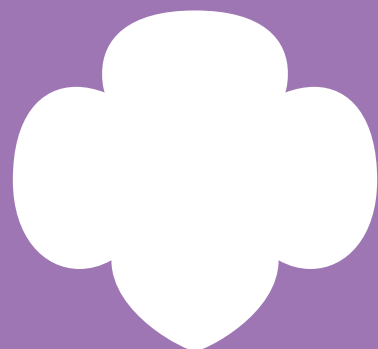


# FAMILY COOKIE GUIDE

2026 Girl Scout Cookie Program



# 2025 ELITE ENTREPRENEURS

We asked these go-getter Girl Scouts about their experiences last year with questions related to the five financial literacy skills that are the foundation of the Cookie Program: goal setting, decision making, money management, people skills, and business ethics. Here is just a sample of their responses:



## **Alexis | Troop 5329 | Packages sold: 3,026**

"I sold 3,026 packages of cookies last year, exceeding my goal by 26 packages! I used a mix of sales methods but found that online sales worked best for me. Through the Cookie Program, I learned that maintaining a positive attitude is a key part of running a successful business. I also noticed a big improvement in my people skills, thanks to interacting with a wide variety of customers during cookie season. My troop used our cookie program funds to take an exciting summer trip!"



## **Hazel | Troop 5368 | Packages sold: 2,414**

"I sold 2,414 packages of cookies last year, exceeding my goal of 2,025 packages! I credit part of my success to the additional booths my troop hosted last season. While door-to-door sales were challenging, they helped me reach my goal. Through the 2025 Cookie Program, I gained firsthand experience in the hard work and dedication required to run a successful business. I also learned valuable lessons in money management—skills my troop is putting to use to save up for an exciting Cadette troop trip!"



## **Caris | Troop 6659 | Packages sold: 2,404**

"I surpassed my cookie sales goal last year, setting a personal record with 2,404 packages sold! I used a variety of sales techniques, but especially enjoyed face-to-face interactions, where I could share what Girl Scouts is all about with my customers. My troop used the proceeds to fund a fun trip and support activities at our meetings. Through the Cookie Program, I have grown more confident speaking with new people and strengthened my communication skills. I believe the key to running a successful business are the 3 C's: confidence, communication, and consistency."

IMPORTANT CONTACTS

Troop Leader/Product Manager (TPM): \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Service Unit Product Manager (SUPM): \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_



OTHER CONTACTS

COUNCIL SUPPORT

General Customer Care

- ▶ [info@girlscoutsdiamonds.org](mailto:info@girlscoutsdiamonds.org)
- ▶ 800-632-6894

Product Program Team

- ▶ [product@girlscoutsdiamonds.org](mailto:product@girlscoutsdiamonds.org)

FIND US ONLINE

[GirlScoutsDiamonds.org](http://GirlScoutsDiamonds.org)

Facebook

- ▶ [@girlscoutsdiamonds](https://www.facebook.com/girlscoutsdiamonds)
- ▶ [girlscoutsdiamondsproductswap](https://www.facebook.com/girlscoutsdiamondsproductswap)

Instagram

- ▶ [@girlscoutsdiamonds](https://www.instagram.com/girlscoutsdiamonds)

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# Why the cookie program matters for Girl Scouts.

## When participating in the program, Girl Scouts...

- ▶ Set and strive for meaningful goals, strengthening their team-building skills and sense of self.
- ▶ Delight in watching each cookie sale bring them closer to their personal and troop goals.
- ▶ Set themselves up for a future of healthy relationships, as they hone their abilities to communicate directly, collaborate effectively, and resolve conflicts constructively.
- ▶ Level up their entrepreneurial skills, preparing them for so many potential career paths down the road.
- ▶ Build their critical-thinking capacity as they tackle problems thoughtfully, together.
- ▶ Learn what it means to do business honestly, responsibly, and aligned with their values.
- ▶ Get on-the-ground experience managing money—a practical and essential life skill—at a time when many schools don't teach financial literacy.
- ▶ Feel a glow of ownership and pride in knowing their hard work funds their Girl Scout experiences.
- ▶ Earn some pretty cool badges!
- ▶ Earn individual recognitions (see recognition insert for details or QR code).

## The Five Skills



### GOAL SETTING

Girl Scouts learn how to set goals and create a plan to reach them.



### DECISION MAKING

Girl Scouts learn to make decisions on their own and as a team.



### MONEY MANAGEMENT

Girl Scouts learn to create a budget and handle money.



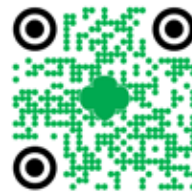
### PEOPLE SKILLS

Girl Scouts find their voices and build confidence through customer interactions.

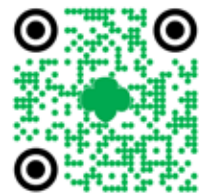


### BUSINESS ETHICS

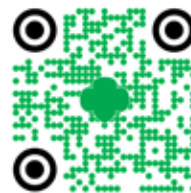
Girl Scouts learn to act ethically, both in business and life.



Recognition  
Insert



Rewards  
Highlights



*Scan for details*

### Entrepreneurship Badges and Pins

When Girl Scouts sell Girl Scout Cookies, they practice goal setting,

decision making, money management, people skills and business ethics.

Girl Scouts can earn badges and pins each year they run their own business. Then they can explore their own business ideas by earning an Entrepreneur badge.

# Why the cookie program matters for Troops.

## With proceeds from their cookie business, troops...

- ▶ Fund travel, field trips, and other events. From eye-opening, perspective-widening adventures overseas, to nature excursions full of joyful shrieks and outdoor skill building, to STEAM showcases that introduce the community to the troop's robotics feats.
- ▶ Pay for troop meeting supplies and snacks, as well as badges and materials for badge activities (think tree planting, paper making, stomp rocket building, app designing, business idea prototyping, social cause advocating, and so much more).
- ▶ Offset the cost of uniforms and membership for members in need of financial assistance, so money is never a barrier to participation.
- ▶ Fund impactful service projects, such as assembling hygiene kits for women's shelters, cleaning up local parks, and helping community members register to vote.



## Proceed Earnings

### Troop Earnings per Package

Base Rate	\$0.80
Opt Out	+\$0.10
PGA of 350+	+\$0.10
Potential Total Amount	\$1.00

### Opt out vs. Opt in

This option is available for troops with a majority Cadettes, Seniors and Ambassadors who take a vote. Troops who opt out will receive Initial Order individual girl rewards and all level patches in exchange for more proceeds. They will not earn troop per girl average (PGA) rewards.

### Service Unit Earnings per Package

Base Rate	\$0.04
Host a Cookie Cupboard or 60% of Troop participation in the Fall Product Program	+\$0.02
Potential Total Amount	\$0.06

### SU Bonus Criteria

All service units earn \$0.04 a package in proceeds. Service units that host a volunteer cookie cupboard or had 60% of troops participate in the Fall Product Program will earn an additional \$0.02 a package, bringing their final proceeds to \$0.06 a package. If you are interested in hosting a volunteer cookie cupboard, talk to your service unit team and please reach out to [product@girlscoutsdiamonds.org](mailto:product@girlscoutsdiamonds.org).

## Why the cookie program matters for **Councils**.

### With proceeds from the cookie program, councils...

- ▶ Provide Girl Scout programs in STEAM, the outdoors, life skills, and entrepreneurship—plus camps!
- ▶ Offset the cost of camp and other council-wide events as needed, so all members are able to participate.
- ▶ Offer volunteer trainings on inclusive leadership, CPR, outdoor survival, and more.
- ▶ In many cases, maintain council properties and preserve outdoor spaces that benefit all Girl Scouts.
- ▶ Cover the cost of running the cookie program including cookies, distribution and logistics, promotional resources, facility rentals, credit card fees, and cookie seller rewards.

### Where Cookie Money Goes

Girl Scout Cookie fans are especially eager to support Girl Scouts when they clearly understand where the money goes. Help them see how **100% of proceeds stay local**, powering amazing year-round experiences for local members and preparing them for a lifetime of success.



# WAYS TO PARTICIPATE



Scan for details

## Ways to Participate

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

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

### Door-to-Door Sales

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. Girl Scouts work together to market their cookies outside a pre-approved 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 the Community

The possibilities are endless! Girl Scouts team up with their 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 their cookie business.

# DIGITAL COOKIE

## Digital Cookie setups – 3 easy steps!

Digital Cookie is a GSUSA approved web platform that girls use to sell cookies. Every registered girl can set up their Digital Cookie account and participate online.

Customers can purchase cookies at a booth, in-person, or online and can have cookies handed to them, shipped, delivered later by the Girl Scout or donated to Girl Scouts Give Back.

All Digital Cookie orders are paid for with electronic payments by the customer, so there are no funds to collect, making participation super easy!



### 1. REGISTER

Look for the Digital Cookie registration email on January 5. Emails will arrive from [email@email.girlscouts.org](mailto:email@email.girlscouts.org) inviting you to set up their personalized site.

### 2. SET UP YOUR SITE

On a web browser, you and your Girl Scout can set up their site by sharing their goal, cookie story, and uploading a fun picture or video.

### 3. ADD CUSTOMERS

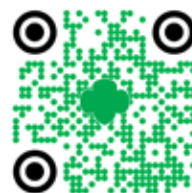
Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link directly with customers.

## Tips

- ▶ Girls must be registered for the current membership year with an accurate email address on file in order to receive the Digital Cookie registration email.
  - ◆ If you don't see the email, check your spam or promotions folder.
  - ◆ If you have not received the email, visit [digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org) log in page and select "Need help to log in" to resend the registration email to the email on file with Girl Scouts.
- ▶ Setting up a Girl Scout site must be done on a web browser.
- ▶ On February 13, the app will be available for selling cookies.
  - ◆ A Girl Scout site must be approved and published by a caregiver for access on the app. Ensure you have the latest version downloaded.
- ▶ Girl-delivery orders must be approved by the caregiver in Digital Cookie within five days. If not approved, the order will convert to the customer's choice of cancel or donate.
- ▶ Cookie varieties can be toggled on/off as you have inventory. On a browser, under the 'My Cookies' tab, scroll to the Girl Scout Delivery Setting section.

### Need help?

Scan QR code to access resources and videos to help with Digital Cookie: help center, getting started, app instructions, adjusting delivery settings, shipping information, and more!





# SAFETY TIPS

## Girl Scouts

- ▶ **Show you're a Girl Scout** – Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- ▶ **Buddy up** – Always use the buddy system. It's not just safe, it's more fun.
- ▶ **Plan ahead** – Be prepared for emergencies, and always have a plan for safeguarding money.
- ▶ **Protect privacy** – Girl Scout last names, home addresses, and email addresses should never be given to customers. Protect customer privacy by not sharing their information, except when necessary.

## In-Person

- ▶ **Partner with adults** – Adults must accompany Girl Scout Daisies, Brownies and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- ▶ **Sell in the daytime** – Sell during daylight hours, unless accompanied by an adult.
- ▶ **Do not enter any homes or vehicles** – Never enter someone's home or vehicle. Only approach vehicles at designated drive-through cookie booths.
- ▶ **Streetwise** – Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- ▶ **Be safe on the road** – Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

## Digital

- ▶ **Be safe online** – Girl Scouts must have their caregiver's permission to participate in all online activities.
- ▶ [Participate in Digital Cookie](#) – Read and abide by the Girl Scout Digital Cookie Pledge.
- ▶ [Read and agree to the GSUSA Internet Safety Pledge.](#)
- ▶ [Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.](#)

## Social Media Policy

### Digital Cookie - Girl Scout Digital Cookie Pledge:

- ▶ I understand and agree that I will only sell online using my Digital Cookie site. Additionally, I will not post on any online resale sites (such as, for example, Craigslist, eBay or Facebook Marketplace).
- ▶ I will make sure that my Girl Scout does not post on any online resale sites (such as, for example, Craigslist, eBay or Facebook Marketplace). I will not regularly post to social media websites about my Girl Scout's participation in the Digital Cookie program.

# CAREGIVER TIPS

Your support makes all the difference! Here are ways to encourage and guide your Girl Scout throughout cookie season.

## Support your Girl Scout

- ▶ Go to your troop's Cookie Program Family Meeting.
- ▶ Assist with the setup and approval of her Digital Cookie storefront.
- ▶ Help with order taking and cookie delivery.
- ▶ Sign receipts for product in your possession.
- ▶ Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills.
- ▶ Help her create a plan for when and how she wants to reach new customers.
- ▶ Help her arrange for a time to order at your place of work, place of worship or other places where people might purchase Girl Scout Cookies.
- ▶ Attend your council training to become the troop cookie manager (or help the troop cookie manager when another adult is needed).
- ▶ Offer to be a supervising adult. There are lots of opportunities to lend a hand, particularly at troop cookie booths.
- ▶ Share your business expertise and help link the Girl Scout Cookie Program with the wider business world.
- ▶ Follow your Girl Scout Council and group guidelines on how to help keep money safe.

## Coach your Girl Scout

- ▶ Listen to her practice her sales pitch.
- ▶ Review troop cookie materials, and visit [girlscoutcookies.org](https://girlscoutcookies.org) to learn more about the cookies.
- ▶ Ask questions — maybe even pretend to be a potential customer and do a little role-play!
- ▶ Guide her to set practical and useful goals about what she wants to learn and earn.
- ▶ Be a role model for business ethics and safety rules.
- ▶ Have fun together!



Remember that the Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience, which is girl driven. Let your Girl Scout take the lead in selling cookies and reaching goals. Your encouragement, coaching and guidance will be key ingredients to a successful Cookie Program experience.

**Important:** Any product received by a caregiver becomes their financial responsibility and cannot be returned to the troop or council. Please plan carefully and prioritize safety when managing cookie sales.

# PHASES OF THE COOKIE PROGRAM

## Initial Order (IO) — January 9-25

Initial Order (IO) is also known as the presale phase. Girl Scouts can take orders from customers and share their Digital Cookie site but will not have any cookies in hand.

### Notes:

- ▶ Digital Cookie girl-delivery orders received by January 19 are automatically included in the troop initial order. Caregivers do not submit these to the TPM.
- ▶ Digital Cookie girl-delivery orders received after January 19 will need to be reported to the leader to fulfill from troop extras/booth cookies or through a troop cupboard order.

### Ways to sell during IO:

#### Order Card

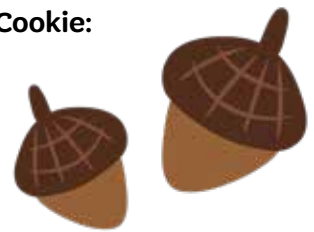
The order card portion of the sale can be thought of as pre-orders. These orders are usually taken in-person with friends, family and neighbors. You will submit these orders into the Digital Cookie site by the deadline or submit to your troop leader/product manager for entry. It is council recommendation that payment for these orders is not collected until time of delivery.

#### Digital Cookie

Girls can set up their Digital Cookie site with the help of their caregivers at any time during the cookie program.

#### Four types of orders can be made on Digital Cookie:

- ▶ *Girl-delivered*
- ▶ *Shipped*
- ▶ *Donations*
- ▶ *Troop Sales Link*



### Initial Order Rewards

Your Girl Scout will receive specific rewards based on their Initial Order sales. These rewards will arrive with final rewards (see recognition insert for details).

## Goal Getter — January 25-February 13

The Goal Getter phase of the sale allows girls to continue working toward their sales goals while waiting for Initial Order cookies to arrive. This is also when Initial Order cookies are picked up by the troop leader/product manager.

### Ways to sell during the Goal Getter phase:

#### Digital Cookie

- ▶ *Girl-delivered*
- ▶ *Shipped*
- ▶ *Donations*

Support your Girl Scout in not losing momentum in reaching her goals during this phase. Focus on Digital Cookie girl-delivered, shipped, and donation orders.

## Direct Sales — February 20-March 15

The Direct Sales phase is when Girl Scouts can host booths, conduct wagon sales in their neighborhood, and continue selling on Digital Cookie. The troop can get additional cookies from a council cookie cupboard.

### Ways to sell during the Direct Sale phase:

- ▶ *Digital Cookie*
  - ◆ Girl-delivered, shipped, donations, in-hand
- ▶ *Booths*
- ▶ *Cookie stands*
- ▶ *Direct sales*



### Cookie Booths

Cookie booths provide an opportunity for a Girl Scout to collaborate with troop members to help meet personal and troop sales goals. Traditional cookie booths take place outside of commercial properties that have been solicited by volunteers and approved by the council. Girl Scouts/caregivers should consult with their troop leader/product manager for cookie booth signup opportunities.

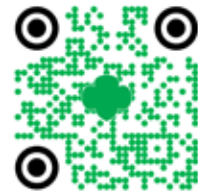
#### What you need to know:

- ▶ Troop/group activity is coordinated by the troop with the SUPM. Work with TPM for signup opportunities
- ▶ Caregivers are encouraged to help fulfill adult to girl ratios with the TPM when needed
- ▶ “Be Prepared”: Wear Girl Scout uniform, know the different cookie varieties, know troop goals (number of pkgs + what they plan to do with the money earned), practice counting back change.

#### Girl Scout Cookie Booth Etiquette:

- ▶ Troops maintain proper adult/Girl Scout ratios.
- ▶ Girl Scouts wear their Girl Scout uniform or branded attire while at the booth.
- ▶ Girl Scouts/caregivers should arrive on time and stay for the duration of the shift they signed up for.
- ▶ Girl Scouts, caregivers and troop adults remain courteous of the business hosting the booth and its patrons.

#### Cookie Booth Essentials





# COOKIE MARKETING

## Girl Scouts Give Back

Girl Scouts Gives Back is the Girl Scouts - Diamonds cookie donation program that encourages girls to ask customers and businesses to donate \$6 for cookies to be donated. Cookies will go to food banks, first responders, military organizations and other nonprofit organizations. In 2025, Girl Scouts - Diamonds Girl Scouts collected over **7,744** packages of cookies for donation!

- ▶ Connect with your cookie customers and share about the cookie donation option.
- ▶ On the order card, mark the donation column, collect the funds and turn them in to the TPM.
- ▶ On Digital Cookie, customers can choose the Cookie Share option when making a purchase and pay electronically.
- ▶ Council will facilitate all deliveries of cookies donated through this program. Troops will not receive the cookies for donation, they only collect the funds.

## Social Media Toolkit

The Social Media Toolkit gives girls (and caregivers) tools to highlight their businesses in creative ways and help them meet their goals. You'll have everything you need to have an amazing cookie season! Explore the toolkit online and click on the graphics to download the images. Get ready to have a ton of fun promoting Girl Scout Cookies this season!

### Action steps to help you get started — and get sharing:



- ▶ Check out the ready-to-use graphics available for social media platforms.
- ▶ Create a social calendar that covers different phases of the cookie season, from rallies to booth events.
- ▶ Brainstorm ideas for customizing social posts that get the attention of cookie fans.
- ▶ Make it easy and save time by sharing posts from the Girl Scouts - Diamonds accounts!

## Promotional Merchandise

Girl Scout Cookie gear is available to help promote your business whether walking in your neighborhood or at a cookie booth.

Email [retail@girlscoutsdiamonds.org](mailto:retail@girlscoutsdiamonds.org) to learn how to purchase these items and more.



# EVENTS AND CONTESTS

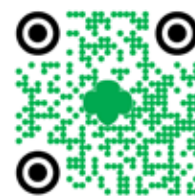
## COOKIE PALOOZA | JANUARY 10

Join us in Cabot for a cookie-powered day of fun! Dive into badge workshops, explore exciting activity stations, and enjoy a ton of fun and learning. Earn three official badges plus an exclusive Cookie Palooza patch! Learn real-world skills through goal-setting sessions, money-management challenges, customer-care role-plays, and even marketing strategies.

---

## BOOTH OF THE WEEK

Each week during cookie booth season, we're turning up the excitement with the Booth of the Week spotlight! One cookie booth will be randomly selected to showcase their sweet setup, cookie-selling spirit, and troop pride across our channels. The featured troop will also receive a special Booth Bundle Prize to keep the momentum going. Keep those booths buzzing and those cookie smiles shining—you could be next! Booths of the Week will be shared on 02/24, 03/03, and 03/10.



**Submit photos here!**

---

## COOKIE INTELLIGENCE AGENCY (CIA)

Girl Scouts participating in the Cookie Program can earn the official CIA sticker if they are “caught in action” showing off Girl Scout Entrepreneur skills. Whether at a booth, going door-to-door, or anywhere cookies are sold, agents are always on the lookout!

### ***CIA Agents are looking for the following:***

- ▶ **Is the Girl Scout representing Girl Scouts well?** Wearing a Girl Scout uniform (strongly recommended) or Girl Scout shirt.
  - ▶ **Is she handling most of the customer transaction?** Helping with the table, greeting customers, asking if they'd like to purchase cookies, etc.
  - ▶ **Does she know her cookie flavors and prices?** Favorite cookie, price per box, and other cookie facts.
  - ▶ **Can she share her personal or troop cookie goal?** This might be a prize she's working toward or an activity her troop is saving for.
  - ▶ **Is she keeping the mission positive?** Showing kindness, respect, and a great attitude (no grumpy agents allowed!).
- 

## ELITE ENTREPRENEURS

Earn a feature in next year's family guide and a fun-filled day with the Diamonds CEO! The cookie program is all about building strong business and life skills in girls, so we want to recognize one hardworking Girl Scout from each of our Council regions for their outstanding sales. The Elite Entrepreneur reward for each region goes to the Girl Scout selling the most packages.

# COOKIE READINESS CHECKLIST

This checklist is designed to guide you through the key steps and responsibilities to ensure both you and your Girl Scout are prepared for a smooth, organized, and fun cookie season. From understanding the sales process to ensuring safety and promoting teamwork, these tips will help you stay informed and involved throughout the program.

**Let's make this year's cookie program a rewarding adventure for everyone!**

## Getting Ready

- ☐ Register your Girl Scout for the 2026 membership year.
- ☐ Attend Cookie Palooza!
- ☐ Complete and sign the Caregiver Permission and Responsibility Form, then return it to your TPM.
- ☐ Pick up materials from your TPM.
- ☐ Attend troop caregiver/Girl Scout training/meeting
- ☐ Review the Girl Rewards brochure with your Girl Scout.
- ☐ Discuss how your Girl Scout wants to participate and set a personal goal.
- ☐ Starting January 5, set up your Digital Cookie site.

## During the Program

- ☐ Use Digital Cookie to notify friends and family that cookies are available.
- ☐ Start selling cookies and collecting money. Approve and deliver girl-delivery orders as inventory arrives. Unless using the girl-delivery option through Digital Cookie, in which case, it is best practice to collect money at the time of delivery.
- ☐ If participating in a cookie booth, review the booth guidelines beforehand for proper etiquette and supply needs.
- ☐ Check with your TPM on how to place an order for additional cookies for girl-delivered or in-person sales.
- ☐ Sign a receipt when picking up initial order and additional cookies from your TPM.
- ☐ Turn in money to your TPM weekly, signing a receipt each time.
- ☐ Manage cookie inventory by variety. If one type isn't selling, coordinate with your TPM to exchange with other girls—don't wait until the last week!

## Wrapping Up

- ☐ Turn in all remaining money to your TPM. The TPM will report unpaid funds after March 15 to council staff for collections.
- ☐ Let your TPM know which rewards your Girl Scout has chosen.
- ☐ Pick up rewards in May/June and celebrate your Girl Scout's success!



# COOKIE CALENDAR

JANUARY	
January 5	Digital Cookie registration emails go out
January 6-8	Early Access! Digital Cookie direct-shipped orders only
January 9	Cookie program begins (order card and online)
January 10	Cookie Palooza
January 19	Caregiver deadline for Digital Cookie girl-delivery orders to be in Initial Order (IO)
January 26	Order card sales end
January 27	TPM's deadline to enter/modify Initial Orders
FEBRUARY	
February 13	Cookie deliveries begin. Connect with your TPM on your pickup day
February 20	Cookie booths begin
February 20-22	National Girl Scout Cookie Weekend
MARCH	
March 15	Booth and Digital Cookie sales end   Girl Scout money due to troops
March 17	Troop final cookie allocations and rewards order due in Smart Cookies
March 17	TPM's deadline to make final cookie allocations to girls and reward selections
March 21	TPM's deadline to report Girl Scout outstanding balances to product program staff for collections
MAY/JUNE	
Rewards delivered to service units. Connect with your TPM on when to pick up your earned rewards	