







# Cookie Program Caregiver Guide

## The Girl Scout Cookie Program

Welcome! The Cookie Program gives your Girl Scout the ability to power unique opportunities and adventures for herself and her troop while learning to think like an entrepreneur. You are the key to her success. With the support and encouragement of her family, there is no stopping a Girl Scout!

## Why Participate in the Cookie Program?

-  100% of proceeds stay within our local council
-  Financial literacy opportunities for your Girl Scout
-  Individual rewards so Girl Scouts can set their own goals
-  Connect with the community to sell iconic Girl Scout Cookies
-  Proceeds will help pay for badges and troop activities
-  Earn a \$150 Camp Credit at 800+ packages and an additional \$250 Camp Credit at 1,000+ packages

## Exciting Rewards

When Girl Scouts reach the 75+ rewards level, (including opt-out girls) they receive a **FREE 2027 Girl Scout Membership!** Girl Scouts selling less than 74 boxes will earn a rewards card for their troop at the troop proceed level.

## Become a Caregiver Cookie Expert

Scan the QR code and join us live on January 28th at 6:30 PM to learn tips and tricks to help your Girl Scout be Brave. Fierce. FUN! Then, attend a Cookie Meeting with your troop to discuss deadlines, expectations, questions, and how you can assist during the program.

Join Us!  
January 28th



## Important Program Notes

- Check with your Troop Leader about how many gluten free cookies are available to sell for your troop.
- Customer orders over \$200 must be paid by cash or with credit card. Use Digital Cookie to accept card payments.
- Any checks under \$200 must be written out to the troop and deposited within 30 days.
- Understand all money earned is the property of GSMW and is not to be retained by any one individual. GSMW will take the necessary steps to recover outstanding balances.
- Camp Credit: Balances must be paid by May 18 to retain the Camp Credit. The credit must be used in 2026.
- Higher rewards are sent after the balance is paid in full. Balances must be paid by July 31, 2026 to retain these rewards.



*Discover the new cookie added to the lineup, Exploremores!*

January  
27

Set Up Your Girl Scout's Digital Cookie Site

January  
28

Cookie Program Virtual Training at 6:30 PM

January  
30

Cookie Program Begins

February  
9

Booth Reservations Open for Selection

February  
15

Pre-Orders End, Submit Orders and Payments to Troop

March  
10-18

Pre-Orders Arrive, Pick Up Cookies From Your Troop

April  
12

Cookie Program Ends

April  
15

Cookie Payments and Reward Choices Due to Troop Leader

June

Receive Earned Rewards From Your Troop

# Ways to Participate

## Digital Cookie®

With Digital Cookie, Girl Scouts can collect payments for all order types! Customers can purchase cookies via Direct Ship, Girl Delivery, Donations, In Person or at a Booth all through the Digital Cookie Mobile app. There's no limit stopping a Girl Scout from reaching and exceeding her goals.

## Text, Call, or Email Friends and Family

Reaching out to friends and family is a great way to help your Girl Scout feel comfortable connecting with cookie customers. It is also a very flexible option for those with a busy schedule.

## Door-to-Door Marketing

Girl Scouts will gain confidence and perfect their cookie pitch when they go door-to-door with a trusted adult in their neighborhood. Door hangers or business cards can be left for customers who aren't home.

## Cookie Booths

Girl Scouts sell cookies outside pre-approved locations like grocery stores, malls, or banks at set times. This method helps girls meet new customers, develop teamwork skills and have fun!

## Connect with Your Community

Girl Scouts team up with their caregivers to sell cookies to their coworkers, at places of worship, and at community gatherings. From preparing a corporate pitch to selling cookies to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

## Program Checklist

### Girl Scouts:

- ❑ Set your goal and choose your favorite rewards.
- ❑ Set up your Digital Cookie site with your caregiver and invite customers to support you.
- ❑ Sell cookies during the Cookie Program until April 12.

### Caregivers:

- ❑ Ensure your girl is registered for the 2026 Membership Year.
- ❑ Review ways to participate, provided paperwork, benefits, basic facts, standards, and safety guidelines.
- ❑ Download the Digital Cookie app.
- ❑ Approve Girl Delivery orders listed on Digital Cookie within 5 days! If you do not approve within 5 days, the order will be cancelled or donated.
- ❑ Accept financial responsibility for all product and money collected and understand that the product received and signed for cannot be returned.
- ❑ Pick up cookies from your troop. Ask for a receipt every time you turn in money or receive product. **PRODUCT = MONEY!**
- ❑ Use Digital Cookie to accept card payments from customers.

## Digital Cookie®

Become a true cookie boss  
in four easy steps!

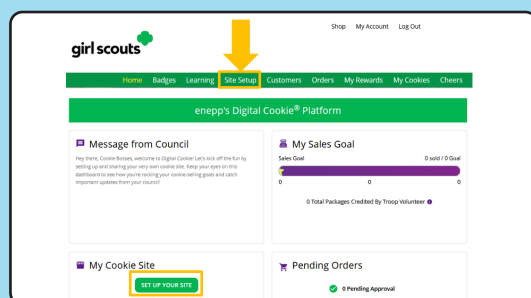
### 1. Register for Digital Cookie

Look for an email from email@email.girlscouts.org in your inbox on January 27th to register.



### 2. Set up Your Site

Click the green "Set Up Your Site" button to set your sales goal, share your cookie story, and upload a fun picture/video.



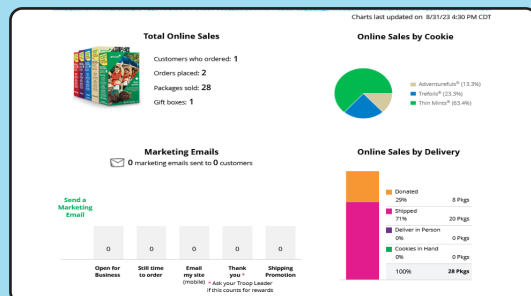
### 3. Invite Customers

Share your link with family and friends via text, social media, email, and more!



### 4. Track Your Progress

Use Digital Cookie to track sales, inventory, and to check progress towards your goal.



Reach out to us if you need assistance setting up your site at [customercare@gsmw.org](mailto:customercare@gsmw.org) or 406-252-0488.