookie Program provides opportunities for participants to learn a variety of business skills such as:

- Learn the importance of goal setting and develop plans to achieve a goal.
- Understand how their efforts contribute to the overall good of their council and Girl Scouting.
- Put the ethical standards of the Girl Scout Promise and Law into practice.
- Learning about entrepreneurship, basics of business, and financial planning.
- Develop elevated levels of self-esteem, self-reliance, and personal achievement.
- Heighten career awareness.
- Develop interpersonal and teamwork skills.



# Daisies & Brownies



Members at these grade levels love selling Girl Scout Cookies and have a lot to gain from the experience. A troop cookie coordinator role is to emphasize the following skills: Building self-confidence, learning to work with others, math, goal setting, and communications. The focus should not be on the quantity of cookies sold, but rather the programmatic experience. Before setting out to sell cookies, troop coordinators need to help troop members set realistic goals for the troop, ensure they know the safety rules, and role play some situations the Girl Scouts may encounter. Most Girl Scouts will benefit from individual support and encouragement during the cookie program. Leaders and troop cookie coordinators can help encourage participants by contacting their families during the program to see if they have any questions or are encountering any difficulties that may need adult help.

**Before starting their program, a Girl Scout Daisy and Brownie should be able to:**

- Tell troop volunteers and parents/caregivers the safety checkpoints for safe selling.
- Introduce themselves by first name as a Girl Scout and state that they are selling cookies.
- Know the names of the cookie varieties or be able to show the cookie descriptions on the order form.
- Be able to tell customers the following:
  - the price of a package of cookies,
  - the total cost of the customer's order,
- Be able to explain how the troop/group will use their cookie proceeds.
- Thank the customer for supporting Girl Scouts.
- With assistance, total each order and/or the order card.



# Juniors

Junior Girl Scouts need to play an active role in planning and conducting their Girl Scout Cookie business. Product programs should enhance a member's experience in Girl Scouts. The programs are a part of the Girl Scout Leadership Experience and should be designed to increase decision making, planning and goal setting skills. The Girl Scout Cookie Program should not dominate the activities of the troop, even during Girl Scout Cookie season. Decisions about earning and spending money reflect the needs and interests of all members. When planning activities with the troop, remind them to consider everyone's opinion and develop a plan agreeable to everyone.

## A Girl Scout Junior should be able to:

- Point out a new cookie variety and remind customers of their favorites.
- If asked, explain why they like Girl Scouting and discuss troop/group activities.
- With an adult, make plans for selling in their neighborhood or local business community.
- With input from troop volunteers and parents/caregivers, think of new methods or locations for order taking or selling and then conduct the plan.
- Manage their customer list.
- Have a variety of selling methods.
- Total their own order card.

**BRAVE.  
FIERCE. FUN!**





# Cadettes, Seniors, & Ambassadors



Cadette, Senior, and Ambassador Girl Scouts can take on a considerable amount of responsibility and can begin to provide training and service to younger Girl Scouts. They are also ready to put more creativity into designing their troop and personal sales and marketing strategies.

## **A Girl Scout Cadette can:**

- Assist the adult cookie coordinator.
- Provide training for their troop members.
- Assist in managing the troop's funds.
- With other troop members, set goals for troop cookie proceeds and create an innovative sales strategy for achieving those goals.

## **A Girl Scout Senior or Ambassador can:**

- Serve as the troop cookie coordinator with adult oversight.
- Serve as the troop's booth sale coordinator.
- Make a brief presentation to a service club or business group about the Girl Scout Cookie Program and Girl Scouts.
- Assist Girl Scout Brownie and Junior troops with door to door and booth sales.



# Youth Engagement!

Youth should be engaged in every stage of decision-making for Initial Orders. They learn financial literacy, goal setting, strategic planning, data analysis, critical thinking, leadership, and organization – individually and as a team.

## All Girl Scouts can participate in:

- **Setting Cookie Goals Together:**
  - Encourage the girls to discuss and set personal and troop-wide goals for cookie sales. These goals could include earning specific rewards, funding activities, or saving for a big project or trip.
  - Have the troop brainstorm how many boxes they'll need to sell to meet those goals and discuss realistic targets based on past years' performance.
- **Decision-Making on Varieties:**
  - Let everyone participate in choosing the number of cases for each cookie variety. Encourage them to use sales data from previous years or local customer preferences to make informed decisions.
  - Have a group discussion where everyone can voice their opinions on which flavors they think will sell best and why.
- **Communication Skills:**
  - Practice how the entrepreneurs will talk to potential customers about their sales goals, cookie varieties, and how the proceeds will help fund troop activities. This helps them build confidence in communicating about the troop's mission and financial goals.
- **Understanding Inventory Needs:**
  - Involve everyone in reviewing how many cookies the troop sold in previous years, discussing trends, and identifying which cookie flavors were most popular.
  - Teach them how to estimate the number of cookie cases they'll need to order initially to meet their sales goals and ensure they don't run out of popular flavors too early.
- **Ownership of the Order:**
  - Involve the Girl Scouts in filling out the initial order form on Smart Cookies. They can take turns inputting information or work together to double-check quantities.
  - Assign roles in the troop, like "Cookie Captain" or "Order Manager," so girls take the lead in different aspects of the program.
- **Celebrating Ownership:**
  - Once the order is placed, celebrate the Girl Scouts' involvement by recognizing their contributions and letting them know their input directly impacted the troop's success. Consider hosting a small celebration or planning a fun activity as a reward for their participation.

# Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



## Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

## Digital Cookie

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. And your Girl Scout can reach their sales goals no matter what their schedule is like.

## Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

## Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

## Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.



# All About Cookies



The Girl Scout Cookie Program is the world's largest entrepreneurial teaching program for girls. Started by our founder, Juliette Gordon Low, it is a program rooted in empowerment, teaching Girl Scouts skills such as financial literacy, goal setting, decision making, money management, people skills, and business ethics. The cookie program fuels the Girl Scout Leadership Experience, as it is a major source of funding for both troops and Councils across the country.

The 2025 Cookie Program accounted for over 47% of Council operating revenues. The net revenues from this program are shared with troops in the form of troop proceeds. Girl Scouts earn individual programmatic rewards, and the council uses funds to support financial assistance, volunteer training, membership support, our beautiful Camp Arnaz, office and program facilities, and outdoor and leadership experiences. With the costs of cookies, distribution, credit card fees and the like increasing significantly, the price of \$7 a box enables us to maintain the revenues we rely on to support the Girl Scout Leadership Experience and enhance Girl Scout rewards and experiences.

To find out more about the impact Girl Scouts has in our communities, see our most recent Annual Report and keep an eye out for next year's report coming in spring 2026.

Every box of Girl Scout Cookies fuels unforgettable adventures and life-changing opportunities, right here at home. All proceeds stay local, supporting girls in your community as they build skills, earn badges, and grow into tomorrow's leaders.

**20%**

goes toward  
troop proceeds  
& girl rewards.

**22%**

goes toward  
Cookie Program  
& baker cost.



**58%**

is invested in girls  
through  
programs,  
properties,  
volunteer support  
& training,  
financial  
assistance, and  
council services.



Our goal is to empower Girl Scouts through these programs, helping them build character, skills, and confidence while having fun! It's a good idea to display it at booths to spark conversations about how their purchase is fueling these exciting opportunities.

This year brings an exciting new cookie option! With ABC Bakers, we're thrilled to offer the favorites like Adventurefuls, Thin Mints, Trefoils, Lemonades, Caramel deLites, Peanut Butter Patties, Peanut Butter Sandwiches, gluten-free Caramel Chocolate Chip, and our newest cookie to the lineup, Exploremores.

## Let's meet the 2026 Cookie Line Up!

All Varieties:

\$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

All troops who participate in the Girl Scout Cookie Program will earn a base proceed of \$1.05 dollar per package sold. Troops who decide to opt out of individual rewards can earn an additional \$0.05 cents. 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.



Troop Proceeds	Opt-Out of Rewards		Total Potential Troop Proceed
\$1.05 per package		+ 05¢	\$1.10

# Care to Share Donation Program



Care to Share is a community give-back initiative where Girl Scouts collect cookie donations during the Cookie Program to provide cookie packages to organizations that serve others, including military members, food banks, and first responders. During the Cookie Program, all Care to Share donations are coordinated and distributed by the Council. At the end of the program, GSCCC works with our warehouses and cupboards to deliver cookies to food banks, military support groups, and first responder organizations. In some cases, local Girl Scout troops may assist in delivering these donations.

One of our national donation recipients is Operation Gratitude, a nonprofit that sends care packages filled with essentials, snacks, and letters of appreciation to U.S. service members, veterans, and first responders.

While individual troops do not select donation recipients, every contribution supports meaningful causes and helps bring joy to those who serve our communities and country.

If you would like to suggest an organization, please email [info@girlscoutsccl.org](mailto:info@girlscoutsccl.org)

- Promote Care to Share on Digital Cookie for cookie customers who want to support your Girl Scout but may not want to ship cookies.
- Promote Care to Share at Cookie Booths for cookie customers who may not want to purchase cookies for themselves.



How to Support  
Care to Share!



## Tips vs. Donations

Girl Scouts may not accept cash tips or donations that benefit individual girls or troops during the Cookie Program or Fall Product Program. According to the Blue Book of Basic Documents, page 20, “Girl members may not engage in any direct solicitation for money.” Our Money Earning Guidelines, sets forth our guidelines for what Girl Scouts can or cannot do in regards to donations or raising money.



## Care to Share Collection Jar

While Tip Jars are not permissible, Girl Scouts can have Care to Share jars on their table, as a means of striking up conversation about our Care to Share donation program. Girl Scouts should explain that any spare cash or money donated to the jar will be used for the sole purpose of purchasing more Care to Share packages of cookies.





# Smart Cookies Volunteer Training

- Launch & Explore - Getting Started & Troop Initial Order
- Booth Bound & Brave - The Booth Selection Process
- Explore More & Stock More - Cookie Cupboards & Planned Orders
- Money Matters
- Rewards & Recognitions

[Register Here!](#)



## Palm Oil

We know you're often at the forefront of your communities when it comes to questions about Girl Scouts, so we're making sure you have the most accurate and updated information about the recent news story about the palm oil industry and Girl Scout Cookies. We're aware of the potential concerns you, your Girl Scouts, their families, and your cookie customers have about palm oil in our cookies, and we take the matter seriously.

Check out the Resources in this guide to view some talking points and resources you can use with families, older girls, and customers if questions arise.

## Toxic Metal

We know how important it is to feel confident when talking to families, cookie customers, and community members about Girl Scout Cookies, especially when questions come up. Recently, there's been renewed attention around ingredients and cookie safety, and we want to assure you that Girl Scout Cookies are safe to eat and meet all FDA food safety regulations. Every cookie baked and distributed in our program is tested for quality and safety. The ingredients are carefully sourced and reviewed by regulatory experts and independent organizations. Whether a box is enjoyed at home or donated through Care to Share to support our troops, food banks, or first responders, it's something you can feel good about.

We've included helpful talking points and resources in this guide so you feel prepared, informed, and empowered all season long.

# Troop Cookie Coordinator 2026 Training

Adequate training is essential to a successful cookie season.

Much like last year, all Troop Cookie Coordinators must be rostered as Troop Cookie Coordinators in their myGS profile, in order for Troop Cookie Coordinator training to appear on your dashboard in gsLearn. These trainings will be available no later than 12/1.

## *635: Troop Cookie Chair 2026 Learning Path*

- 635: Welcome to the Girl Scout Cookie Program 2026
- 635: Getting Started in Smart Cookies & Troop Initial Order
- 635: Booth Bound - The Smart Cookies Booth Process
- 635: Explore More & Stock More - Cupboards & Planned Orders
- 635: Money Matters - Smart Cookies - Finance Tab & Money Collections
- 635: Rewards & Recognitions - Troops & Girls

### **Key Dates:**

12/1 - Troop Cookie Coordinator training launches in gsLearn.

12/3 - First Troop Cookie Coordinator Online Webinar!



## Schedule and Registration Links

### **December**

- December 3, 10, 17 – Getting Started in SMART COOKIES and Your Troops Initial Order
- December 30 – Booth Bound – Booth Selection Process and next steps

### **January 2026**

- January 7 and 14 – Booth Bound – Booth Selection Process and next steps
- January 21 and 28 – Explore More and Stock More – Cookie Cupboards and Planned Orders.

### **February 2026**

- February 4, 11 and 18 – Money Matters – SMART COOKIES – Finance Tabs and Collection processes

### **March 2026**

- March 11 – Rewards and Recognitions – Troops and Girls

Register Here for the  
Online Webinars!

**Activity Calendar**



## Cookies & Juliette's

Individually registered Girl Scouts, or Juliettes, participate in the cookie program like all GSCCC Cookie Entrepreneurs with two key changes that keep the program flexible and fun!

## Caregiver as Troop Cookie Coordinators

Girl Scouts receive support in running their Cookie business from their caregiver, who serves as both the at-home support and the Troop Cookie Coordinator.

The Caregivers have to be a registered member.

The caregiver will support their Girl Scout's cookie program by:

- Placing orders and managing inventory in Smart Cookies
- Approving orders in Digital Cookie
- Submitting rewards in Smart Cookies
- Managing all monies and deposits



## Cookie Proceeds and Rewards

Juliettes earn Individual Rewards and Girl Scout patches as GSCCC Cookie Entrepreneurs! Juliettes earn proceeds in ranges, and their proceeds are held by council for the Juliette Girl Scout to utilize.

Caregivers who will be supporting Juliette's, must complete the Troop Product Program Coordinator Form. Once your form is received, please allow 2 business days for caregivers to receive an email with more cookie program information and a link to training.

## Hosting Entrepreneur and Family Cookie Meetings

An Entrepreneur and Family Cookie Meeting is a gathering organized by the Troop Cookie Coordinator at the beginning of the Girl Scout Cookie Program to inform and engage caregivers and Girl Scouts about the upcoming cookie season.

During this meeting, key details about the cookie-selling process are discussed, deadlines, safety guidelines, inventory management, and financial responsibilities. It's also an opportunity to share tips for supporting their Girl Scouts, explain the rewards structure, and ensure that parents understand their role in helping their girls succeed. The meeting helps build a strong partnership between the troop leadership and caregivers, ensuring a smooth and successful cookie season for all.

Make sure to review the information and checklists found in the GSUSA Family Guides ([D/B/J](#), [C/S/A](#)) to help you plan your family meeting.

## Entrepreneurship Planning Sessions

The Girl Scout Planning Session is an important component of the Family Cookie Meeting where the Girl Scouts themselves take an active role in planning for the cookie season. While the caregivers are learning about their responsibilities, the youth work together to set their goals, discuss strategies for selling cookies, and brainstorm how they want to use the proceeds from their sales, such as funding a trip, a service project, or new activities. This session empowers the Girl Scouts by giving them a voice in the decision-making process and teaches them valuable leadership, teamwork, and financial literacy skills.

To ensure the session is successful and runs smoothly, you will need to enlist the help of a registered adult volunteer to help facilitate the activities. This volunteer guides the girls in their discussions, keeps the session on track, and ensures a positive and productive environment. Having a registered adult volunteer lead the session also ensures that Girl Scout safety protocols are followed throughout the planning process. Make sure to review the resources available in the Marketing section of this guide for more support and ideas on how to work with Girl Scouts during the Entrepreneurship Planning Session.



# Family Cookie Programming

GSUSA provides various resources to support you in organizing a successful Entrepreneur and Family Cookie Meeting. Cookie Program Meeting Guide, which can be found on our Cookie Central page under resources for families, includes the following items. This is your go-to guide for engaging Girl Scouts by age level and their families in the Girl Scout Cookie Program experience.

- Introduction and Preparation – when to meet and how to meet
- Meeting agenda
- Virtual Meeting tips
- Cookie Family Connection Guide
- Key Program Resources
  - Entrepreneurship Badges and Pins
  - Digital Marketing Tips for Cookie Entrepreneurs and Families.

Check out these resources [here!](#)

Also, check out our additional resources, like thank you cards, posters, door hangers and more.



## Troop Initial Order

The initial order is a vital component of the Girl Scout Cookie Program from a troop's perspective. It sets the foundation for the entire cookie season, requiring careful planning, budgeting, and coordination. By understanding the purpose, timing, and strategic importance of this first order, troops can maximize their sales potential and set themselves up for a successful season. **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 PT

1/22-1/24: Initial Order Delivery

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. 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 small first aid kit plus more!*



   **Concierge Delivery**    **Concierge delivery to your residence. For troops with initial orders of 400 or more cases, you can request concierge delivery.** The delivery agents (those who deliver all the cookies to us) work with you directly to determine your date and time of delivery. These will also be in the window of January 21-24, 2026 dates. Council does not determine the dates and times.

### **Service Unit Pick Up**

A Girl Scout Cookie Service Unit Delivery is a cookie distribution event that serves troops within a specific service unit. The time and date for the delivery are determined by the service unit and delivery agents, taking into consideration the availability of space and volunteers to assist with logistics. This type of delivery is localized, focused on ensuring that all troops within the designated service unit receive their cookie orders efficiently. Your SU Cookie Coordinator will make arrangement with each Troop as to the logistics.

## **Initial Order Placement**

The cookie program officially begins with online orders through Digital Cookie for direct ship only on January 9, 2026. Next is online sales for pre-paid girl delivery on January 20, 2026. Followed by in person sales and Lemonade on January 24, 2026. Be sure to submit your Initial Order in Smart Cookies by January 5, 2026 so your troop is stocked and ready to power through customer demand and booth sales. We suggest placing an order with the intention to cover your needs through February 15 to help minimize trips to the cupboard.

- **How to Determine Your Initial Order:** Review past sales data, set goals, account for upcoming events, and consider ordering a variety that includes traditionally popular cookies.
- **Demonstrate Preparedness:** Having cookies ready at the beginning of the season shows customers that the troop is organized and ready to fulfill orders promptly, which can boost early sales and excitement.

Pro Tip: The council has developed the [Initial Order Calculator](#) to help you determine the ideal quantity and variety mix for your initial order. You can find the Cookie Calculator on our website (in Cookie Central)!



## Initial Order Deliveries

The cookie program will officially begin on January 9, 2026, with the launch of Digital Cookie. Girl Scouts can start delivering and selling cookies in-person on January 24, 2026 once everyone has received their initial orders – even if you received your initial order on January 22nd or 23rd, girls may not start selling until the 24th.

In the spirit of One Council, One Mission, we are committed to ensuring a fair and coordinated launch across all service units. We will be working closely with delivery agents and service units to schedule cookie deliveries as close to the same day as possible for neighboring areas. This unified approach helps ensure that all troops and Girl Scouts can begin selling around the same time, fostering fairness and teamwork throughout our council.

## Delivery and Distribution

### Mega Drop

Girl Scout Cookie Mega Drops refers to a large-scale distribution event organized by GSCCC where cookies are delivered in bulk to serve multiple troops across different service units.

Depending on your location in the council you may be picking up your initial order from a Mega Drop site or from your service unit pick up location.

### How it works:

- You place your troops initial order on order before January 5, 2026 in SMART COOKIES and select a location, which has a specific date and times to choose from. Once you make a selection; these cannot be edited.
- On the date of the pickup, you arrive with the necessary number of vehicles to load your entire order.
- You will get a “dot sheet” this is a sheet with your order on it, by variety.
- You will drive thru the pickup location and load your vehicle (s) by variety.
- You and the loaders will sign at each stop and then a final signature at the end.
- You are all done and drive away.



## Preparing your vehicle for Initial Order pick-up

Your car should be empty with seats folded down, if possible, and leave spare passengers at home. The number of Girl Scout Cookie cases that can fit in your car depends on the make, model, and available cargo space of the vehicle. Here's a general idea of how many cases might fit in with different types of vehicles:

- Sedan (small to mid-sized): Typically, 20–35 cases can fit if you utilize both the trunk and back seat area.
- SUV: 40–75 cases can fit, depending on whether the back seats are folded down.
- Minivan: 75–100+ cases if you fold down or remove seats.
- Pickup truck: 100+ cases in the bed of the truck.



Pro Tip: Only sign your delivery ticket once you are confident the number is correct, and you have the right number of cookie cases.

## On Delivery Day:

- Arrive on Time: It's crucial for troops to arrive at the delivery location on time, as delivery schedules are often tightly packed. Being punctual ensures the process runs smoothly for everyone involved. If you have more than one vehicle, all vehicles must be present before you can pick up your order.
- Juliette's whose caregivers have entered an initial order for pickup during our initial order pickup window are responsible, like any troop, for arriving at their scheduled date, time and location
- Verification: Troops must verify the quantities and varieties against their delivery ticket which they can print out and bring with them. This involves counting cases and ensuring everything matches the order before signing the ticket.

## After the Pick Up

- Sort the cookies and distribute them to the girls as discussed in your troop meeting.
- Receipt their order and have their caregiver sign – give them the colored receipts.
- In SMART COOKIES – transfer those cookies from troop to girl. This will create an inventory on the girls Digital Cookie site.
- Remind girls and their care givers, any funds collected outside of Digital Cookie needs to be brought back to the troop. You can designate money days or have everyone bring it to a Troop Meetings. We suggest you do this weekly and not wait until the end of the program.



### Key Takeaways

- Count and re-count the cookies received on delivery day to make sure the numbers are correct.
- Be on time to receive cookies.
- Count after going home and report discrepancies immediately.
- Use the Initial Order Calculator to help you determine the ideal quantity and variety mix for your initial order.

## Preparation Before Delivery

Troops should organize volunteers (e.g., troop leaders, caregivers) to help with the delivery process. This may entail helping pick up cookies at delivery, helping unload at the Troop Cookie Coordinator's home, or both. More hands make the unloading and sorting process quicker and more efficient. Notify volunteers where to meet you to support with the cookie delivery process.



## Gluten-Free Cookie Order

As part of our annual planning, GSCCC placed the gluten-free cookie order for the 2026 season in October. This year, we ordered 1,700 cases based on the strong demand we saw last season. For context, gluten-free cookies made up 3.7% of our total cookie sales last year, and we used that percentage to calculate this year's order. We will only have gluten-free cookies available for initial orders at the start of the program. If any remain after fulfilling those orders, we will cascade them into cupboards as they are restocked from the warehouse. Please note that we cannot guarantee access to gluten-free cookies after initial order.

\* Please note that ABC Bakers exclude gluten-free cookies from the order card as councils must pre-order them in October, limiting supply. Some councils sell them only at booths or direct sales. Troops with enough stock can manually add them for personal orders.





# Money Management

Cookie finances refer to managing the funds generated through the Girl Scout Cookie Program. This includes tracking sales revenue, expenses, and profits from cookie sales. Funds raised support troop activities, community service projects, Girl Scout events, and leadership development programs. Effective management of cookie finances involves budgeting, maintaining accurate records, and ensuring transparency in spending. This process teaches Girl Scouts valuable financial literacy skills, such as goal setting, money handling, and the importance of financial responsibility.

Managing cookie funds earned through the Girl Scout Cookie program includes tracking sales revenue, budgeting, maintaining accurate records and ensuring transparency in spending. The troop earn funds; individual girls do not. Funds earned by the troop should support troop activities. Community service projects, membership, uniforms, supplies and Girl Scout events.

All cookie payments made to GSCCC are collected via a scheduled automatic withdrawal (ACH, or Automatic Clearing House) from the troop bank account, which is attached to the Troop SMART COOKIES account. These dates are posted.



## Key Dates:

2/4: Training Available

2/4: ACH #1

2/18: ACH #2

3/4: ACH #3

3/25: ACH #4

## *Automated Clearing House Dates (ACH)*

- ACH #1 - Wednesday 2/4
- ACH #2 - Wednesday 2/18
- ACH #3 - Wednesday 3/4
- ACH #4 - Wednesday 3/25

If your troop is unable to meet their obligation on the date provided, council must be notified the Sunday before, by 11pm, to make any changes. You will need to send an email to [info@girlscoutsgccc.org](mailto:info@girlscoutsgccc.org). In the subject line: Troop XXXXX – Hold ACH. In the body of the email, the reason, if we can take any portion of what is owed, and when we can make the withdrawal from your account.



# Money Management

## How to Know How Much You Owe Council:

Troop Dashboard – on the front page – under financial summary, it shows a total balance due. Take the percentage owed from those numbers. Example: Balance Due \$1000, on the first ACH draft you will be ACH'd by council \$250.00. You can also pull a report. Reports – Troop Balance Summary or Troop Balance Summary Snapshot, the balance due is at the bottom, take the percentage owed from that.



## Troop Bank Accounts



Be sure to double-check the bank account listed on your troop information tab in Smart Cookies by January 24, 2026. If a troop does not have a bank account on file with council by January 24, 2026, all users in the troop will be marked inactive in Smart Cookies until banking information is provided. If the troop has already placed their initial order, it will be removed. If this happens to your troop, please contact us at 800-822-2427 for assistance.

For additional information on Troop Banking, check out our website [Troop Finances](#).

# Money Management

## Nonsufficient funds or account not found:

Troops with nonsufficient funds or account not found will be placed into our debt process outlined below.

### Parent/Caregiver Debt:

Make sure you have clear expectations of when girls need to make payments to your troop. These funds will only be from those cookies not sold through Digital Cookie. Create a process, like Money Mondays or Friday Payment day. Girls can also bring funds into any of our council centers, and we can post the funds to your troop and their girl SMART COOKIES accounts. These funds do not go into your bank but reduce your liability to the council.

Troop debt: Troop Cookie Coordinator who fail to pay their cookie bill risk losing their volunteer status and may face legal recourse.

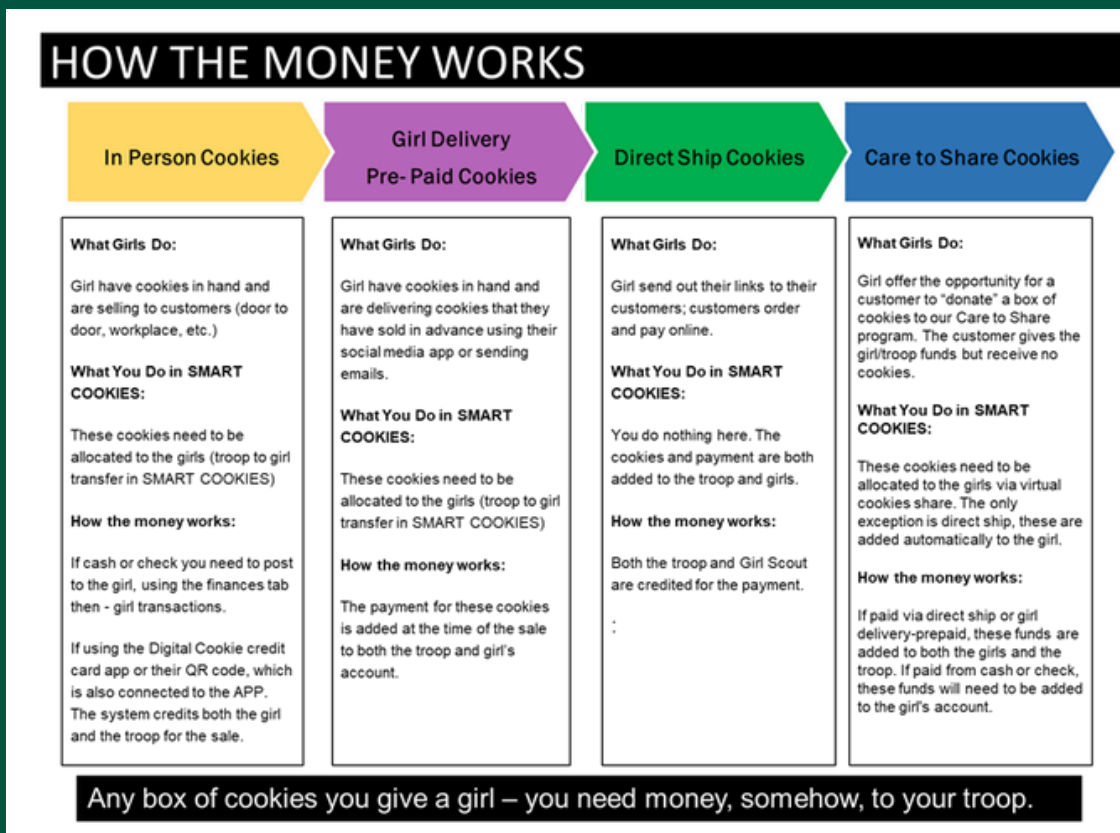
If you need assistance, we will need the following: You complete the Parent - Cookie Money Owed to Troop Form. A copy of her signed Annual Permission form, where her caregiver has signed, she has permission to participate in the program. Copies of all receipts for outgoing cookies and incoming money, these will need to be uploaded to our system. Acknowledging parent is liable for money owed to Troop for product allocated & received by the girl, including unsold product

Do not wait until the last week of the sale or after the sale ends to notify council you need assistance. Take back any unsold cookies from the girl and allocate them to another girl who can or will sell them. Reach out to your Service Unit or troops who are still selling and do troop to troop transfers. Schedule a few more booths, there are always a lot available in March.

Just as reminder, council does not take back any cookies. We can help facilitate more booths, assist with troops who still may be selling, exchange for better flavors. We can assist in the collection process, but we do not waive any funds due to council.



# Money Handling



**Checks:** Your troop should determine if they are comfortable taking checks. We recommend, if you are going to accept them, that you do not take checks from anyone you do not personally know.

- Check should be made out to the council, GSCCC or your Troop, Troop XXXXX.
- Make sure they have the correct date and are signed by the customer.
- Check should be pre-printed with customers name, address and phone number.
- Do not accept foreign, posted dated or starter checks (not pre-printed with info)

## Cash:

- Troops and girls are discouraged from taking any bills larger than \$20 to avoid counterfeit bills.
- If the bank finds a counterfeit bill, they will provide you counterfeit bill form. Please submit that form to [info@girlscoutsgcc.org](mailto:info@girlscoutsgcc.org) and the council will take your financial loss under consideration.

## Money Safety Reminders:

- Never share customer data, if you have it.
- Counterfeit detector pens can create a dangerous situation and are discouraged.
- Deposit often, do not hold on to excessive amounts of cash or checks.



### Digital Cookie App:

Troops and girls who have signed into Digital Cookie have the option to take credit card payments with the Digital Cookie mobile app. Using this platform does not create fees to the troop, the council absorbs all Digital Cookie fees. These payments are posted automatically to both the troop and girls' side of both SMART COOKIES and Digital Cookie.

### Juliettes:

Juliettes are encouraged to do online sales using the Digital Cookie app exclusively. Any cash or funds from outside credit cards must be brought into one of the council locations, weekly. Girls with large past due amounts, owing 50% or more of the total sales, will not be allowed to take additional cookies from the cupboards.

### Key Takeaways

Deposit all money, often.  
Turn in any parent past due accounts by  
March 16.

### Personal Online Apps

(PayPal, Venmo, Zelle, etc.) Troops and girls can use any form of payment for their sales. However, other the Digital Cookie, these do not connect with the girls Digital Cookie platform or the Troops SMART COOKIES platform. These funds will need to be given to the troop and posted against the girls' accounts in SMART COOKIES. Council does not pay any fees for these, nor reimburse the troops for any of these costs.

If receiving checks, they need to be made to GSCCC or Girl Scouts.



- Never share customer data, if you have it.
- Counterfeit detector pens can create a dangerous situation and are discouraged.
- Deposit often, do not hold on to excessive amounts of cash or checks.



# Digital Cookie

Digital Cookie is GSUSA's online selling platform. Troops and entrepreneurs will use it to take online orders and payments from customers. On Digital Cookie, Entrepreneurs learn 21st century e-commerce skills. Girl Scouts can also create and personalize their own Digital Cookie Shop, take orders, track shipments, earn badges & monitor their sales, as well as expand their own cookie business experience.

## Types of Orders

**Direct Ship:** Customers place an order online and the cookies are shipped directly to them from ABC's warehouse in Virginia. The customer pays a shipping fee. These cookies and the payment for them are added to both the troop and girl's sales, including donation or care to share cookies.

**In-Hand:** This is when Girl Scouts are face to face with their customers and sell them cookies. They can use their digital cookie app for payment or take another kind of payment.

## Key Dates

January 6: Welcome emails sent to caregivers | Coordinators receive theirs after Smart Cookies access  
January 9: Digital Cookie opens for business, cookie program begins for direct ship only  
January 20: Digital Cookie available for girl delivery pre-paid  
January 24: Digital Cookies available for in person sales (not booth sales)  
March 15: End of cookie program

**Girl Delivery:** Customers place an order online and choose to have them delivered by the Girl Scout directly. There is no shipping fee to the customer. These orders have an approval by the caregiver step, which needs to be completed within 5 days, or the order cancels automatically. These cookies and the payment for them are added to both the troop and girl's sales, with the exception of donation or care to share cookies. Only the finance part is posted to both the troop and girl, the "cookie" still needs to be allocated using the Virtual Cookie Share orders - under manage orders.

**Donate:** Our council calls these "care to share" cookies. This is when a customer does not physically want the box of cookies but buys it and wants it "donated" to one of our local charities or organizations our council supports.

# Types of Links

**Girl Scout Link:** Girl Scout links are links that allow customers to purchase cookies from one specific Girl Scout. The cookies purchased will only give credit to that Girl Scout who provided their link or QR Code to assist with her program and reward goals.

## Refunds

- Only Council can issue a refund to a customer on girl-delivered and in-hand cookie order via the Digital Cookie platform, under the orders tab.
- To make a refund request, send an email to [info@girlscoutsgsc.org](mailto:info@girlscoutsgsc.org). In the subject line, type in Troop XXXXX – Refund to Customer. In the body of the email, we will need the Girl Scouts name, the order number and the customer's name.
- If a customer does not receive their shipped order, ask them to complete the [GSUSA Digital Cookie Support Form](#).
- Girl Scouts are not credited for refunded orders.

## Digital Cookie Reminders

- Only one email can be associated with each Girl Scout in the Digital Cookie System. This email is associated with the caregiver account in the GSCCC membership database.
- If there is a family sharing custody of a Girl Scout, the best practice is to create one email both parties can use to support their Girl Scout's cookie business.
- Girl Scouts can post on personal social media pages to let customers know the program has begun. If caregivers post their links to their personal pages, they should be aware that it may result in sales from customers they are not familiar with and encourage them to do shipped not girl delivered.

**Troop Links:** Troop links are often used at booths where cookies are sold and then using the booth divider, dividing among Girl Scouts at the booths. The Troop link also accepts online orders via the GSUSA Cookie Finder or shared by the troop coordinator. These cookies need to be allocated to girls and can be found on the troop dashboard under – orders – troop direct ship orders. Note: Troop links are randomly publicized on the Cookie Locator by area, so your troop may get sales they did not solicit for, but are credited for, as these direct ship cookies.

## Digital Cookie Safety

- Review the [Cookie and Product Programs Safety Activity Checkpoints](#)
- Do not share Girl Scout first and last names.
- Do not share personal home addresses.
- Links are not to be shared on any resale sites including, but not limited to Facebook marketplace, eBay, Amazon, etc.

# Girl Scout Cookie Booths

Girl Scouts booths are vibrant, welcoming setups, where Girl Scouts sell cookies and care to share the community. Typically, they are stationed in high-traffic areas such as grocery stores, malls, or community events. Booths are often decorated with colorful signs, banners, and displays showcasing the various cookie options and their prices. The setup reflects the spirit of teamwork and entrepreneurship, with Girl Scouts practicing their entrepreneurship skills.

Some Service Units may choose to run a booth lottery before the council booth signups begin. Be sure to stay connected with your Service Unit to ensure you are not missing out on additional opportunities.



- This updated structure ensures equitable access while maximizing participation opportunities for all troops.
- If you have a larger troop, and need additional support securing enough booth site locations, please reach out to [info@girlscoutsgcc.org](mailto:info@girlscoutsgcc.org).

## Insights into Baker Software

ABC Smart Cookies calculates booth slots in rounds. Each round represents its own individual total. This is why it's important to carefully manage booth sign-ups and adjustments in each round.

- Missed Rounds: If you skip a round, any missed slots cannot be carried over into future rounds. Be sure to sign up during each round to maximize your booth slot potential!
- Dropping Booths: If you drop a booth, it can only be replaced within the same round.
  - For example, if you secure 3 booths in round 1, then drop them in round 2, you still only have 6 total booth signups in round 2, not 9.

To ensure fair access and maximize opportunities, we encourage troops to utilize all available slots in each round. Thank you for your dedication and collaboration. Together, we're making this cookie season a success for everyone! Any questions, please contact [cookies@girlscoutsgcc.org](mailto:cookies@girlscoutsgcc.org).

## Cookie Booth Guidelines

All booths must be in SMART COOKIES; these can be either a booth secured in the First Come, First Serve (FCFS) process or a troop secured booth. Booths in the system are populated to the GSUSA cookie finder and are covered by our Girl Scout insurance.

Under the updated GSUSA guidelines, where a Girl Scout is supervised by someone other than their own caregiver, the following policy is in place.

- Troop booths must have a minimum of 2 registered background cleared adults and a minimum of two girls, maximum of four girls. The only exception to this is the following:
  - Drive thru booths – these locations still need to be in SMART COOKIES and can have additional adults and girls at the booth
- Girl Booths – these are booths designated in SMART COOKIES as troop/girl booths. These booths are one adult and one girl, with the exception of the second girl a sibling. These booths are covered by the GSUSA guidelines and insurance.
- Lemonade stand like booths – these are booths on a Girl Scouts personal residential property. Addresses are not put in SMART COOKIES. An adult should always be present. If more than one girl (not her residence) then other adults must be present.
- Troop Secured Booths – these are booths secured by troops at a location not already part of the current booth selections. These are typically commercial locations known to friends or family of troop members and are exclusively for a specific troop or Girl Scout. These locations cannot be near the current booth location.
  - How to do this: Troop Dashboard – Booths – Troop Secured booth. These create an approval request to council and are approved or denied by council.





# Booth Etiquette – The Do's and Don'ts

## The Do's:

- Bring a table and decoration to attract customers to your booth. Make sure canopies and signs are allowed by the location in advance if these are part of your set-up.
- Girls (and adults) should be in Girl Scout uniforms or distinguishable Girl Scout attire.
- Have a place to store funds, a cash box or money pouch. Keep \$30 - \$40 in change.
- Keep a record of cookies sold by girls and variety. There is an inventory sheet on our website under Volunteer resources.
- After the booth – make sure to do transfers via the booth divider or troop to girl via booth packages.
- Make sure to connect with your Girl Scouts in advance as a reminder of their commitment.

### Pro Tip:

If your troop is no longer able to attend your scheduled booth, please update the booth status in Smart Cookies. This allows other troops to sign up and ensures that customers always have access to our Girl Scout cookies.

## The Don'ts

- Leave the booth location early – booths are published on the national website.
- Adults, no vaping, smoking or drinking alcohol at the booth or anything girls are not allowed.
- Girls should not be eating or drinking anything other than water. They should not be on their phones or conducting any activities distracting them from their customers.
- No tag-alongs to troop booths.





# Juliette's & Cookie Booths

Juliette Girl Scouts may enter the booth First Come, First Serve (FCFS) dates, just like a traditional troop. However, they may only select booths that are marked Troop/Girl. A booth location where any individual girl is allowed to booth will look like this: Walmart – Main St – Ventura – Troop/Girl.



For booth resources, check out Cookie Central - [here](#).



## Cookie Cupboards & Jars

Cupboards are temporary distribution centers where troops can replenish their cookie stock as needed. They are typically operated by volunteers and are strategically located to be accessible to multiple troops.

**Planned Orders:** Troops can place orders with a cupboard in advance, through Smart Cookies. This ensures that the desired varieties and quantities are available for pick-up.

Planned orders is the process in SMART COOKIES where if a troop needs additional cookies, they can order them. These cases of cookies can come from any of our cupboards. How this works: Dashboard – Orders – Planned Orders. Put in your request by variety in full cases that you feel you need. After you place your order, there will be locations, dates and times that you can choose to pick up. Some areas only have one location to choose from. These orders are due by 11:30 pm the Sunday before next week's pickup. Once entered, the troop cannot move the order.

Why is this important? The council bases its cupboard fulfillment based on these orders. We house cookies in offsite locations and fill our cupboards based on these requests. You do not have to take your entire order when you pick up, it is a request and does not add cookies or financial liability to the troop until picked up. You can request more at the time of the pick-up, if available.

To check if you have a planned order pending or if you have done any troop to girl, troop to troop transfers.

Troop Dashboard – Orders – Manage Orders – Apply Search – this should pull up all orders for your troop.

Exchanges: Exchanges for case varieties are at the discretion of the cupboard managers.

Damaged packages/cases: Can be exchanged at any cupboard, credit can be given on a case-by-case basis and a request can be made to [info@girlscoutscoc.org](mailto:info@girlscoutscoc.org). Pictures need to be attached at time of request.

At the cupboard you will receive a yellow copy of the receipt in which you sign. This order, only what is on the signed receipt, will be transferred to your troops inventory. Your troop has accepted both physical and financial responsibility for those cookies.

Things to consider: Girl delivery orders pending, Booths coming up.



## Cupboard Reminders

### **Convenient Access:**

Cupboards are usually located within the community, making it easier and quicker for troops to get more cookies when needed

- **Clear Communication:** If there are any issues with an order—such as missing varieties or incorrect quantities—troops should communicate with the cupboard clerk promptly, to resolve the problem.
- **Respecting Deadlines:** Troops should be aware of the cupboard operating hours and any deadlines for placing orders.



### **Key Takeaways**

Orders must be placed the Sunday before the week of pickup to ensure council has time to move inventory to meet the needs of all troops.

## Inventory Management

Inventory management for Girl Scout cookies involves tracking and organizing the stock of cookies throughout the cookie season. Effective inventory management helps to prevent end of season overstock while ensuring youth in the troop meet their goals.

Your troop should be tracking and organizing the stock of cookies in hand throughout the cookie season. Effective inventory management helps to prevent end of the season overstock while ensuring the girls and troop meet their goals.



## Inventory Tasks

- Store all troop inventory in one location.
- Take inventory of your stock before and after you transfer cookies to girls or after booths.
- Compare your on-hand inventory, which is cookies not allocated to girls via the SMART COOKIES report – troop on hand inventory.
- Make sure your receipts to girls match the transfers in SMART COOKIES.
- Count, count and receipt everything. You can put receipt numbers on your troop copy of the receipt each time you make a transfer. These are on the manage orders page or appear at the end of when you make a transfer.
- Make sure you have a clear process for booth cookies, so that they do not get mixed with girl cookies. Transferring booth cookies to girls does not add financial responsibility to them, as troop to girls does.



## Receipts

One of the most important and simple things you and your entrepreneurs can do to ensure safekeeping of funds and maintaining accurate records of inventory and finances, is to receipt all transactions; between the troop and parents/caregivers, the transfer of cookies troop to troop, or the transfer of troop money between troop leadership. This practice ensures a paper trail in case anything goes missing or is questioned, it can be easily traced back to the party responsible to resolve the issue.

When writing a receipt for the transfer of money, include the amount of cash and checks received and the total. If this is for Girl Scout Cookies be sure to list the amount and varieties of each cookie. Both parties should sign and date the receipt. Then make sure to give each party a copy. Be sure to give the bottom yellow copy to the second party in the transaction (for example the parent/caregiver).

## Inventory Over/Short

If your physical inventory does not match your Smart Cookies Inventory, then your stock is over/short. If your troop inventory in Smart Cookies is higher than your actual physical inventory count, you are short cookies. If your troop inventory in Smart Cookies is lower than your actual physical inventory count, you are over cookies.

Below find questions to ask yourself to help mitigate inventory over/short issues:

- Do all your cupboard transactions match the receipts you received?
- Are all troop receipts entered into Smart Cookies?
- Are all booth sales entered into Smart Cookies?

If you cannot locate the issue, contact your Service Unit Cookie Coordinator or the Product Program Team for assistance.

## Leftover Troop Cookies

Troops and Juliette's may find near the end of the sale they have cookies in hand. Here are our recommendations.

- Do not wait until the end of the sale to look for solutions to move cookies out of your troop. By March 1, you should have 90-95% of your cookies sold or allocated.
- Reach out early to your Service Unit and other troops to do troop to troop transfers. If you do not have the variety they need or want, exchange them at a cupboard, or they can exchange them also.
- Add more booths for your troop. There may be individual girls who are still working on their goals and at the end of the sale the booth restrictions are less strict for individual 1:1 booth.

- Troop and girls can sell cookies until May 15, 2026. However, after the March 16, end of sale date, sales can only be made during walk-about, booths on personal residential property and personally owned commercial property. GSUSA insurance does not cover any booths, not in SMART COOKIES.
- Girl Scout troops may choose to purchase (buy) their remaining cookie inventory. Once purchased, these cookies can be enjoyed by the troop or donated to a local community partner. If a Girl Scout troop chooses to donate their cookies, they are encouraged to continue to follow Care to Share guidelines for giving to local food banks or shelters, Military organizations, Hometown heroes.
- Please note, if giving away or donating cookies, be mindful of the product sell-by date.

If you have additional questions about how to manage your Girl Scout troop's remaining Girl Scout cookies, you may contact the Product Program Team at [info@girlscoutscsc.org](mailto:info@girlscoutscsc.org).



# Rewards



Rewards refer to physical items that Girl Scouts earn based on the number of packages of cookies they sell and are allocated to them by the Troop Cookie Coordinator. These rewards are designed to motivate and recognize Girl Scouts for their efforts in their goals setting and reaching in their entrepreneurship journey.

There are three types of rewards to review when troops are planning the Girl Scout year.

**Troop Rewards:** Troops can receive both initial order rewards and end of season rewards. These are noted on the current year's reward listing. Troops can also choose to opt out of rewards for an additional \$.05 per box sold by their troop. Girls still earn all patches based on their allocations and any girls who sell 500+ packages, are still eligible for any of those rewards choices.

**Individual Girl Rewards:** Incentivize the Girl Scout based on the number of packages they sell and are allocated to them in SMART COOKIES. As Girl Scouts reach higher sales milestones, they unlock rewards, like patches, wearables and program experiences. This encourages goal setting and entrepreneurship.

**Juliette's:** Juliette Girl Scouts receive all rewards based on their sales. Juliette's also receive GSCCC program credits at the rate of \$.75 per box sold. The council will use the first \$65.00 to renew their membership for the upcoming Girl Scout year, if not earned within the rewards system. The council reaches out to all Juliette's to confirm they are returning for the upcoming Girl Scout year. GSCCC credits can be used for GSCCC programming, our in-person retail stores and memberships. These will expire 9/30 of the current Girl Scout year, if not renewed for the upcoming Girl Scout year.





My Goal:



# Set Your Cookie Goals

## Cookie Sale Dates

January 9, 2026, Direct Ship Only

January 20, 2026, All Online Only

January 24, 2026, In Person

**girl scouts**  
of california's  
central coast  
[girlscoutscoc.org](http://girlscoutscoc.org)  
800-822-2427

25+  
Pkgs



Theme Patch

50+  
Pkgs



GS Tote Bag

100+  
Pkgs



BFF Bracelet

150+  
Pkgs



Bandana

200+  
Pkgs



Ferret Charm It **AND** Bracelet

250+  
Pkgs



Ferret Shoulder Plush

300+  
Pkgs



GSUSA Flashlight **AND** Tumbler

350+  
Pkgs



2027 GS Membership **OR**  
GS Bogg-Style Bag (14")

400+  
Pkgs



Crewneck  
Girl and Adult

500+  
Pkgs



GSCCC Super Seller Event, September 19, 2026  
**OR** \$50 GSCCC Credits **OR** \$50 Amazon Voucher

1000+  
Pkgs



GS MLB Day, 2 Tickets\* **OR** \$70 GSCCC Credits  
**OR** \$70 Amazon Voucher

*\*Angels, May 2; Dodgers, TBD; A's, TBD; and Giants, August 9.  
Siblings MLB—Girls/1 Adult or \$70 total*

1500+  
Pkgs



CA Park Pass\* **OR**  
\$100 GSCCC Credits **OR**  
\$100 Amazon Voucher  
*\*Siblings—1 Park Pass or \$100 Total*

2026+  
Pkgs



Knott's Berry Farm, June 13\* **OR** \$250 GSCCC Credits  
**OR** \$250 Amazon Voucher

*\*2 Nights at the Knott's Hotel and 2—1 Day Passes. Not a sibling reward.*

+500\*  
Pkgs



\$250 of GSCCC Credits

*\*Every additional 500 packages sold over 2026  
Not a sibling reward.*

### Troop PGA

450  
PGA



\$20 GSCCC Credits  
Registered in SMART COOKIES

### Troop Early Reward

200  
PGA



Booth Starter Kit (Cash box, pennant banner, yard sign, small first aid kit and more)

250  
PGA



T-Shirt  
1 shirt for every  
registered girl and 2  
leaders

### Patches

18+  
Pkgs



Care to Share

100+  
Pkgs\*



Achievement Bars

*\*Starting at 100+ in increments of 100*

300+  
Pkgs



Goal Getter

500+  
Pkgs



Super

2026+  
Pkgs



2026 Patch

*Note: Items may be substituted. GSCCC 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 Credits Amazon Site (link will be provided) and will expire on 9/20/2026.*

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## Choose Your Own Rewards!

When a Girl Scout earns and chooses the Amazon Voucher reward, here is how it works!

# Amazon Voucher

1. Caregiver receives email from Amazon with a link to the catalog.
2. In the email, click “Apply Voucher.”
3. Log into the Amazon account you 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!

- 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 apart 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 does also expire 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, you will have an opportunity to cover the remaining balance using your own payment method.
- What happens if I want to return my items?
  - Items can be managed and returned for you order like any other Amazon order. Orders are subject to the Amazon standard return policy and process.
- If I don't spend the entire voucher, do I get to keep the remainder?
  - 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.
- Is an Amazon account 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 charged apply. Like any amazon order, a Prime account will not apply shipping.

Submit reward selections by the deadline.

# Girl Scout Reward Distribution

Rewards arrive in end of April/beginning of May and should be promptly distributed to ensure that Girl Scouts are rewarded in a timely manner for their efforts during the Girl Scout Cookie Program!

## **25 - 400+ package levels**

Physical items earned at these levels come from ABC Bakers and arrive to your Service Unit Cookie Team in mid-May.

## **Number Bar Patch**

will be granted to each Girl Scout, based on the total number of packages sold. The number bar patches are in increments of 100 and will be mailed out by the baker and arrive with Troop rewards.

## **GSCCC Credits**

is a form of non-cash currency earned by individual Girl Scouts based on their cookie sales. These credits can be used for various activities or items within the council, such as camp fees, event registrations, membership dues, travel costs, or in the council store for uniforms and supplies. Council credits are an alternative to physical rewards and offer flexibility for Girl Scouts to choose how they want to benefit from their cookie-selling efforts. Girl Scouts who earn council credit will receive it via email to their caregiver email on file.

## **Crossover Patch**

Girl Scouts who met the criteria in the Fall Product and cookie programs will receive this patch 8-10 weeks after April 1. These patches are made through our Fall Product Program vendor, M2. To check the status, login to your Girl Scout's Fall Product Program page and click Personalize Patch to check the status.



# Marketing

Marketing refers to the strategies and activities used by Girl Scouts to promote their business and sell their cookies to a wide audience. It involves a mix of communication, branding, and sales tactics that allow Girl Scouts to engage potential customers, explain the value of their product, and encourage purchases that support their goals.

## Marketing Timeline

To support you and your entrepreneurs, make sure to review the Cookie Marketing Timeline for ideas on how to be even more visible in your community.

Want to help spread the word about cookie season?  
Share your photos and videos with us!

## Yard Signs & Door Hangers

To support you in reaching even more customers we have provided a printable yard sign and ABC Baker door hangers, and GSUSA door hangers and that include a spot for your Digital Cookie QR code. Girl Scouts can leave door hangers if they go door-to-door and customers are not home. By leaving a door hanger, customers can reach Girl Scouts shop even if they missed their visit.

**Share Your Girl Scout Cookie Spirit on Social Media!**  
**Follow @gsccc and tag us in your posts using #GSCCC and #GirlScoutsofCaliforniaCentralCoast for a chance to be featured on our Instagram, Facebook, and LinkedIn!**

# Cookie Program Wrap Up!

As we wrap up the Girl Scout Cookie Program, remember to finalize all inventory counts, ensure payments are submitted on time, and all reward choices are submitted. Don't forget to celebrate the troop's success and thank your volunteers and supporters! Your attention to detail has made this program a success, and the funds raised will empower our Girl Scouts' future activities. Great job, and we look forward to seeing you next year!

## Key Dates

March 18: Live Webinar Training for wrapping up and submitting parent past due accounts. (Register [here](#))

March 18: Final Rewards due by 11:59PM PT

March 18: Parent Past Due Forms due by 11:59PM PT

Mid-May: Rewards Arrive to the Service Unit Cookie Team

## End-of-Program Checklist

ABC Smart Cookies Resource: Season Close Out - Troop Checklist

- Inventory Management:
  - ♣ Complete a final count of all cookie inventory.
  - ♣ Allocate cookies to Girl Scouts based on their sales.
- Financials:
  - Collect any outstanding payments from families.
    - Caregivers who do not pay by the troop deadline, be sure to fill out a Past Due Cookie Account Form no later than March 18, 2026 at 11:59PM PT. Once you have submitted this form, please have the parent/guardian contact council to make payment.
- Deposit all payments promptly into the troop account in time for the final ACH date of March 25, 2026.

# End-of-Program Checklist

- Reward:
  - Verify your final rewards are correctly ordered.
  - Submit reward orders by March 18, 2026 at 11:59p.m PT.
- Wrap Up Reporting's:
  - Download final reports (including Troop Balance Summary) to keep for future planning and Troop Final Report.
- Thank You's:
  - Acknowledge your Girl Scouts, caregivers, & supporters.
  - Plan a fun celebration for the Girl Scouts to recognize their hard work.
  - Send a Thank You Card or an ECard
- Leftover Inventory:
  - Sell any leftover inventory by May 15 2026, to meet the IRS guidelines for nonprofit organizations.
  - After that, donate unsold cookies to local organizations.
- Feedback:
  - Gather feedback from girls, parents, and volunteers for next year's planning.
  - Note what went well and what could be improved for future cookie seasons.
  - Complete your cookie season volunteer survey (This comes from GSUSA around the end of March).

By completing these tasks, you'll ensure a smooth and successful conclusion to the cookie sale!

# Need Support?



For support throughout the program, please reach out to:

<i>Product Program Team</i>	<i>Digital Cookie Support</i>	<i>ABC Bakers</i>	<i>Training Support</i>
GSCCC: 800-822-2427	· <a href="#"><u>GSCCC Digital Cookie Resources for Volunteers</u></a>	ABC Baker Support: 855-444-6682	GSCCC: 800-822-2427
Hours: Monday - Friday from 10am-5pm	· <a href="#"><u>Digital Cookie - Login</u></a> · <a href="#"><u>Digital Cookie - Forgot Password</u></a>	Support Line Hours: Sunday - Saturday from 6am- 9pm ET	Hours: Monday - Friday from 10am-5pm
Email: info@girlscoutscce.org	· <a href="#"><u>FAQ page</u></a>	Email: ABCSmartCookie TechSupport@ma kerspride.com	Email: info@girlscoutscce.org

