

**2025-26
Girl Scout Cookie
Program**

girl scouts 
of eastern
massachusetts

gsema.org/forsellers

Cookie Book

Reference Guide for Troop Volunteers



December 3, 2025-March 6, 2026

Welcome

The Girl Scout Cookie Program is the largest girl-led entrepreneurship program in the world, helping Girl Scouts learn valuable life and leadership skills through hands-on experience, from interacting with customers and working as a team to creating budgets and processing orders.

While learning, Girl Scout Cookie entrepreneurs earn money to fund activities like troop travel, camping, community service projects, and more. When a customer purchases cookies from a Girl Scout, they're investing in so much more than just a box of treats—they're investing in a Girl Scout's future by creating opportunities for them to learn, grow, and thrive.

Thank you for volunteering as a Troop Cookie Coordinator (TCC)!

You're an invaluable part of the Girl Scout Cookie Program, and we're happy you're here. We have many resources, tools, tips, and more to support you in this journey. As the TCC, you are uniquely positioned to encourage and empower Girl Scouts to develop an entrepreneurial mindset to achieve their goals. Everything you need for a super selling season is in this guide.



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2025-26 Mascot and Theme

BRAVE.
FIERCE. FUN!

Resources

GSEMA Cookie Web Page Visit the GSEMA For Sellers web page for all necessary forms, trainings, and resources like the Cookie Book (an in-depth resource that covers every aspect of the cookie program).	gsema.org/forsellers
Cookie Emails Our Sunday cookie emails will keep volunteers updated on the program.	Sent via email on Sundays.
BAND The Product Program team will provide real-time updates via BAND regarding weather closures, deadlines, urgent cupboard information, and helpful tips.	Download this free app to your smartphone, then search “GSEMA Product Program” team. <i>This is a volunteer-based networking tool that is not monitored by GSEMA.</i>
Quick Bites All troops receive one Quick Bites guide with their cookie materials. Quick Bites is a general overview of the Cookie Program.	bit.ly/gsema-quick-bites
Prep Talk Webinars Live and prerecorded program updates with Digital Cookie and Smart Cookies walk-through sessions with the Product Program team throughout the Cookie Program.	Find details at: gsema.org/forsellers
Cookie Cupboard Hotline	844-PB-PATTI (727-2884)
GSEMA Customer Care	customercare@gsema.org
Smart Cookies Help	Tech support: 800-853-3730 or ABCSmartCookieTech@hearthsidefoods.com Direct Ship inquiries: ABCSmartCookieDirect@hearthsidefoods.com

NOVEMBER

- 18** Troop online Prep Talk for experienced TCCs (7 PM)
- 20** New to the Cookie Program online Prep Talk (7 PM)
- 24** Smart Cookies & Digital Cookie registrations email to Troop Cookie Coordinators who have submitted the required paperwork and have no outstanding issues

DECEMBER

- 3** Digital Cookie registration invitation emails to registered Girl Scouts. Cookie Cupboards open (see schedules in Smart Cookies); **Girl Scouts can begin selling online and in person**
- 19** Scheduled withdrawals from troop bank accounts
- 23** Last day all GSEMA cookie cupboards are open before closing for the holidays

JANUARY

- 2** All GSEMA offices open and All GSEMA council Cookie Cupboards open with delayed opening (see Smart Cookies for hours)
- 6** GSUSA's Cookie Finder opens
- 7** Online Prep Talk: Marketing Tips and Cookie Questions open forum (7 PM)
- 16** Scheduled withdrawals from troop bank accounts

FEBRUARY

- 13** Scheduled withdrawals from troop bank accounts
- 20-22** National Girl Scout Cookie Weekend

MARCH

- 1** Rewards opt-out forms due to GSEMA and last day to register Girl Scouts for the Cookie Program
- 6** Cookie Program ends, all online ordering ends, and all Cookie Cupboards close
- 11** Last day to allocate packages to Girl Scouts, review reward orders, and transfer packages to troops in Smart Cookies (11:59 PM)
- 17** Scheduled withdrawals from troop bank accounts

APRIL

- 3** Scheduled withdrawals from troop bank accounts and last day for Girl Scouts to sell leftover cookie inventory
- 13** Rewards arrive to Service Unit Cookie Mentors

MAY

- TBD** 500 Club Celebration at Canobie Lake Park

Chiefs in Training event will be held at Camp Cedar Hill, Waltham in the summer. (1,750+ package level reward)



New for This Year

- ▶ **Introducing a new Girl Scout Cookie: Exploremores™!** These rocky road ice cream-inspired sandwich cookies—filled with the delicious flavors of chocolate, marshmallow, and toasted almond-flavored crème—reflect the spirit of exploration at the heart of every Girl Scout. As a reminder, last year we said goodbye to the Toast-Yays!
- ▶ **We're expanding the Chiefs in Training Club!** Girl Scout Entrepreneurs who sell 1,750+ packages of cookies will be welcomed into the Chiefs in Training Club. Chiefs in Training are recognized at GSEMA's 500 Club event at Canobie Lake Park (Spring 2026), and they kick off their leadership role with a day of professional development to prepare them for their new role to champion Girl Scouts throughout the year.
- ▶ **GSUSA's Cookie Finder goes live early!** Starting January 6, GSUSA's Cookie Finder will include direct-ship-only troop links for all participating Girl Scout troops. GSEMA Cookie Connector will be discontinued.
- ▶ **We are offering three discounted Girl Scout Cookie shipping incentives!** GSEMA will offer \$3.99 shipping* on orders of 9-12 packages of cookies (quantity incentive does not include Cookie Share donations) three times during the cookie program:
 - **December 3-7:** Kick off the Girl Scout Cookie season with a super shipping deal! Encourage your customers to purchase Girl Scout Cookies as holiday or housewarming gifts.
 - **January 6-11:** Optimize your troop's sales when GSUSA's Cookie Finder goes live and national paid advertising is activated.
 - **February 20-22:** Lean into National Girl Scout Cookie Weekend and GSUSA's continued national cookie advertising campaign to connect with customers.
- ▶ **We're excited to share that M&T Bank is sponsoring this year's Troop Cookie Rally Kits!** Service Unit Rally Kits are back, too. Gather your troop and service unit to kick off cookie season with a fun celebration!
- ▶ **New look for Adventurefuls!** Beginning this season, Adventurefuls will have new carton-free, plastic overwrap packaging, like Caramel deLites, Lemonades, and Peanut Butter Patties.
- ▶ **Digital Cookie enhancements:** More mobile-friendly and user-friendly Troop and Girl Scout dashboards with more straightforward troop site set-up and goal tracking, among other improvements to the cookie ordering platform.
- ▶ **Back for another season:** The Digital Cookie app will accept Venmo, PayPal, and credit card payments, with GSEMA covering all associated fees.



Learning While Earning

5 Skills of the Girl Scout Cookie Program



Goal Setting

Girl Scouts set cookie sales goals individually and with their troop, and create a plan to reach them. Girl Scouts develop cooperation and team-building skills along the way.



People Skills

Girl Scouts learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help them develop healthy relationships and conflict-resolution skills they can use throughout their lives.



Decision Making

Girl Scouts help decide how their troop will spend their cookie money, furthering their critical thinking and problem-solving skills that will help them in many aspects of their lives.



Business Ethics

Girl Scouts are honest and responsible at every step of the cookie program. Their business ethics reinforce the positive values they are developing as Girl Scouts.



Money Management

Girl Scouts take cookie orders, handle money, and track their earnings, allowing them to gain valuable and practical financial literacy skills.



Learning While Earning

Cookie Business Badges



Cookie Entrepreneur Family Pins



Did you know? Girl Scouts can keep track of each cookie entrepreneur pin and badge step completed in Digital Cookie.



Families can support their Girl Scout(s) 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:

- ▶ **Cookie Program Family Meeting Guides**
- ▶ **Cookie Entrepreneur Pins**

Local Impact



In one \$6 cookie package...

54.5% services local Girl Scouts through programs, financial assistance, training for volunteers, property management, and member support.

23% is paid to ABC Bakers for the cookies, Digital Cookie®, and program materials.



22.5% goes to troop proceeds and incentives. (Troops earn \$1.10, and 25¢ pays for rewards).



The net proceeds from the Girl Scout Cookie Program stay local, directly supporting our council and troops.

We use these proceeds to fund enriching activities and amazing experiences for girls year-round – like field trips, community projects, outdoor adventures, and more. The Girl Scout Cookie Program also helps finance our local Movement, helping GSEMA maintain over eight properties and deliver comprehensive programs to Girl Scouts and adults.



Meet the Cookies



\$6/package

New Cookie!



ExploreMoreTM

Rocky road ice cream-inspired sandwich cookie with toasted almond-flavored crème



Adventurefuls[®]

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Lemonades[®]

made with
vegan
ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils[®]

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints[®]

made with
vegan
ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties[®]

made with
vegan
ingredients

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites[®]

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

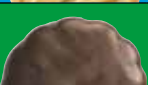
made with
vegan
ingredients

Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie*
*Limited availability



Girl Scout Cookies® 2026 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					CONTAINS				CERTIFICATIONS		
	Wheat	Soy	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	ONLY Colors from Natural Sources	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M		Y	Y	Y	Y			Y
 ExploreMORES™	Y	Y	Y	Y		Y	Y		Y			Y
 Lemonades®	Y	Y	M	M		Y	Y		Y		Y	Y
 Trefoils®	Y	Y	Y	M		Y		Y	Y			Y
 Thin Mints®	Y	Y	M	M		Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	Y	M	Y		Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	M		Y			Y			Y
 Peanut Butter Sandwich	Y	Y	Y	Y		Y		Y	Y			Y
 Caramel Chocolate Chip						Y		Y	Y	Y	Y	Y

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

Marketing Your Troop's Cookie Business

Here are a few ways
Girl Scouts and troops
can promote their cookie
business online and in
person.

Create a Digital Cookie Account

Digital Cookie is the platform a Girl Scout or troop uses to sell Girl Scout Cookies online. Girl Scouts create, personalize, and promote their web page that offers customers the option to purchase cookies through direct shipping or in-person delivery.



- ▶ TCCs use Digital Cookie to share the troop's cookie web page for online sales and accept Venmo, PayPal, and credit card payments at troop booth sales (via app only).
- ▶ Girl Scouts work with their caregivers to use Digital Cookie to share their unique cookie link via email, social media, local neighborhood sites, and caregiver/adult workplaces. They can add their link or QR code to door hangers or business cards to leave behind at walkabout sales, accept payment for girl delivery or in-person sales, and track their goal progress.

Let the GSUSA Cookie Finder Help with Online Sales

- ▶ The Girl Scout Cookie Finder makes it easy for customers to find nearby cookie booths, order cookies online (through troop Direct Ship links), or even donate cookies, all by simply entering their zip code! It's a great way for cookie fans to connect with local troops and support Girl Scouts as they fund activities, go on adventures, and build new skills.
- ▶ ABC Bakers manages inventory and shipping, and credits the Girl Scout troop for the sale—no extra work for the TCC.

Call or Text Family and Friends

- ▶ Share your Digital Cookie site for Direct Ship, Girl Delivery, and Cookie Share (cookie donation) orders. Learn more about cookie donations on [page 16](#).
- ▶ Make the ask to complete the sale online or set up a time to visit with cookies in hand.

Follow GSEMA on Facebook and Instagram

- ▶ Our social media team creates fun, trending content for Girl Scout troop volunteers and families to share with their online networks.
- ▶ Members can also submit their own content to GSEMA for a chance to be featured on our socials by visiting gsema.org/shareyourstory.

Note: Troops may promote Troop Direct Ship links on personal or public web pages, but not resale sites such as Craigslist, eBay, or Facebook Marketplace. Please check with your SUCM for schedules and local procedures, and follow GSEMA's process for online selling.

Marketing Your Troop's Cookie Business

Include the Troop in Girl Scout Caregiver Workplace Orders

- ▶ Encourage troop members to deliver an in-person sales pitch, write a personal statement, or draw a picture that details the Girl Scout troop's money-earning goals to leave with a paper cookie order card in the workplace.
- ▶ Orders are collected, and the customer pays for cookies upon delivery.

Organize a Cookie Booth Sale

- ▶ Sell cookies directly to customers in your community. Not sure what to bring? See Troop Cookie Booth Sales on [page 12](#).
- ▶ Host an online event with your troop to take orders via the troop's cookie web page, then pack and deliver orders to local customers OR have customers pick up their orders on-site.
- ▶ Create a flyer with your troop's Direct Ship cookie web page link to promote Cookies for a Cause cookie donation purchases.

Go on a Walkabout (door-to-door sales)

- ▶ Take the troop for a walk in the neighborhood with cookie inventory in hand. Or take orders with a cookie order card (paper or Digital Cookie app) and deliver the cookies later.
- ▶ Leave door hangers or business cards for customers who are not home. Add your troop's digital cookie web page or QR code for easy online ordering.



All About Cookie Booth Sales

Troop Cookie Booth Sales

A cookie booth sale is when a troop sets up a table outside a preapproved location (i.e., a grocery store, bank, small business, parking lot drive-thru, etc.) to sell Girl Scout Cookies to the public. The SUCM must establish cookie booths. Please check with this volunteer before contacting the business.

- ▶ All cookie booth sales must have at least two unrelated, GSEMA-registered/GSEMA-CORI-checked volunteers and at least two registered Girl Scouts to conduct the booth sale.
- ▶ Cookie booths may occur at council-approved locations and must be legally open to, accessible, and safe for all Girl Scouts and potential customers.
- ▶ Troops may receive permission to set up a booth sale in another town, but they must work with their SUCM to do this.
- ▶ When your troop's booth sale location is secured, enter the details into Smart Cookies so customers searching for cookies on girlscoutcookies.org can find your booth sale.

Note: These booth entries will remain "pending" until they are approved by GSEMA during regular business hours (Monday through Friday).

- ▶ After the sale, TCCs can split packages among Girl Scouts at a booth sale on their phone or tablet using the **Smart Cookies Booth Divider**.

Cookie Booths on Private Property

If your troop would like to host a cookie booth at a private residence, the approval process is different:

- ▶ Check your local city/ town bylaws for sales on private property requirements and obtain a permit if necessary.
- ▶ All adults over 18 who reside at the property must complete a CORI/SORI background check with GSEMA. Note: This process may take up to 3 weeks to complete.
- ▶ Submit a **Meeting on Private Property Form** and:
 - Tell us you're hosting a cookie booth with your troop.
 - Upload the Declaration Page of Homeowner's Insurance.
 - GSEMA will call to review the application and email an approval (if approved).
 - Enter the booth location in Smart Cookies as a Troop Secured Booth Sale and await approval from GSEMA.

Note: Individual Girl Scouts can host Cookie Stands if no other troop member is present at their residence within their service unit. It is not necessary to notify GSEMA of this type of individual cookie-selling activity.

All About Cookie Booth Sales

IMPORTANT REMINDERS ABOUT TROOP COOKIE BOOTH SALES

- ▶ All booth sales must take place inside GSEMA's footprint.
- ▶ **Review GSEMA Safety Activity Checkpoints** (page 82) for all Cookie Program policies.
- ▶ GSEMA Volunteer Policies and Procedures state that Girl Scout cookie booths cannot occur immediately outside adult-oriented or themed locations such as liquor stores, casinos, or marijuana dispensaries.
- ▶ GSEMA may remove any troop that violates this policy from the remaining Cookie Program season.
- ▶ At least two Girl Scouts must be present at every booth sale with two unrelated GSEMA-registered and GSEMA-background-checked volunteers (who do not live in the same residence). Girl Scouts must never be unattended. Non-Girl Scout siblings and friends are not allowed at booth sales.
- ▶ Money and cookies are the responsibility of the adults in charge at a booth sale, and they must keep these items secure at all times.
- ▶ When the booth sale has ended, remove all trash, posters, and empty cookie cases from the location. Girl Scouts always leave a place better than they found it!

See **pages 24-25** for more information on how to place a planned order

Hosting a cookie booth and need supplies?

Our GSEMA cookie cupboards in Andover, Middleboro, and Waltham have booth bags of supplies. Troops can reserve upon request in the Order Notes field when placing a Planned Order in Smart Cookies. Availability is limited.

SUGGESTED PLANNED ORDER FOR A BUSY FOUR-HOUR BOOTH SALE

Cookie Variety	Number of Cases
Thin Mints	8
Caramel deLites	5
Exploremores	3
Adventurefuls	2
Lemonades	2
Trefoils	1
Toast-Yay!	1
Peanut Butter Sandwich	1
Caramel Chocolate Chip* (gluten and nut free!)	1
Total	24

Troops should carefully consider the length of their cookie booth sales to determine their cookie cupboard order. *While supplies last.

All About Cookie Booth Sales

Council-Organized Booth Sales (COBS)

COBS are high-visibility booth sales organized by GSEMA that troops are not permitted to contact on their own. COBS include MBTA stops, mall kiosks, Walmart, and other locations. Troops can select COBS that are not within their service unit. These locations are available only by lottery. Note: Mall COBS are open to all Girl Scout levels, and MBTA COBS are open to Juniors and above.

COBS LOTTERY ENTRY INSTRUCTIONS

Step 1:

Visit Smart Cookies to review the COBS locations, dates, and times, then determine as a troop which COBS you would be able and willing to conduct. If you do not have access to Smart Cookies, contact customercare@gsema.org.

Step 2:

Enter **up to 99 locations** each month. GSEMA will randomly select troops for up to **two locations** per month.

Step 3 (for MBTA only):

Submit the required **Primary MBTA COBS Contact Form** no later than the lottery deadline for each month. Troops must submit this online form to be eligible for MBTA COBS.



Lottery Deadlines:

- ▶ **December 8 (9 AM):** Last day to review and enter the lottery in Smart Cookies for January COBS.
- ▶ **January 8 (9 AM):** Last day to review and enter the lottery in Smart Cookies for February/March COBS.

Winning troops will receive an email notification from Smart Cookies.

Occasionally, COBS become available, and GSEMA will offer these to troops on a first-come, first-served (FCFS) basis. MBTA and Mall COBS are released once each lottery is complete.

- ▶ View the MBTA FCFS slots on the **COBS Booth Totals Page**. Available MBTA slots are highlighted in green.
- ▶ View the Mall, Walmart, and other FCFS locations in Smart Cookies.

All About Cookie Booth Sales



Additional COBS Tips

- ▶ Troops are responsible for acquiring and transporting their cookies for COBS and for covering any related costs, such as parking fees. View the **COBS Booth Totals web page** for average sales and booth locations at MBTA, Mall, and Walmart sites.
- ▶ Use a digital payment option whenever possible. The Digital Cookie app accepts Venmo, PayPal, and credit cards with no fees to the troop. If using a separate card reader, transaction fees must be paid from the troop bank account, not by customers.
- ▶ Only reserve booth times your troop can attend; holding unused time slots is not permitted to ensure fair access for all troops. To cancel, notify GSEMA at least 48 hours in advance by following the procedures at gsema.org/cancelmycobs. Failure to do so may affect future eligibility.
- ▶ If two troops arrive at the same booth location, double-check your paperwork and contact your TCC for guidance. Please remain kind and courteous.
- ▶ Report any property management or site issues immediately to your SUCM or GSEMA.

GSEMA pays a fee to offer COBS booth sale locations, and participating troops must adhere to specific requirements for each location. If selected for a Mall or Walmart COBS, review the location-specific guidelines at gsema.org/forsellers. If selected for an MBTA COBS, GSEMA will email the primary COBS contact a permit with the guidelines for the specific MBTA location.

Girl Scout Cookie Donation Program



Cookies for Cause

Cookies for a Cause is GSEMA's cookie donation program. Each year, customers purchase thousands of packages of Girl Scout cookies to donate to local charities such as food relief agencies, first responders, and military organizations. Cookies for a Cause helps Girl Scouts learn about helping those in need and giving back to the community.

GSEMA offers Cookies for a Cause printables to help elevate this promotion, including stickers to thank customers.



In-Person or Girl Delivery Donations

Girl Scouts at a booth sale, on a walkabout, or collecting orders on an order card may ask a customer if they want to purchase cookies to support Cookies for a Cause.

Troops collect these cookie donations and may choose to:

- ▶ Donate the physical packages to a charity of their choice.
- ▶ Give them to GSEMA to be included in the season-long Cookies for a Cause donation program. This can happen in person at a council office or via "Virtual Cookie Share" in Smart Cookies.

Online Donations (CShare or Cookie Share)

Customers purchasing Girl Scout cookies online can add donation packages to their order. Digital Cookie automatically calculates these purchases toward the Girl Scout's Cookies for a Cause (Virtual Cookie Share) donation count for reward purposes. GSEMA will donate physical cookies on the Girl Scout's behalf during the Cookies for a Cause season-long donation campaign.

LAST YEAR, BECAUSE OF CUSTOMERS AND THE SUPPORT OF GIRL SCOUT TROOPS, GSEMA DONATED OVER 31,000 PACKAGES OF GIRL SCOUT COOKIES TO OVER 30 LOCAL ORGANIZATIONS!

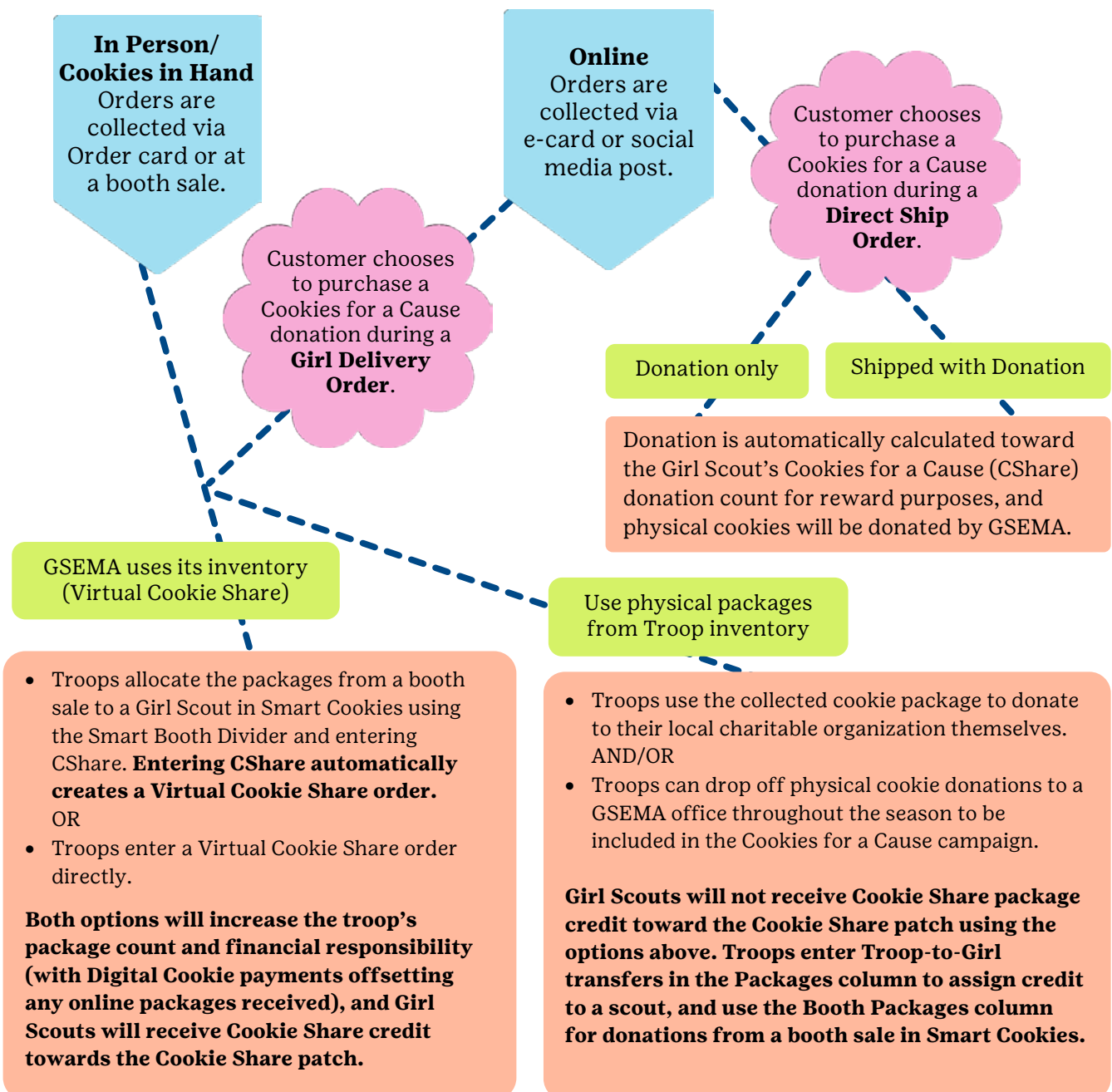
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|-----------------------------|-----------------------------------|---|
| • Arlington Eats | • Holliston Pantry Shelf | • Soldier's Angels, West Roxbury |
| • Billerica Food Pantry | • Hyde Park Food Pantry | • South Boston Neighborhood House |
| • Bread and Roses | • North Taunton Food Pantry | • Southeast Center for Independent Living |
| • Bread of Life | • Operation Troop Support | • Ilse Marks Food Pantry |
| • CarePacks | • Pettengill House | • Stow Food Pantry |
| • Catholic Charities Boston | • Pine Street Inn | • Taunton Community Table |
| • Cor Unum Meal Center | • Project Just Because | • Till Inc. Hyde Park |
| • Ethos | • Reading Food Pantry | • United Service Organizations (USO) |
| • Food for the World | • Rose's Bounty Food Pantry | • Walpole Community Food Pantry |
| • Hanscom Air Force Base | • Roslindale Food Pantry | • Women's Lunch Place |
| • Healthy Waltham | • Sacred Heart Food Pantry (SVDP) | |
| • Holbrook Food Pantry | • Sharon Community Food Pantry | |

Girl Scout Cookie Donation Program

What does a Troop do with a Cookies for a Cause donation?

Customers can purchase donation cookies online or in person, and troops may need to assign those cookies to Girl Scouts for credit of the purchase. Troops use the All Order Data report in Digital Cookie for the order type before assigning packages to Girl Scouts in Smart Cookies.

Follow this chart below to learn what steps to take.



Troop Proceeds and Incentives

Troop Proceeds

- ▶ **Troops earn \$1.10 per package of cookies sold.**
- ▶ Cadette, Senior, and Ambassador troops may opt out of the **Girl Scout reward program** and earn an additional \$0.05 for \$1.15 per package.
- ▶ Troops opting out of rewards are still eligible for cookie credits, the 500 Club rewards, a theme patch, and an Entrepreneur Programs patch (if they participated in the Fall Product Program) once they achieve the required milestone and packages are allocated in Smart Cookies.
- ▶ Every Girl Scout in the troop must agree to the opt-out option. The TCC must sign the online **Opt-Out Form** and return it to GSEMA by March 1.

A typical Girl Scout in our council sells an average of 134 packages of cookies and generates between \$147.40 and \$154.10 in proceeds for the troop! Troops can fund many activities and adventures with these profits!

Cookie Program Rewards

The Girl Scout Cookie Program always includes the important component of a goal-oriented reward program designed to help Girl Scouts understand the ideas of setting and achieving goals that benefit their troop while recognizing individual efforts.

- ▶ Review the Girl Scout reward program details on the **reward flyer** and on our website at gsema.org/forsellers.
- ▶ Rewards are cumulative.
- ▶ Packages of cookies must be allocated to a Girl Scout in Smart Cookies on or before March 11 for the packages to count toward rewards, including allocating packages for Girl Scout troops that have opted out of rewards, as they receive a theme patch for selling 25+ packages of cookies.
- ▶ **If allocations are not complete by March 11, GSEMA will allocate, which may result in incorrect rewards for Girl Scouts. Reward orders cannot be adjusted once submitted.**



Cookie Cupboard Giveaways

TCCs who place Planned Orders for cupboard pickup are rewarded with giveaways to help boost their troop's cookie booth goals. GSEMA will announce the cupboard giveaways in the Sunday weekly cookie program emails, and the prizes will change each month.

Troop Proceeds and Incentives

Troop Treasure

Troops earn the Troop Treasure using the Per Girl Scout Average (PGA) metric. Calculate the PGA by dividing the number of total packages the troop sold by the number of Girl Scouts **registered** into the troop. Troop Treasure incentives are cumulative:

- ▶ 50+ CShare: All troop members receive a CShare patch.
- ▶ 150 PGA AND Zero Inventory: TCCs earn the Cookie Program Volunteer T-shirt.



Cookie Credits

- ▶ Girl Scouts earn Cookie Credits once they have sold 100 cookie packages.*

**levels are cumulative and calculated independently of one another*

Earning Tier	Number of Packages Sold	Cookie Credit Earnings Rate (per pkg.)
Level I	100-200	\$0.10
Level II	201-500	\$0.15
Level III	501+	\$0.20

- ▶ Use all 2025-26 Cookie Credits on or before August 27, 2027. GSEMA cannot honor expired Cookie Credits.
- ▶ Girl Scouts who earn Cookie Credits will receive them in paper form along with their rewards. GSEMA cannot replace cookie credits if they are lost.
- ▶ Internal Revenue Service rules prevent individual Girl Scouts from earning more than \$600 in total individual benefits for the troop year. As such, GSEMA caps the Cookie Credits at \$400.

Girl Scouts may use Cookie Credits toward the purchase of GSEMA day and overnight camp, GSEMA overnight camp Trading Post items, GSEMA site rentals, any GSEMA program registered through gsEvents, GSEMA- and GSUSA-sponsored Destination programs, and GSEMA retail shop purchases (excluding online Girl Scout Shop).

Please refer to the printed Cookie Credit sheet for redemption details.



Troop Proceeds and Incentives



500 Club

When Girl Scouts sell 500 packages or more of Girl Scout Cookies, they earn a spot in the prestigious 500 Club! Membership perks include an in-person celebration at Canobie Lake Park. This event includes a ceremony and giveaways, and Girl Scouts get a sneak peek at the 2026-27 cookie program theme and mascot. GSEMA will invite members and a chaperone to an exclusive in-person celebration in May 2026.

**Level Reward
Unlocked!**

Chiefs in Training Club

Girl Scout Entrepreneurs who sell 1,750+ packages of cookies will become members of the Chief's in Training Club. Members will spend a special day with the CEO, Monica Roberts, take part in dynamic CEO workshops, and take on ongoing Chief duties throughout the year.



Getting Started Checklist

All Girl Scouts and volunteers must be 2025-26 registered members, and volunteers must have a current and approved GSEMA CORI background check, valid throughout the program.

☐ Complete the required paperwork at gsema.org/forsellers.

- ▶ **2025-26 Troop Cookie Coordinator Volunteer Agreement Form**
- ▶ **2025-26 Troop Bank Information Form** (If the troop has already submitted the bank form for the 2025 Fall Product Program, they do not need to submit it again.)
- ▶ Caregivers must complete an **Annual Girl Scout Permission Form**.

☐ Gather Girl Scout materials.

- ▶ SUCMs will provide TCCs with a packet of materials for the troop (Quick Bites and receipt booklet) and individual Girl Scouts (order card and reward sheet/family guide).
- ▶ If you need an introduction to your SUCM, please email customercare@gsema.org.

☐ Participate in Cookie Program learning experiences.

- ▶ **Online Prep Talks:** Join live or view prerecorded program processes and updates with live Smart Cookies walk-through sessions with the Product Program team.
- ▶ **Smart Cookies how-to videos:** quick online topical videos created by ABC Bakers to guide you through all the essential tasks in Smart Cookies.
- ▶ **Digital Cookie tip sheets and how-to videos:** Tip sheets for Troops & Girl Scouts and quick online videos created by GSUSA to help guide you through Digital Cookie.

☐ Set troop goals and hold a family planning meeting.

- ▶ Work with Girl Scouts to make a troop activity plan for the Girl Scout year, create a budget to fund the plan, and set cookie goals based on the budget.
- ▶ Share key dates, deadlines, communications, and goals. Discuss what programs, trips, and activities the Girl Scouts want to participate in. Use the online program listings as a resource.
- ▶ Use the **GSEMA Troop Budget Plan spreadsheet** to help plan your budget.

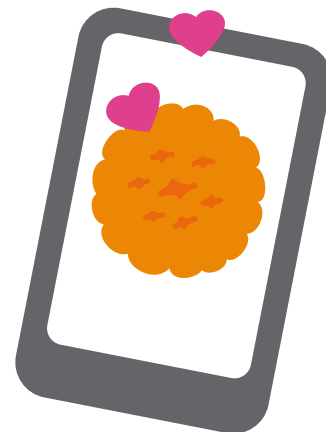
☐ Log into Smart Cookies & Digital Cookie.

Once the troop has completed and submitted the required forms, the TCC will receive two separate registration emails, one from Smart Cookies & one from Digital Cookie. Both emails contain a link to access their Smart Cookies & Digital Cookie profiles. The TCC is now ready to start entering Planned Orders in Smart Cookies.

Digital Cookie Tips



Digital Cookie is the online platform to promote and manage a Girl Scout's cookie business. With support from their caregivers, Girl Scouts take cookie orders, track purchases and deliveries, and forge a more direct digital connection with their customers.



Digital Cookie Shipping

Sweet news for Girl Scout Cookie fans! Customers who purchase 9-12 packages of cookies between December 3-7, 2025, January 6-11, 2026, and February 20-22, 2026, will pay only \$3.99 for shipping.

Standard shipping rates apply outside of the promotions window:

4-8 packages=\$12.99

9-12 packages=\$14.99

13-21 packages=\$27.98

There's a 4 -package minimum order for shipping. Donated cookiecookies do not have a shipping cost and do not count towards the 4 -package minimum.

IMPORTANT REPORTS IN DIGITAL COOKIE

- ▶ **All Order Data** will show you details on every order for every Girl Scout.
- ▶ **Cookie Badges** will let you know if girls complete any Cookie Business badges and/or the Family Entrepreneur Pins. Encourage them to complete these with their families to increase their cookie program business skills!
- ▶ **Rewards Selection** TCCs can pull this report to verify reward selections and use this report to enter them into Smart Cookies.

Digital Cookie Help

Scan code or visit:

digitalcookie.girlscouts.org/help/volunteer



Smart Cookies Tips



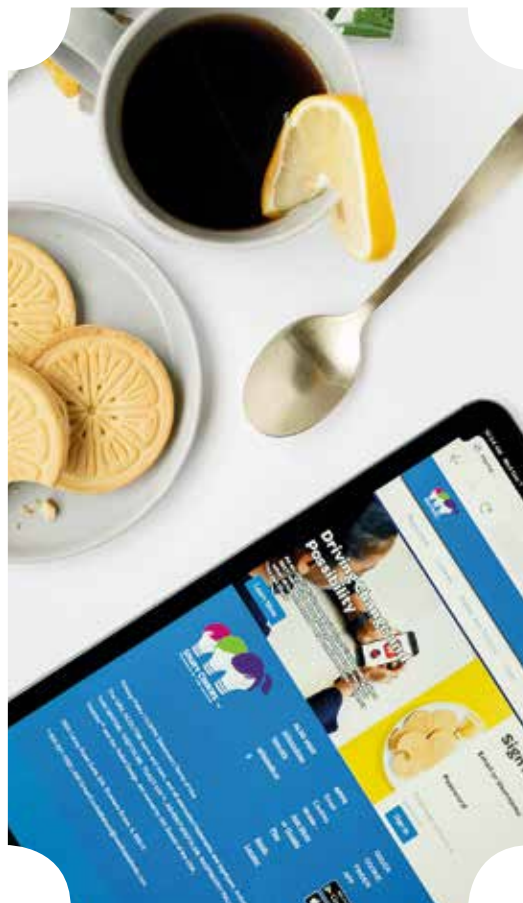
Smart Cookies is the Girl Scout Cookie Program online portal. Volunteers can manage every aspect of their troop's cookie business from a smartphone, tablet, or computer.

TCCs use Smart Cookies to place Planned Orders for troop cookies, enter cookie booth locations, allocate packages to Girl Scouts, submit rewards selections, manage troop finances, and manage troop inventory.

Smart Cookies Help

Scan code or visit:

gsema.org/forsellers



IMPORTANT REPORTS IN SMART COOKIES

- ▶ **Troop Balance Summary** is the most important report for troops to monitor in Smart Cookies. It shows all troop activities (orders, transfers, troop proceeds, total amount due to GSEMA, total sales, payments, and current balance due).
- ▶ **Financial Transaction Summary** lists all financial transactions associated with the troop.
- ▶ **Girl Balance Summary** shows all packages assigned to a Girl Scout and any payments entered.
- ▶ **Girl Cookie Totals Summary** shows all packages currently assigned to every Girl Scout in the troop in a summarized chart.
- ▶ **Reward Order Summary** by Girl lists all rewards earned by the Girl Scouts in a summarized report and matches the Reward Order entered into Smart Cookies.
- ▶ **Transfer Order Summary** shows all transfers in the system (T2G, G2G, G2T, T2T, C2T).
- ▶ **Troop On-Hand Inventory** shows the number of packages remaining to assign to Girl Scouts in Smart Cookies.

Getting Cookies for Your Troop

Planned Orders

To fulfill orders from an order card, girl delivery order, or to have cookies on hand for a walkabout or a cookie booth, the TCC must reserve the Girl Scout Cookies. TCCs use Smart Cookies to place a Planned Order from a Cookie Cupboard (see chart on next page for locations and hours).



REMINDERS

- ▶ The deadline to enter a Planned Order in Smart Cookies is 10 PM on Sunday for pick up later in the week. Order cookies in case units; there are 12 packages of cookies in a case.
- ▶ If a troop does not enter a Planned Order by this deadline, cupboards will do their best to fulfill the order that week, but TCCs may be asked to pick up their order at one of the council cupboards in Andover, Middleboro, or Waltham.
- ▶ Cookies can be picked up throughout the week by the person listed in the **Order Notes** field within Smart Cookies. They will be required to show photo ID to pick up cookies. TCCs can place as many orders as necessary throughout the cookie program.
- ▶ Cookies cannot be returned or exchanged with the cookie cupboards.
- ▶ If you need to correct or adjust an order or received damaged cookies, contact the cupboard where you picked up the order by calling 844-727-2884 (844-PB-PATTI).

Vehicle Type	Number of Cases
Compact Car	30
Standard Auto	45
Minivan/SUV	60
Standard Pickup Truck	100
Van (with seats)	150
Van (without seats or with stow-and-go seats)	200



Getting Cookies for Your Troop

Planned Orders

- ▶ Have your vehicle ready to load; be prepared to remove the car seats or lay down the rear seats.
- ▶ Children must remain in the vehicle at all times.
- ▶ If a troop or service unit needs more than one vehicle for pickup, please ensure all vehicles are present.
- ▶ Be prepared to count the cookie order before loading the cases into your vehicle. If you are unsure, recount before leaving the property.

Special Dates

*Hingham & Dorchester:
Closes for season 2/28*

*Wayland: Opening Day
open 9 AM-9 PM; Closed 1/6*

*Open for winter break
(but not 12/24, 12/31):
Gloucester, Rowley,
Wayland & Marlborough*

Cupboard Locations	Sun	Mon	Tue	Wed	Thurs	Fri	Sat
Andover 143 Abbot Street 			10 AM-4 PM	12-6 PM	10 AM-4 PM	10 AM-1 PM	8-11 AM
Dorchester (VFW Post 1018) 500 Morton Street 							9 AM-12 PM
Gloucester 42 Reynard Street (Check Smart Cookies for additional times) 				4:30-6:30 PM		6-7 PM	
Hingham 26 Burr Road 	8-10 AM				6:30-8:30 PM		
Holliston 1750 Washington Street 			8:30 - 10:30 AM		8:30 - 10:30 AM		
Marlborough 212 Phelps Street Open by appt. as well 				10 AM-12 PM 6-8 PM		11 AM-1 PM	
Middleboro 111 E Grove Street 			1-5 PM	1-7 PM	12-6 PM	10 AM-3 PM	9-10 AM
Norfolk 3 David Road, Unit 5 			12-7 PM	9 AM-2 PM	1:30-7 PM		
Rowley 888 Haverhill Street Open by appt. as well 		6-9 PM		6-9 PM		10 AM-1 PM (every other)	
Waltham 265 Beaver Street Contact via email as well 			10 AM-4 PM	12-6:30 PM	10 AM-3 PM	10 AM-1 PM	9-11 AM
Wayland 24 Oxbow Road Open by appt. as well 	12-2 PM		6-9 PM	10 AM-12 PM		10 AM-2 PM	1-3 PM
West Dennis 109 Main Street, Unit 5 				10 AM-2 PM	4-7 PM	10 AM-2 PM	9 AM-12 PM

Cookie Financial Management

Troop Bank Accounts and Financial Responsibility for Cookies

Each troop participating in the cookie program must establish and maintain a troop bank account. Troops use this account to deposit all collected cookie payments, retain troop proceeds, and make (ACH) cookie payments to GSEMA.

Additionally, each troop must submit a **Troop Bank Information Form** to set up a Smart Cookies account. This online form is signed by the troop treasurer and confirmed by the TCC, who will take financial responsibility for their troop's cookies. Please review **Volunteer Essentials** for more information on Troop Finances.

Collecting Cookie Payments

TCCs are responsible for collecting and keeping records of cookie payments throughout the program. Use receipts from booklets or Smart Cookies to document cookie pickup and payment transactions between Girl Scouts/families. Establish good habits by making frequent troop bank account deposits to prepare for ACH direct debit deadlines (see next page for details).

Scan code or visit bit.ly/troopbankaccountrequest to open a troop bank account.



REMINDERS

- ▶ To remain in good standing as a GSEMA volunteer, all adults must pay for balances due within the GSEMA payment time frame. Any adult with an outstanding debt to GSEMA will not continue in a volunteer position and will be ineligible for any other volunteer appointment within GSEMA.
- ▶ Keep records of all types of communication with adults responsible for the product (emails, receipts, etc.). If a caregiver/family becomes delinquent, these documents are necessary for the delinquent payment process.
- ▶ Never pay the balance of a delinquent caregiver or family. The outstanding balance for the delinquent party will be deducted from the amount owed by the troop, relieving the troop of any financial liability.
- ▶ Throughout the cookie program, troops may submit this paperwork before any scheduled withdrawal listed above.
- ▶ The final deadline for submitting delinquent payment paperwork is March 31.

Delinquent Payments

GSEMA will address delinquent payments. If a caregiver does not pay for the cookies for which they have taken responsibility, the TCC should complete and submit a **Delinquent Payment Form**, the Girl Scout's **Annual Girl Scout Permission Form**, and all supporting documents to Travis Sammons at tsammons@gsema.org as soon as the situation occurs.

Cookie Financial Management

Troop Cookie Payment Schedule

- ▶ Girl Scout troops pay for cookies received throughout the program via an ACH direct debit transaction.
- ▶ GSEMA sends an email several days before the withdrawal date to each TCC and Troop Leader confirming the debit amount. The debit amount will be the cost of the cookies minus the troop proceeds, so \$4.90 per package for most troops (that's \$6 minus the \$1.10 troop proceeds) and \$4.85 for opt-out troops.
- ▶ Remember to deposit checks into the troop bank account at least two business days before the withdrawal date, as funds must be fully available on the day of the ACH debit.

SCHEDULE THAT GSEMA WILL DIRECT DEBIT TROOP BANK ACCOUNTS:

Balance Due as of Date	Withdrawal Date	Percent of Balance Due to be Withdrawn from Troop Bank Account
Dec 14	Dec 19	30%
Jan 11	Jan 16	50%
Feb 8	Feb 13	60%
Mar 11	Mar 17	80%
Mar 17	Apr 3	100%

If the bank returns your troop's ACH payment because of insufficient funds for the original withdrawal amount, GSEMA will charge your troop a \$20 fee. *This fee will not appear in the Troop Balance Summary report in Smart Cookies but will appear on troop bank statements.*

Any rejected ACH transaction for any withdrawal will be re-run automatically three business days later at 80% of the amount due to GSEMA. If the bank rejects the debit again, the troop will be locked out of Smart Cookies until the full, original withdrawal amount is paid in full by ACH.

A troop with an outstanding balance will not be eligible to receive Girl Scout or troop rewards until it pays the full balance. At the end of the season, if your troop has a credit balance, GSEMA will transfer troop proceeds to the troop's bank account via an ACH credit in mid to late April. GSEMA must have a **Troop Bank Information** form submitted by the troop by April 11 for the ACH credit to take place.

If a robbery or a fire at home or in a vehicle affects your troop's product money, please file a claim with the owner's homeowner or auto insurance for reimbursement. Submit a copy of the police report/insurance documentation to GSEMA.

Cookie Financial Management

Accepting Cashless Transactions for Cookie Purchases

Troops may offer a cashless transaction to their customers. Here are two options to consider:

DIGITAL COOKIE FOR GIRL DELIVERY OR BOOTH SALES

- ▶ Caregivers of Girl Scouts or TCCs use the Digital Cookie app on their tablet or smartphone, or a website on their computer, to collect credit card, Venmo, or PayPal cookie payments.
- ▶ Digital Cookie directs the funds to the cookie vendor and displays payments in the troop balance in Smart Cookies within one day. Tip: Check the Troop Balance Summary Report.
- ▶ **GSEMA covers all Digital Cookie payment fees (credit cards, Venmo, and PayPal).**
- ▶ There are no tax implications for troop volunteers or caregivers of Girl Scouts.

NON-DIGITAL COOKIE PAYMENT PROCESSING SYSTEMS (SQUARE, VENMO, PAYPAL, SAGE, ETC.)

- ▶ Troops research and select the vendor, create an individual (not business) account, and secure a device or app to collect credit card, Venmo, or PayPal cookie payments outside Digital Cookie.
- ▶ The processing system deposits the cookie payment into the troop's bank account.
- ▶ **The credit card company will charge the troop a processing fee** of roughly 1.5-3.5% + 10 cents for each transaction. The troop may not pass this fee on to the customer.
- ▶ There may be tax implications for the user who opens the account.* Check with the vendor on current policies.

Refund Policy for Credit Card Transactions in Digital Cookie Girl Delivery

If a Girl Scout or troop accepts payment for cookies in Digital Cookie and then does not deliver the cookies, Digital Cookie can refund the customer. TCCs have access to Digital Cookie to refund any order. If you cannot refund the customer's payment(s), contact GSEMA at customercare@gsema.org.

**The Massachusetts Reporting Requirements for Third Party Settlement Organizations (MA TIR-17-11) requires a 1099-K to be sent to any account holder processing \$600 or more in credit card transactions through credit card processor devices. Girl Scout troops that exceed \$600 in credit card transactions through credit card processor devices in a calendar year will receive a 1099-K. The 1099-K will be sent to the individual whose social security number is associated with the vendor account, even if the account is a troop bank account and not a personal account. Volunteers who receive a 1099-K form must process this on their MA State Tax Return. Please seek the services of a professional tax preparer for guidance.*

Cookie Program Glossary

500 Club	Girl Scouts who sell 500 or more packages of cookies during the season
ABC Bakers	GSEMA's cookie baker (one of two Girl Scout cookie bakers in the country)
ACH Debit	the automatic debit that occurs out of the troop bank account on schedule during the cookie season to pay for troop cookies
Cookie Cupboard	a cookie warehouse managed by GSEMA staff or volunteers, where troops pick up cookies after submitting Planned Orders
Council-Organized Booth Sales (COBS)	booths sale locations that are purchased, contracted, permitted, and managed by GSEMA, such as the MBTA, Mall, and Walmart locations
Digital Cookie	the online selling platform for Girl Scouts to sell cookies through their personalized storefront
Digital Cookie Direct Ship	an online cookie purchase made on a Girl Scout's or troop's Digital Cookie web page, where the customer chooses shipping as the delivery method
Digital Cookie Girl Delivery	an online cookie purchase made on a Girl Scout's or troop's Digital Cookie web page, where the customer chooses to have the cookies delivered by the Girl Scout; customer decides to pay online or upon delivery <i>Note: If a caregiver or troop volunteer uses this method, they must have cookies in hand or access to cookies via their TCC before accepting the customer's order.</i>
Opt-out Troops	Cadette, Senior, and Ambassador troops that opt out of receiving rewards to receive an additional \$0.05 per package sold in troop proceeds
Service Unit Cookie Mentor (SUCM)	a volunteer who coordinates the cookie program in their service unit; they provide Girl Scouts and troops with materials, trainings, and leadership to troops ensure a successful cookie program; the SUCM also arranges for booth sale opportunities for the service unit
Smart Cookies	an online platform that allows volunteers to seamlessly manage every aspect of their cookie business from a smartphone, tablet, or computer
Troop Cookie Coordinator (TCC)	a volunteer who coordinates the cookie program for their troop; they place all orders in Smart Cookies, manage troop goals, booths, inventory, cookie finances, reward orders, and paperwork
Troop Direct Ship Link	a troop cookie web page link (found in Digital Cookie) for customers to buy cookies online
Troop Proceeds	The amount of money a troop earns during the cookie program (see page 18 for calculations)

Cookie Rookie: Guide for First-Timers

Welcome to your first Cookie Program! As a troop volunteer, you'll help your Girl Scouts build skills and confidence while having fun and earning funds for troop adventures.

Here are three ways to get started—from order cards and booth sales to selling online—each helping Girl Scouts reach their goals one cookie at a time.

ORDER CARD

Girl Scouts begin taking Girl Scout Cookie orders from customers starting December 3. They can collect orders during the entire program!

What makes this easy?

Girl Scouts work primarily with their family to collect orders, and you can order exactly what they sold!

Here's how to get started:

- ☐ **TCC communicates** the chosen sales method with Girl Scouts and caregivers.
- ☐ **TCC distributes order cards** to Girl Scouts for a three-week* order-taking period. During this time, girls collect orders and payments from friends, family, and neighbors. They can also use Digital Cookie to gather Girl Delivery orders online.
- ☐ **After three weeks**, the TCC collects all paper order cards and Digital Cookie Girl Delivery orders from the troop.
- ☐ **TCC places a planned order in Smart Cookies** for the total inventory needed to fill all customer orders. (See the Planned Order section in this book for details, and use the Troop Worksheet to help.)
- ☐ **When cookies arrive**, the TCC distributes inventory to Girl Scouts for delivery to their customers. Any extra inventory can be used for immediate or additional sales when girls deliver their orders—customers often appreciate the chance to add more cookies!
- ☐ **Calculate troop proceeds** and review whether additional sales are needed to reach funding goals. If so, request more order cards (available at local cupboards) and repeat the process.
- ☐ **Tip:** Enter your planned order right after an ACH deadline to allow time to deposit funds into the troop bank account before the next withdrawal.



* TCC can decide how long the order-taking window is.



ORDER CARD + A BOOTH SALE

Combining order card sales with a booth sale helps Girl Scouts boost earnings and practice their skills. By planning ahead and coordinating with your Service Unit Cookie Mentor, your troop can make the most of both selling methods for a successful cookie season.

What makes this easy? Choose the dates, times, and locations that work for your troop. Do as many as you like! On average, a troop can sell nearly 150 packages in a two-hour booth sale at a high-traffic location.

Here's how:

- ☐ **Follow the steps above** for Girl Scouts to collect orders over a three-week period.
- ☐ **During those three weeks**, connect with your local **SUCM** to discuss booth sale opportunities in your community or review available options in COBS. Plan to schedule a booth sale for the week following your Planned Order pick-up date. Be sure to enter your booth details into Smart Cookies for approval.
- ☐ **When placing your Planned Order**, include extra inventory to support your upcoming booth sale. (See the Booth Sale section of this book for inventory recommendations.)
- ☐ **After picking up your order**, distribute cookies to Girl Scouts to fulfill their customer orders, then use any remaining inventory for your scheduled booth sale.



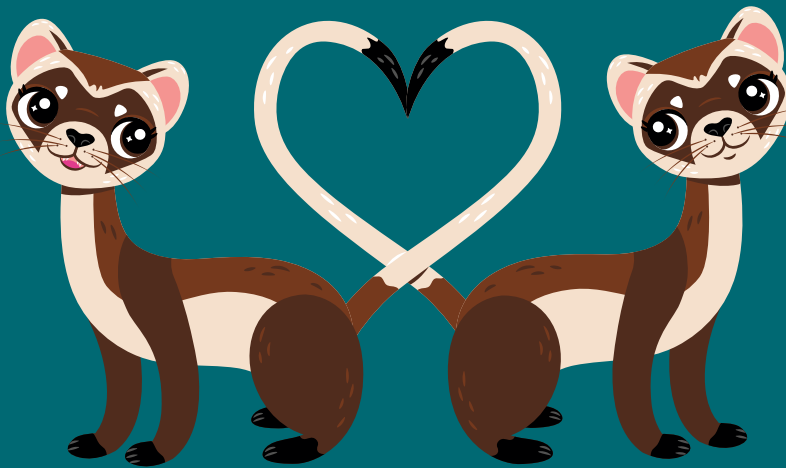
ONLINE WITH DIGITAL COOKIE

With the help of their caregiver, Girl Scouts can manage their online storefront starting December 3. Customers can visit a Girl Scout's or troop's cookie page to purchase cookies for shipment or donation.

What makes this easy? This is a safe and secure way for girls to reach customers near and far. Even better, all orders are paid for online, so there is no money to collect.

Here's how:

- ☐ **TCC communicates** the chosen sales method with Girl Scouts and caregivers.
- ☐ **Girl Scouts use Digital Cookie** to collect online **Direct Ship** orders.
- ☐ **Direct Ship orders** are promoted only to customers via emails or the girl's Direct Ship sales link.
- ☐ **All orders** are fulfilled by our Baker partner and shipped via **FedEx**.
- ☐ **Troop proceeds** are distributed to the troop through **ACH in April**.



girl scouts 
of eastern
massachusetts

Questions? Our customer care
team is here to help! Send an email
to customercare@gsema.org

