



Welcome to the 2026 Cookie Program Troop Training!

Thank you!!

Thank you for empowering the next generation of women entrepreneurs by supporting your troops in the product programs!

If you have not completed the Troop Cookie Manager Agreement, please take a moment to complete it now and submit it to your service unit Product Program Manager.

Thank you for supporting your troops! Because of you Girl Scouts in your troops are learning skills they will use throughout their lives.

If you haven't' already, please take a moment to review the Troop Cookie Manager agreement. This agreement should be signed and returned to your suppm immediately.

Any leader who assists with the cookie program is required to complete a leader agreement.

ABC Leads with Experience and Innovation



An officially licensed Girl Scout Cookie Baker since 1937,
ABC Bakers is the oldest and most experienced Baker -
with 88 years serving Girl Scouts!

We have led in innovation:

- First ecommerce site and mobile app
- First fat free, vitamin fortified, allergen free and gluten free cookies

There are 2 licensed bakers: Little Brownie Bakers and ABC Bakers. GSWNY proudly partners with ABC

We're excited to officially introduce the newest cookie to our lineup- the Exploremore.

These rocky road ice cream inspired sandwich cookies are filled with a chocolate, marshmallow and toasted almond flavored crème and are sure to be a hit!

Your ABC 2026 Season Cookie Lineup

NO CHANGES IN SIZE OR QUANTITY IN OVER A DECADE!

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Your Girl Scout Cookie favorites are back!

Adventure®

Indulgently chocolatey cookie studded with caramel pecan chips and a hint of sea salt

Explosion®

Rich chocolate cookie studded with colorful confetti chips, infused with essence of vanilla bean

Lemonade®

Sassy lemon chip cookie studded with a refreshing tangy lemon zest and chip

Treat®

Sweet chocolate cookie studded with the original Girl Scout nutmeg

Thin Mints®

Rich chocolate cookie with a hint of mint and a subtle chocolate coating

Peanut Butter Patties®

Crisp chocolate cookie with a peanut butter and caramel swirl in a chocolate coating

Caramel deLites®

Sweet chocolate cookie studded with caramel, pecan chips, and chocolate chips

Peanut Butter Sandwich®

Crisp chocolate cookie studded with creamy peanut butter filling

Caramel Chocolate Chip®

Crisp chocolate cookie studded with caramel, pecan chips, and a hint of sea salt in a delicious vanilla® base

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Girl Scout Cookies® 2026 Food Allergens Guide

	CONTAINS ONE OR MORE INGREDIENTS IN A HAZARDOUS ALLERGY WITHIN (H)				CONTAINS				CONTAINS POTENTIAL			
	Wheat	Egg	Milk	Peanuts	Tree Nuts	Soy	Gluten Free	Gluten Free	Gluten Free	Gluten Free	Gluten Free	
Adventure®	Y	Y	M	M								Y
Explosion®	Y	Y	Y	Y								Y
Lemonade®	Y	Y	M	M								Y
Treat®	Y	Y	M	M								Y
Thin Mints®	Y	Y	M	M								Y
Peanut Butter Patties®	Y	Y	M	M								Y
Caramel deLites®	Y	Y	M	M								Y
Peanut Butter Sandwich®	Y	Y	Y	Y								Y
Chocolate Chip®	Y	Y	M	M								Y

For complete nutrition facts and ingredients, visit girlscoutcookies.org or www.allergeninformation.com for more information.

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Find these flyers and more on the cookie Troop Resources page on gavny.org

We also want to remind you to review and familiarize yourself with the allergen guide for this year's cookie lineup. We have both of these flyers available on the Volunteer Resources page of gswny.org.

#1 seller

Thin Mints



#3 seller

Peanut Butter Patties



Made with Vegan Ingredients

GF Caramel Chocolate Chip



#4 seller

Lemonades



- ✓ No artificial dyes
- ✓ No artificial preservatives
- ✓ No high fructose corn syrup
- ✓ No partially hydrogenated oils (PHOs)
- ✓ Zero grams trans fat per serving
- ✓ RSPO certified (Mass Balance) palm oil
- ✓ 4 varieties made with vegan ingredients
- ✓ Kosher and Halal certified
- ✓ Proactive allergen labels
- ✓ Gluten free option

ABC supports the sustainable production of Palm Oil through RSPO membership

Palm oil is very versatile (long shelf life, stable at high temps, odorless, colorless, no trans fats). It is also efficient, as it produces more oil per land area compared to other vegetable oil crops. Soy and coconut oil would need 4 and 10x the land.

- ABC has been a member of the RSPO since 2015.
- 100% of our palm oil has supported sustainable production either through RSPO credits or mass balance
- Our palm oil suppliers (also RSPO members) have monitoring programs focused on social/ environmental aspects of palm oil production and aligning/auditing to RSPO Principles & Criteria

Although currently prevalent in Europe, [significant segregated supply chains are not yet available in North America](#)






Some ingredient facts about our cookies!

There are 4 varieties made with Vegan Ingredients.

ABC also supports sustainable production of Palm Oil through their membership with the RSPO.

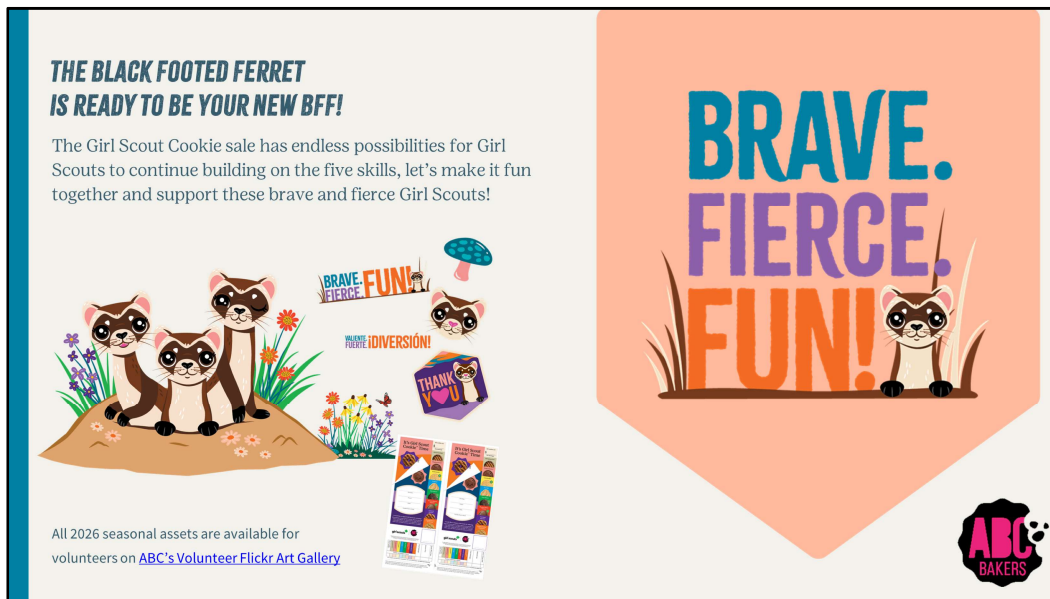
GSWNY Subsidized Shipping

Customers who order 8-24 packages of cookies online for direct ship will receive a \$6 OFF their shipping rate, courtesy of GSWNY's shipping promotion!

The customer will see a message at the point of sale indicating the lower shipping rate.

# of packages ordered	ABC/FedEx Shipping Rate	GSWNY Reduced Shipping Rate
8	\$11.99	\$5.99
9-12	\$13.99	\$7.99
13-20	\$25.98	\$19.98
21-24	\$27.98	\$21.98

8-24 packages
\$6 OFF !!!







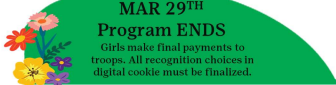
We are continuing our theme of BRAVE. FIERCE. FUN into cookie season. And as you can see, our 2026 Mascot is the Black Footed Ferret.

Facts about the Black Footed Ferret:

- Only ferret species native to North America
- Average life span in the wild is 1-3year, but 4-6 years in captivity
- Thought to be extinct until 1981 when a few were found in Wyoming. Today over 400 live in the wild thanks to captive breeding and reintroduction and cloning.
- They are nocturnal, most active at night, and fossorial, living underground.
- Are known for their squeaks, hisses and chatter. They also use dance to communicate!
- A group of ferrets is called a business!

You'll find a Flickr Art Gallery via the link on this slide that provides troops

with digital assets for this cookie season. A link to this can also be found on gswny.org's volunteer cookie resources page

Council Important Cookie Program Dates		
<p>DEC 12th "Soft" Program opening IN DIGITAL COOKIE Girl Online Direct Shipped Only</p> <p>JAN 7th Program begins Girl Order Taking begins including Girl Delivery and Direct Shipped</p>  <p>JAN 19th Council booth lottery opens IN SMART COOKIES Troops may enter in Smart Cookies for a chance to win a Council Sponsored Booths</p> 	<p>JAN 30th Council booth lottery CLOSES IN SMART COOKIES Last day for troops to enter their selections for the Council Sponsored Booth Lottery</p>  <p>Jan 31ST 11:59pm INITIAL CLOSES in Digital Cookie for Caregiver Entry & TROOP LOTTERY WINNERS ARE NOTIFIED VIA SC EMAIL Parents must have their offline orders submitted in Digital Cookie. They have up to 5 days to approve online orders taken through Jan 31st.</p> <p>FEB 1st KEEP GOALING BEGINS FCFS COUNCIL BOOTHS OPEN Girls continue to take orders by order card and in Digital Cookie. Girl Delivery orders taken 2/1-3/31; filled by Troop Extras or the Cookie Cupboard</p> <p>FEB 6th INITIAL ORDERS: TROOP REVIEW IN SMART COOKIES Last day for troop volunteers to enter and update the Initial Cookie and Recognition Orders in Smart Cookies</p> <p>FEB 7th INITIAL ORDERS: SUPPM REVIEW IN SMART COOKIES Last day for SUPPM volunteers to review and edit Initial Cookie and Recognition Orders in Smart Cookies</p>	<p>FEB 25TH-28TH COOKIE DELIVERY Troops pick up their Initial Cookie Order at their corresponding MEGA Delivery or Trailer Drop Location</p>  <p>MAR 1st, 8th, 15th, 22nd PLANNED ORDERS DUE IN SMART COOKIES Troops place re-stock orders to be picked up later in the week at the selected Cookie Cupboard</p> <p>BY MAR 18th TROOP INITIAL PAYMENT DUE Troops pay what they can toward their balance due to council</p> <p>MAR 29TH Program ENDS Girls make final payments to troops. All recognition choices in digital cookie must be finalized.</p>  <p>MAR 30th Main recognition order due : Troop entry in smart cookies</p> <p>MAR 31st SUPPM REVIEW IN SMART COOKIES SUPPM volunteers review all Main Recognition orders in Smart Cookies as well as all troop balances owed to council</p> <p>BY APR 1st FINAL TROOP PAYMENT DUE</p>

Let's talk about this year's program.

This year's program officially begins on Jan 7th. However, we are offering a "soft" program opening on December 12th.

On the 12th, girls will receive an email inviting them to login to Digital Cookie, launch their site, and get started. ONLY Direct Shipped orders will be available from December 12th until January 6th.

When the program officially begins on Jan 7th, Girl Delivery will also open up on the girls site. We will also resend registration emails to any Girl Scout who has not already launched their site at that time.

The initial ordering period closes on January 31st at 11:59pm. Caregivers have until this date to enter and SUBMIT their paper order card or offline orders in Digital Cookie.

Caregivers will still have 5 days after the 31st to approve Girl Delivery orders taken through then. If they do so, these orders will move into the initial order and it will adjust troop extras and recognitions accordingly. Troops should plan on finalizing their initial orders on February 6th.

SUPPM's will have the next day to review and edit.

Cookie delivery is Feb 25-28 kicking off our Direct Sale and Cookie Booths.

Please take note of the Initial Payment and Final Payment dates SUPPM's will have the next day to review and edit.

Cookie delivery is Feb 25-28 kicking off our Direct Sale.

Also, please be sure to reiterate Initial Payment and Final Payment dates to troops.

The Girl Experience

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

5 Skills

	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.

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As many know, the cookie program falls under the entrepreneurship pillar of the Girl Scout Leadership Experience and teaches 5 main skill sets represented by these icons: Business Ethics, Decision Making, Goal Setting, Money Management, and People Skills. As you go through this training, keep an eye out for these symbols indicating how each part of the program aligns with these goals.

Girl Scout Participation

All 2025/2026 Registered Girl Scouts can participate in the Girl Scout Cookie Program. Girls will receive an email invitation to login to Digital Cookie and launch their cookie business on December 12th.

Girls who do not launch will receive additional email invitations periodically throughout the program.

All participating Girl Scouts must have one of these signed permission forms submitted to the Troop Cookie Manager:

- Troop's Annual Information (Permission) Form with permission to participate in the Product Programs given
- OR a completed Caregiver Cookie Permission Form



Juliette's / IRG

Managed by the service unit, these Girl Scouts are encouraged to participate in the Cookie Program within IRG guidelines.

The form is titled "Girl Scout Annual Information Form" and is for the period "Oct. 1 thru Sept. 30". It includes sections for "GIRL INFORMATION", "PERMISSION FOR ACTIVITIES", "PERMISSION FOR EMERGENCY MEDICAL TREATMENT", and "PERMISSION FOR PRODUCT PROGRAMS". Each section has checkboxes for "Yes - Initialed" and "No - Initialed".

All registered Girl Scouts can participate in the program. If a troop has at least one leader, then the girls will get an email from Digital Cookie inviting them to launch their site.

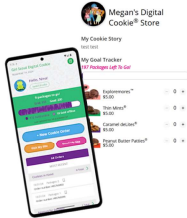
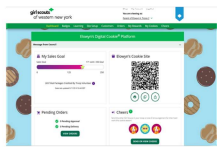
Troops should make sure the PP section of their Annual Information Forms is completed for all participating girls. If not, they can also use the Caregiver Cookie Permission form in lieu of the annual form. It is up on the gswny.org volunteer resources page.

Any Juliette's or IRG's, will be overseen by the SUPPM. IRG's cannot participate in troop activities such as booths unless they do so with another troop. And all funds are deposited into the su account. Any proceeds stay in the service unit's IRG fund and can be requested as needed.

Entrepreneurship Skills Start Here!



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

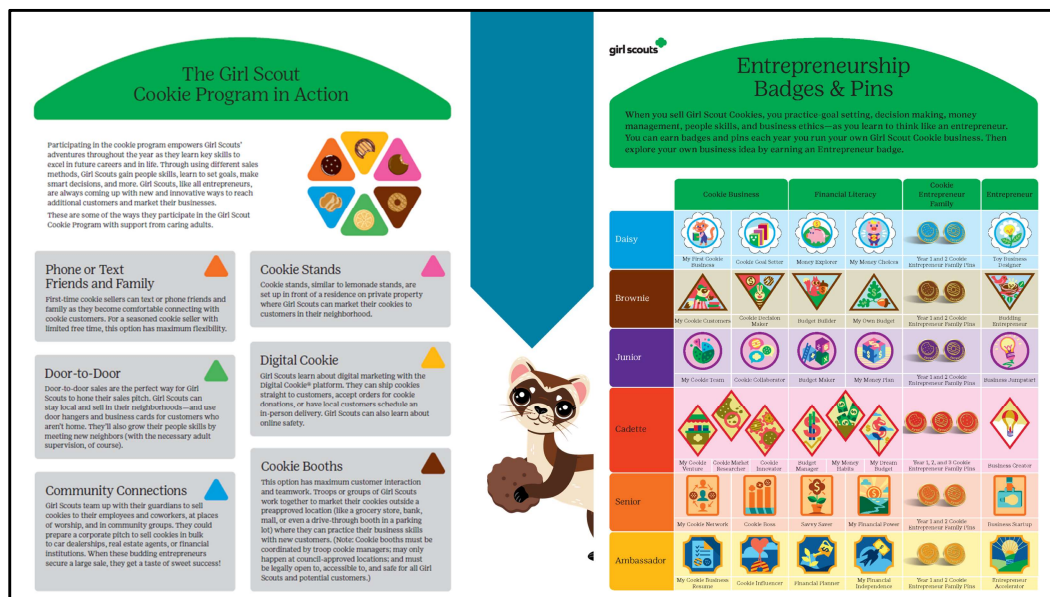
Participating in the cookie program empowers Girl Scouts' adventures throughout the year as they learn key skills to excel in future careers and in life. Through using different sales methods, Girl Scouts gain people skills, learn to set goals, make smart decisions, and more.

Each Girl Scout gets their own Digital Cookie site. Using the browser, with the help of their caregivers, girls can set goals, upload a marketing photo or video they've made, manage their orders, learn more about the 5 skills through videos & games, and so much more!

Each girl has their own unique site url and a downloadable site QR code they can print out for use on their order card or door hangers.

Caregivers can also download the digital cookie app to use when taking orders.

Girl Scouts can also take Girl Delivery orders offline using their Paper Order Card. At the close of the initial order, offline orders are totaled and submitted by the caregiver in Digital Cookie. They can then continue to take Keep Goaling orders which the troop will fill from troop extras or a trip to the Cookie Cupboard. Troop Leaders should communicate with parents that it is VERY IMPORTANT to keep your Keep Goaling orders separate so as to avoid confusion when their initial order arrives.



Girl Scouts, like all entrepreneurs, are always producing new and innovative ways to reach additional customers and market their businesses.




Girls sell cookies by phone or text to family & friends, going door-to-door if their community allows it, reaching out to their family's co-workers or employees, sending emails from Digital Cookies, holding a lemonade stand in their front yard or participating in a cookie booth with their troop.

Recent data from GSUSA says that having a caregiver share their girls' link on their personal social media page OR texting their site link to family and friends is one of the TOP ways customers are purchasing. They also show roughly 25% of people who receive an email from a Girl Scout asking if they want to buy cookies, click through and purchase cookies!

Troops can also help girls get the most from the cookie program by incorporating Entrepreneurship Badges into troop meetings or sending the Cookie Entrepreneurship Family Pin packets home with families.

While we're on the topic of sharing girl sites- we do want to briefly mention a few safety reminders (you'll find more information in the troop and family guides).

- ***Sites shared to social media should only go up on private pages and groups. This means no ebay or fb marketplace.***
- ***Caregivers should only share girls First Name or nickname and NEVER their address***

Outside the Box Participation Ideas

Online Program

What it looks like:
Girl Scouts can choose to turn off Girl Delivery on their Digital Cookie site. This allows them to share a direct shipped only site link with their customers. Using their customer list, girls market their direct ship site link to customers through Digital Cookie emails.

Why it works:
Girl Scouts find this an easy, flexible way to continue their cookie business! They save time by not having to facilitate the delivery of cookies.

Who connects with it:
Girls who are tech savvy and creative thinkers when it comes to connecting with customers.

Collab with other Cookie Bosses!

What it looks like:
Troops team up to host a joint cookie booth, create a Cookie Share campaign, plan a walk about together. Boost your sister Girl Scouts by creating teams of older and younger Girl Scouts.

Why it works:
The older Girl Scouts get to pass on their cookie knowledge by teaching the younger Girl Scouts how to run their cookie booth, while the younger girls bring the excitement that reminds everyone just how fun cookie booths really are!

Who connects with it:
Girls who have a love for teaching, have little sisters, or want to cookie booth but are a little shy about putting themselves out there!

Cookie Community Manager Program

What it looks like:
Girls build their network with businesses in their community as they learn about Business to Business sales while selling Cookie Buyouts! Businesses have the opportunity to donate the cookies they purchase back to community organizations.

Why it works:
The program is easy to follow and connects Girl Scouts with their community while highlighting skills they can use on job resumes and college applications. They also have the chance to sell a large number of cookie packages in one go!

Who connects with it:
Girls who want to network in their communities.

PP Team

This slide will be in your troop and family trainings. We just wanted to make you aware of it so you can share with your troops.



Become a Digital Entrepreneur in a Flash!

This cookie season, superpower your sale by adding Digital Cookie to your toolkit.

STEP 1

Register for Digital Cookie

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




STEP 2

Set Up Your Site

Take a few minutes to set your sales goal, write your cookie story, upload a fun picture or video. Then publish and be ready to go!

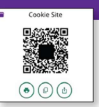
Prepare now by talking with your family about your goals and create a fun video telling customers why they want to support your business.



STEP 3

Add Customers


Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link or QR code directly with customers.




In Season

Use the Digital Cookie app to sell cookies wherever you go!


The app makes it easy for you to take payment from customers purchasing cookies. Girl Scout's sites must be published before logging into the mobile app.







Track Orders and Inventory

- View/approve your orders.
- See what your customers are buying.
- Make sure you have enough cookies to fill your orders.
- Prepare to deliver to customers.



Send Cheers

Cheer on your troop mates by sending encouraging messages and gifts to boost their confidence. It all helps your troop reach their goals by working together.



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.

Find this Getting Started flyer for Digital Cookie on the gswny.org Girl Resources page and in the Family Guide

GSUSA has released this easy step by step for caregivers. It guides them through setting up their girl's Digital Cookie account and site. You'll find this in their Family Guide as well as on the cookie resources pages of gswny.org

Now that we've talked about the logistics of how girls participate, let's see what this looks like in action!

The Troop Experience

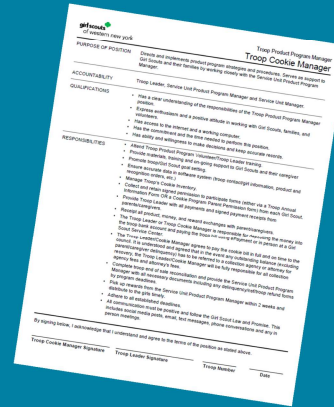
Troop Participation

Troop Cookie Managers (TCM) must be a 2025-2026 registered, background checked volunteer.

Troops who do not have a volunteer with the “Troop Cookie Manager” role assigned will have 2 co-leaders at random be uploaded into Smart Cookies.

All troops with at least 1 leader will be uploaded.

Troop Co-Leaders and Troop Cookie Managers can be added after the upload by request.



The image shows a document titled "Troop Cookie Manager Agreement" from Girl Scouts of America. It outlines the role of a Troop Cookie Manager, including responsibilities like managing the troop's cookie inventory, coordinating with the council, and ensuring all cookies are sold. The form includes sections for "Purpose of Position", "Qualifications", and "Responsibilities". At the bottom, there are lines for the Troop Cookie Manager's signature, the Troop Leader's signature, and the Troop Number.

Council looks for volunteers with the Troop Cookie Manager role assigned first when uploading troop volunteers into the cookie management systems.

If you do not already have this role assigned in your MyGS account, please do so asap. If you do not see the role, reach out to customer care to have it assigned.

If you have not turned in your signed Troop Cookie Manager agreement, please do so now.



Smart Cookies™
POWERED BY ABC BAKERS

Smart Cookies= Program Management

- Check dashboard for a "To Do" task list
- Review Girl Roster
- Enter Initial, Planned, and Recognition Orders
- Enter troop secured booths
- Enter the council's cookie booth lottery and select FCFS booths
- Manage Troop & Girl Inventory
- Track finances & enter girl payments
- Review program data via reports
- Save end of program reports for troop records

Volunteer Access Email- December 1st

Check Your Emails (junk/spam)

NOTE: All data from Digital Cookie will automatically flow into Smart Cookies & appear on reports.



NO ACCESS for Girl Scouts



NEW!
 There is no longer a Troop Site Lead role in Digital Cookie! All Troop Cookie Managers/Leaders with access will have the same permissions.

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 Troop Direct Ship Site Link
Available January 7th

Publishing Troop Site:

- ✓ Is required for taking booth payments in the Digital Cookie App
- ✓ Connects your Troop Direct Ship site to the GSUSA Cookie Finder (when available from GSUSA)
- ✓ Troop Cookie Managers can distribute credit for sales in Smart Cookies

Volunteer Access- December 8th

Check Your Emails (junk/spam)

Re-install DC App

App will not be usable on the Troop Level until Troop site is launched

Troop Cookie Managers have access to 2 programs: Smart Cookies which they use to manage their troop's sale and Digital Cookie which has more limited reporting but also troop site access.

Financial and Order data from Digital Cookie flows into Smart Cookies.

As volunteers you will perform most of your management tasks in Smart Cookies. In this program you can review your troop rosters, place your troop orders throughout the program, and- once cookies arrive- you can track inventory, transfer packages to Girl Scouts, and event track finances.

Your Smart Cookies Dashboard will also feature a "To Do" task list that highlights upcoming tasks that are due for your troop.

As Troop Cookie Manager you also get access to the troop's Digital Cookie account.

Through this account you will be able to view Digital Cookie specific reports that include details like customer information, parent initial order entry (even if the parent did not submit it), badge completion and more.

Troops can also publish a Troop Site. We highly recommend that all troops do this as it connects to the GSUSA Cookie Finder.

Per gsusa:

Nearly 1 million annual searches go through the National Girl Scout Cookie Finder. These searches produce hyper localized results based on Zip code.

When customer go to the finder and enter a zip code, they not only see upcoming booths in that zip code, but also are show one troop site at random. They can order from the site for direct shipped cookies only. You troop can then distribute package credit to the girls for these orders in Smart Cookies.

Publishing a troop site link is also a required step in using the Digital Cookie app at a cookie booth to accept payment.

New this year:

- Troops can publish their Troop Direct Ship Site Link starting January 7th!
- There is no longer a Troop site lead. All Troop Cookie Managers with access will have the same permissions.

Find Getting Started flyers for both Smart Cookies & Digital Cookie on the gswny.org Volunteer Resources page

Troop Participation: Cookie Booths

**COUNCIL SECURED
BOOTH LOTTERY**

OPENS January 19th

CLOSES January 30th

RESULTS EMAILED January 31st

**COUNCIL SECURED
FIRST COME, FIRST SERVE**

OPENS February 1st

Check back throughout the program

If unable to attend a booth, troop must release it in SC

**TROOP SECURED
COOKIE BOOTH**

Enter into Smart Cookies.

Give 24 hours for approval and for it to move to Digital Cookie for payments & Cookie Finder

Smart Cookies entry & approval of troop secured booths is required to accept CC, Venmo & Paypal payments via the Digital Cookie app.

Troops can setup a Virtual Booth in Digital Cookie to allow customers to order in advance and pick up at a booth location.



Why have a cookie booth?

- Girl Scouts build connection with their community
- Girl Scouts build confidence when talking to customers
- Troops work as a team to reach their goals
- Great way to sell Troop Extras brought in on the initial order
- Girl Scouts gain valuable money handling experience

DON'T FORGET!

Distribute package credit from booths in Smart Cookies after the booth using either the Smart Cookies booth divider or through Troop to Girl transfers!



Another way troops participate is through cookie booths.

This is a chance for the girls to work as a team to achieve their goals. When you're at a cookie booth you'll see the girls building confidence and a sense of connection with the people of their community. Cookie booths are also a great way to get rid of extra cookies!

Both GSUSA and GSWNY secure locations such as the area malls and Walmarts. We offer these spots to troops first in a booth lottery and then after as First Come, First Serve. Troops should check back throughout the season for updates as we add additional slots as we go and troops who need to cancel booths release them for other troops to grab.

Troops can also secure a location within Booth Essentials guidelines. All troop secured booths must be entered into SC for council approval. Once approved, the booth information will move into Digital Cookie, where- if you've already launched your troop site - you can set up a virtual booth pick up and on the day of the booth take payments via the app.

The booth will also appear on the GSUSA Cookie Finder.

Millions of customers use the cookie finder each year, with media and socials all directing customers to the search.

Be sure to keep booths up to date and ask troops to release a booth they can no longer attend. This will help ensure the cookie finder is a useful tool for customers looking to support Girl Scouts.

After your booth, cookie credit can be distributed to the girls in Smart Cookies using their Booth Divider tool or by just creating a troop to girl transfer.



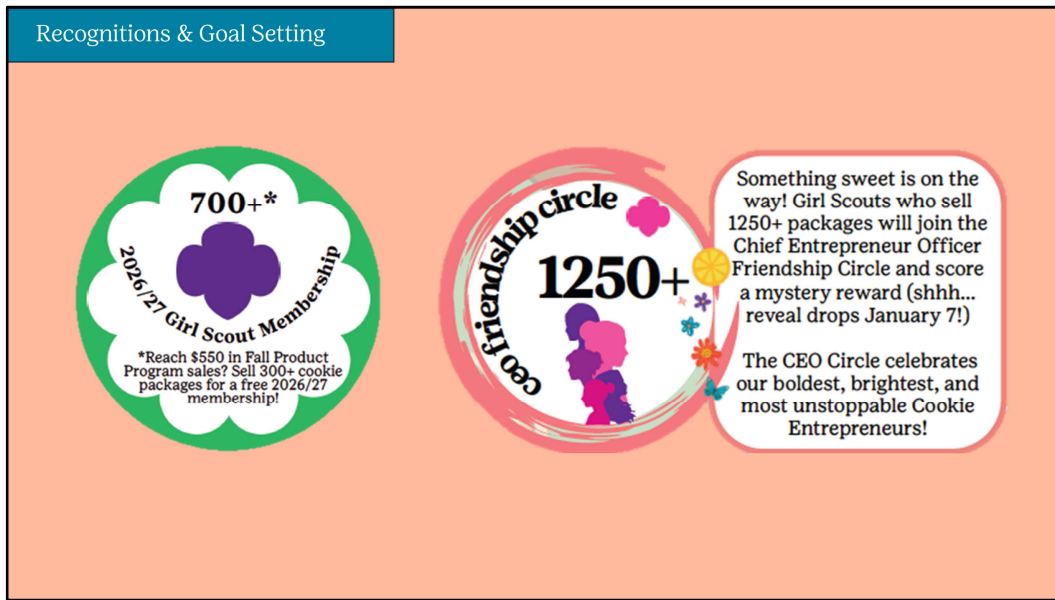
First up, this year's initial rewards! Girl Scouts can only earn these recognitions by January 31st.

This year, we were excited to announce that our sweatshirt design comes from one of our own! Gretta from Aurora Troop 30190 won our design contest this past summer.

Girl Scouts who sell 200 or more packages by January 31st will earn this crew neck sweatshirt!

Troops who average 200+ packages per girl selling by Feb 5th will also receive up to 2 themed sweatshirts. Remember that 2 leaders have to be in Smart Cookies in order to claim both sweatshirts.

Please also remind your troops that when ordering their Troop Initial Reward sweatshirts, they should enter the adult sizes under the FIRST girl listed ONLY on their Initial Recognition Order. When you review troop orders, please check that this is what has been submitted as well.



Girl Scouts also have a chance to earn their 2027/2027 Girl Scout Membership by selling 700+ packages of cookies.

- If they sold \$550 in the Fall Product Program, they only need to sell 300+ packages to earn this reward.

We also have a new way to recognize our top sellers. Introducing the CEO Friendship Circle recognition level. Girl Scouts who reach this recognition level will score a mystery reward celebrating their accomplishments. We'll reveal the reward on January 7th, so stay tuned!

And finally, we're excited to share a new type of recognition featured levels 500+ packages and higher- the Cookie Reward Shops powered by Amazon! Girl Scouts who reach this level receive a voucher via email to our Cookie Reward Shops online. Each level below has its own fun theme, which includes a curated selection of dozens recognitions- all through a convenient Amazon-powered platform.

Recognitions & Goal Setting

Introducing Cookie Reward Shops powered by Amazon!

500+
“Game Changer”
Your Turn to Choose!

750+
“Glow Getter”
Your Turn to Choose!

1000+
“Explore MORE”
Your Turn to Choose!

1500+
Week of GSNWY Summer Camp
(\$525 value)
OR
“Skill Builder”
Your Turn to Choose!

2000+
“Tech-fluencer”
Your Turn to Choose!

Amazon Voucher sent via email*

Girl choose reward from the themed Cookie Reward Shops

Amazon ships reward directly to the Girl Scout!

amazon shopping voucher

*Valid until July 1, 2026. Amazon vouchers will expire after this date and cannot be re-issued.

We are excited to introduce a new reward feature for the 500 and above levels. Cookie Reward Shops powered by Amazon.

Girl Scouts who reach these “It’s Your Turn to Choose” levels will be issued an Amazon voucher via email to shop a carefully curated storefront of items which are all program related.

Each level has its own fun theme, and the storefront for each level will have dozens of items from which girl’s can choose their reward.- all through a convenient Amazon-powered platform.

Guardians will need to have or set up an amazon account as this is where the voucher will be applied and where they will complete shipping information.

Vouchers will expire on July 1st and cannot be reissued, so it is important for families to understand the voucher must be used by July 1, 2026

Troop Proceeds & Main Reward

TROOP
MAIN REWARD
Reach 300+ PGA by March 29th

Choose one of these experiences for participating girls and up to 2 leaders:

Option 1:
A day of fun at Altitude Trampoline Park

Option 2:
Your choice of an activity with goats at Rowandale Farms! Choose from a list of activities on your Troop Guide!

Base per pkg:
\$.90 per pkg

350 pkg Troop PGA
by March 30th
+ \$.05 per pkg

C/S/A Waiver:
+ \$.13 per pkg

\$6
per package

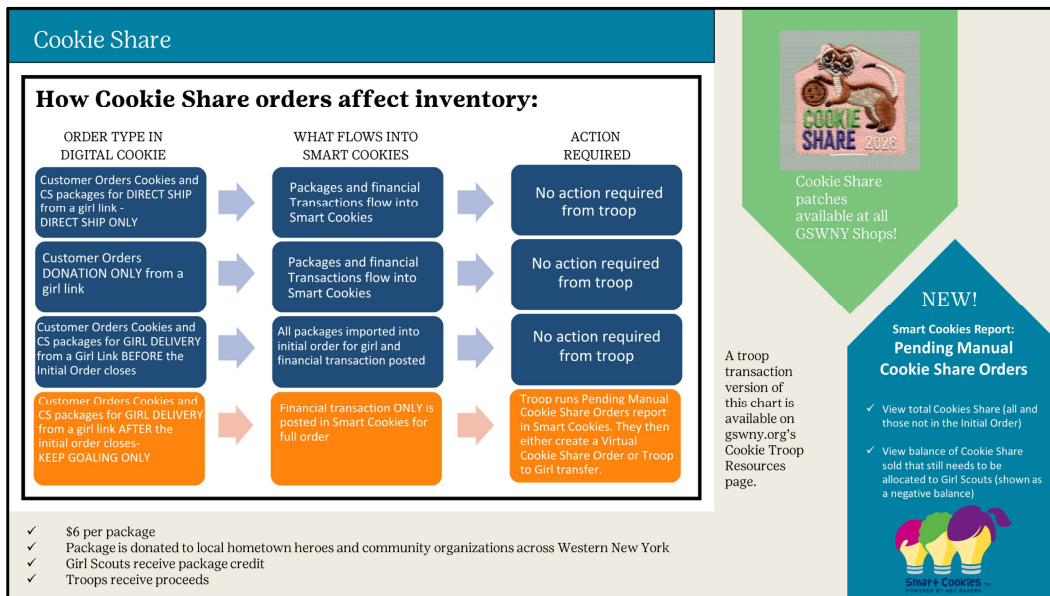
\$7
For GFCCC

We encourage troops to also set a troop goal for cookies. This is a great way to plan activities and budget for the upcoming year.

Troops who earn their troop reward choose from 2 options.

Troops also earn proceeds for each package they sell. There is a 5 cent bonus for troops with a 350 pkg PGA of girl selling by March 30th.

Older Troops, cadettes, seniors, and ambassadors have the option to waive recognitions for an additional 13 cents per package. This must be unanimous by the troop and girls still receive the patches they earn. Troops who waive are also entitled to the troop rewards and initial reward.




PP Team

Cookie Share is a great way to give back to the community while helping your troop and Girl Scouts reach their goal. Customers purchase a cookie share at \$6. The package is donated to local hometown heroes & community organizations and the Girl Scout & Troop receive package credit.


There are certain situations in which the inventory to fill a cookie share order will need to be taken from the troop inventory and transferred to the girl. In these situations, the troop has 2 options:

1. Creates a troop to girl transfer in Smart Cookies for the variety they are donating. Then set aside the package to be donated at the end of the program.
2. Or, they create a virtual cookie share order in Smart Cookies. This does not pull any packages from the Troop Inventory to fill the cookie share. Instead it give the girl package credit and designates the package to be donated by council.


To help troop leaders know how many packages of cookie share need to be assigned to each girl, SC has created the Pending Manual Cookie Share Orders report. This report will show the total cookie share sold as well as a what still needs to be allocated (shown as a negative number)




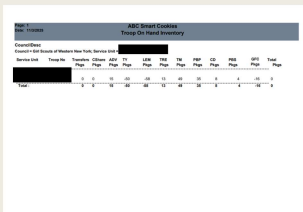
For every minute
spent organizing,
an hour is earned.
- Benjamin Franklin



Management Tips for
Volunteers in
Smart Cookies







RECEIPT...RECEIPT...RECEIPT

Managing Financials TIPS!

- ☐ Post ALL Girl Payments (all payments received via Digital Cookie automatically transfer to Smart Cookies and will appear on reports)
- ☐ Receipt all payments and transfers
- ☐ Communicate balances due using the *Girl Balance Summary* report
- ☐ Communicate deadlines for payment
- ☐ Track balance due to council using the *Troop Balance Summary* report

Managing Inventory TIPS!

- ☐ Run Troop On-Hand Inventory Report
- ☐ Distribute package credit after each booth
- ☐ Track Cookie Share distribution with the *Pending Manual Cookie Share Orders* report.
- ☐ Distribute troop direct shipped orders
- ☐ Review/edit transfers in the *Orders> Manage Orders* screen
- ☐ Fix incorrect transfer errors early to avoid confusion
- ☐ Ensure total Troop On-Hand Inventory balance is zero at end of program

As Ben Franklin said- “For every minute spent organizing, an hour is earned.”! Something we often see is that troops who keep good records of their financials and inventory find their program runs much smoother.

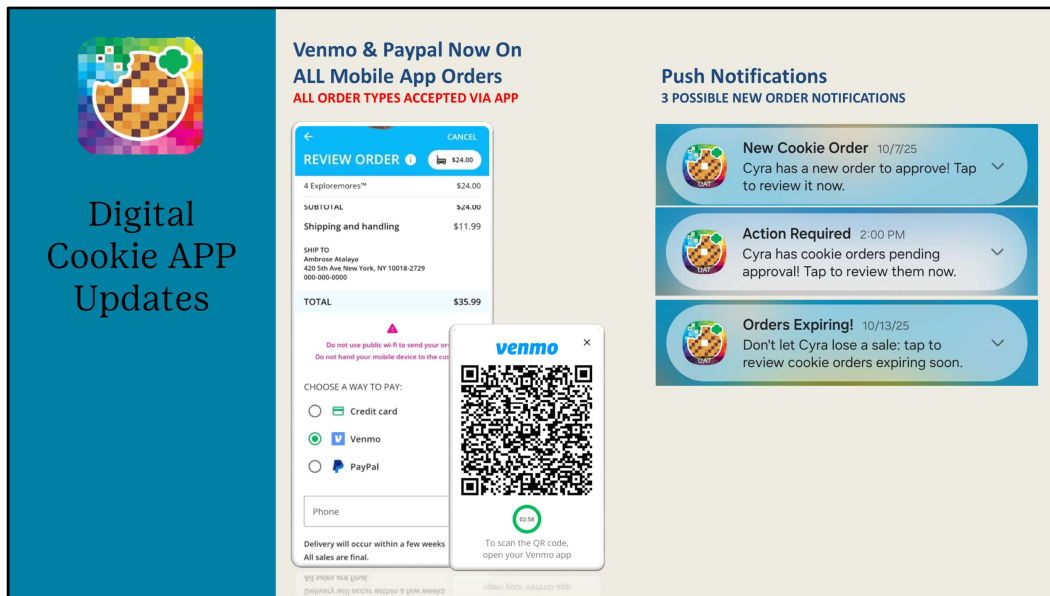
To that end, here are some tips to help!

By taking a few minutes each week within the direct sale part of the cookie program to update financials & inventory a troop will find they spot problems before the become BIG problems.

Troops can create, edit, or delete any Troop to Girl transfers they create from the Manage Orders screen.

If anyone is not already familiar with how to read the troop balance summary, girl balance summary, or troop on hand inventory reports- please touch base with me after this training so we can go over them. Once you’ve gotten the breakdown of these reports, you’ll find them easier to read and utilize.

And when in doubt... RECEIPT EVERYTHING! Having a paper trail makes it much easier to fix errors.




We have some Digital Cookie Updates we'd also like to make you aware of.

Venmo and PayPal, previously available only for cookies in-hand sales, can now be used for all order types, including in-person and shipped orders.- Please be mindful this ONLY APPLIES TO THE APP.

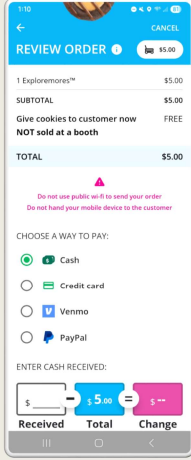
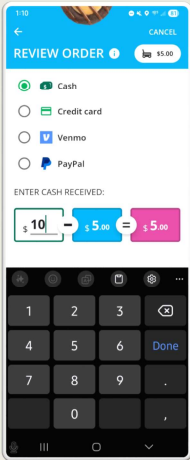
DC has also added push notifications for caregivers who choose to turn them on. These notifications will remind them of pending order needing approval.

You do NOT need to setup a venmo/customer account. This is for the customer to use their own venmo/paypal account.



Digital
Cookie APP
Updates
Starting in
Feb. 28th

New CASH Payment Recording FOR COOKIES-IN-HAND


- ✓ Does not transfer to Smart Cookies
- ✓ Available to troops, volunteers, Girl Scouts, and caregivers in DC.

DC has also added a CASH recording feature to the app that will be available for Cookies in Hand sales and for Troop Cookie Booths.

When selected, the user can enter the cash received and the DC app will auto-calculate the change.


This information is saved in DC for reference in the Girl and Troop accounts. It does NOT transfer to SC.

Girl Scout Tools & Resources



Paper Resources


- Order Card
- Family Guide with Recognition Flyer inside!



Online Resources

- Links to How To Videos
- Goal Charts
- Door Hangers
- Links to Family Cookie Entrepreneurship Pin Packets
- Coloring Sheets

AND MORE!!!




GSWNY.org
Girl Resources

Girl Scouts and their families should receive training & information for the program at a Troop Cookie Family Meeting. This includes their paper materials provided by council- the order card and family guide (this year with the recognition flyer inside!)

The Cookie Girl Resources page of gswny.org has also been updated to make it easier than ever to find additional tools and resources such as link to the Family Cookie Entrepreneurship pin packets many leaders like to share with their families as well as printable door hangers, goal charts, and more!

Volunteer Resources




Troop Guide


- Important Dates to Remember
- Troop Recognitions and Initial Rewards
- Tips for Success & Program Guidance
- QR codes to key resources

GSWNY.org Resources


- Cookie Timeline
- Family Cookie Meeting Slide Deck
- Cookie University LIVE & Recorded Training Videos
- Smart Cookies & Digital Cookie videos
- Digital Materials, Forms, and Guides
- Cookie Booth & Meeting Resources
- Glossary of Frequently Used Reports
- Promotional Flyers and MORE!!!




GSWNY.org
Volunteer Resources




Watch your Emails for the
Cookie Connection and Member Essentials
to stay up to date with the
Cookie Program!




SMART COOKIES
ONLINE TRAINING





ABC IMAGE
LIBRARY






ABC CHANNEL





VOLUNTEER
PAGE



The Troop Guide is a Troop Cookie Manager’s best resource – second of course only to their SUPPM- for the program. It includes all the information they need to go through the program including qr codes to key resources.

Our Volunteer Resources page for cookies on gswny.org has also been updated this year making it easier than ever for leaders to find resources and understand the program. You’ll find links to the ABC resources page and training videos directly from the gswny resources page as well.


GSWNY Cookie University Volunteer Trainings

After Service Unit Training Support

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. Links to do so can be found on the Cookie Volunteer Resources page of gswny.org



girlscouts
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.

When troops are finished with training by the service unit, they may still want some supplemental help.

Our council's Cookie University is just that! Troop volunteers can register for any or all of the session. Each session is topic focused and relevant to their immediate next steps in the program.


Leaders can also submit questions in advance to be answered live. Videos are posted to our website after the live webinar for troops who missed the session or need to review it.

Help Desk for Volunteers

Cookie Team Circles of Support



GSWNY Customer Care:
1-888-837-6410
customercare@gswny.org



Smart Cookies Platform Technical Support
855-444-6682 (9am to 12am EST)
ABCSmartCookieTechSupport@makerspride.com

Questions about Cookies
[Cookie FAQ's](#)
ABCSmartCookieBakers@makerspride.com

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



If you need additional support, your best and first person to reach out to would be your Service Unit PP Manager. Just like Girls, Parents and Guardians reach out to you for answers, they are there to support you in this program.

ABC also has tech support available for Smart Cookies.

And Digital Cookie has help icons all around their site for both families and troops to inquire about orders or report direct shipped order issues.

And of course, you can always reach out to customer care.

Recipe: The Perfect Batch of Troop Cookie Manager Cookies!

From the Kitchen of: [GSWNY Product Program Team](#)

Ingredients:

Excitement	Communication	Training
Organization	Support	Leadership

Next Steps:

1. Attend Service Unit Training & Cookie Rally
2. Plan your troop's Cookie Program experience with your Girl Scouts & Troop Cookie Team
3. Schedule a family cookie meeting/training
4. Ensure you have signed permission to participate for each Girl Scout either on the Troop Information form or via a Caregiver Cookie Agreement.
5. Distribute Materials
6. Review troop roster in Smart Cookies & Digital Cookie
7. Register for Cookie University Trainings!

A decorative graphic featuring several cookies: a round chocolate cookie with a swirl, a round chocolate cookie with a Girl Scout logo, a round chocolate cookie with a heart, and a large, textured, golden-brown cookie. Below the cookies is a photograph of several hands of different skin tones clasped together in a circle, symbolizing teamwork.

And finally, we'll leave you with a great recipe!

As troop cookie managers, Girl Scouts and their families will be looking to you to set the tone of the sale. We encourage you to share your excitement, communicate deadlines and needs to families in your troop, pass along training and resources they'll need, and do your best to lead your troop to reaching their goals!

Here are your next steps to getting setup. You'll find more information on getting your troop started on the Cookie Volunteer Resources page of gswny.org.

