

2026 Cookie Rookie Guide

Your Guide Through Your First Girl Scout Cookie Program



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The Girl Scout Cookie Program

The Girl Scout Cookie Program stands as the largest girl-led entrepreneurial program worldwide.

Through this program, girls acquire valuable lifelong skills while earning exciting rewards and troop funds to support their adventures.

As the Troop Product Manager, you will empower girls to set goals, think big, and attain their success!



How to Participate: Make it Work For You!

There are many ways to participate in the Girl Scout Cookie Program. Work with your Troop to figure out how you would like to participate during your first year! See your options below and check out the Cookie Resources on the GSMW Website for more details.



Order Card

The tried and true method:

Girls may start taking orders on January 30, 2025, and can continue to collect them throughout the entire program! To support their goals and boost potential earnings, motivate the girls to take orders during the entire Cookie Program.

What makes this easy? Girls work primarily with their family to collect orders and you are able to order exactly what they sold.



Digital Cookie

With the help of their caregiver, they can manage their online store front. Customers can opt to have their cookies shipped, donated, or choose girl delivery.

What makes this easy? This is a safe and secure way to girls to reach customers near and far - no need to do the walking. Event better, there's no money to collect because orders are paid for online!



Cookie Booths

Set up outside of a local business with a cookie stand to greet customers. Girls can work in small groups in shifts. You can sign up for a council-sponsored booth or contact your own local business. Be sure to enter it into Smart Cookie so customers know where to find you!

What makes this easy? Choose the dates, times, and locations that work for your troop. Do as many as you would like. on average, a troop at a high traffic booth for 2 hours can sell almost 100 packages!

GETTING STARTED: DO'S AND DON'TS

DO: Review Your Cookie Paperwork and Attend Trainings.

The cookie paperwork outlines the entire program for you. Attend in-person trainings or watch them virtually to understand the ins and outs of the program.

DON'T: Forget to Check Your Email.

Weekly Bites emails will be sent out each Monday throughout the program to help keep you on track with great, just-in-time, tips and tricks.

DO: Hold a Caregiver Meeting.

This is your chance to get everyone on the same page. Talk about the goals the girls set, what it will take to get there, and establish clear guidelines and expectations. Use the sample agenda and paperwork as your guide.

DON'T: Be Afraid to Ask for Help.

Throughout the cookie program, recruit helpers in your troop to do different tasks, like manage a cookie booth or picking up cookies from the cupboard. Use the Caregiver Cookie Involvement Form to identify who can help!

DO: Stay Organized.

Keep all of your cookie paperwork in one place, so it is easy to find and refer back to. Don't forget to have a designated spot to keep your signed receipts secure.



Cookie Program Checklist

Use this checklist as a quick reference guide to help you navigate and keep you organized throughout the Girl Scout Cookie Season.

- ☐ **Sign the Troop Product Manager Agreement:** Visit www.gsmw.org/cookieresources to complete this requirement.
- ☐ **Join the New Troop Cookie Webinar:** On January 8th at 7:30 PM, attend this session for valuable insights tailored to new troops and an introduction to Smart Cookie.
- ☐ **Participate in a Cookie Kickoff:** From January 13th to 17th, check the website to register for a local event or for virtual training options.
- ☐ **Familiarize Yourself with Smart Cookies and Digital Cookie:** Log in and explore these platforms to enhance your understanding.
- ☐ **Manage Finances:** Collect funds from caregivers throughout the program (remember to issue receipts!) and deposit the money into your troop's bank account.
- ☐ **Submit Orders and Manage Sales:**
 - Place your troop's initial order by February 17th.
 - Sign up for council-sponsored cookie booths starting February 9th.
 - Transfer cookies to girls as they sell them.
 - Submit final girl reward selections via Smart Cookie by April 15th.
- ☐ **Complete the ACH Authorization Form:** Ensure this is done by March 5th to guarantee troop cookie funds are deposited before the ACH withdrawals on April 21st and May 12th.
- ☐ **Celebrate Success:** Pick up troop rewards, distribute them to the girls, and take time to celebrate your achievements!

Know Your Cookie Business!

The most important part of being an entrepreneur is knowing your business. Get to know the Girl Scout Cookies - from ingredients to how many cookies come in each box, from colors to customer favorites.

Activity 1: Guess My Cookie

In this activity, girls are split up into small teams to help match clues about each cookie to the cookie they are given. Each group will be given a set of pictures of the various cookies to examine. They will work together as a team to match the cookie pictures with the description the leader provides, they will then match the cookie picture with its cookie package.

Directions:

1. Give each girl her own order card to review. Ask the girls what they notice about it? Ask them how many cookies are on their card?
2. Practice saying the names of the cookies.
3. Ask the girls what they notice about the cookies. What makes them different? How are they the same? Which one is their favorite? How much do they cost?
4. Now that everyone is familiar with the cookies, it is time to begin the activity. The leader will read a description of one of the cookies aloud and the girls will try to “guess the cookie”.
5. Once the team decides on their guess, they will race the cookie image over to the other side of the room where the leader is standing and place the image next to the cookie package they think it belongs to.
6. Continue having them “guess the cookie” until they have identified all the cookies.

Materials Needed:

- 2026 cookie order cards
- Pictures of cookies
- Packages of cookies (or pictures if not available)



Goal Setting!

Even Cookie Rookies set Cookie Goals! In the Girl Scout Cookie Program, girls learn to set and reach goals. Girls who set goals not only sell more cookies, but also realize they can achieve anything they put their mind to.

Activity 2: Ready, Set, Goal!

In this engaging activity, your troop will come together to set a shared goal for the year and figure out how many cookie packages they need to sell to achieve that target.

Directions:

1. Gather the troop in a circle and encourage them to brainstorm activities they would like to do together.
 - Would they prefer a field trip?
 - A movie outing followed by ice cream?
 - Ways to support others, such as donating supplies to an animal shelter or making gifts for a nursing home?
 - Collect all the girls' ideas and document them.
2. Next, have the girls vote on their favorite activities.
3. Assess the potential costs of the selected activities and establish a troop goal for what they hope to earn and learn.
 - How many cookie packages will they need to sell to reach their chosen goals?
 - Is this a target that everyone can contribute to?
4. Discuss how your troop plans to participate in the cookie program.
 - Will they use order cards?
 - Sell online through their digital storefronts?
 - Host cookie booths?
5. Encourage the girls to illustrate their goals or write them down to share with others.
 - Consider creating a video to post on their digital storefront, so customers can see what they are striving for.
6. Invite the girls to share their goal stories with one another!



Mastering the Art of the Pitch!

Engaging with customers may seem scary at first, especially for young girls, but preparation makes all the difference. A pitch is your chance to share a product or idea with others. Empowering girls to craft their own pitch equips them to explain their cookie sales and why customers should support them. What captures a customer's interest? Highlighting how the proceeds will be used helps customers see the meaningful impact of their purchase. Girl Entrepreneurs lead the way!

Activity 3: Sales Pitch Switch

Directions:

1. Reflect on the goals achieved in Activity 2 and inspire the girls with examples of sales pitches that highlight their targets.
2. After exploring these examples, encourage the girls to pair up and practice their pitches with each other.
3. Once they feel confident, form small groups where they can alternate roles as “sellers” and “customers.” The customers can pose questions to help the girls refine their pitches with thoughtful responses. Keep practicing until every girl feels empowered and ready to shine!

Materials Needed: paper and writing/coloring supplies.

Sample Customer Questions:

- How much do these cost?
- What are the different flavors?
- What's your favorite cookie?
- What are you doing with the money?

Sample Pitch:

Hi, my name is _____ from Girl Scout Troop _____. Our troop is earning money to meet our goals of _____ and _____. The money we earn from selling cookies will help our troop meet these goals. To meet our goal, our troop needs to sell _____ packages of cookies, my goal is to sell _____ to help my troop. Cookies are just \$6/\$7 each and come in delicious flavors, my favorite is _____! How many packages would you like to buy to help us meet our goal?

