

Key Dates

Digital Cookie Program Kickoff:

December 12, 2025

Initial Order Period:

January 7 - January 31

Initial Order Due by Troops:

February 6

Cookie Delivery:

February 25-28

Booth/Direct Sales:

February 28-March 29

Program Ends:

March 29

Final Recognition Order Due:

March 30

Final Payment Due:

April 1

Your troop reached a 300+ PGA - time to celebrate with some ferret-level fun!

When your troop reaches a 300+ PGA, your troop unlocks your troop's choice of an amazing reward!

Option 1:

Jump passes at Altitude Trampoline Park (1 hr pass)

Option 2:

Your choice of an activity with goats at Rowandale Farms! Choose from:

- Painting with goats
- Movie evening with baby goats
- Pj party with baby goats
- Goat milk soap making class
- Baby goat therapy during kidding season
- Baby goat yoga
- Goaty Bonfire with S'mores Bar
- Craft night with goats (goat themed craft)



All goat activities include an exclusive goat patch!

Reward choice goes to all participating Girl Scouts and two troop leaders!

Leader Tips for Success

- Host a family kickoff meeting before the program begins
- Help Girl Scouts set individual + troop goals (use a goal poster!)
- Sign up early for booth slots - the best locations go fast
- Encourage practice: Have Girl Scouts try their sales pitch at a troop meeting
- Register on our website for GSWNY Cookie University webinars

SCAN ME!



Say Hello to Explore Mores!

Filled with delicious flavors of chocolate, marshmallow and toasted almond-flavored crème, Explore Mores reflect the spirit of exploration at the heart of every Girl Scout.



Troop Initial Reward

Troops who average 200 packages per girl selling by February 5th will receive TWO 2026 Themed sweatshirts designed by Gretta from GSWNY. Aurora Troop #30190!



december 2025

SC = Smart Cookies
DC = Digital Cookie
FCFS = First Come, First Served
IO = Initial Order

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Troop access opens in SC	2	3	4	5	6
7	8 Troop access opens in DC	9	10	11 Cookie University	12 Online Direct Ship opens	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
GSWNY Offices & Shops closed for holiday break						
28	29	30	31			
GSWNY Offices & Shops closed for holiday break						

january 2026

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SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
				GSWNY Offices & Shops closed for holiday break		
4	5	6 Cookie University	7 Initial Order Taking begins	8	9	10
11	12	13	14	15	16	17
18	19 Booth lottery opens GSWNY Offices & Shops closed for MLK Day	20	21	22	23	24
25	26	27	28 Cookie University	29	30 Booth lottery closes	31 Booth lottery runs IO Taking Ends - parent orders due in DC

**Our Cookie Connection newsletter arrives in your inbox every Saturday with important details for each calendar item for the upcoming week.

Our GSWNY website includes all the resources you need for a successful program!

Troop Initial Order =

- Cookies sold by Girl Scouts on order cards
- Online girl delivery orders from DC
- Extra cookies to have on hand for booth sales and additional customer orders!

Parent due date: January 31st

Troop Due Date: February 6

Remember: Online Direct Ship orders count toward a Girl Scout's initial and final order totals, however these items are shipped directly to customers and are not included in the troop's delivery pickup.

The Goal Getter Phase is the second part of the Cookie Program. During this time, Girl Scouts can keep taking orders both on their order card and online to work toward their goals! Troops can restock cookies by placing a Planned Order in Smart Cookies for pickup at a Cookie Cupboard.

How many cookies fit in my vehicle?

Compact Car 23 CASES	Hatchback Car 30 CASES	Standard Car 35 CASES	Sport Utility Vehicle 60 CASES
Station Wagon 75 CASES	Minivan 75 CASES	Pickup Truck 100 CASES	Cargo Van 200 CASES

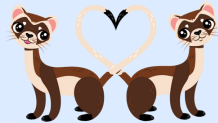
february 2026

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SUN	MON	TUE	WED	THU	FRI	SAT
1 FCFS booth lottery opens for 1 add'l Goal Getter Order Taking begins	2	3 FCFS booth lottery opens for unlimited choices	4	5	6 Troop initial cookie & reward orders due in SC	7
8	9	10	11	12	13	14
15	16 GSWNY Offices & Shops closed for Presidents Day	17	18 Cookie University	19	20	21
22	23	24	25	26	27	28
Cookie Delivery						
						Booth Sales begin

The direct sale period is also sometimes known as the “cookie booth” period or “cookies-in-hand” period. It is the time Girl Scouts sell cookies directly from their inventory to their customers.

A Cookie Booth (Direct Sale) is a place where a troops sets up a table at a business or other approved public location to sell Girl Scout Cookies.



march 2026

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SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8 Planned order due by 11:59 in SC	9	10	11 Cookie University	12	13	14
15 Planned order due by 11:59 in SC	16	17	18 Initial Payment Due	19	20	21
22 Planned order due by 11:59 in SC	23	24	25 Cookie University	26	27	28
29 Booth Sales end	30 Main & Troop Recognition orders due in SC	31	Final Payment Due			

Cookie Booth Safety Rules

- Always have two adults present at cookie booths - one must be a registered and background-checked volunteer.
- Never leave girls unattended.
- Stay visible, follow site rules, and represent Girl Scouts respectfully.



Handling Money

- Deposit funds promptly & frequently
- Never hold money at home or leave in your vehicle.
- Keep accurate records and provide receipts for all transactions between troops and parents/guardians, including cookies, money, and rewards.



gswny.org

Your online one-stop hub for all things cookies! Use your mobile device's camera to scan the QR code or visit gswny.org and click on the “Cookies and Fall Product” link on the top of the page. From there, you can access online resources: Online Cookie Systems Guide (for Smart Cookies & Digital Cookie), cookie cupboard information, online training, printable resources, and more.



Smart Cookies (abcsmartcookies.com):

The online system that helps volunteers manage the Cookie Program. With Smart Cookies, you can order and transfer cookies, track progress, run reports, and order rewards. You'll receive an email with a link to set up and register your account for the upcoming cookie season. Step by-step instructions and helpful videos can be found on our website: gswny.org



Digital Cookie (digitalcookie.girlscouts.org):

Digital Cookie is the online platform that allows Girl Scouts to sell cookies digitally. After setting up personalized online storefronts, they can take cookie orders, track sales, and offer direct shipping or delivery options to customers. Girl Scouts will use the Digital Cookie mobile app to take credit card and Venmo/PayPal payments at a booth or for other in-person sales.

Need More Cookies after the initial order?

Planned Orders are placed when your troop needs more cookies after selling your Initial Order.

- First, check if any girls have extras to transfer within your troop.
- Then, ask your SUPPM if another troop has cookies to transfer.
- If cookies are still needed, place a Planned Order in Smart Cookies and pick up at your selected Cupboard.

All planned orders must be in Smart Cookies no later than 11 pm each Sunday during Direct Sales.



Troop Proceeds & Impact

Every package makes a difference!

- \$.90 per pkg base proceeds
- \$.95 per pkg base proceeds if troop PGA is 350 pkgs by March 30

OPT OUT – Cadette, Senior & Ambassador troops earn +\$.13 per package by choosing cash over rewards. Funds support camp, travel, projects & more!

Troop Payments:

Troops can use Use EPayment or pay in-person at any council shop location

By March 18

Troop Makes Initial Payment. Pay as much as you can to council to cover the cost of the troop's initial order

By April 1

Troop makes final payment to council

SCAN ME!



to pay online via epayment

\$6 per package
or
\$7 for Gluten-Free
Caramel Chocolate
Chip

Digital Cookie Troop Success!

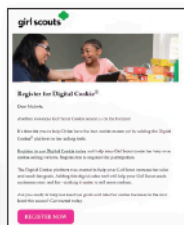
Support Girl Scouts in your troop and their families with visibility into their online activities.



STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox. If you can't find it, contact your council or visit digitalcookie.girlscouts.org and click the "Need help" link.



In Season

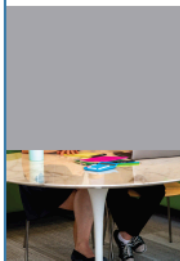
Download the Digital Cookie app to help Girl Scouts process payments at cookie booths.

Your troop's site must be published before girls can use the mobile app for troop sales.



Monitor your troop's online activity

- View/approve orders placed on the troop site.
- Run reports for orders and rewards.
- View specific order details.



Send Cheers

Send encouraging messages to the Girl Scouts in your troop to keep them motivated and working together to reach your troop's goals.



STEP 2

Set Up Your Troop's Site

Have the troop decide what message they want to share with customers and add it to their site.

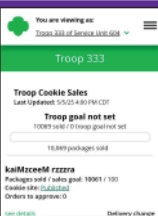
The troop site must be set up before you can share your shipped-only link on the Cookie Finder or use the mobile app for booth sales.



STEP 3

Monitor Girl Scout's activity

On the My Troop page, you can see which Girl Scouts have set their goal and published their site. Then track to see which Girl Scouts have orders to approve and what cookies they will need.



Need Help?

Look for the Digital Cookie Support button for step-by-step instructions, tutorials, videos, tip sheets, and more.

Need 1:1 help? Click on the customer support button to talk live to a representative or submit a ticket for more support.