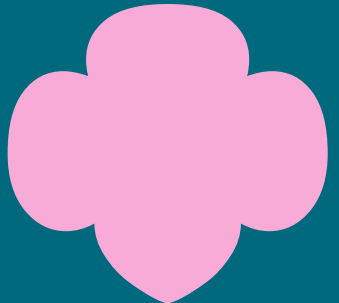


Product Program Leader Training Cookies 101



girl scouts 
of western new york



Supporting Girls' Success



The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world!

Girl Scout Cookie purchases help fund girls' life-changing programs, experiences, and learnings for themselves and their troops all year long. Troops earn Troop Proceeds, which fund amazing experiences and opportunities!

The Girl Scout experience gives her the tools she needs to help others and keep her community at the center of everything she does. It's the Girl Scout way!



The purpose of the Girl Scout Cookie Program
...it's about more than just selling cookies.



Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



Decision Making

Girl Scouts learn to make decisions on their own and as a team.



Money Management

Girl Scouts learn how to create a budget and handle money.



People Skills

Girl Scouts find their voice and build confidence through customer interactions.



Business Ethics

Girl Scouts learn to act ethically, both in business and in life.

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

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.

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.

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.

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.

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.

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.

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.

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!

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.

Watch them grow!



Entrepreneurship Badges & Pins

When girls participate in the Girl Scout Cookie Program, they utilize the 5 skills, and learn to think like entrepreneurs.

Girls can earn Cookie Business and Financial Literacy badges each year they participate!



Scan the QR code to visit our Girl Scout Resources page where you'll find a link to the Cookie Entrepreneur Family Pin activities for all grades.

<div>girlscouts</div> <h2>Entrepreneurship Badges & Pins</h2> <p>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.</p>



Meet ABC Bakers!

There are two bakers in the US that are licensed to bake Girl Scout Cookies.



**ABC
Bakers**

**Little
Brownie
Bakers**

GSWNY is proud to partner with ABC Bakers, offering delicious Girl Scout Cookies.

Your Girl Scout Cookie favorites are back!



Adventurefuls®



Exploremores™



Lemonades®



Trefoils®



Thin Mints®



Peanut Butter
Patties®



Caramel
deLites®



Peanut Butter
Sandwich



Caramel
Chocolate Chip



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Scan here to
view full
nutrition facts
on each of this
year's cookies
as well as
FUN recipes!

#1 seller
Thin Mints



#3 seller
Peanut Butter
Patties



Made with Vegan Ingredients



GF Caramel
Chocolate Chip



#4 seller
Lemonades



**Caramel Chocolate Chip
Produced in
Gluten-Free Bakery**

Available for Pre-Order,
Direct Ship

\$7

Gluten Free
Caramel
Chocolate Chip

\$6

Package
All varieties except
GFCC

Your ABC Cookie Lineup

Cookie Share Program



Customers can support their Girl Scout and community through Cookie Share, purchasing cookies that go to Western New York organizations:

- **Military/Veterans**
- **First Responders**
- **Community Organizations**

Customers can donate to Cookie Share on a girl's order form, e-card or online store link.





Girl Scout Recognitions

Girl Scouts can earn cookie recognitions by reaching certain benchmarks as they participate in the program. These recognitions help teach girls about goal setting, while exciting the girls to participate in the program.

INITIAL REWARDS

Only available to be earned during the first part of the program.

MAIN REWARDS

Can be earned throughout the program

All Rewards are cumulative!

Cadette/Senior/ Ambassador troops who wave rewards for more troop proceeds still receive Initial Order rewards and all patches. Decision must be unanimous.



Troop Proceeds

When customers buy Girl Scout Cookies, they are helping girls power new, unique, and amazing experiences. With these experiences, they broaden their world, learn and practice essential skills, preparing them for a lifetime of leadership.

**Troops
earn
\$.90 per
package**

Cadettes, Seniors, and Ambassadors
can wave rewards to earn + \$.13 per
package

Troops can also earn a PGA bonus +
\$.05 per package

Troops use Cookie Proceeds to fund:

- Troop Meeting Supplies
- Travel, Field Trips, and other events
- (or offset the cost of) Uniforms and membership
- Impactful Service Projects

Strengthen your Girl Scouts' team-
building skills by setting a troop
package goal! This is also a great
way to introduce budgeting concepts.



YOUR GIRL SCOUT
COOKIE PURCHASE



AMAZING EXPERIENCES
FOR GIRLS

The Cookie Program at a Glance

Ways to participate in the Cookie Program



For Girl Scouts



- Online/Digital Cookie
- In-person/Door to Door
- Walkabouts
- Lemonade Stands
- GSUSA Cookie Entrepreneurship Family Pin

For Troops

- Entrepreneurship Pins & Badges
- GSUSA Cookie Finder through their Troop Digital Cookie Direct Ship Site Link
- In-person and Virtual Cookie Booths
- Troop Walkabouts / Drive Thrus

Build Your Cookie Team

As the troop leader, building a cookie team to help you manage all the moving parts of the sale is extremely important. Below is an example of Cookie Team roles within the troop. Keep in mind that older Girl Scouts can sometimes help with these roles. customercare@gswny.org



Troop Leader

- Build Your Team
- Attend SU Cookie Training
- Set Goals & hold a family cookie meeting/ training
- Plan Troop Meeting to earn Cookie Business & Financial Literacy Badges
- Pay Cookie Bill to council



Troop Cookie Manager

- Attends SU Cookie Training
- Confirms program rosters & that caregiver permission forms are collected before distributing materials to girls.
- Manages troop in Smart Cookies including:
 - cookie inventory
 - Cookie & Recognition Orders
- Oversees Girl Scouts & Troop in Digital Cookie including:
 - Initial Order & Recognition Girl entry
- Oversees other Cookie Team roles, filling in as needed



Communications Lead

- Communicates with parents key program dates, promotions, and booth dates.
- Encourages booth prep and poster making



Digital Cookie Troop Site Lead

- Launches Troop Site in Digital Cookie
- Approves or denies all Troop Virtual Cookie Booth orders
- Communicates with Troop Cookie Manager about inventory needed



Cookie Booth Coordinator

- Schedule booth locations & enter the into Smart Cookies
- Reviews the Booth Essentials Guide
- Review booth etiquette with girls and adults participating
- Engage Participation- Create a "work" schedule for girls



Delivery Team

- Pick up troop's cookie order at delivery location & distribute initial order cookies to girls
- Pick up troop's recognitions from the SUPPM & distribute to girls
- RECEIPT EVERY TRANSACTION, including money and product.

The Cookie Program is an exciting time for girls, families and volunteers!

As the Troop Leader, building a cookie team to help manage all of the moving parts of the program is extremely important for a successful entrepreneurial experience.

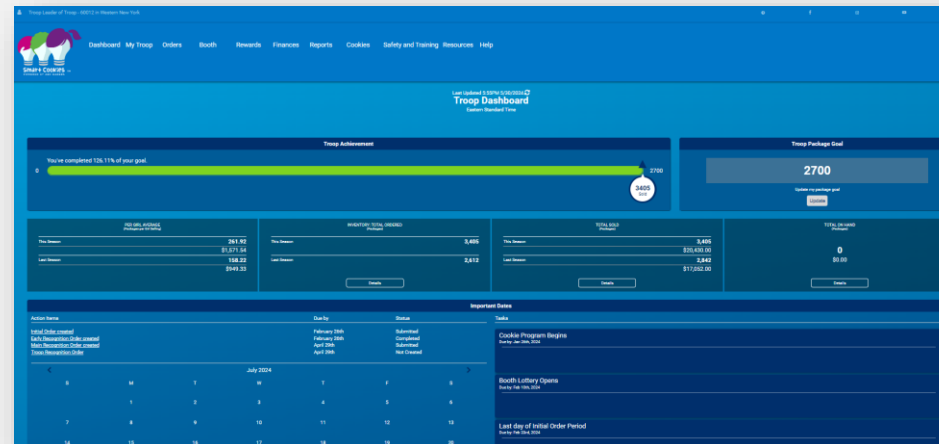
Volunteer Systems



Smart Cookies = Program Management

- Review Troop Participation
- Input Initial, Planned, and Recognition Orders (initial, troop, and main)
- Input Cookie Booth Locations & Times
- Request a Cookie Booth Location from the Council Booth Lottery
- Manage Troop & Girl Inventory
- Track Finances & Manage Girl Payments
- Review program data such as financial transactions or orders via reports

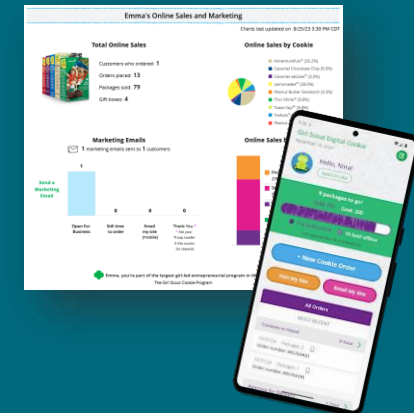
Smart Cookies is ABC Bakers' online platform which communicates with Digital Cookie then consolidates order, inventory, and financial information. Service Unit and Troop Volunteers use Smart Cookies to manage their cookie program.



Digital Cookie = Storefront

- Create & Share Troop site
- Review rosters & view Girl Scout activity
- Take Cookie Booth Credit Card Payments
- *Run reports on Orders & Recognition selections made in DC*
- *Send cheers to Girl Scouts*

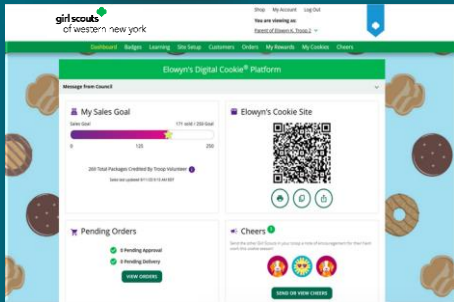
Digital Cookie is a GSUSA online platform that allows Girl Scouts to publish a personalized selling site, take online Girl Delivered or Direct Shipped orders, and track her goal progress. It communicates this information back to Smart Cookies for Volunteers.



For Girl Scouts



Digital Cookie Girl Scout's Site



Take Direct Shipped & Girl Delivery Orders



Send emails, download QR code & share site link



Track sales goals & make recognition selections



Input Initial Offline Order (total needed to fulfill Girl Delivery Paper Order Card orders)



Send cheers to troop members and track badge activities completion

Paper Order Card (Offline- Girl Delivery)



Take Girl Delivery Orders (payment due at delivery or order)



Input your Initial Offline Order (what you need to fulfill offline orders through Jan 31st) into Digital Cookie no later than January 31st



Request any additional cookies needed for orders taken Feb 1st – March 29th from your Troop Cookie Manager



Submit payment to your Troop Leader for all ordered cookies by the end of the program, March 29th

Initial Order Period and Recognitions

Girls will earn amazing recognitions for reaching her cookie business goals!

During the **Initial Order Period**, girls will have an opportunity to earn early recognition rewards by selling a set number of packages by the initial order deadline. Service Unit Product Managers will provide materials containing all of the details surrounding Initial Order.



Help Girl Scouts
reach their
Goals!



Keep Goaling Order Period

After the Initial Order period, while Girl Scouts wait for cookies to be delivered, girls continue to take orders online using Digital Cookie and offline using their paper order cards. Troop Leaders will fill Girl Delivery orders taken during Keep Goaling using troop inventory or by placing a planned order from a Cookie Cupboard.

**Help Girl Scouts
reach their
Goals!**



Cookie Delivery

After the Initial Order Period closes, girls continue to **Keep Goaling**, taking additional in-person and online cookie orders. Troops pickup their Initial Cookie Orders at Cookie Delivery in one of two ways.

Mega Cookie Delivery

- Offsite, drive thru Cookie Warehouse
- Troop Volunteers count, load, and sign for Troop's Initial Cookie Order with the help of troop volunteers



Trailer Drop Cookie Delivery

- Offsite, secured drive thru Cookie Pickup Location
- Troop Volunteers count and sign for their cookies with the SU Cookie Manager, then load their Initial Order into their vehicles.



Cookie Cupboards

During the Direct Sale period of the program, a Troop Volunteer can pick up additional cookie inventory for cookie booths or to fill Keep Goaling orders from a cookie cupboard.

In order to pick up cookies, the troop must place a **Planned Order**.

A Planned Order allows a troop to schedule a pick-up of cookies on a designated day from a cookie cupboard. Cupboard locations are listed in Smart Cookies.

Council Cookie Cupboard

- Located in a GSWNY Service Center or an offsite warehouse
- Fulfills Planned Orders by pre-scheduled pickup date/time

Volunteer Run Cookie Cupboard

- Cupboard is located in volunteer's home. Hours vary. Open to all troops
- Fulfills Planned Orders by pre-scheduled date/time

Cookie Booths

Girl Scout Cookie Booths are girl-led, with cookies in hand, selling cookies directly to customers.

There are two ways for troops to obtain a Cookie Booth.

Council-Sponsored Cookie Booths

- Council secures booth locations, making them available to troops through a Smart Cookies Booth Lottery
- Once the booth lottery has run these booths are open for troops on a FCFS (first come, first served) basis.

Troop Secured Cookie Booths

- Troops, on their own, secure retail and business locations to host a Troop Cookie Booth, entering the date/ time/ location in ABC Smart Cookies
- Troop partakes in walkabouts and drive thrus, entering locations in ABC Smart Cookies, to let the public know where and when they will be selling cookies

Online Safety

Ensuring the health and safety of our Girl Scouts is a top priority. Online and Digital Safety Pledges are designed to inform, educate, and provide safety requirements to ensure a safe and successful money-earning activity.

Digital Cookie
Pledge

Online Safety
Pledge

Product Sale
Safety Activity
Checkpoints

- Parent/guardian permission must be provided to use Digital Cookie Program and Digital Cookie Mobile App.
- Personal information such as last name, address, telephone number, or school information should never be given without the permission of parent/guardian.
- Parental/guardian approval is required to post a video to the Digital Cookie Site, as well as follow other rules about posting videos provided by GSUSA and GSWNY.

To review GSUSA safety materials, visit:

<https://www.girlscouts.org/en/cookies/troop-leader-resources.html>

Troop Leader Resources

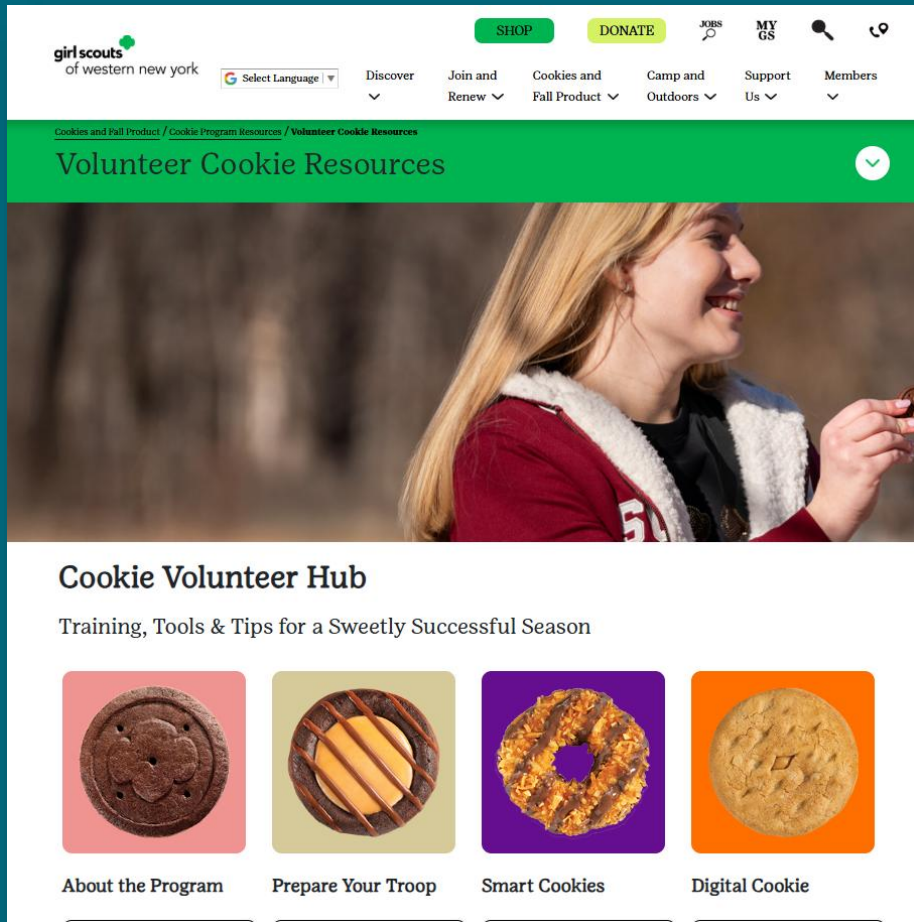


Your Service Unit Product Program Manager is here to support you through the Cookie Program!

- Provide Cookie Program Troop Leader Training
- Girl/Troop Material and Reward Distribution
- Help answer Questions
- Provide Ongoing Troop Leader Support throughout Program

Do you need assistance connecting with your Service Unit Product Program Manager? Contact your Service Unit Manager or CustomerCare@gswny.org

GSWNY Cookie Resources



Scan the QR code or visit gswny.org for all your Cookie Program Resources!

- Program Guides and Financial Forms
- Cookie Marketing Materials
- Smart Cookies and Digital Cookie Training Videos
- Council Training Presentations
- GSUSA Pins and Badge Requirements
- E-payment

Cookie University



Register for Cookie University's Just In Time Trainings

- View helpful, pre-recorded trainings on your schedule
- Have a question? Submit questions for council staff to answer during the live webinar
- LIVE Smart Cookies instruction and demo

girl scouts
of western new york

COOKIE UNIVERSITY PLAYBOOK



Cookie University is a series of webinars designed to help volunteers during the cookie program. These webinars are meant to supplement, not replace the training offered by Service Unit Product Program Managers.

Each session provides topic focused instruction on using online platforms like [Digital Cookie](#) and [Smart Cookies](#), as well as guidance on goal-setting, sales techniques, and managing logistics like initial orders and inventory.

Pre-registration for the webinars is required. Below is our line up for the 2026 Cookie Season.

Session 1: Getting Started- Smart Cookies & Digital Cookie Registration (December 11th)

Session 2: Cookie Booth Lottery/ Troop Secured Booths (January 6th)

Session 3: Troop Initial Cookie and Reward Orders (January 28th)

Session 4: Preparation for Delivery & Inventory Management (February 18th)

Session 5: COMING SOON! (March 11th)

Session 6: Final Steps (March 19th)



Follow this QR code to the GSWNY Cookie Volunteer Hub. You'll find links to register under the first column.

Cookie Connection Newsletter



- Weekly Newsletter sent to all Co-Leaders and Parents/Guardians e-mail listed in MyGS
- Timely information throughout the Cookie Program



Circles of Support



GSWNY Customer Care:

1-888-837-6410

customercare@gswny.org



Smart Cookies Tech Support

855-444-6682

ABCSmartCookieTechSupport@hearthsidefoods.com

Digital Cookie
Look for the Help
buttons on the
Login Screen and
in your account.

Customer List
Send marketing emails, keep customer information up-to-date, and track orders.

☐ Select All Send Marketing Email [Add Customer](#) [More...](#) [Show 10 Items](#) ▼

Name	Email Address	Last Emailed	Email Title	Email Status	Total Orders	Total Pkgs
<input type="checkbox"/> Cindy Lou	Yes				0	0
<input type="checkbox"/> Cookie Monster2	Yes	8/10/2023	Thank you		3	18

Total customers: 2 Total emails sent: 0 Total unique customers emailed: 0

[Need help?](#) ▼



THANK YOU
For supporting your
troop in the Girl Scout
Cookie Program!