



# 2026 Girl Scout Cookie Program®

## Troop Cookie Manager Guide

**Brave.**  
**Fierce.**  
**Fun!**

**Welcome, Troop Cookie Managers!** Thank you for stepping into this important role. Because of your leadership, Girl Scouts will gain confidence, achieve goals, and power the experiences that make Girl Scouting unforgettable. Your efforts make the Cookie Program possible—and we're grateful for the impact you create in every troop.

This year's theme, **Brave. Fierce. Fun!**, celebrates the courage, determination, and joy that Girl Scouts bring to everything they do. Our mascot, the black-footed ferret, is full of energy and spirit—a perfect reminder that Girl Scouts can face challenges with confidence and perseverance.

And the sweetest news: 2026 brings 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 already love it, and we expect it to be the star of this season's lineup. Encourage Girl Scouts to share their excitement about Exploremores™ with customers!

We heard you—troops and families have asked for more time to connect with customers during the first phase of cookie season. As part of our ongoing efforts to make the program smoother and more flexible, the preorder period (January 16–February 1) now includes an extra weekend—a simple but significant change we hope will make it easier for families to participate, help Girl Scouts build confidence early, and give troops a stronger foundation for the rest of the season.

New this year: Rallyhood! Rallyhood is a new online hub for troop volunteers to connect, share resources, and stay updated. Join the Cookie Program Rally—an easy place to find updates, access materials, and connect with other Troop Cookie Managers.

My Service Area  
Cookie Manager (SACM) is:

My SACM's phone number is:

My SACM's email address is:

### Ask yourself, do your Girl Scouts get to...



#### Goal Setting

☐ Set individual goals?

☐ Set group goals?

☐ Share team and individual goals with customers?



#### Decision Making

☐ Decide how to use their group funds?

☐ Decide how to market their business?

☐ Market their business?



#### Money Management

☐ Manage their inventory and track their sales?

☐ Handle cash money?

☐ Process a credit card transaction?



#### People Skills

☐ Make the pitch or ask?

☐ Work as a team with their peers?

☐ Distribute cookies to the customer?



#### Business Ethics

☐ Learn about the product they are selling?

☐ Thank their customer?

☐ Deliver their product on time?

## Cookie Meeting with Families

Host a cookie kickoff with girls and families! Use this meeting to:

- Review program dates, cookie lineup, safety guidelines, and Digital Cookie setup
- Share troop and individual goals
- Walk families through the participation options and how each supports girl skill-building



*Daisy, Brownie,  
Junior*

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*Cadette, Senior,  
Ambassador*

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## Cookie Volunteer Resources



Scan the QR code to visit the cookie volunteer resource section of Volunteer Collective.

<https://vc.gsnwgl.org/cookies-plus/cookie-program/>



## Gluten-Free Caramel Chocolate Chip Cookie

Caramel Chocolate Chip cookies come in a 5-ounce resealable standing pouch; full ingredient information can be found at [abcbakers.com](http://abcbakers.com).

If your troop pre-ordered Caramel Chocolate Chip cookies in October, they will be included with your initial delivery. There will be limited availability during direct sale time at booths and walkabouts.

## Digital Cookie® Online Storefront

Digital Cookie helps Girl Scouts run their cookie business online, anytime, anywhere.

Through Digital Cookie, Girl Scouts can:

- Take online orders for delivery, donation, or shipping
- Use the app to accept electronic payments in person
- Track progress in real time
- Earn cookie business badges and pins

For Troop Cookie Managers:

- Support families: Remind them to activate their sites early and encourage preorder participation.
- Promote updates: Remind families who used the app in past years to delete the old version and download the updated one.
- Facilitate booth sales: Use Digital Cookie to accept credit card payments at troop booths.
- While Smart Cookies remains the system for troop management, Digital Cookie is where families interact with customers—and both systems complement each other.

## 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.

## Smart Cookies Online Management System

Troops use Smart Cookies to:

- Enter cookie and recognition orders
- Track payments and transfers
- Manage booth sales

In January, Troop Cookie Managers will receive a registration email from [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com). Contact your Service Area Cookie Manager or [info@gsnwgl.org](mailto:info@gsnwgl.org) if you need help accessing the system.

Step-by-step tutorials are available on our website. Please watch for Smart Cookies emails throughout the season. Each message is timed to the exact phase of the Cookie Program and will include the exact steps, tips, and reminders you'll need to stay on track.



**Fill out the online agreement to get started!**

[https://girlscoutsofthenorthwesterngreatlakes-regsm.formstack.com/forms/tcm\\_agreement](https://girlscoutsofthenorthwesterngreatlakes-regsm.formstack.com/forms/tcm_agreement)

# Make Sure Your #CookieBosses Are Ready to Sell

All participants must be registered Girl Scouts and return a signed permission form to their Troop Cookie Manager.

## Ways to Participate

Cookie season is for every Girl Scout. Preorders are the easiest way to begin, helping Girl Scouts set early goals, build confidence, and giving the troop a united foundation. Other activities can then be added later on to keep the season exciting and full of growth.

### Preorder Phase: January 16–February 1:

Girl Scouts make calls, go door-to-door, and contact those they know to take orders for Girl Scout Cookies. Girl Scouts take orders via their order card or online via Digital Cookie. Troop Cookie Managers then enter or review the number of cookies each Girl Scout sold in the Smart Cookies online system. Later, troops pick up cookies at their service area delivery location and sort them by individual Girl Scout. Each Girl Scout then delivers their Girl Scout Cookies and collects payment.

The initial cookie order is rounded up to full cases (12 packages/case.) Surplus cookies are great for cookie booth sales and Keep Goal-ing orders! Our Council does not accept returns of unsold cookies. Please review your cookie order carefully before submitting it.

### Keep Goal-ing Phase: February 2–April 5

After preorder cards are turned in, Troop Cookie Managers provide Keep Goal-ing cards so Girl Scouts can continue selling—either with the card or online in Digital Cookie. It's a great way for both Girl Scouts and troops to stay motivated and keep reaching for their goals.


Keep Goal-ing orders can be filled from troop extras or cookie cupboards. Girl Scouts will continue to earn rewards, and troops will continue to earn proceeds during this time.

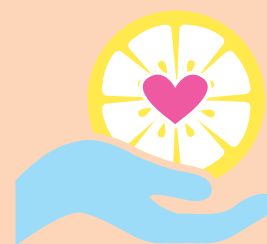
### Hosting a Cookie Booth: March 6–April 5

Cookie Booths are a great way for troops to earn additional proceeds by selling cookies directly to the public at area businesses. Booths give Girl Scouts the opportunity to set up, run, and manage their own cookie store. Participants conduct transactions, handle money, build their presentation and conversational skills, set up product displays, manage inventory, and more!

Council has many booth opportunities available with partners such as Festival Foods, Pick 'n Save, Walmart, Dunkin' Donuts, Cabela's, Hy-Vee, Lamb's, Farm & Fleet, Fleet Farm, and select Texas Roadhouse restaurants. Troops can also reach out to local businesses to request permission to host a booth and make arrangements for the dates and times. There are many potential cookie booth locations, so troops are encouraged to think creatively, but some common sites are grocery stores, gas stations, movie theaters, and malls.

Cookies sold at a cookie booth are transferred to the participants selling at the booth using the Smart Booth divider in Smart Cookies or through a troop-to-Girl Scout transfer.

-  Check out our online Booth Guide at <https://vc.gsnwgl.org/wp-content/uploads/2024/01/2024-Cookie-Booth-Guide.pdf> for helpful hints.
- Remember to add your troop-secured booths to Smart Cookies so they will be included on the Cookie Finder app!
- Check with your Service Area Cookie Manager for suggestions on how many cookies to bring to your booth.



## Cookie Share Donations

Cookie Share is our Council's cookie service project. Customers can purchase cookies to be donated to women and men serving in the military and to local shelters, first responders, and food banks. Troops will not receive any cookies ordered through the Cookie Share Program; the Council will donate the cookies directly to the military/shelters/first responders/food banks. During the 2025 Cookie Program, over 20,000 packages of cookies were donated!

In Smart Cookies:

- Initial orders: Enter Cookie Share Donations in the CShare column.
- Keep Goal-ing/booth orders: Enter in Virtual Cookie Share under the Orders tab.
- Adding a Cookie Share Order gives the Girl Scouts credit toward the Cookie Share rewards and other rewards.

Troops still have the option to donate and deliver cookies to an organization of their choice. To receive these donated cookies, troops will need to choose flavors in the Girl Scout's order. In this case, there are no numbers under the CShare column in Smart Cookies. The Cookie Share rewards are given for CShare cookies only, not for other donated cookies.



## Older Girl Scouts & the Cookie Program

The Cookie Program continues to offer meaningful opportunities at every level. For older Girl Scouts, it's a way to fund big adventures, sharpen leadership skills, and prepare for the future. Here are a few ways to keep participation fresh and relevant:

- **Mentorship:** Partner with a younger troop. Older Girl Scouts can coach younger ones on sales strategies, goal setting, or booth management—building leadership while giving back and showing younger Girl Scouts what's possible.
- **Purpose-Driven Selling:** Align sales with a troop passion project or travel goal. Connecting proceeds to something tangible—whether a service project or a grand adventure—keeps motivation strong.
- **Skill-Building Focus:** Highlight résumé-ready skills such as public speaking, digital marketing, financial management, and customer service. These experiences can shine on applications for college, jobs, or scholarships.

***Remember:** Cadette, Senior, and Ambassador Girl Scouts can choose to opt out of recognitions in exchange for additional troop proceeds—giving them more flexibility to fund the big goals that matter most to them.*



## Walkabouts: March 6–April 5

During a walkabout, Girl Scouts sell cookies door to door, but instead of taking orders and delivering later, participants have the cookies with them for customers to purchase directly. This is so convenient for Girl Scouts and their customers!

Sometimes, troops meet and walkabout together as a group, on a weekend or early evening. Other times, Girl Scouts and their parent/caregiver can “check out” cookie packages for an individual walkabout, using cookies from their troop’s back-up supply. In this case, the Girl Scout would receive a set amount (usually about 25–50 packages) from the cookie manager. The parent/caregiver would sign a receipt, acknowledging they received the cookies. They would keep the cookies for a set time (usually 1–3 days) to complete their walkabout. Afterwards, they can return remaining cookies to the troop, to continue to use for booths and Keep Goal-ing orders. The Troop Cookie Manager would give the parent/caregiver a second receipt, to show which cookies were returned.

## Cookie Cupboards: March 5–April 5

- Hosted at each of GSNWGL’s Service Centers and other volunteer-run locations.
- Used to fill Keep Goal-ing orders or to stock cookie booths and walkabouts.
- Pick up cookies by the package or by the case.
- No payment is collected at Cookie Cupboards.
- No returns or exchanges are available at Cookie Cupboards.

## Swapping Cookies Between Troops

Have or need extra cookies? Besides cookie cupboards, cookies can also be obtained from other troops. Reach out to your Service Area Cookie Manager to get the word out to troops in your area.

Email your Service Area Cookie Manager with both the contributing and receiving troop numbers and the number of packages (by flavor) being transferred. Your SACM will then transfer the cookies in Smart Cookies. Financial responsibility for these cookies will transfer from the contributing troop to the receiving troop. **No funds change hands between troops.**

# Money Management

- Girl Scouts collect money when the cookies are delivered. Make checks out to “Girl Scouts.”
- Collect signed receipts for all cookies that are distributed to families.
- Schedule regular money collection dates with families (for example, Money Mondays).
  - Encourage families to turn in money frequently.
  - Count out money with families and keep a signed receipt for the transaction.
- Make frequent deposits into the troop bank account.
  - Allow plenty of time before the scheduled ACH withdrawals to be sure that the funds are posted to the troop account.

Notify the Product Program Department in advance (consult calendar for dates) if money is not available for scheduled ACH withdrawals. Troops will be charged a \$12 fee for any withdrawals that fail due to lack of funds.

## Troop Proceeds

Troops earn proceeds based on the per-Girl Scout selling average (PGSA). The PGSA is determined by dividing the number of cookie packages sold by the troop by the number of Girl Scouts in the troop who are participating in the Cookie Program. Additional cookies picked up throughout the sale will increase the PGSA of the troop. **It is important to remember these proceeds belong to the troop as a whole, and not to the individual members of the troop.**



Per-Girl Scout Selling Average	Troop Profit*
1–149 packages	\$0.90 per package
150–199 packages	\$1.05 per package
200+ packages	\$1.12 per package

*\*Troops who participated in the 2025 Fall Product Program will receive an additional \$0.03 per package in troop profit. (Three Girl Scouts from the troop need to have participated in the Fall Product Program. If a troop consists of only two girls and they both participated, their troop qualifies!)*

*\*Cadettes, Seniors, and Ambassadors may receive an additional **\$0.15** in profit in place of rewards. The whole troop must agree on this. Regardless, all participants will receive all their earned patches. **Cookie Dough and Membership is part of the rewards plan and will not be awarded to opt-out troops.** The troop reward will be available for opt-out troops and the 2300+ level is available for opt-out participants.*

## Uncollected Funds Policy

### Family Debt

Contact families with outstanding balances a minimum of three times. If funds are still not collected after these attempts, complete the Uncollected Funds form by **May 15**, and turn it in along with the original signed parent/caregiver permission slip and the original signed receipt(s) for money and/or products. (Keep a copy for your records.) Without the appropriate documents attached, the debt becomes the responsibility of the troop.

### NSF Debt

If a customer or family check bounces due to insufficient funds, a closed account, or other reasons, attempt to make one contact with the individual whose check bounced. If you are unable to resolve the issue, submit an Uncollected Funds form to GSNWGL’s Product Program Department with the originals: bank notice, returned NSF check, and any supporting documents (e.g., letters, emails). If a family of a Girl Scout writes a check that is NSF it will be handled like Family Debt—permission slip and receipts would be required.

Once an Uncollected Funds form has been turned into the Council, troops should direct all family payments to the Product Program Department. The Uncollected Funds form can be found at [www.gsnwgl.org](http://www.gsnwgl.org).

### Troop Debt

When a troop is slow to pay, fails to pay, or does not have the necessary funds in the troop bank account, a minimum of three attempts will be made to contact the TCM. If no collection is possible or no payment arrangement has been made, the next steps will be determined by GSNWGL’s Product Program and Finance Departments, which may include police involvement and/or small claims.



## Rewards

All rewards can be found on the reward insert. Girl Scouts can make reward choices in Digital Cookie!

Our Cookie Dough (program/retail credits) come in two choices:

- **In-House Cookie Dough**—For use at our camp store locations or for GSNWGL camps and programs. In-House Cookie Dough can also be used for Girl Scout Destinations and for Girl Scout Gold Award and Girl Scout Silver Award materials reimbursement.
- **Online Shop Cookie Dough**—Can only be used when ordering online retail purchases at [girlscoutshop.com/GSNWGL](http://girlscoutshop.com/GSNWGL).

**2300+ Council travel level**—Girl Scouts that reach this level earn \$1,500 toward GSNWGL Council travel, or Girl Scout Destination. Girl Scouts that reach this level multiple years can save up multiple travel vouchers!



# Navigating Ways to Participate: Tips for Troop Leadership

Cookie season offers many ways for Girl Scouts to participate, and no troop needs to use them all. The season begins with preorders (January 16–February 1); for most troops, this is the simplest and most effective way to get started. Preorders give every Girl Scout a focused opportunity to set goals, build confidence, and provide the troop with a strong foundation. After preorders, troops can add other methods as they choose to keep the season engaging and support additional growth.

Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience
<input type="radio"/> <b>Text/Call Friends &amp; Family</b>	Build people skills by talking with trusted contacts	Help with calls, deliveries, and money collection (or Digital Cookie payments)	Distribute cookies, collect funds, and deposit regularly
<input type="radio"/> <b>Community Connections</b>	Practice networking and relationship-building in the community	Support storage, delivery, and larger sales	Track inventory in Smart Cookies; coordinate multiple pickups
<input type="radio"/> <b>Digital Cookie—Shipped</b>	Learn goal setting, marketing, and online customer skills	Support by monitoring site—no cookies or money handled	Monitor troop activity and encourage link sharing
<input type="radio"/> <b>Digital Cookie—Girl Scout Delivered</b>	Combine online sales with in-person delivery for customer interaction	Manage delivery while payments are online	Pick up cookies to fill orders; no money handling required
<input type="radio"/> <b>Door-to-Door Order Taking</b>	Practice people and money skills by collecting orders	Support by accompanying sales and helping with delivery	Fulfill orders from troop preorder and distribute cookies
<input type="radio"/> <b>Cookies in Hand (Walkabouts)</b>	Gain real-time sales experience with cookies in hand	Help track sales and manage small amounts of inventory	Provide inventory, track in Smart Cookies, and collect money
<input type="radio"/> <b>Cookie Booths</b>	Reach new customers and build teamwork in public settings	Volunteer as booth chaperones	Schedule booths, manage inventory, deposit funds, and assign credit

## 2026 Cookie Program Dates

January	Reach out to booth locations to reserve dates/times
January 5–15	Troops host Girl Scout/caregiver trainings
January 16–February 1	Girl Scouts take door-to-door cookie orders (no money is collected now)
January 16–April 5	Girl Scouts take online cookie orders with Digital Cookie
February 3	Smart Cookies opens for booth entry at 9 am
February 2–April 5	Girl Scouts take Keep Goal-ing orders
February 2–7	Troop cookie managers enter and finalize initial orders in Smart Cookies
February 8	SACMs finalize initial orders in Smart Cookies
February 16	Smart Cookies opens for planned orders
February 20–22	National Girl Scout Cookie Weekend
February 25–March 5	Cookies are delivered to SAs; SACMs distribute to troops
March 6–April 5	Troops host cookie booths
March 20	Notify <a href="mailto:info@gsnwgl.org">info@gsnwgl.org</a> by 5 pm if ACH amount needs to be adjusted
March 27	GSNWGL debits 50% amount owed from troop bank accounts
April 6–10	Troops finalize recognition orders in Smart Cookies
April 11–12	SACMs finalize recognition orders in Smart Cookies
April 15	Notify <a href="mailto:info@gsnwgl.org">info@gsnwgl.org</a> by 5 pm if ACH amount needs to be adjusted
April 23	GSNWGL debits the final amount owed from troop bank accounts
May	Rewards are delivered and cookie dough is emailed to participants
May 15	Uncollected fund forms are due to GSNWGL
June 15	Final day to report rewards and cookie dough discrepancies to GSNWGL Product Program Department
June 30	If membership recognition earned, must be reregistered by this date

# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur	
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer	
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur	
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart	
Cadette	 My Cookie Venture			 My Money Habits			 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network		 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Startup
Ambassador	 My Cookie Business Resume		 Cookie Influencer	 Financial Planner		 Year 1 and 2 Cookie Entrepreneur Family Pins		 Entrepreneur Accelerator



## Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

### Five skills learned from the cookie program:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

### Entrepreneur

#### Take your business idea to the next level.

Create and document a mission statement and business plan for your product/service idea.

Identify your customer base, competition, and potential obstacles.

Practice sharing your business idea with your troop.

Research how businesses are financed and think about how you could finance yours.

Feel confident about your business idea's potential? Take action!

### Innovator

#### Take it beyond Girl Scout Cookies.

On your own or with your troop, think about a product or service you'd like to improve and brainstorm ways to make it happen.

Come up with several ideas, then narrow to the best!

Be prepared to go back to the drawing board—maybe more than once!

Get feedback from potential consumers and improve your idea based on what they say.

Research social entrepreneurs in your community and beyond.

### Networker

#### Build your social support system.

Connect with local business leaders for ideas about how to grow your Girl Scout Cookie business.

Talk to friends and family about how they can help you expand your network.

Ask your customers to safely refer you to new customers.

Follow up with past customers and tell them how you plan to use this year's cookie earnings, to inspire them to increase their purchase.

### Cookie Techie

#### Use technology to grow the business.

Set a specific goal for your digital sales.

Make a video for your friends and family network promoting online cookie sales using your sales pitch; encourage the gifting of cookies to boost sales.

Use your support network of friends and family to safely promote your digital storefront.

### Consumer Expert

#### Think "cookie customers."

Talk with troop members about why people may or may not choose to buy Girl Scout Cookies, and brainstorm ways to engage them.

Come up with ideas for the perfect customer pitch.

Practice explaining how your cookie earnings will be spent.

Brainstorm ways to thank your customers.

### Goal Setter

#### Set sales goals as a troop and individually.

Talk with troop members about how you can work together to reach your troop's goal.

Discuss different ways to sell cookies and set a goal for which ones you'll try.

Brainstorm how you could use your cookie earnings to help others in your community.

### Decision Maker

#### Make plans for the coming Girl Scout year and set a budget.

Talk about wants versus needs.

Talk about how the troop can earn money through cookie program participation.

Look into your troop's proceeds from previous years to help you budget.

### Money Manager

#### Learn money basics.

Talk with your fellow troop members about different forms of money—coins, paper bills, checks, and credit—and practice counting it.

Learn how much Girl Scout Cookies cost in your area.

### How to adopt an entrepreneurial mindset:

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- See failing as learning.
- Adapt to change.