girl scouts of northern california

Service Unit Team Monthly Summary January 2026

This newsletter, combined with access to our current month's issues of Troop News and Council News, should provide you with topics, reminders, and ideas to help you plan your next leaders' meeting.

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Girl Scout Cookie Season Reminders

The Girl Scout Cookie Program began on January 12 and is already in full swing with our new Exploremores joining the lineup! Now that's pretty sweet!

To help you throughout the season, here are some reminders:

- Service Unit initial orders are due by January 18 at 11:59 pm in Smart Cookies.
- New this year, the Cookie Lite Program is a digital-only way for Girl Scouts to participate in the cookie program—no inventory, no booths, and no troop participation required. Created to help more families take part and support Girl Scouting, the Cookie Lite Program still allows girls to build the five essential skills while keeping programs accessible across NorCal. Learn more.
- Recruitment Table Tents are on the way! Distribute these to troops and encourage them to display at booths. Service Units with the highest growth via the QR code can win a FREE Badges to Business program!
- Service Unit Booth Coordinator and Service Unit Cookie Program Advisors, please support troops in Smart Cookies (In Smart Cookies, find Booth > Schedule Booths > Search Troop Number > Hit Apply and help schedule their booths).
- Hand out Certificates of Insurance Business Cards as needed to your booth locations.
- Upload assigned lottery spots between rounds. It is optional to hold a Service Unit Booth Lottery.
- Unreserve SU Booths on January 15 by 9AM.
- From a Disneyland trip, financial literacy workshops and Girl Scout Day at the Zoo, there are various Entrepreneurship programs for Girl Scouts to partake in. Encourage Girl Scouts to check out the Entrepreneurship Programming website for more.
- Important: The *How the Cookie Crumbles* flyer in your troop mailing was misprinted. Please discard and use the updated version.

Questions about the Girl Scout Cookie Program? Email info@gsnorcal.org and the Entrepreneurship Program Team can support!

Spread The Word: Camp Guide Is Here!

The 2026 Camp Guide is here, spread the word to everyone! It's time to explore what this year's camp season offers and get ready for registration. Returning campers can register starting on January 21 and new campers on January 28 at noon. Non-Girl Scouts are invited and financial aid is available. For everything camp related, visit our camp website.

Golden Gate Bridging Opportunities

Event is April 25, 2026 | San Francisco
From crossing the iconic Golden Gate Bridge to supporting the celebration at Crissy Field, there are lots of ways for troops and volunteers to take part:

- Register to Attend:
  Registration is open for Girl Scouts in grades 5–12 and adult participants to take part in this special Golden Gate Bridging experience.
- Volunteer with Us:
  Volunteers are needed to support participants, help with logistics, and assist with event operations throughout the day.
- Host a GSNorCal Member Booth (Free):
  GSNorCal troops, Service Units, committees, and alumnae are invited to host fun, hands-on Girl Scout program activity booths at Crissy Field at no cost. Questions? Contact ababazade@gsnorcal.org.

If you know a business, organization, or supporter who may be interested in getting involved, please share these opportunities below:

- Partner Booths (Paid):
  Community partners and businesses may host vendor booths during the celebration at Crissy Field. Contact ababazade@gsnorcal.org for details.
- Support Through Sponsorship:
  Sponsorship opportunities are available for those who want to help make this meaningful Girl Scout tradition possible.

Find everything you need to be a part of this incredible celebration on the Golden Gate Bridging webpage. We hope to see you there!

Flood the Food Banks Initiative

With 1 in 6 people in the United States facing food insecurity, we're launching the Flood the Food Banks Initiative. This is an effort to bring families, service units, and troops together to replenish the food pantries after a long holiday season. Join us from January 9 to the end of March to support your local food banks! Find out more on how to join this effort by going to this gsHelpCenter article.

Monthly Troop Leader Training Webinars

February 4 | Virtual | Troop Leaders
All Troop Leaders, whether starting a new troop or taking over an existing one, are invited to join our webinar! This session is for those who have opted out of their first option of completing the gsLearn New Leader Trainings and prefer to learn directly from a GSNorCal staff member. Leaders will get everything they need to confidently start their Girl Scout year. Sessions are held on the first Wednesday of every month.

Share Your Incredible Stories!

Girl Scout adventurers, leaders, and trailblazers—we want to hear from you! Have a favorite Girl Scout memory, a proud accomplishment, or a story that warms your heart? Share your experiences and inspire others with your journey. Submit your story now and help us showcase the magic of Girl Scouts.

Sneak Peek Into The Future

Here's a glimpse of the events coming up.

- Black History Month | February
- International Day of Women and Girl in Science | February 11
- National Girl Scout Cookie Weekend | February 20
- World Thinking Day | February 22

Have an event you want included in a newsletter? Submit your information and optional graphic via our Asana form. Any troop or SU can share across Service Units. Please only submit for one of our three newsletters based on the audience.

Deadlines, audience, and send dates are as follows:

- Council News: sent to all members on the 1st of each month (pending holidays). Deadline for submission is the 21st of the prior month.
- Troop News: sent to troop leadership volunteers on the 15th of each month. Deadline for submission is the 5th of the month.
- Service Unit News: sent to Service Unit teams on or after the 15th of each month. Deadline for submission is the 5th of the month.

Have a question or need help?

Check out our gsHelpCenter with articles and resources for volunteers and members.