

2027 Cookie Program Family Guide

READY TO EXPLORE

Set a goal. Build your skills. Grow your confidence.

Welcome to the world's largest entrepreneurial and financial literacy program for girls.

Cookie Season at a Glance

January 6-31
Cookie Program Initial Order Taking
online exclusive products not available until 1/12

February 1- April 4
Cookie Program Goal Getter Period

February 24-27
Cookie Delivery
Troops pick up cookies to distribute to their Girl Scouts

February 27-April 4
Direct/Booth Sales
Sell with cookies in-hand and deliver pre-orders



New!

Customers who order 8 or more packages of any variety online will enjoy discounted shipping at checkout!

Online-only cookies!

Girl Scout Sparkables™

Allergy-friendly crunchy oatmeal cookies with chocolate chips and colorful sprinkles.

Patch Pals™

online exclusive products not available until 1/12

Soft-baked dog treats with a blueberry muffin flavor, made with real blueberries!

Cookie Pricing

$6 per package

Gluten-free Caramel Chocolate Chip & Sparkables
$7 per package

Patch Pals
$9 per package

girl scouts of western new york

Everything Cookie.

Scan here!

Your Cookie Adventure



Initial Rewards

190+
by January 31st



Fuzzy Journal Set & Goal Getter Patch

210+
by January 31st

Girl Scout favorite!



2027 Themed Hoodie

Main Rewards

New Level! 30+



2027 Theme Patch

New Level! 50+



Set of Two Cookie Themed Shoe Charms
Crocks not included

New Level! 100+



Themed Dumpling Squishie

150+



Pencil Pouch with Charms

225+



Weekender Bag and Lemon Charm

350+



18" Bunny Plush

500+



Pajama Pants & Slippers Set or $45 towards GSUSA Membership

750+

BUILD-A-BEAR EST. 1997



$65 Build a Bear Gift Card or $65 Amazon Voucher

1000+



$100 Amazon Voucher or $100 Program Reward Card

1500+

Six Flags DARIEN LAKE



4 tickets to Darien Lake or one week at GSWNY Summer Camp

ceo friendship circle

1250+

Something sweet is on the way! Girl Scouts who sell 1250+ packages will join the Chief Entrepreneur Officer Friendship Circle and score a mystery reward (shhh... reveal drops January 12!)

The CEO Circle celebrates our boldest, brightest, and most unstoppable Cookie Entrepreneurs!

Name: _____

Size: YM/YL/AS/AM/AL/AXL/AXXL

My cookie sales goal: _____ packages!

In Digital Cookie, set your cookie package goal! Circle your size and the rewards you'd like to earn! Remember, rewards are cumulative!

Images shown are for reference only. Reward choices and sizes are final. No exchanges. Program Reward Cards are non-transferable and may be used at GSWNY Shops, camps, council programs/trips, and international travel. Older Girl troops (CAD/SR/AMB) may waive rewards for an extra $.13/package; patches, early recognitions, Troop Experience, and sweatshirt still apply.

Your Cookie Game Plan

Before
Get Ready

- Sign Permission Form
- Review Rewards
- Set a Goal
- Set Up Digital Cookie on Jan. 6
  - *You will receive a launch email on this date*

During
Take Action

- Share your Digital Cookie Link
- Track Orders
- Pick up and deliver cookies
- Turn in money
- Participate in cookie booths

After
Celebrate!

- Submit Reward Choices
- Pick up rewards
- Save customer contacts
- Celebrate your accomplishments!

Digital Cookie

Sell online, reach more customers, and spread the cookie word!

SCAN ME

Cookie Share

Help send cookies to members of our military and local community organizations across WNY

Ask your customers to buy one and share one!



Girl Scout Resources

Scan this code with your smartphone's camera for quick access to resources for your Girl Scout!

gswny.org/cookies

Thank you for supporting your Girl Scout and Girl Scouts of Western New York.

We hope you enjoy a fun and successful Cookie Season together!