

Helpful Hints

- Always identify yourself as a Girl Scout—wear your membership pin, uniform, or Girl Scout apparel.
- All cookies are \$6.00 per package (including gluten-free). Prices are set by Council—no exceptions.
- Collect payment at delivery (or at time of order for Cookie Share donations).
- Checks should be made out to Girl Scouts.
- Turn in money weekly and by all troop deadlines.
- If a customer changes their mind, use the cookies to fill a Keep Goal-ing order, do a walkabout, or work with your Troop Cookie Manager to see if anyone in your troop needs extras.



Ways to Support Your Cookie Entrepreneur

- Help set up their Digital Cookie site.
- Help keep money safe.
- Review rules and safety guidelines together.
- Model ethics, goal setting, and people skills.
- Work on the Cookie Entrepreneur Family Pin.
- Support the whole troop’s goals—not just your own Girl Scout’s.
- Let them take the lead whenever possible (even if it’s quicker for you to do it for them).
- Have fun—make cookie season a family adventure!



Safety Information

- Daisies, Brownies, and Juniors must always sell with an adult.
- Cadettes, Seniors, and Ambassadors should use the buddy system or sell with adults.
- Never enter a customer’s home.
- Follow pedestrian safety rules.
- Return home often when collecting money.
- Only share first names—never personal details like phone numbers or addresses.
- Know the name and number of a trusted adult to call in an emergency.

Cookie season begins with preorders (January 16–February 1). This short window gives every Girl Scout a focused chance to set a goal, connect with customers they already know, and build early confidence. Preorders set the stage for the fun and skill-building opportunities they’ll enjoy all season long.

Girl Scout Rewards

Girl Scouts make their reward choices in Digital Cookie.

Cookie Dough comes in two forms:

- **In-House Cookie Dough** | Use at GSNWGL camps, the camp store, programs, Girl Scout Destinations, or to cover materials for Silver/Gold Awards.
- **Online Shop Cookie Dough** | Use for purchases at girlscoutshop.com/GSNWGL.

Deadlines & Extensions:

- 2026 Cookie Dough expires **December 18, 2026**.
- Families may request extensions (up to 4 years) for travel, camp, or award projects.

Other Recognition Options:

- Some camp sessions fill fast—register early before rewards arrive. Cookie Dough/camp certificates can be applied to fees by calling 888.747.6945.
- Cadettes, Seniors, and Ambassadors may opt out of recognitions in exchange for higher troop proceeds (except Cookie Dough and membership awards).
- 2300+ Travel Level: Earn \$1500 toward GSNWGL Council travel or Girl Scout Destinations. Multiple years can be combined!



2026 Girl Scout Cookie Program

Girl Scout & Family Guide



For more than 100 years, the Girl Scout Cookie Program® has been the largest girl-led entrepreneurial program in the world—helping Girl Scouts build confidence, discover their strengths, and fund adventures that create memories to last a lifetime.

This year’s theme, **Brave. Fierce. Fun!**, celebrates the courage, determination, and joy Girl Scouts bring to everything they do. Our mascot, the black-footed ferret, is full of energy and spirit—the perfect symbol for Girl Scouts who take on challenges with confidence.



As participants move through the Cookie Program, they’ll master important skills like **goal setting, decision making, money management, people skills, and business ethics**—all while running their very own cookie business. Along the way, they’ll discover strengths they didn’t know they had, grow as part of a team, and enjoy the fun that comes from reaching big goals together.

New Cookie Highlight: Exploremores™



The sweetest news of 2026 is the debut of the **Exploremores™ cookie**! Inspired by Rocky Road ice cream, this sandwich cookie features chocolate, marshmallow, and toasted almond crème filling, all inside the iconic trefoil design.

Taste testers agree—it’s an instant classic, and Girl Scouts are excited to share it with customers this season!



Scan the QR code to learn more about Exploremores from GSUSA!

Ask yourself, does your Girl Scout get to...

Goal Setting	Decision Making	Money Management	People Skills	Business Ethics
<input type="checkbox"/> Set individual goals?	<input type="checkbox"/> Decide how to use their group funds?	<input type="checkbox"/> Manage their inventory and track their sales?	<input type="checkbox"/> Make the pitch or ask?	<input type="checkbox"/> Learn about the product they are selling?
<input type="checkbox"/> Set group goals?	<input type="checkbox"/> Decide how to market their business?	<input type="checkbox"/> Handle cash money?	<input type="checkbox"/> Work as a team with their peers?	<input type="checkbox"/> Thank their customer?
<input type="checkbox"/> Share team and individual goals with customers?	<input type="checkbox"/> Market their business?	<input type="checkbox"/> Process a credit card transaction?	<input type="checkbox"/> Distribute cookies to the customer?	<input type="checkbox"/> Deliver their product on time?



2026 Cookie Program Dates

January 16–February 1 | Preorder Phase
Encourage your Girl Scout to participate—it’s the best way to start the season strong.
They collect preorders via their order card and Digital Cookie. No money is collected in-person at this time. Preorders are due to the Troop Cookie Manager (TCM) by:

January 16–April 5 |
Digital Cookie® is open for orders.

February 2–April 5 | Keep Goal-ing Phase
Participants continue selling with the Keep Goal-ing order card and Digital Cookie to reach new goals and earn rewards.

February 25–March 5 | Cookie Deliveries
Girl Scouts pick up cookies from their TCM, then deliver and collect payment for preorder sales. All money from preorders is due to the TCM by:

March 6–April 5 | Direct Sale
Troops work together at booths and also participate in walkabouts, selling cookies door-to-door with cookies in hand.

May | Rewards Delivered
Girl Scouts receive rewards from their Troop Cookie Manager.

June 15 | Final day to report reward and Cookie Dough discrepancies to the GSNWGL Product Program Department.

June 30 | If membership recognition is earned, Girl Scout must be reregistered by this date.

My Troop Cookie Manager is

Digital Cookie®: Your Online Storefront

Digital Cookie is the online platform that helps Girl Scouts run their cookie business anytime, anywhere. It's fun, easy to use, and a powerful way to connect with customers near and far.

Through Digital Cookie, your Girl Scout can:

- **Take orders online:** Collect preorders and ongoing sales online (donation, shipping, or in-person delivery).
- **Use the app** to accept electronic payments in person, track progress, and share their site link safely. *(Note: If you used the app in a previous year, please delete the old version and download the updated app before this season begins.)*
- **Earn badges and pins** that celebrate developing business skills.
- **Track progress** in real time to stay motivated and keep goaling.

Key Dates:

Open: January 16 – April 5
Orders for in-person delivery close: March 29

Getting Started with Digital Cookie®

- Watch for your **setup email on January 16** from *email@email.girlscouts.org* to activate your Girl Scout's site.
- Help them customize their storefront with a photo or video to share their story.
- Share their link safely with friends and family you know—**safety first!**
- Complete setup on January 16 to be ready to participate in preorders—the best opportunity to start the season with confidence.

Helpful Resources

Business cards, door hangers, and the Cookie Boss Profile flyer are available on our Council website.
gsnwg1.org/cookieresources



Need extra support? Visit the Digital Cookie Help Center.
<https://digitalcookie.girlscouts.org/help/parent-girl>

Ways to Participate in the Cookie Program

Every Girl Scout, Every Family—Find What Fits

The Cookie Program is a core part of the Girl Scout experience, and every family can find ways to participate that work best for them. Nearly all Girl Scouts take part in the **preorder phase (January 16–Febrary 1)** because it's the simplest way to start strong. From there, they can choose to explore other options throughout the season—building confidence, meeting new customers, and having fun along the way!

Text or Call Friends and Family

A simple and flexible way to begin. Great for first-time sellers and busy schedules—your Girl Scout can build confidence by connecting with people they already know.

Digital Cookie®

A 24/7 online storefront where customers can donate, request shipping, or select in-person delivery. Flexible for every family's schedule and a fun way to reach distant friends and relatives.

Door-to-Door Order-Taking

With adult supervision, Girl Scouts can meet neighbors, share their story, and practice their pitch. Use door hangers or business cards for customers who aren't home.

Cookie Booths

Troops work together at pre-approved booth locations. Booths are a great way to meet new customers, practice teamwork, and make a big impact together.

Community Connections

Parents and caregivers can help by offering cookies at work, places of worship, or community groups. A great way for families to get involved together.

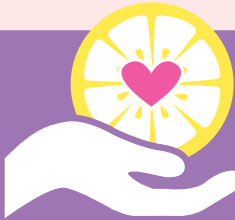
Walkabouts

Girl Scouts sell cookies door-to-door with cookies in hand—quick, convenient, and popular with customers. Troops may organize group walkabouts, or families can check out cookies for individual sales. Ask your Troop Cookie Manager for details.

The more ways a Girl Scout participates, the more skills they build—and the more fun they have. Many families find that starting with preorders is a simple way to begin, and if they wish, they can later choose to add other activities to keep the season engaging.

Make Sure Your #CookieBoss Is Ready

All participants must be registered Girl Scouts and return a signed permission form to their leader or Troop Cookie Manager to participate. Once all that's squared away, set a goal and start taking preorders January 16–February 1 (with an adult, of course)!



Girl Scouts Using Online Marketing

Girl Scouts may use the internet to share their Cookie Program sales links, stories, and learning with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program. Online marketing and sales efforts should always be led by a Girl Scout while supervised by their parents or caregivers.
- Girl Scouts, volunteers, and parents/caregivers must adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use, and Cookie and Product Sales Checkpoints.
- Sales links should never be posted to online resale sites (e.g., Craigslist, eBay, Facebook Marketplace, Facebook Swap).
- Social media ads should not be purchased or donated to promote sales links.
- GSUSA reserves the right to remove or disable the link for any reason, including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.

Parents, Girl Scouts, and volunteers should contact and collaborate with their council and GSUSA in advance on any news media opportunities tied to Girl Scouts' online marketing and sales efforts.

Preorder Phase

January 16–February 1

Preorders are the best way to start strong, so most Girl Scouts participate. Participants make calls, go door-to-door, and contact those they know to take cookie orders. During this short period, they set goals, practice customer skills, and see their efforts add up quickly.

Girl Scouts take orders on their order card or online via Digital Cookie. Families can enter the preorders in Digital Cookie. Troop Cookie Managers then confirm the orders in Smart Cookies. Troop Cookie Managers can also enter preorders on behalf of their Girl Scouts. Once the Girl Scout Cookies arrive, the troop sorts them by individual Girl Scout. Each Girl Scout then delivers the cookies and collects payment.

Keep Goal-ing Phase

February 2–April 5

After preorders, Girl Scouts can keep reaching for their goals using the Keep Goal-ing order card and/or Digital Cookie. This phase allows participants to practice persistence and celebrate additional successes.

Keep Goal-ing order cards are available from your Troop Cookie Manager (when you turn in your preorder card) or at gsnwg1.org. Orders are reported to the Troop Cookie Manager, who can use troop extras or pick up more cookies from the nearest "Cookie Cupboard." During this phase, Girl Scouts continue to earn rewards, and troops continue earning proceeds.



Cookie Share Donations

Cookie Share is our Council's cookie service project. Customers can purchase cookies to be donated to military service members, shelters, frontline workers, and food banks. During the 2025 Cookie Program, more than **20,000 packages** were donated!

How it works:

1. Ask every customer if they'd like to donate.
2. Record donations in the "Cookie Share" column on the order card.
3. Collect \$6.00 per donation.
4. Turn in Cookie Share money and orders to your Troop Cookie Manager.
5. Sell 6+ Cookie Share packages to earn the Cookie Share patch.
6. Online customers may also donate cookies—no shipping fee! (a small processing fee applies per order.)



Gluten-Free Caramel Chocolate Chip Cookie

This cookie does **not** appear on the order card. Check with your troop for availability. Supplies are limited both in-person and online.

- \$6.00 per 5-oz resealable pouch
- Also available through Digital Cookie
- Full ingredient info: abcbakers.com