

2026 Cookie Program Family Guide



Welcome to our 2026 Cookie Program! Every cookie season is about so much more than cookies—it's about being **BRAVE** enough to make the pitch, **FIERCE** enough to crush big goals, and having tons of cookie **FUN** along the way!

Thank you for supporting your Girl Scout and joining her on this exciting adventure! As part of her team, you and your family will see her confidence grow, skills develop, and personality shine. This guide provides the **tools, tips, and resources** you need to help your Girl Scout have a fun, successful, and rewarding Cookie Program experience.



The Girl Scout Cookie Program is the **world's largest girl-led entrepreneurial program**. It's more than a fundraiser—it's a hands-on leadership experience that helps girls build confidence and essential life skills.

2025-26 Cookie Dates

December 2-9
USVI Order Taking

January 2
Parents/Girl access Digital
Cookie

January 6
Digital Cookie Direct Ship and Girl
Delivery Preorders BEGIN

January 30
In-person Cookie Sales BEGIN

February 20-22
National Cookie Weekend

March 15
All cookie sales END

May
Rewards are shipped to your
community



Through the Girl Scouts Cookie Program, girls learn:



GOAL SETTING

as she sets cookie sales goals and makes a plan to reach them



DECISION-MAKING

as she decides how her troop will spend the cookie money



MONEY MANAGEMENT

as she takes orders and handles customers' money



PEOPLE SKILLS

as she learns to talk and listen to all kinds of people while selling cookies



BUSINESS ETHICS

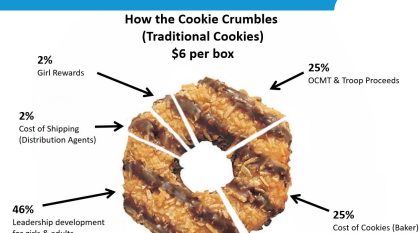
as she is honest and responsible every step of the way

How the Cookie Crumbles

The number one reason people buy Girl Scout Cookies is to support Girl Scouting!

All of the proceeds, every penny, from the Girl Scout Cookie Program are used to benefit Girls within our local council. This revenue is used to fund major council initiatives like supporting and building membership, creating and sustaining innovative girl programming, maintaining and improving camp properties, and offering a platform that allows troop funding for trips, activities and community service projects.

By purchasing Girl Scout cookies, you directly support the Girl Scout Leadership Experience for girls in your community!



Top 5 Ways Your Family Can Support Your Girl Scout

1. Encourage goal setting.

Goal setting is an important life skill. She'll go far if she knows how to set a high goal and reach it.

- Ask about her troop's goal and help her set a personal goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.

2. Support her sales.

She needs you to be on her side as she develops the confidence to ask people for orders.

- Ask her questions and help her practice her sales message.
- Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills.

3. Volunteer. Her troop needs your help chaperoning booth sales, picking up cookies and more.

4. Practice safety.

Help your girl understand the Girl Scout safety rules found at www.girlscouts.org/cookies.

Be a role model for business ethics and safety rules.

5. Participate in the Girl Scout Digital Cookie Program.

Girls can build a personalized website and/or use a mobile cookie sale app to process orders. Through the girl's personal site, consumers will be able to pay for cookies via credit card and have cookies shipped, delivered by a girl (pending parent approval) or donated. More information can be found on our website at www.usagso.org in the Cookie Resources for Cookie Sellers section.

Girl Scout Safety Rules

1. Show You're a Girl Scout

Wear your uniform or Girl Scout clothing.

2. Buddy Up

Never sell alone.

3. Be Streetwise

Be familiar with the area you are selling in.

4. Partner with Adults

Daisies, Brownies and Juniors must be accompanied by an adult; Cadettes, Seniors and Ambassadors must be supervised by an adult; adults must be present at all cookie booths.

5. Plan Ahead

Never walk around with large sums of money.

6. Do Not Enter

Never enter anyone's house or vehicle.

7. Sell in the Daytime

8. Protect Privacy

Never give out a girl's full name, address, phone, or email. Use a group contact name, number, and address.

9. Be Safe on the Road

Follow safe pedestrian practices.

10. Be Net Wise

Take the GSUSA Internet Safety Pledge.



Things to Remember

- Must be a registered Girl Scout in select USAGSO communities (see the cookie website for more details) in order to sell cookies.
- Each Girl Scout must submit a signed Cookie Program Girl Permission form.
- Help your Girl Scout make thank you notes for customers.
- There are 9 varieties of cookies: Thin Mints, Samoas, Tag-a-longs, Do-Si-Dos, Trefoils, Adventurefuls, Lemon Ups, Toffee-tastics and Exploremores the **NEW** Cookie. All varieties are \$6 a package.
- Selling cookies on the economy is forbidden outside of U.S. territories.
- Do not upload potential customers into digital cookie due to international privacy laws.
- Check our Cookie *Do's and Dont's* to learn more about USAGSO Cookie Program restrictions.

Visit our website, www.usagso.org for valuable information to help your Girl Scout get the most from the program.



2025–2026 Girl Scout Cookies®

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
Approximately 15 cookies per 6.3 oz. pkg.

\$6

U D



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits
Approximately 12 cookies per 6.2 oz. pkg.

\$6

U D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.

\$6

U D



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling
Approximately 20 cookies per 8 oz. pkg.

\$6

U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut, and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.

\$6

U D



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating
Approximately 15 cookies per 6.5 oz. pkg.

\$6

U D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg.

\$6

U



Exploremores™ • Real Cocoa

NATURALLY AND ARTIFICIALLY FLAVORED

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème
Approximately 18 cookies per 7.9 oz. pkg.

\$6

U D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.

\$6

U D



The GIRL SCOUTS® name, mark, and all associated trademarks and logos, including the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers, a division of Ferrero U.S.A., is an official GSUSA licensed vendor. LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, are trademarks of Ferrero Group. © 2025 Girl Scouts of the USA.





2025–2026 Girl Scout Cookies® Ingredients and Food Allergen Guide

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, visit littlebrowniebakers.com or girlscoutcookies.org.

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

									
	Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Exploremores™	Toffee-tastic®
Ingredients		●							●
		●		●				●	
	●				●	●	●	●	
							●		
									●
	Ⓢ Ⓣ	Ⓢ Ⓣ	Ⓢ Ⓣ	Ⓢ Ⓣ	Ⓢ Ⓣ	Ⓢ Ⓣ	Ⓢ	Ⓢ Ⓣ	Ⓢ Ⓣ

Food Allergens	PEANUT	M	M	M	C	M	C	M	C	M
	TREE NUT	M	M	M	M	C*	M	M	M	M
	WHEAT	C	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C	C
	EGG	M	M	M	M	M	M	M	M	M

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)



Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program®, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie®

Girls create a customized webpage and send the link to family and friends asking them to buy Girl Scout Cookies. Customers purchase cookies through the webpage, and they are shipped directly to their home (US, APO, FPO and DPO address only). Shipping and handling charges apply). Orders appear automatically in eBudde and girls can track their progress and send follow up messages.

Door-to-Door Deliveries*

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Stands*

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers. Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

Connect With Your Community*

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

***Ways available only in the USVI, Saipan, and Pago Pago communities.**

Inspire cookie entrepreneurs



Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

- 1 Goal Setting**
Girl Scouts learn how to set goals and create a plan to reach them.
How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins like weekly challenges.
- 2 Decision Making**
Girl Scouts learn to make decisions on their own and as a team.
How you can help: Talk about how they plan to spend the troop's cookie earnings.
- 3 Money Management**
Girl Scouts learn to create a budget and handle money.
How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.
- 4 People Skills**
Girl Scouts find their voices and build confidence through customer interactions.
How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.
- 5 Business Ethics**
Girl Scouts learn to act ethically, both in business and life.
How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



Learn more

Cookie business badges

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at [girlscouts.org](https://www.girlscouts.org).

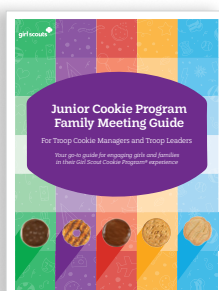


Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- [Cookie Program Family Meeting Guides](#)
- [Cookie Entrepreneur Family Pins](#)



Market their business online



NEW Social Media Guide



The Little Brownie Social Media Guide is all new with tips and tricks for volunteers, caregivers and entrepreneurs to reach more cookie customers this season.

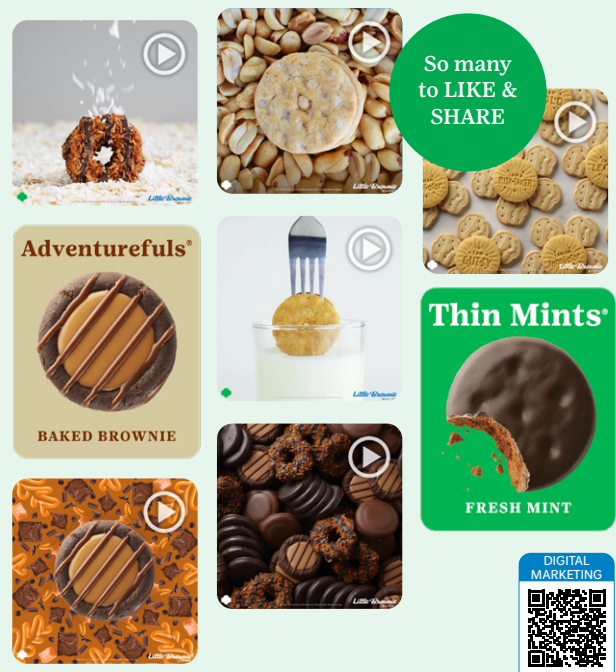
Today's consumers average over three hours on social media per day, and more than half of cookie customers say their phone is their most important shopping tool. Whether or not you are social media savvy, the new Social Media Guide will help you **Follow, Like, Share** your way to cookie season success.



Ready-to-share gifs and reels

Ready-to-share gifs and reels make social media a snap. Fact: When Girl Scout entrepreneurs promote their businesses online it boosts sales. More frequent posts equate to increased sales. Check out the video below to see all the social content Little Brownie has to offer.

• Social Sizzle Reel



NEW virtual backgrounds



Safety resources

Before launching their Digital Cookie site and engaging in online marketing and sales efforts, Girl Scouts and caregivers must read and agree to the guidelines below.

- Safety Tips from GSUSA
- Girl Scout Internet Safety Pledge
- Digital Cookie® Pledge

Market their business in person



Create booth buzz

Having a cookie booth? Any way your troop does it, we have lots of resources to entice cookie lovers! Find resources like mouthwatering cookie photography, fun clip art, and attention-grabbing booth signage all in one place.

** For more details on how cookie booths are coordinated, talk to your council and visit girlscoutcookies.org.*

Booth materials

- Materials available in English and Spanish.
- Use Digital Cookie® QR codes at booths.
- Bundle cookies to boost sales.
- Remind customers proceeds stay local.



Craveable photography



Cookie bakery booth inspiration



Market their business in person



Ordering made easy

Order materials can help increase sales.

Entrepreneurs can use order materials at booths and encourage customers to scan their QR code to visit their Digital Cookie® site. Customers make a purchase and bookmark their site for future purchases. It's especially handy if booth inventory in a certain variety is running low!

- Fun to personalize.
- Add QR codes for easy online purchasing. Bookmark for later messaging. Encourage customers to bookmark their site for reorders.
- Order forms available in English and Spanish.
- Order materials are useful and engaging.

Encourage customers to bookmark Digital Cookie® link



Make your Digital Cookie® QR code your BFF

Over 95 million Americans regularly scan QR codes.



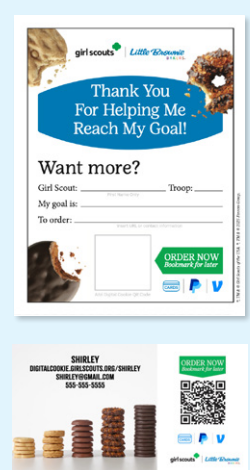
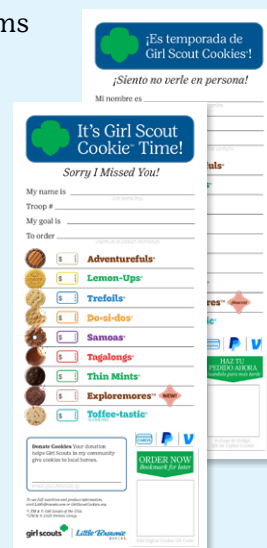
The printable lanyard makes reorders easy for Girl Scouts on the go!



Before booth sales, Girl Scouts can make a bracelet, add their QR code, and tell customers to bookmark it for reorders.

Leave-behinds make reorders easy

- Leave behind order forms
- Door flyer order forms
- Business cards
- Notecards
- QR code stickers
- Thank you slips



Gift of Caring

Cookies purchased for donation through Digital Cookie will be shipped at the end of the cookie season directly from the baker to the Soldiers' Angels. Visit www.SoldiersAngels.org to find out more about the Soldiers' Angels organization.

Communities selling cookies in-person have the option to donate cookies to a local organization. Check with your volunteer leadership team to learn more.



Girl Rewards

The Girl Rewards program provides Girl Scouts with the opportunity to set their own sales goal and earn individual rewards. All types of sales, whether in-person or through the digital cookie platform, count towards a girl's sales total and determines the girl rewards she will earn. Girl Rewards are not available to troops that have opt out of rewards for additional proceeds. Please check with your troop leader to find out if your troop has opted out of Girl rewards.

Check out the rewards a Girl Scout can earn this cookie season!

When will my Girl Scout receive her girl rewards? Girl rewards will be mailed to each community's volunteer leadership team in May. Contact your local volunteers for updates and to help distribute rewards once they arrive.

USA Girl Scouts Overseas 2026 Girl Scout Rewards



My Personal Goal: _____

Girl Rewards for all boxes sold, in-person and Digital Cookie. Girl Rewards are not available to troops who have opted out for additional proceeds. Please check with your troop to find out if you are eligible to earn Girl Rewards this season. All rewards are cumulative except for Girl Experiences. USAGSO reserves the right to make substitutions to the item's colors, material, or size or to substitute an item of equal or greater value due to changes or challenges in product availability.



USAGSO Cookie Program
Participation Patch
1 per Girl



Cookie Techie Patch
10+ Digital Cookie pkgs



Wristlet Strap
25+ pkgs



Action Patch AND
Cookie Clip-on Pouch
50+ pkgs



BFF Bracelet Hair Tie Set AND
Headband w Pocket
100+ pkgs



Mini Plush, Ferret AND
Clear Case
150+ pkgs



Convertible
Crossbody Bag
225+ pkgs



"Shirley" the Ferret Plush
300+ pkgs



Cookie Duffle Bag
400+ pkgs

Stellar Sellers

Girl Experiences

(Non-cumulative exclusive program experience with all necessary supplies included. If you reach any of these levels, USAGSO will contact you after the end of cookie sales to submit your option choice.)



500+ Bronze
Girl Experience Yoga bliss!
OR Art Masters! OR \$80
USAGSO Program and
Membership Credit



600+ Silver
Girl Experience Rad robotics!
OR Both Bronze
level experiences
OR \$160 USAGSO Program
and Membership Credit



700+ Gold
Girl Experience Outdoor
adventurers!
OR All Bronze and Silver
level experiences
OR \$320 USAGSO Program
and Membership Credit



800+ Platinum
ALL Bronze, Silver, and
Gold experiences
OR \$500 USAGSO
Program and Membership
Credit



Gift of Caring Patch
15+ pkgs



Mini Plush Ferret
40+ pkgs



Ferret Clip-on
Pouch
80+ pkgs

Stellar Sellers Rewards

500+ Boxes Sold: Bronze Experience

Option 1: Yoga bliss!

Girl Scouts receive a yoga kit with everything you need to achieve total zen – a mat, blocks, and strap.

Option 2: Art masters!

Qualifying girls receive everything you need to create a painting masterpiece – a canvas, paint, and brushes.

600+ Boxes Sold: Silver Experience

Option 1: Rad robotics!

Girl Scouts receive a STEM kit with everything you need to design, construct, and code your own robot!

Option 2: Both Bronze level experiences.

Option 3: USAGSO Program & Membership Credit*

Girl Scouts receive a \$150 credit to use towards their annual Girl Scout membership and/or USA Girl Scouts Overseas hosted programs.

700+ Boxes Sold: Gold Experience

Option 1: Outdoor adventurers!

Girls Scouts receive the ultimate outdoor adventure pack – a 2-person tent, 2 cold-weather rated sleeping bags, 2 mess kits, and a solar powered lantern.

Option 2: Both Bronze level experiences & the Silver level Rad Robotics experience!

Option 3: USAGSO Program & Membership Credit*

Girl Scouts receive a \$300 credit to use towards their USAGSO annual membership and/or USA Girl Scouts Overseas hosted programs.

800+ Boxes Sold: Platinum Experience

Option 1: All Bronze, Silver, and Gold level experiences.

Option 2: USAGSO Program & Membership Credit*

Girl Scouts receive a \$500 credit to use towards their USAGSO annual membership and/or USA Girl Scouts Overseas hosted programs.

*Program & Membership Credits can be used towards annual membership dues and/or USA Girl Scouts Overseas hosted programs during the 2026 and 2027 membership years. Credits must be used by September 30, 2027 and can only be used while a member of USA Girl Scouts Overseas. Credits cannot be transferred to other Girl Scout councils.

Become a Digital Entrepreneur in a Flash!

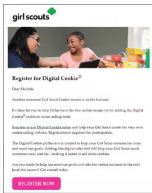
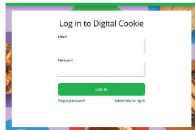
This cookie season, superpower your sale by adding Digital Cookie to your toolkit.



STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox on or after **January 2** to register. If you can't find it, contact your council or visit **digitalcookie.girlscouts.org** and click the "Need help" link.



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.



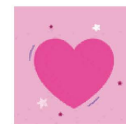
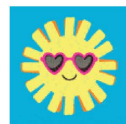
Track Orders and Inventory

- 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.



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!

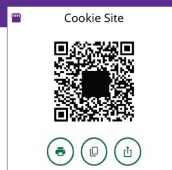
Prepare now by talking with your family about your goals and create a fun video telling customers why they want to support your business.



STEP 3

Invite Customers

Share your site with others! Due to international privacy laws, USAGSO members are not permitted to upload customer emails directly into digital cookie.



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.

Caregiver Checklist

- Received training & materials from the Cookie Manager, Troop Cookie Coordinator and/or Troop Leader.
- Volunteer to help the troop with cookies.
- Become a registered member and complete a background check if volunteering at a cookie booth.
- Help my Girl Scout set a personal selling goal.
- Support my Girl Scout in her cookie business and be a role model for her.
- Adhere to the dates, deadlines, and procedures set by the Cookie Manager, Troop Cookie Coordinator and/or Troop Leader.

Frequently Asked Questions

Who can participate in the USAGSO Cookie Program?

USAGSO operates a limited cookie program due to the restrictions around the importation and sale of American food products outside of the United States. Girl Scouts on U.S. military installations in Asia, Europe, Guantanamo Bay, and Kwajalein, Girl Scouts in U.S. territories, and Girl Scouts in select U.S. embassies may be eligible to participate in in-person cookie sales. Girl Scouts eligible for in-person sales, Girl Scouts in the EU, and Girl Scouts affiliated with a U.S. embassy or consulate WITH a US address on their Girl Scout account are eligible to participate in digital cookie sales.

What if customers have questions about their cookie order?

For questions and concerns about cookies sold in-person, contact your local volunteers. For questions about digital cookie orders, visit the [digital cookie order page](#) or [digital cookie support page](#).

Why do Girl Scouts in other areas sell different cookies?

There are two bakers associated with Girl Scout cookies, Little Brownie Bakers and ABC Bakers. Each council chooses which baker they prefer. Both bakers are required to make Thin Mints, Do-Si-Dos/Peanut Butter Patties and Trefoils, but are allowed to make additional varieties. USAGSO partners with Little Brownie Bakers to bring Girl Scout Cookies overseas.

Cookie Program Etiquette

I will:

- Be polite and friendly.
- Remember my behavior reflects all Girl Scouts.
- Obey the cookie sale start dates and times.
- Wear my uniform or Girl Scout t-shirt and pins to identify myself.
- Keep table and area neat.
- Say THANK YOU to all customers.
- Remove empty boxes and take any trash away.

I will NOT:

- Upload potential customer emails into digital cookie.
- Get in the way of customers.
- Sell cookies outside of approved locations.
- Block entrance to store.
- Talk loudly, run around, or play while selling at a booth.

Please keep in mind that selling cookies overseas is a privilege.

This privilege, if abused, could cause all Girl Scouts to lose the opportunity to sell cookies overseas.