

2026 Cookie Rookie and Cookie Captain Guide

Cookie Rookie

Ready to earn your Cookie Rookie patch? Let's go Girl Scout style! Just complete these three fun steps to become a cookie-selling superstar.



1 Learn about the USAGSO Cookie Program

Invite a super-smart Cookie Captain (an older Girl Scout) or a helpful adult volunteer to your troop meeting. They'll share all the insider cookie scoop 🍪 and use the Cookie Rookie Troop Meeting Guide (attached!) to teach you about the cookie program.

2 Join a Cookie Rally or Kick-Off

Get PUMPED for cookie season! 🎉 Attend a community, troop or USAGSO cookie rally or kick-off. You'll play games, make crafts and learn awesome cookie skills alongside your sister Girl Scouts!

3 Make Your First Cookie Sale

You've got the skills- now it's time to make your very first sale! Whether it's to a neighbor, a family friend or your teacher, you're officially a Cookie Boss in the making! 💪

Patch unlocked? You bet it is! Order your Cookie Rookie patch [here](#).

Cookie Captain

Lead the way and earn your Cookie Captain patch! Here's how you can help a new generation of cookie sellers shine.



☑ **Step 1: Find a Cookie Rookie Troop**

Know a troop that's brand-new to the cookie program? Reach out and offer to be their Cookie Captain! (Need help? Ask your OCMT - they can help you find a troop to mentor.)

☑ **Step 2: Get Ready to Lead!**

Read through the Cookie Rookie Troop Meeting Guide (you'll find it attached). Or, if you're feeling extra creative, design your *own* cookie training plan! 🎨 📝

☑ **Step 3: Train Your Rookies**

Attend at least one troop meeting and guide the Cookie Rookies through their cookie journey. Use the guide or your custom plan to teach them all your best cookie tips and tricks!

☑ **Step 4: Help at a Cookie Rally or Kick-Off**

Join the fun at a Cookie Rally or Kick-Off and lend a hand! Whether you're running a station or leading a game, your energy helps the cookie season start with a BANG!



BONUS (Optional!): Visit a Rookie Booth

Swing by your rookie troop's cookie booth and cheer them on! Maybe even bring a sign or pom-poms - cookie spirit counts!

Patch unlocked? You bet it is! Order your Cookie Captain patch [here](#).

Cookie Rookie Troop

Meeting Guide

Hey Cookie Captains and adult volunteers! You've got the power to make learning about cookies fun and memorable. Use these games to plan your troop meeting – or mix things up with ideas from [Little Brownie Bakers](#).



☑ Great to Meet You!

Introduce yourself and share your Girl Scout story! Try these convo starters:

- Ever eaten a Girl Scout Cookie? (Yum!)
- Ever seen Girl Scouts selling cookies?
- Does selling cookies sound like fun?

Tell them how the cookie program works - and how it's *way* more than just selling snacks. It's about goals, confidence and teamwork!

☑ Know Your Cookies

Let's learn what we're selling! Play a fun game like *Cookie Concentration*!

🍪 Cookie Concentration:

Make matching cards with cookie pictures. Girls take turns flipping two at a time to find matches. Got samples? Let them taste-test their winning match!

☑ Pitch Perfect

It's time to practice cookie marketing! Show how *you* talk to customers, then let the girls try. Use this fun roleplay game:

🎯 Pitch Game:

Toss a ball around the circle. When a girl catches it, she gives her best cookie pitch. Then she tosses it to the next Girl Scout. Keep going until everyone's practiced!

Money, Money, Money!

Learning about money is part of being a Cookie Boss! Teach the cost of a box of cookies, how to count change and how much goes to the troop.

Play Store Game:

Set up a pretend store using toys or pictures and play money. Let girls take turns being the buyer and seller!

Marketing Magic

Let's get creative! Eye-catching signs and clever cookie costumes help boost sales!

Booth Crafting:

Make posters, QR flyers, banners or even sandwich boards. Want to go big? Make a cookie costume!

Set Those Goals

Cookies help us do *amazing* things. Let girls dream big and set their troop goals!

Draw Your Dream:

What will the troop do with their cookie earnings? Camp? A big trip? Supplies? Let the girls draw their dream, then figure out how many boxes they'll need to sell to make it happen!