

**BRAVE.
FIERCE.
FUN!**

2026 Girl Scout Cookie Program

Family Guide



My Important Cookie Reminders

Girl Scout Cookie Season begins:

JANUARY 1, 2026

Caregiver enter Initial Order by: **January 25**

Delivery Day pickup on: _____

Dates that money is due to troop:

girlscoutsgwm.org

2026 Calendar

January 2026

- January 1 Initial Orders begin and Digital Cookie opens
- January 10-11 Cookie Rallies!
- January 25 Caregivers' last day to enter Order Card orders in Digital Cookie.

February 2026

- February 11-18 Cookies are delivered to service units. Consult your troop for pickup date/time
- February 13 Local booths can begin for troops who ordered extra inventory in Initial Order
- February 20 Cookie Cupboards open
All booth sales begin council-wide
- February 20-22 National Girl Scout Cookie Weekend

March 2026

- March 1-9 Notify your troop leader if you need more cookies. Check what you need for girl-delivered orders.
- March 9 Last day for customers to select Girl Delivery option in Digital Cookie
- March 12-14 Ensure girl-delivered orders have been distributed
- March 15 Cookie sale ends – Digital Cookie closes
- March 16 Cookie Cupboards close

April 2026

Rewards arrive to service units. Consult your troop for pickup date/time

Program Credits emailed to primary caregiver of eligible Girl Scouts.

*Recursos
en español*



girl scouts 
of the green and
white mountains



Dear Girl Scout Caregiver and Mentor,

With each new cookie season, Girl Scout entrepreneurs discover that it's about more than just selling cookies—it's about being **brave** enough to make their pitch, **fierce** enough to smash their biggest goals, and having loads of cookie **fun** while doing it!

The Girl Scout Leadership Experience is a one-of-a-kind leadership development program with proven results. Grounded in time-tested methods and research-backed programming, it empowers Girl Scouts to take the lead—both in their own lives and in the world around them.

This guide was created especially for you, as a caregiver and mentor, to help inspire, support, and encourage your young entrepreneur. Your role is vital in helping them embrace this experience and achieve success.

Thank you for being a part of their journey!

Warm regards,

Tricia

Patricia Mellor, Chief Executive Officer

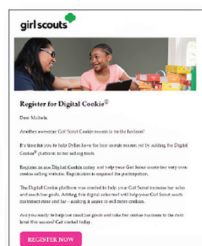
This year's mascot is the Black-Footed Ferret.



STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox on or after December 19. If you can't find it, visit digitalcookie.girlscouts.org and click the "Need Help" link. You can also contact customercare@girlscoutsgwm.org



STEP 2



Set up your site

Take a few minutes to set your sales goal, write your cookie story, upload a fun picture or video. Then publish and be ready to go! Prepare now by talking with your family about your goals and create a fun video telling customers why they should support your business.

STEP 3

Add customers

Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link or QR code directly with customers.

Explore how Girl Scouts participate



There's no limit to what Girl Scouts can achieve. With your support, this cookie season promises to be BRAVE, FIERCE and oh-so-FUN!

Important dates

January 1 - January 25 - Initial Order

This is the time when Girl Scouts take orders from customers. Cookies will arrive in February. Money is not collected at this time. Families will help their Girl Scouts enter the paper orders into their Digital Cookie site by January 25. Any orders approved online during this time will automatically be added to the troop's order.

January 25 - March 15 - Goal Getters

Girl Scouts can continue sharing their Digital Cookie site with customers. During this time, tell your troop leader that you need cookies for any orders you approve for delivery - they are not automatically added. Continue taking in-person orders and obtain inventory from your troop leader.

February 20 - March 15 - Booth Sales Begin

Girl Scouts will have their Initial Orders to deliver, plus the opportunity to obtain more cookies to continue selling in person. Girl Scouts often will set up booth sales to reach more customers, either together with their troop or individually with a caregiver. The program concludes March 15.

Ways my Girl Scout can participate



Text or Call Friends and Family

If your Girl Scout has a busy schedule, this is a very flexible option.



Digital Cookie

Girl Scouts share their personal web page for customers to purchase and ship to them directly, make donations, or schedule an in-person delivery.



Door-to-Door Deliveries

Visit friends in your neighborhood. Leave door hangers and business cards for customers who aren't home.



Cookie Stands

Like lemonade stands, Cookie Stands are set up by a Girl Scout and a caretaker in front of their residence or private property.



Cookie Booths

Troops or groups team together to market their cookies outside a pre-approved location or even a drive-through location.



Connections In Your Community

Girl Scouts prepare a business pitch and invite local businesses to purchase cookies. Think of local car dealerships, real estate office or other.

Rocky road ice cream-inspired cookies
filled with flavors of chocolate,
marshmallow and toasted almond crème.

\$6

New! Exploremores™

Rocky Road Ice Cream-inspired | Chocolatey | Crispy | Fluffy Crème

View our entire Girl Scout Cookie lineup including nutritional details and allergens.



ALL
FLAVORS
ARE
\$6

Build your business know-how at one of our 2026 Cookie Rallies January 10 - 11

Explore more ways to set big goals and build the skills you need to reach them. Learn about our newest cookie, ways to expand your sale, sales strategies and more!



To learn more and register, scan the QR code!

\$10 per girl

Adult supervision is required.
Girls not attending with a troop must have caregiver/guardian attend with them.



Explore entrepreneurship



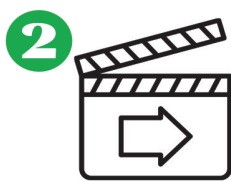
Where does the money go?

Did you know? All proceeds from Girl Scout Cookies stay local!

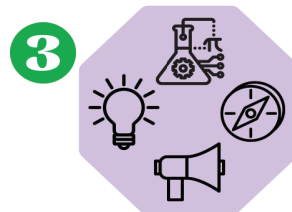
When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting their success today and tomorrow. Girl Scout Cookie proceeds stay local to:



Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



Fund Take Action projects for the community and amazing girl-led adventures for troops.



Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

So how does that look for our council? From every package of cookies,

25%

is applied to cost of cookies, warehouse and transportation expenses, credit card fees for troops, processing on Digital Cookie, and cookie staff.



75%

is applied to troop proceeds, girl rewards, program credits, girl funds, council investments to GSGWM programs, training, and properties.

How does my Girl Scout's troop earn funds?

Troops earn proceeds on every single package they sell. They can increase their proceeds based on the per girl average (PGA) of their participating troop members.

Troops earn:

\$0.85 per package for a PGA of 1-285 packages

\$1.00 per package for a PGA of 286-325 packages

\$1.10 per package for a PGA of 326 and above

Cadette, Senior, and Ambassador troops have an option to earn more proceeds per package. If the troop decides to opt out of receiving rewards, including program credits, they can earn an additional **\$0.15 per package**.

All troop proceeds are retained in the troop's bank account and are used equally by the entire troop for activities.

Initial orders January 1-25



Explore business strategies

Running a business is exciting, especially trying new ways to reach customers. Help your Girl Scout explore selling in person, learning e-commerce tips through Digital Cookie, and help them post their marketing messages on social media. Each experience broadens their taste of the business world.

Girl Scouts can take in-person orders on order cards provided by their troop. For orders taken through January 25, enter these in your Girl Scout's Digital Cookie account as shown below. Orders taken after this Initial Order time will be filled by troop inventory. Always notify your troop leader when you need more cookies.



Enter and submit the Initial Order

By January 25, you will help your Girl Scout enter orders taken on her paper order card during the Initial Order into Digital Cookie. Click the My Cookies tab. Enter the packages you will need for the orders taken. *Do not include any orders placed online for in-person delivery.* Those will already be added for you.

Once you are satisfied with the amount of cookies you are ordering, click the "Submit to Troop Volunteer" button to be included in the troop's order to the baker. If you need to make a change after you submit but before the due date, contact your troop leader.

After the due date, you cannot make edits on this section. There will be a button at the top of you "My Cookies" tab to view what you submitted for reference.

The screenshot shows the 'Enter Your Offline Initial Order' form in the Digital Cookie system. The form is titled 'Emma's Cookies' and includes a navigation bar with links like Home, Badges, Learning, Site Setup, Customers, Orders, My Rewards, My Cookies, and Cheers. The 'My Cookies' tab is selected. The form displays a grid of cookie packages with their respective counts and a 'Total packages entered' summary. Annotations with arrows point to specific parts of the form:

- Girl delivery orders already included.** Points to the 'Total packages entered' summary.
- Click "Submit to Troop Volunteer" before due date.** Points to the 'Submit to Troop Volunteer' button.
- Due date Initial Order needs to be submitted by. Confirm this with your troop.** Points to the 'You will need to submit the order to your troop volunteer on or before 1/26/2025' warning.

The form includes the following data:

Cookie Package	Count
Adventurefuls®	0
Lemon-Ups®	0
Trefoils®	0
Do-si-dos®	0
Samoas®	12
Tagalongs®	8
Thin Mints®	5
Girl Scout S'mores®	0
Toffee-tastic®	0
Donate Cookies	0

Total packages entered (updates after saving): 25
Digital Cookie in-person delivery packages: 10
Total packages in your Initial Order: 35

Submit to Troop Volunteer

Initial Order not yet sent to your troop volunteer. Please finalize and send this information before the Initial Order Date.

View entered Initial Inventory

Continue January 26 - March 15

Check
out this easy
Digital Cookie
set up



Building confidence

Managing inventory is an important part of every business. In the second phase of the program, Girl Scouts now have cookies in hand. Help your Girl Scout deliver what was ordered in the Initial Order, but also continue to meet more customers in person, conduct booth sales, and extend their online business; all to meet their goals for rewards and troop plans.

Track online orders in Digital Cookie

As your Girl Scout shares her cookie site, customers will make purchases, either to be shipped to them or request that your Girl Scout deliver to them. You will approve or decline these requests for delivery. Visit the "Orders" tab in Digital Cookie. A green checkmark indicates which orders you approved during the Initial Order. You will pick these up from the troop on Delivery Day. No checkmark means that order was not included in the Initial Order and you will need to obtain these from the troop leader.

girl scouts

Shop My Account Log Out

You are viewing as:
Parent of Grecc I. Troop 4118

Home Badges Learning Site Setup Customers Orders My Rewards My Cookies Cheers

1 Orders to deliver

Click on a name to mark when the cookies were delivered. ⓘ

☐ Select all Order Delivered Export Orders

Show 5 Items

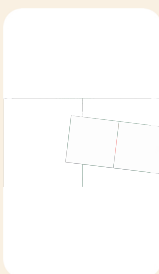
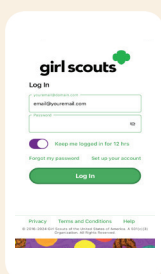
Order #	Cookie pkgs	Deliver to	Delivery Address	Order Date	Initial Order ⓘ
<input type="checkbox"/> 05344423	5	Mindy Guevara	1231 Upas St, San Diego, CA	1/26/2025	

After the Initial Order, customers can continue to order online. For those approved, obtain additional inventory from the troop. The troop may have extra inventory on hand or may need to acquire more from a cookie cupboard. Notify the troop in ample time to be sure your inventory can be obtained. If you decline an order, it moves to the customer's second delivery choice.

Digital Cookie has a mobile app!



Download for free from your
favorite app store.



Girl Scouts can take their business anywhere with the Digital Cookie Mobile App. Download from your favorite app store, then use the credentials used when setting up Digital Cookie. Accept credit card payments, email site to customers, and more!

When at a booth sale with your troop, choose the Troop Link to accept credit cards.

Learn how to use the
Digital Cookie
Mobile App here.

Explore the possibilities



What is Girl Delivery?

Customers may want to purchase cookies online through Digital Cookie and have the convenience of using a credit card. With your permission, they may request that your Girl Scout deliver the order instead of shipping it.

Monitor your Girl Scout's orders in Digital Cookie. If you are able to assist your Girl Scout to deliver to customers requesting Girl Delivery, approve the request within 5 days. Or, you may decline the request and the order will default to the customer's second choice of delivery.

What are Program Credits?

Program Credits are earned by Girl Scouts through the product sales. These credits can be used within our council for any GSGWM program, camp, items in the Mountain Top Shops, or girl membership. These credits are sent to the primary caregiver of the Girl Scout by email in April. As your Girl Scout uses these credits, the remaining balance will automatically be adjusted. Program Credits expire March 31, 2027. *(to use through the GSUSA online store, credits must be converted by March 1, 2027. Contact customercare@girlscoutsgwm.org)*

Cadette, Senior, or Ambassador troops may choose to earn higher troop proceeds in lieu of receiving rewards or program credits. This is a decision made by the entire troop.

Girl Delivery placed during the Initial Order

- Approve within 5 days in Digital Cookie.
- Approved orders will arrive with the troop's initial delivery. Sign for cookies you receive.
- Help your Girl Scout deliver to their customers.

Girl Delivery placed after the Initial Order

- Approve within 5 days in Digital Cookie.
- Notify your Girl Scout's troop leader. The packages will be issued to you from the troop's on-hand inventory or obtained from a local cookie cupboard.
- Sign for cookies you receive, then help your Girl Scout deliver to their customers.

Can customers make donations?

Customers who may want to support your Girl Scout, but do not want the cookies for themselves, may purchase packages that will be donated within our council's footprint. Packages purchased for "Gift of Caring" will be distributed throughout Vermont and New Hampshire to National Guard units, Red Cross, state food banks, hospitals and more. Girl Scouts earn proceeds and rewards, customers save shipping, and our local heroes receive our sweet thanks for their service.

Girl Scouts may not solicit cash donations at their booths.



Donate
Girl Scout Cookies!
It's the sweetest way to help Girl Scouts reach their goals while giving back! Buy one package of Girl Scout Cookies for yourself and give another through your local council's donation program. We are happy to donate your Girl Scout Cookies' purchase to:

Explore more in person

Download
eye-catching signs
for your
booth sales at
girlscoutsgwm.org.



Girl Scouts look forward to meeting their customers in person, either by sharing their order card or setting up a booth sale. Girl Scouts practice their people and money management skills as they build confidence.

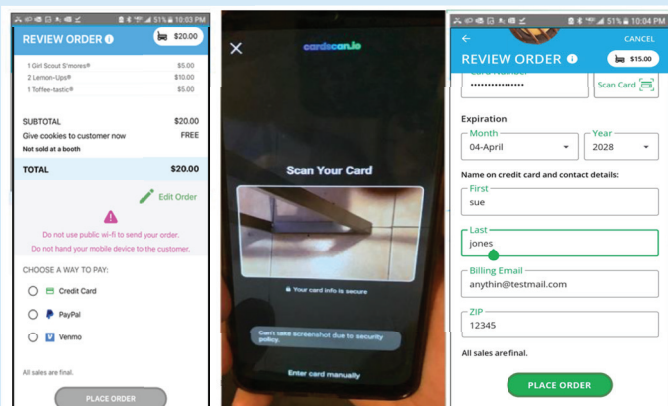


Ready to try a booth or cookie stand?

Troops will reserve a booth location for either the troop or individual troop members. Some locations are arranged by council; others are by troop request and approved by the service unit. Consult your troop volunteers for the troop's plans or if you and your Girl Scout are interested in a booth.

Any cash from the booth sale (either with the troop or a cookie stand with you and your Girl Scout) should be deposited into the troop bank account promptly after the sale. All Girl Scouts may use their Digital Cookie Mobile App to accept credit card payments. For credit card payments, the Digital Cookie Mobile App will scan the card using a phone camera (image does not save to the phone), add any required info, then click Place Order.

Visit girlscoutsgwm.org for a quick tip video how to accept digital payments.



In-person Girl Scout Cookie sales

Where do I get cookies for my Girl Scout to sell?

Troops will pick up their Initial Order cookies from the service unit in early February. Contact your troop leader for date and time for pick up. Deliver those pre-ordered cookies as soon as possible and turn in any money you receive to the troop leader promptly.

Booth sales begin and cupboards open

After the Initial Order, each troop will obtain more cookies from a local cupboard. As your Girl Scout sells more cookies, notify your troop leader that you need more cookies. Use the Digital Cookie Mobile App for payments by credit card and turn all cash or checks received to the troop. *(make checks payable to "GSGWM Troop XXXXX" - use your Girl Scout's troop number)*

Can my Girl Scout sell beyond what their troop's plans are?

Absolutely! Whether taking additional orders on a paper order card or setting up a cookie stand with your Girl Scout, you will still obtain cookies through the troop, and your Girl Scout's sales will apply toward their rewards, including program credits.

What is a cookie cupboard?

As the sale progresses, the troop will need more inventory to fill those additional sales.

There are a number of locations throughout our council where troops may pick up more cookies, called "cupboards." To request more cookies, a troop will submit a transaction (an appointment to pick up cookies) in our cookie management system, eBudde. Although a troop leader needs to submit a transaction for the additional inventory, anyone from the troop may help pick up - particularly a caretaker of a Girl Scout striving for individual goals. Troops do not pay for cookies at a cupboard. Council conducts automatic sweeps from troop bank accounts for only what the troop owes for their cookies. Troop proceeds remain in the account.

Inspire cookie entrepreneurs

Introducing NEW Collectible Top Seller Coin

Our top 100 Girl Scout sellers will earn a special GSGWM collectible coin. Each coin will be numbered, celebrating their achievement in 2026!



Sample image

NEW! Girl Scouts can earn their 2027 membership



For a troop per-girl average (PGA) of 285+ packages, the selling Girl Scouts, plus two troop volunteers, will earn their 2027 Girl Scout membership. This is a value of \$80 per girl membership and \$30 per troop volunteer. This will be based on packages sold throughout the entire program, January 1 - March 15.

Cookie season is for the whole family

Each year that your Girl Scout participates in the program, you can choose to use the Entrepreneur Family Pins as a guide. They do not need to be completed in succession, but they are age-specific for your Girl Scout.

Follow the QR Code to learn more!



Once completed, these pins are available at our council's Mountain Top Shops. These are earned achievements and can be worn on the front of the vest or sash.

You hold the key to inspiration! A little guidance and encouragement can go a long way in making your Girl Scout's experience fun and rewarding. Your Girl Scout's confidence will soar when the whole family supports their program.

- Siblings and friends might form a brigade to bring in the cookies from the car.
- Help your Girl Scout count inventory, and do a mock sale. After selling some cookies, how many are left? How much money should you have to turn in?
- Post the goal tracker in a central place in your home so everyone can see how many cases have been sold. Give praise often!
- Grandparents and extended family may spread the word that it's cookie season to their friends, expanding the immediate circle of contacts.
- Plan to do a cookie stand and invite family to help.
- Celebrate when your Girl Scout reaches their goals. It's an important last step in learning the rewards of goal setting.



Explore other business strategies



Marketing tools for cookie entrepreneurs



Find resources for Girl Scouts to grow their business at girlscoutsgwm.org.



What about social media?

Personal social media accounts with appropriate privacy settings are recommended when sharing a Digital Cookie link or similar information with social media contacts. Public sites can be used to share Digital Cookie links, but be aware that once posted, the link is searchable by anyone and could potentially appear anywhere on the internet. Auction, e-commerce, or resale sites are not permitted.

Regardless of how information is posted, families will need to closely manage Girl Scout Delivery requests through Digital Cookie (approve/not approve) to identify customers they are, or are not, comfortable delivering to. It is important that all online cookie sales are managed by a Girl Scout and are conducted through Digital Cookie.

Safety tip: Posts on Facebook using a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this, you must disable the automated function or remove the Facebook Marketplace feature once it has been posted.

Cookie business badges

Entrepreneurs can earn these official Girl Scout recognitions by completing requirements that help them develop new business skills.



Many times, Girl Scouts will work on badges together with their troop. They also can complete the requirements independently and earn badges that they are particularly interested in. Check with your troop leader for more information, or contact customercare@girlscoutsgwm.org.



Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

**BRAVE.
FIERCE.
FUN!**

1

Goal Setting

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

How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins like weekly challenges.

2

Decision Making

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

How you can help: Talk about how they plan to spend the troop's cookie earnings.

3

Money Management

Girl Scouts learn to create a budget and handle money.

How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

4

People Skills

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

How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5

Business Ethics

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

How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

Keep track as you reach your goal!



COLOR AS
YOU GO!

¡COLOREA
MIENTRAS
AVANZAS!

My package goal
Mi meta de paquetes

Color in flowers as you
meet each 10% of your
package goal.

Colorea una flor
conforme alcanzas
cada 10% de tu
meta de paquetes.

What's the buzz about Rallyhood?

Rallyhood is your all-in-one platform for Girl Scout communication and collaboration. It provides a private, secure platform to communicate, collaborate and share with your troop leaders, community volunteers and Girl Scout council. RSVP to your next troop event, share ideas for next troop meeting, arrange carpooling with fellow day camp parents, learn about upcoming family events, and more. Visit girlscoutsgwm.org for more details.



girlscoutsgwm.org