



# Service Unit Team Cookie Newsletter

January 5, 2026

## What's Baking?

Welcome Service Unit Cookie Volunteers!

We're thrilled to kick off the 2026 Girl Scout Cookie Program with you! A HUGE thank you for your hard work and dedication. This program simply couldn't happen without your support, and we're so grateful for all that you do!

This newsletter is your go-to resource for the most up-to-date cookie information. Expect reminders about key dates, training, and important announcements. Occasionally, you may also receive Smart Cookies blasts for last-minute updates or critical information.

### When to Expect Newsletters

You'll receive this newsletter every Monday through March 23, 2026, around 10 AM. We will attach the troop newsletter for your review to ensure you know what they will receive. Troop newsletters will be sent at 4 PM every Monday.

### Smart Cookies

Troop Cookie Chairs (TCC) who complete either New or Experienced TCC training track in gsLearn will be uploaded into Smart Cookies starting today! Uploads will continue every Tuesday and Thursday, thereafter.

💡 **Pro Tip:** Complete training by 12 PM the day prior to Tuesday or Thursday to make the next-days upload. For Example: Finish training by Monday before noon to be uploaded by Tuesday EOD.

### Service Unit Cookie Program Advisors

Your Support Matters! Encourage troops to maximize their initial order success by using the Initial Order Calculator, found in the Inventory Management Toolkit located in the [TCC Google Drive](#).

Be a Resource! – Help troops navigate inventory concerns and provide guidance on managing their stock effectively. Your support ensures that every troop has the cookies they need to reach their goals!

## **Initial Order Coordinators**

Initial orders are due in just 11 days! Submit yours in Smart Cookies by January 16 at 11:59 PM PT to stay on track. Need help? [Join our live webinar on Jan. 14 for guidance on placing your order!](#)

**Service Unit Initial Order Coordinators** will have until Jan. 18th by 11:59PM PT to finalize troop initial orders, to support those who may have missed the deadline. Additionally, secure delivery locations and times within council delivery dates and communicate to the council.

## **Booth Coordinators**

Mark Your Calendars! Booth sign-ups open Jan. 12! Please make sure you upload all unassigned booths by Jan 11 by 11:59PM PT!

## **Cookie Hotline**

Our Cookie Hotline will be open:

January 5 – 27

Monday – Friday | 9:00 AM – 7:00 PM PT

January 28 – March 15

Monday – Thursday | 9:00 AM – 7:00 PM PT

Friday – Sunday | 9:00 AM – 9:00 PM PT

## **ilovecookies.org**

Your Cookie Connection! Through [ilovecookies.org](http://ilovecookies.org), customers can:

- Find cookie booths
- Access troop Digital Cookie storefronts
- Support individual Girl Scouts through their Digital Cookie sites

## **Opt-Out Option:**

If you or a caregiver prefers not to have their Girl Scout's Digital Cookie site listed on the platform, complete the [opt-out form here](#).

## **Troop Reminders**

The Caregiver/Parent Permission Agreement Form is no longer needed! 🔄 Caregivers and guardians can now grant permission for Girl Scouts to participate in entrepreneurship programs by completing the [Annual Permission Form](#) at the start of the Girl Scout year.

Thank you for being an essential part of the 2026 Girl Scout Cookie Program! Your hard work and enthusiasm make all the difference for our Girl Scouts. Here's to an amazing season ahead! ✨

## Upcoming Dates

**January 5** | Digital Cookie Welcome e-mail is sent to registered Girl Scouts' caregivers' email addresses.

**January 7** | Deadline to submit Opt-Out Form for [ilovecookies.org](http://ilovecookies.org).

🍪 **January 11** | SU Booth Coordinator booth uploads due in Smart Cookie by 11:59PM

**January 12** | Girl Scout Cookie Program begins, and Digital Cookie launches – Entrepreneurs can start selling cookies online and by order card. | Round 1 booth selection (max 3 booths per troop).

**January 13** | Round 2 booth selection (6 additional booths per troop, max 9) | Returning troop deadline to verify bank account information in Smart Cookies under the My Troop > Troop Information Tab.

**January 15** | Round 3 booth selection (18 additional booths per troop, max 27).

**January 16** | Initial order due by 11:59PM PT | Delivery slot sign-up due by 11:59PM PT (Cookie Hotline open for help)

🍪 **January 18** | Service Unit Initial Order Submission Due in Smart Cookie by 11:59PM

**January 21** | Camp registration begins for returning campers.

**January 28** | Cookie Delivery Begins | Campers are notified if they got into camp.

**February 2** | 4th round of booth selections, no limit on area/location (unlimited booths)

**February 3** | Cookie Delivery ends

**February 4** | Cupboards open and first day of booth sales. Deadline to opt-out for an additional 15 cents per package (see Troop Proceeds module for details)

**February 18** | Deadline for new troops to submit their banking info, via ACH Debit Form.

## Training Highlights

In this section, we will showcase the next two weeks' worth of LIVE trainings and point you back to gsLearn trainings that will help with upcoming cookie tasks.

Our Wednesday Night LIVE Training is geared toward new Troop Cookie Chairs and will dive deeper into the topic of the week as well as offer tech platform walkthroughs of Smart Cookies and Digital Cookie. While these are designed for new troop cookie chairs, all cookie volunteers are welcome!

### Join us LIVE:

[Jan 5 | Juliette Caregiver Troop Training](#)

[Jan 8 | Booths Sign-Ups & Booth Essentials](#)

[Jan 14 | Placing Your Initial Order](#)

To help keep our troop webinars focused, Service Units have a separate weekly LIVE Q&A webinar that takes place every Tuesday. Join us and get your questions answered! [Join here!](#)

Want a refresher on upcoming cookie tasks? Here are some gsLearn trainings we suggest you review:

**Troop Cookie Chair (TCC) Training to review:**

- What's New in 2025 Module
- Theme and Key Dates Module
- Ways to Sell
- Initial Order
- Hosting Troop and Family Meetings
- [ilovecookies.org](http://ilovecookies.org)

To support Girl Scouts in developing and Entrepreneurial Mindset, check out the optional course "Empowering Entrepreneurs 2026" which is part of both TCC training tracks.

**Digital Cookie Volunteer Training Resources:**

- Troop Site Setup
- Troop Dashboard

**Smart Cookies Volunteer Training:**

- Initial Order
- Managing Orders

## Next Steps

In this section, we'll provide your upcoming next steps and helpful resources to ensure your Service Unit (SU) and troops have a successful Girl Scout Cookie Program!

**Next Steps:**

- Introduce yourself to the troops in your area and ensure they know how to reach you and the council for support.
- Share the [Cookie Booth Partnership document](#) and/or the [Certificate of Insurance Request form business cards](#) with troops. If they're asked to sign a contract, they'll be prepared to respond with the right information!
- Promote the use of the Initial Order Calculator to help troops estimate their initial order. It can be found in the Inventory Management Toolkit in [Google Drive](#).

**Resource Alert!**

- [gsHelpCenter | 2026 Girl Scout Cookie Program Resources](#)
- [gsHelpCenter | Entrepreneurship Articles](#)
- [Troop Cookie Chair Guide](#)
- [Google Drive | Troop Cookie Chairs](#)

## Cookie Sales Tracker

The Cookie Program fuels both your troops and our council! Cookie proceeds help fund troop activities and support our council by maintaining camps, providing council programming, and caring for council properties — plus so much more!

Check out the [Empowering Girl Scouts flyer](#) or [How the Cookie Crumbles flyer](#) for more details!

**2026 Council Goal:** 3,150,000 packages

**Total sold to date:** 0

## Baking up Goodness

Let's spread kindness and spotlight those going above and beyond this cookie season! Did you notice a fellow Service Unit, troop, or Girl Scout lending a helping hand, showing teamwork, promoting or developing an entrepreneurial mindset, or embodying our One Council, One Mission spirit?

We'd love to hear about it! **Share your feel-good stories with us through our [Share Your Story form](#)** and help us spread the good word — because together, we make Girl Scouts shine! (📷 Photos encouraged!)

**Need assistance?** Contact us at [info@gsnorcal.org](mailto:info@gsnorcal.org) or 510-995-2900.