2027 Troop Cookie Guide

girl scouts of western new york



Cookie Season at a Glance

Important dates to help your troop have a successful (and sweet!) cookie season.

Jan 6

Program Launch

Girl Scouts begin taking orders; Digital Cookie opens for online sales.
online exclusive products not available until 1/12

Feb 6

Initial Order Due

Submit your troop's cookie order in Smart Cookies

Feb 24-27

Cookie Delivery

Pick up your cookies from your assigned location.

Feb 27

Booth/Direct Sales begin

Sell cookies directly to customers at approved booth and direct sale locations.

Apr 4

Final Day of Sales

All customer, booth, and direct sales must be completed.

Apr 6

Final Payment/Rewards Deadline

Troop Cookie Managers must submit final payment via ePayment and complete main reward selections in Smart Cookies.

Two new online only products for 2027!



girl scout sparkables

A bright new way to celebrate!

Allergy-friendly, gluten-free, nut-free and vegan oatmeal cookies with chocolate chips and colorful sprinkles.

online exclusive products not available until 1/12

patch pals

Because best friends deserve treats, too!

Crunchy, wholesome dog treats made with simple, high-quality ingredients for your four-legged family members.



Plan Your Sweet Success!

A month-by-month guide to keep your troop on track.



JANUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- ○ Cookie Program launch (Jan 6)
  Online exclusives (Jan 12)
- ○ Booth lottery opens (Jan 18)
- ○ Booth Lottery closes (Jan 29)
- ○ Initial order taking ends - parent orders due in DC (Jan 31)
- ○ Booth Lottery runs. FCFS opens. (Jan 31)

FEBRUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

- ○ Goal Getter period begins (2/1)
  Goal Check - Send Cheers via DC (2/8)
- ○ Troop's initial order due (2/6*)
  *date edited 12/2026
- ○ Cookie Delivery (Feb 24-27)
- ○ Cookie Booth/Direct Sales begin (2/27)
- ○ Planned order due by troop in SC (2/28)

MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- ○ Are you ready for cookie booths? (3/1)
- ○ Planned order due by troop in SC (2/28, 3/7, 3/14, 3/21, 3/28)
- ○ Troop's initial payment due (3/17)



APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14			



- ○ Cookie program ends (4/4)
- ○ Main Recognition Order Due by troop in SC (4/6)
- ○ Final payment due council (4/7)
- ○ Deadline to submit delinquency paperwork (4/21)

Tools & Resources for a Successful Season

READY TO EXPLORE



Digital Cookie

Help your troop reach more customers online!

- Publish Troop site
- Share the troop link
- Check Approved/Denied orders
- Send Cheers to your Girl Scouts

Launch E-mail sent Jan. 5

Smart Cookies

Use Smart Cookies to manage your sales, inventory, and more!

- Track orders and payments
- View Troop progress
- Access reports
- All-things cookie for your troop!

Launch E-mail sent mid-December

Cookie Booths



Connect with your community in person!

- Find booth opportunities
- Review booth etiquette and safety
- Let Girl Scouts lead the sales.
- Track inventory and payments.
- Celebrate your success!

Money Matters

Simple tools to keep your troop on track.

- Keep troop funds secure.
- Record all payments.
- Deposit funds promptly.
- Keep receipts and records.
- Review finances regularly.
- Ask if something doesn't match.

Need More Cookies?

Running low? No problem!

- Place additional cookie orders via a planned order in SC.
- Pick up cookies on your scheduled date.
- Confirm your order before leaving the cupboard.
- Plan ahead for busy booth weekends.
- Order only what your troop can sell.

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 April 4

OPT OUT

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

Initial Troop Reward

Troops who average 210 packages per girl selling by 2/6 will receive TWO 2027 Themed hoodies!

Final Troop Reward

Troops who average 350 packages per girl selling by 4/4 will be eligible for the troop reward! Watch for the reveal in January!

Cookie Pricing

$6 per package

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

$9 per package
Patch Pals