READY TO EXPLORE

2027 Calendar

JANUARY 2027

January 1:	Girl Scout Cookie Sale begins
January 24:	Initial Order concludes. Caregivers enter Initial Orders in Digital Cookie.
January 26 -	Post Initial Order-taking continues in person and online.

FEBRUARY 2027

Jan 30-Feb 5:	Cookie deliveries. Coordinate with troop for pickup day/time.
February 5:	All booth sales begin council-wide. Cupboards open.
February 19-21:	National Girl Scout Cookie Weekend.

MARCH 2027

March 7:	Last day for girl-delivery option in Digital Cookie.
March 14:	Cookie sale ends – Last day to place orders in Digital Cookie.
March 15:	Last day for Cookie Cupboards to be open.

APRIL 2027

April	Rewards arrive to troops. Consult leader for pickup.
April/May	Optional late booths may occur. Program Credits sent to primary caregivers.

girl scouts of the green and white mountains

2027 Girl Scout Cookie Program

Family Guide



It's Girl Scout Cookie time!

TURN WONDER INTO WONDERFUL

girlscoutsgwm.org

Exciting News for this Girl Scout Cookie Season



Dear Girl Scout Caregiver and Mentor,

Welcome to the 2027 Girl Scout Cookie Season where we're celebrating Wonder to Wonderful—the idea that a Girl Scout's curiosity, creativity, and big dreams can become wonderful experiences and real accomplishments, thanks in part to the Girl Scout Cookie Program®.

Every package of cookies your family helps a Girl Scout sell supports opportunities right here in our communities. From adventures and friendships to community projects, STEM experiences, leadership opportunities, and so much more, cookie proceeds help girls discover what they can do and become.

This guide was created just for you, with important dates and reminders, helpful tips, ideas for supporting your Girl Scout, and ways to make cookie selling an exciting opportunity to build confidence, entrepreneurship, communication, and leadership skills. We are excited to introduce exciting additions to this year's lineup, including Patch Pals™, the first Girl Scout Cookie made especially for dogs, and Girl Scout Sparkables™, a delicious new allergy-friendly cookie available exclusively through Digital Cookie. These new offerings give Girl Scouts even more opportunities to build their online businesses and reach new customers.

Thank you for being an important part of your Girl Scout's journey. Together, we can turn her wonder into wonderful!

With gratitude, *Tricia*

Patricia K. Mellor, Chief Executive Officer

Inside this Guide

Welcome and Girl Scout skills for girls	2
Girl Scout Cookies including new varieties	3
How to start selling Girl Scout Cookies	4
Submit the Initial Order by January 24	5
Celebrate Success - Rewards and Proceeds	6
Inspire your Girl Scout - get involved!	7
Why the Girl Scout cookie program is important	8

Through Girl Scouts, girls learn five essential skills:

- **Goal Setting**
  Girls learn how to set goals and create a plan to reach them.
- **Decision Making**
  Girls learn to make decisions on their own and as a team.
- **Money Management**
  Girls learn to create a budget and handle money.
- **People Skills**
  Girls find their voice and build confidence through customer interactions.
- **Business Ethics**
  Girls learn to act ethically, both in business and life.

READY TO

Explore The Cookies



Favorite flavors that everyone loves. Online or in person.

All nine flavors are **$6** per package.

Online Exclusives brings new customers to grow their sale!





GET STARTED

Girl Scout Initial Orders Begin Here



Girl Scout Order Card

Reach customers in person or online

Girl Scouts build confidence when they begin taking orders. They begin on January 1 with an Order Card and creating their online site in Digital Cookie.

The orders taken before the cookies actually arrive is called the **Initial Order**. All orders taken between January 1 - January 24 will be submitted and will be delivered to the troop by February 5. Girl Scouts will deliver these cookies to customers and turn payments collected to the troop promptly.

Girl Scouts may continue to sell in person, and beginning February 5 Girl Scout booth season begins. As Girl Scouts continue to sell during this time, cookies to fill these orders come from the troop's inventory.

Consult your leader when your Girl Scouts has additional orders to fill. They may need to obtain more cookies from a cookie cupboard and will want to assure your Girl Scout is credited with those sales.

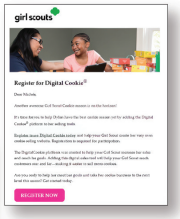
SET UP

Digital Cookie

STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox on or after December 18 to register. If you don't see the email, that's ok. Visit **digitalcookie.girlscouts.org** and click the "Need help" link. Set up Digital Cookie from any browser, desktop or mobile.



If you still need help, contact customercare@girlscoutsgwm.org.

STEP 2



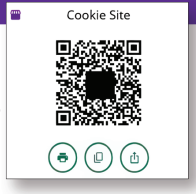
Set Up Your Site

Take a few minutes to set your sales goal, write your cookie story, upload a fun picture or video. Then caregivers review, publish, and it's ready to go! Customers are always inspired by the messages from Girl Scouts and will be anxious to support them.

STEP 3

Add Customers

Once the sale has begun, add more customers anytime during the program. Use Digital Cookie to email them or share your link or QR code directly with customers.



Use the Digital Cookie App

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.



Girl Delivery

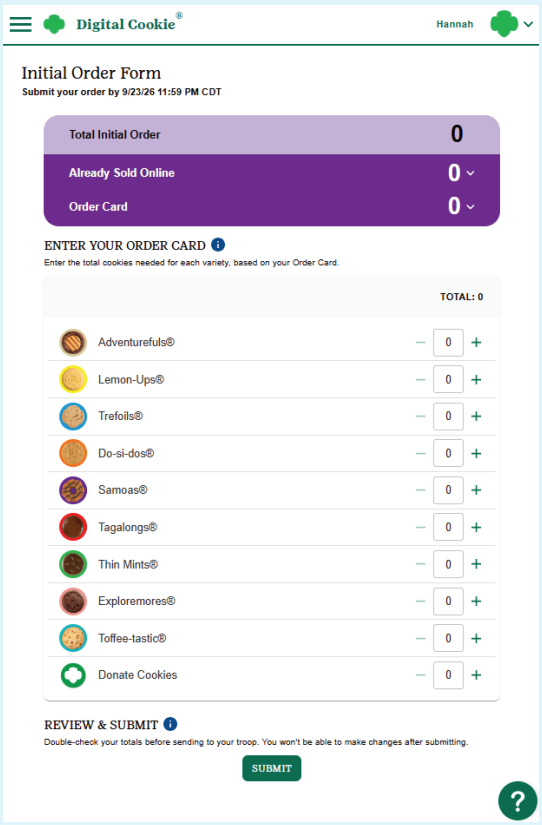
Customers may want to purchase cookies online through Digital Cookie and have the convenience of using a credit card. With your permission, they may request that your Girl Scout deliver the order instead of shipping it.

Monitor your Girl Scout's orders in Digital Cookie. Approve their request within 5 days, or decline the request and the order will default to the customer's second choice of delivery. Remember, after January 24 you will ask the troop leader for additional inventory to fill these orders.

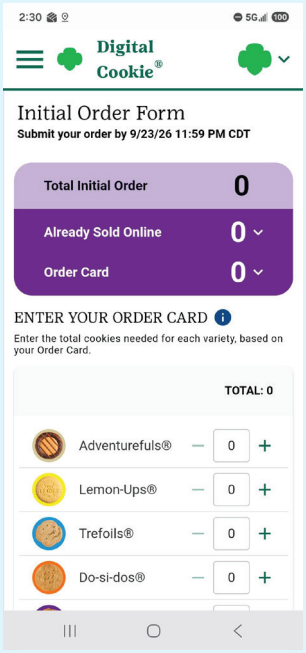
HOW TO

Submit Initial Orders on January 24

Caregivers enter Initial Order in Digital Cookie with their Girl Scout



Enter either from desktop or Digital Cookie Mobile App.



By January 24, you will help your Girl Scout enter orders taken on her paper order card during the Initial Order into Digital Cookie.

Visit digitalcookie.girlscouts.org.

Click the Inventory and Financials tab. Enter the packages you will need for the orders taken. *Do not include any orders placed online for girl 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.

Ways For Girl Scouts To 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

Beginning February 5, troops team together to market their cookies outside pre-approved locations 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.

READY TO

Celebrate Success

Explore Girl Scouts' Potential



Besides the valuable skills within the Girl Scout Cookie program, girls can earn amazing rewards.



Review the back of the Order Card with your Girl Scout to explore all the opportunities in this year's program.

Troops Earn Proceeds

FOR EVERY PACKAGE SOLD:

Troops earn proceeds based on per girl average:

$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

Troops earn proceeds to fund Girl Scout activities, adventures, and support girl-led community projects year-round.

Cadette, Senior, and Ambassador troops have an option to earn more proceeds per package. If the entire troop agrees to opt out of receiving rewards, including program credits, they can earn an additional **15 cents per package.**

Proceeds Remain In Our Council

FOR EVERY PACKAGE SOLD:



75% is applied to troop proceeds, girl rewards, program credits, girl funds, council investments to GSGWM programs, training, and properties.

25% is applied to cost of cookies, distribution, logistics, warehouse and transportation expenses, promotional resouces, facility rentals, credit card fees for troops, processing on Digital Cookie, and staff.

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. Credits are sent to the primary caregiver by email in April. Program Credits expire March 31, 2028. *(to use on the GSUSA online store, credits must be converted by March 1, 2028. Contact customercare@girlscoutsgwm.org)*

Earned Badges

The Girl Scout Cookie program is a part of a Girl Scout's whole program experience. Entrepreneurs can earn official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at GirlScouts.org.



READY TO

Support Your Girl Scout



Whether with their troop or with a caregiver, booth sales are a fun way to greet customers, practice people and money managements skills, and build confidence!

Ready to try a booth sale?
Consult your troop volunteers for the troop's plans for troop booths. If you and your Girl Scout would like to do a booth on your own, let the troop leader know. You and your own child (children) can do a booth together. The troop leader will help you secure the location and arrange for booth inventory. Discuss with the troop the plan after the booth for turning in cash and inventory management.

All Girl Scouts may use their Digital Cookie Mobile App to accept credit card payments. Follow the QR Code for more information how to use Digital Cookie for payments.

Visit girlscoutsgwm.org for quick tip videos including how to accept digital payments.

What you can do to help your Girl Scout succeed

- Go to your troop's Cookie Program Family Meeting.
- Assist with the setup and approval of her Digital Cookie storefront.
- Receipts for product in your possession will be via text message. You will acknowledge receipt with a simple tap!
- Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills.
- Help her create a plan to reach new customers. Listen to her practice her sales pitch.
- Help her visit your place of work, place of worship or other places where people might purchase Girl Scout Cookies.
- Consider becoming the troop cookie manager (or help the troop cookie manager when another adult is needed).
- Share your business expertise and help link the Girl Scout Cookie Program with the wider business world.
- Turn money in promptly to the troop that your Girl Scout has collected from customers.

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.

Booth sales begin and cupboards open February 5
After the Initial Order, each troop will obtain more cookies from a local cupboard. (council locations stocked with extra cookies) 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)*

More ways to engage your Girl Scout

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout! Check out these resources to further support your Girl Scout!

- Cookie Entrepreneur Family Pins



WHY THE

Girl Scout Cookie Program Matters

The cookie program matters for **Girl Scouts**

- Set and strive for meaningful goals, strengthening their team-building skills and sense of self.
- Develop their skills to communicate directly, collaborate effectively, and resolve conflicts constructively.
- Get on the ground experience managing money - a practical and essential life skill.
- Earn some pretty cool patches, badges, and rewards!

The cookie program matters for **volunteers**

- Gain in many of the same ways Girl Scouts do—enhancing their communication and team-building skills and more as they mentor and partner with Girl Scouts and their families
- Make a measurable difference in their community

The cookie program matters for **troops**

- Fund travel, field trips, and other events—
- Pay for troop meeting supplies and snacks, as well as badges and materials for badge activities
- Fund impactful service projects

The cookie program matters for **council**

- Offer programming and other council-wide events as needed, so that all members are able to participate
- Offer volunteer trainings on inclusive leadership, CPR, outdoor basic living skills, mental health awareness, and more
- Maintain council properties and off set the price of camp to preserve outdoor spaces and benefit all Girl Scouts



rallyhood

Rallyhood is your all-in-one platform providing 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, learn about upcoming family events, and more. Visit girlscoutsgwm.org for more details.

customercare@girlscoutsgwm.org • girlscoutsgwm.org • 888-474-9686

®, ™ & © 2026 Girl Scouts of the USA. ®, ™ & © 2026 Ferrero Group. All Rights Reserved.