



GS Backpack

January 2026

Cookies help us think outside the box!

You can Unbox the Future with your Girl Scout Cookie business. Your customers will be excited to know there is a brand new cookie – Exploremores! Inspired by rocky road ice cream, this sandwich cookie has flavors of chocolate, marshmallow, and toasted almond crème. It joins the lineup of cookie favorites – Thin Mints, Samoas, Adventurefuls, Trefoils, Do-Si-Dos, Tagalongs, Lemon-Ups, and Toffee-tastic.

Cookies are a powerful way to fund your troop activities, Take Action projects, highest award work, trips, and more! Some of the top sellers from last year offer these tips:



Alivia of Troop 51876 in Bristol, VT - "Me and my mom walked around local businesses Middlebury, VT. Sold to family and did a lot of cookie booths. I sold 2,358 boxes of cookies. I earned two camps and a lot of other goodies. I also earned \$350 to spend on Girl Scout stuff while I was at Camp Farnsworth. I can not wait to start selling cookies for 2026!"



Laura of Troop 13940 of Essex Junction, VT – "I really enjoy cookie season because I have gotten to do a lot of cool things because of cookie sales. I attend Girl Scout camp every summer and it's so much fun. My troop recently used cookie money to go to Maine. During the trip we had a lot of fun, bonded together and made memories that will last a lifetime. I am really excited to try this new cookie and to promote it to the customers. I think the new cookie will help cookie sales because a lot of people will be excited to try it."



Quiana of Troop 12130 of Derry, NH - "The reason I work so hard to sell cookies is because I want to help my troopmates' objective to raise money for trips and give back to the community. I always try to strive for a common goal for my Girl Scout siblings."



Troop 51876 at their booth sale dressed in cookie costumes during last year's cookie season!

Gift of Caring

Not everyone wants to buy cookies for themselves, and that's okay! With our Gift of Caring program, which supports hometown heroes, everyone has the ability to give cookies to others to brighten their day. Last year, Girl Scouts sold more than 32,000 packages of cookies that were distributed to the military, veterans groups, front-line workers, emergency and medical personnel, police, firefighters, postal workers, the Red Cross, and more. It's a great way for your customers to say "Thanks!" and support Girl Scouting at the same time.

Cookie season kicks off in January!



girl scouts 
of the green and
white mountains

Here's what Girl Scouts learn through the Girl Scout Cookie Program and why it matters.

Goal setting as they set troop and individual goals based on what they want to do with their cookie sale proceeds. Then girls set an individual goal with help from their families.

They need to know how to set and reach goals to succeed in school, on the job, and in life.

Decision making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.

They will make big and small decisions in their life; practice helps them make good ones.

Money management as they develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.

They need to know how to confidently handle, manage, and be overall knowledgeable about money.

People skills as they safely talk to their customers in person and virtually to work as a team with other Girl Scouts.

Knowing how to work with others will help them do better in and out of school and, later, in the workforce.

Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.

Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

Cookie Entrepreneur Family pin

Earn the Cookie Entrepreneur Family pin by completing the corresponding activity sheet. Each activity sheet is designed to help you support your Girl Scout and give you tips for your cookie entrepreneur.



You can download the Cookie Entrepreneur Family pin activity sheets using this QR code, and work on these together.



Girl Scout Program Credits

Just one of the amazing rewards girls can earn are Program Credits. Girl Scouts that sell 285 or more packages of cookies are eligible to earn Program Credits that can be used to power incredible Girl Scout experiences. Check your order card for more details. Your Program Credits can be used towards:

- An incredible summer camp experience! Camp registration is open – visit our website for more details. We have both day and overnight camp experiences to help make the most of your summer!
- Exciting program events like ninja gym, badge blasts, and virtual classes! Visit our website for a calendar of events which is updated weekly. You can attend with a parent or guardian or your troop.
- Uniforms, Girl Scout badges and awards, fun gifts, and other purchases in our Mountain Top Shops or online. Visit our website for details on how to use your credits through our different retail platforms.



Participating in the Girl Scout Cookie program is fun – and rewarding! Rewards will add up as you sell more cookies. For example, if you sell 350 packages, you will have earned \$60 in Program Credits, a cool crossbody bag, a cuddly ferret plush, secret pouch headband, cookie pop-in charms and a bar patch. That's in addition to the items earned in the Initial Order. As you sell more, your earned rewards will accumulate. Beyond individual rewards, troops earn between \$0.85 to \$1.15 per package sold in troop proceeds.

Ways to support your Cookie Entrepreneur

- Help them earn the Cookie Entrepreneur Family pin to practice building their skills at home.
- Help them set up their Digital Cookie.
- Help them keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support them. Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help them make arrangements to connect with people in their network.
- Encourage your Girl Scout to do things for themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting them!



The 2026 Cookie Program theme is:

BRAVE. FIERCE. FUN!



Register here!

By becoming a Cookie Entrepreneur you can be your own boss, running your cookie business. You can earn amazing rewards and fund your troop activities, while learning how to set goals, make decisions, manage money, work with people, and learn business ethics.

Join us to get inspired and learn all you need for an amazing cookie season! Register for a Cookie Rally today, that is closest to you!

January 10

Manchester, NH
10:00 a.m.-12:00 p.m.

Burlington, VT
1:00-3:00 p.m.

Rutland, VT
1:00-3:00 p.m.

Moultonborough, NH
2:00-4:00 p.m.

January 11

St. Johnsbury, VT
10:00 a.m.-12:00 p.m.

Rochester, NH
2:00-4:00 p.m.

Greenfield, NH
2:00-4:00 p.m.



New this cookie season!

If the Troop PGA (per girl average) is 285 boxes or more, for cookies sold throughout the whole season, January 1 - March 15, then all selling Girl Scouts in that troop, plus two volunteers, will earn their 2027 membership.

Troop Spotlight

Have photos to share of the fun your troop is having?

Send photos with a description to Customer Care at customercare@girlscoutsgwm.org. Be sure to put Troop Spotlight in the subject line.



Troop 58187 of Orwell, VT, helped at the Orwell Community Learning Garden on a raining day. The girls worked towards their gardening badge with Vermont Master Gardener Karen DeMoy.



Troop 61654 in Wolcott, VT, chose to participate in Survival STEM and learned about STEM concepts in camping. They built matchless fires, learned to navigate with a map and compass, and experimented with water filtration.



Troop 62200 in Keene, NH, led a kindness mission in their community, handing out flowers with handmade cards, Popsicles, water, granola bars, and candy. They also made a kindness message board for people to share kind messages.



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Troop 51943 Junior Girl Scouts Vivian, Gabby, and Kaylee earned their Bronze Award with their project, Birthday Bags for Kids. They created birthday bags for Isaiah 58, a nonprofit organization in Salem, NH, that supports individuals who are experiencing homelessness or home insecurity.



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of the green and
white mountains

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What do you want to be when you grow up?

Mark your calendar for Saturday, May 30, when our very first FutureFest takes place! You're invited to explore the possibilities for your future career as we gather for the morning at Saint Michael's College in Colchester, VT. Girl Scouts of all ages will have the opportunity to learn about the possibilities and discover their passions.

You'll be able to explore engaging workshops based on your age level and talk to inspiring women from a variety of career fields. Dig in with hands-on activities and opportunities to ask questions.

 **gsgwm**



FutureFest

May 30, 2026 • 9:00 a.m.-12:30 p.m.
St. Michael's College, Colchester, VT

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Upcoming activities

Camp Chats

Bring all of your camp questions to be answered, by members of our camp team, and get ready to learn about all the camp fun that is planned for summer 2026! Free.

All Camp Chat

January 8, 6:00–7:00 p.m.
January 8, 7:15–8:15 p.m.
January 20, 6:00–7:00 p.m.

Overnight Camp Chat

February 4, 6:00–7:00 p.m.
March 4, 6:00–7:00 p.m.

Overnight Camp Chat

February 11, 6:00–7:00 p.m.
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Magical Baking

Daisy-Ambassador | Virtual

Sticky Toffee Pudding

January 14, 6:00-7:30 p.m.

Homemade Oreo Cookies

February 11, 6:00-7:30 p.m.

Lemon Pudding Cake

March 11, 6:00-7:30 p.m.

Chocolate Cream Puffs

April 8, 6:00-7:30 p.m.

Explore the magic of baking as you bake along with us at home.

Price: \$10 per girl.

Register by January 12 for January 14, February 9 for February 11, March 9 for March 11, and by April 6 for April 8.



STEAM Design & Engineering (Flight) Fling Flyer

Daisy-Brownie | Dover, NH
January 24, 1:30-4:00 p.m.

Use your imagination to design, create & test your very own flying objects! Brownies earn your Mechanical Engineering Badge 2: Fling Flyer Design Challenge.

Price: \$20 per girl, \$15 per adult.
Register by January 8.

Frozen Farm

Brownie-Cadette | Keene, NH
January 25, 10:00 a.m.-5:30 p.m.

Learn about how our winter season is changing in New Hampshire, spot and identify animal signs, learn about animal adaptations, and more!

Price: \$14 per girl, \$7 per adult.
Register by January 8.

Badge Blast Weekend

Brownie-Cadette | Thetford, VT
February 13, 6:00 p.m.-February 15, 11:00 a.m.

Join us for an action-packed Badge Blast weekend where you will work on 4 badges. Vote in advance on which badges you want to earn. Saturday meals, Sunday breakfast, and badges included.

Price: \$140 per girl, \$115 per adult.
Register by February 4.

World Thinking Day Overnight

Daisy-Junior | Portsmouth, NH
February 14, 4:00 p.m.-February 15, 11:00 a.m.

Enjoy learning about and participating in World Thinking Day activities. Make new friends, learn more about how Girl Scouts stay connected across the nation and globe, and work on your Global Action Awards.

Price: \$75 per girl, \$65 per adult.
Register by February 4.

Winter Fun & S'mores

Daisy-Ambassador | Richmond, VT
February 21, 1:00-3:00 p.m.

Bring your family or troop to try snowshoeing, tackle our camp sledding hill, have a snow sculpture building contest, and warm up around the fire with some s'mores!

Price: \$10 per girl, \$5 per adult.
Register by February 13.

Badge Blast Day

Daisy | Portsmouth, NH
March 7, 9:00 a.m.-4:00 p.m.

Join us for an action-packed day where you will work on 3 badges or petals. You will choose from a list of possible badges to indicate your preference of the ones you want to earn. Badges/petals included, bring your own lunch.

Price: \$50 per girl. Register by February 25.

Maple Sugarin'

Daisy-Cadette | Keene, NH
March 8, 10:00 a.m.-12:30 p.m.

Learn the biology and natural history of maple trees, the history of sugarin', tap a tree and boil some sap. Travel through time to see how sugaring has been done through the ages.



Price: \$14 per girl, \$7 per adult.
Register by February 26.

Maple Sugar Magic

Daisy-Cadette | Hollis, NH
March 14, 1:00-4:00 p.m.

Learn how to identify maple trees, measure them for suitable size, and use a tap to collect the sap that you will turn into syrup.

Price: \$24 per girl, \$20 per adult.
Register by February 26.

3D Wood Signs

Daisy-Cadette | Bedford, NH
April 11, 10:00-11:30 a.m.

Come learn from a professional artist how to create a 3D Wood Starry Night and Campfire sign.

Price: \$35 per girl. Register by March 26.

Frozen at the Flynn

Daisy-Ambassador | Burlington, VT
April 11, 6:00-8:00 p.m.

Step into the enchanted world of Frozen, the spectacular Broadway musical based on the beloved Disney film!

Price: \$40 per person. Register by March 8.

Wooly Wonders

Daisy-Junior | Keene, NH
April 19, 10:00 a.m.-12:30 p.m.

Find out how wool is processed from shearing to a finished product. Meet the animals, explore centuries-old wool production techniques, and transform raw wool into beautiful pieces of fiber art.



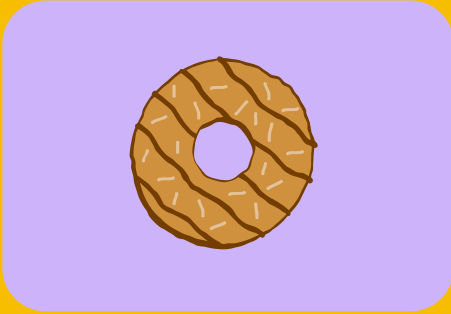
Price: \$14 per girl, \$7 per adult.
Register by April 2.



gsEvents

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Questions? Please contact Customer Care at customercare@girlscoutsgwm.org or 888-474-9686.



Set a goal.

Goal setting is the first step to making dreams a reality. Look at the Girl Scout Cookie Program rewards with your family, think about your troop goals, and pick a reward to try for. Once you decide on the number of cookies you want to sell, fill in the goal tracker—then color it as you sell cookies!

My troop goal is _____
packages so we can

My personal goal is _____ packages.

Go for the goal.

Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second “stretch” goal that’s a little higher. You might not meet the stretch goal, and that’s OK, but you won’t know unless you try! Once you decide on your goals, write them down and fill in the goal tracker—don’t forget to color it as you sell cookies!

How could you find even more customers?

Brainstorm ways to spread the word about your cookie business, then write or draw your ideas here!

Cookie Goal Tracker

A diagram illustrating a vertical stack of packages. A thick green vertical bar is shown, divided into eight equal horizontal sections by seven thin black lines. To the right of each section, the word "packages" is written.

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Magical Baking

Daisy-Ambassador | Virtual

Sticky Toffee Pudding

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Lemon Pudding Cake

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Chocolate Cream Puffs

April 8, 6:00–7:30 p.m.

Explore the magic of baking as you bake along with us at home.

Price: \$10 per girl.
Register by January 12 for January 14,
February 9 for February 11, March 9 for
March 11, and by April 6 for April 8.



Find Your Voice

Cadette | January 19
Manchester, NH | 11:00 a.m.-12:30 p.m.
Virtual | 3:00–4:30 p.m.

Build your confidence, learn to control your breath, use empowering body language, and other skills to captivate your audience. Earn your Public Speaker badge.

Price: \$25 per girl. Register by January 8.

Junior Maestros

Junior | January 19
Manchester, NH | 9:15–10:45 a.m.
Virtual | 1:15–2:45 p.m.

Take a musical journey and explore instruments, try your hand at composition, and take the stage. Earn your Musician badge.

Price: \$25 per girl. Register by January 8.

Who Done It?

Junior-Cadette | Amherst, NH
January 24, 1:00–3:00 p.m.

Be a crime scene investigator and use real CSI techniques to solve various "crimes". Earn your Detective or Special Agent badge.

Price: \$22 per girl. Register by January 9.

Frozen Farm

Brownie-Cadette | Keene, NH
January 25, 10:00 a.m.-5:30 p.m.

Learn about how our winter season is changing in New Hampshire, spot and identify animal signs, learn about animal adaptations, and more!

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Badge Blast Weekend

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Winter Fun & S'mores

Daisy-Ambassador | Richmond, VT
February 21, 1:00–3:00 p.m.

Bring your family or troop to try snowshoeing, tackle our camp sledding hill, have a snow sculpture building contest, and warm up around the fire with some s'mores!

Price: \$10 per girl, \$5 per adult.
Register by February 13.

Winter Adventures Weekend

Cadette-Ambassador | Thetford, VT
February 27, 6:00 p.m.-March 1, 11:00 a.m.

Enjoy trekking through the snow, snowshoeing, sledding, snow painting, ice candles, and more. We'll spend time enjoying outdoors in the winter and warming up with hot chocolate and fires!

Price: \$130 per girl, \$115 per adult.
Register by February 18.

Maple Sugarin'

Daisy-Cadette | Keene, NH
March 8, 10:00 a.m.-12:30 p.m.

Learn the biology and natural history of maple trees, the history of sugarin', tap a tree and boil some sap. Travel through time to see how sugaring has been done through the ages. Visit our sugar house and try a sweet treat of syrup.

Price: \$14 per girl, \$7 per adult.
Register by February 26.

Maple Sugar Magic

Daisy-Cadette | Hollis, NH
March 14, 1:00–4:00 p.m.

Learn how to identify maple trees, measure them for suitable size, and use a tap to collect the sap that you will turn into syrup.

Price: \$24 per girl, \$20 per adult.
Register by February 26.



Program Aide Training

Cadette | Portsmouth, NH
March 28, 9:00 a.m.-2:00 p.m.

Interested in developing your leadership skills? In this training, you will learn about different group dynamics, how different ages learn, and how to plan and personalize your own activities to lead.

Price: \$40 per girl. Register by March 18.

3D Wood Signs

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Fine-tune your pitch.

Improve your pitch by making changes based on feedback. Write those ideas here. Then try creating a video to share online with help from an adult.

[illegible]

Craft your pitch.

Draw your cookie customers in with a catchy pitch! Use the prompts below to write ways to persuade people to support your cookie business. Ask your family to help and test it out on them. Their feedback will improve your people skills!

INTRO

- how will you introduce yourself and your cookie business?

YOUR STORY

- what is your troop going to do with the proceeds, and how did you come up with your ideas?

YOUR PRODUCT

- describe your products and why buying them is the right choice. What do customers get when they buy Girl Scout Cookies versus similar products?

YOUR TEAM

- who is already supporting your cookie business?

YOUR SUCCESSES

- what have you achieved so far?

YOUR ASK

- tell your audience how they can best support you. What do you need? Be specific.

YOUR CONCLUSION

- how will you summarize your pitch and restate your ask?

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Winter Fun & S'mores

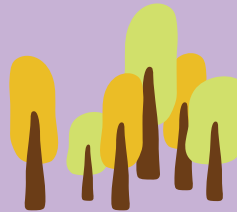
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Price: \$130 per girl, \$115 per adult.
Register by February 18.

Global Leadership Conference 2026

Senior-Ambassador | Newport, RI
March 20, 7:00 p.m.–March 22, 12:00 p.m.

Engage with women who are changing the world and to interact with amazing peers. Girls will choose from over 40 workshops that include topics like STEAM, global issues, stress management techniques, financial literacy and more.

Price: \$125 per person.
Register by February 13.

Frozen at the Flynn

Daisy-Ambassador | Burlington, VT
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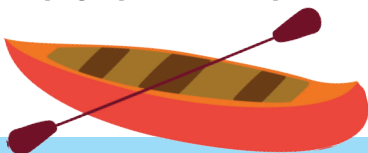
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Camp Leadership Opportunities

Camp Aide

Grades 9-10 – Camp Farnsworth Only

Spend time at camp continuing to discover what it means to be a leader and learning more about yourself. You will enjoy a fun week of all the typical camp activities while leading activities for younger campers, completing a service project, and helping to plan an all-camp.



Counselor-in-Training (CIT)

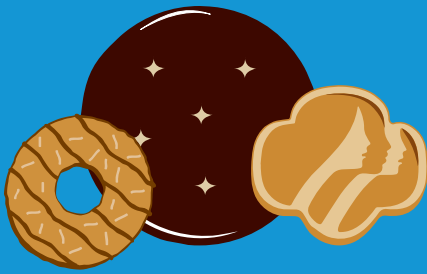
Grades 9-11

CITs are campers ready to take the next step in their leadership journey and are interested in becoming a camp counselor. Plan and lead activities for younger campers, practice creating schedules, and develop group management techniques. Increase your skills in specific activity areas that interest you and shadow program or administration camp staff to see how they support camp.



Considering a job at camp?

Day camp counselor positions are open for those ages 16 and older. Overnight counselor positions are open for those 17 and older. To apply, visit <http://www.girlscoutsgwm.org/camp>



After your cookie sale...

Show your appreciation.

Whether this is your first or tenth cookie season, you have a support network around you to help along the way. Ask your family to think of everyone who helped cheer you on, spread the word, and manage logistics. Come up with a way to say thank you to your family, troop leaders, most loyal customers, and Girl Scout sisters.



Be a sister to every Girl Scout.

Ask your family how they've seen you grow by participating in the Girl Scout Cookie Program, then make a list of their responses. Use this list to create a presentation, activity, or video to share with younger Girl Scouts to inspire them as they run their own cookie businesses. Part of developing people skills is sharing your learning with others and becoming a mentor yourself!

How have I grown?
