



Service Unit Team Cookie Newsletter

January 12, 2026

What's Baking?

It's Cookie Time!

The wait is over—the **Girl Scout Cookie Program officially begins today!** Digital Cookie is live, and our young entrepreneurs can start selling cookies online and by order card.

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.

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 PST

Important Reminders

Don't forget that you have a direct staff member from the Entrepreneurship Team to reach out to for direct support and bypass the hotline.

The *How the Cookie Crumbles* flyer included in your troop mailing contains outdated information and has since been updated. Please discard the printed version and download and print the [updated flyer](#) if you plan to share it at cookie booths.

Service Unit Cookie Program Advisors

- Please remind troops that they can still place an order for [a new cookie booth tablecloth](#) from council by complete this form **before January 16.**
- You can support Troops with securing booths! Your help makes all the difference. In Smart Cookies find Booth>schedule booths>search troop number>hit apply and help schedule their booths.

- Service Units with the largest growth in new members who register using their [Cookie Booth Table Tent](#) QR code will win a **FREE Badges to Business Program** this fall! Three programs will be awarded – one each to small, medium, and large Service Unit with highest number of membership registrations through the QR code. **The three winning Service Units will be announced in April**, so be sure your troops are using their Cookie Booth Table Tents!
- Service Unit Initial Order Submission due in Smart Cookies, **January 18 by 11:59pm PT.**

Booth Coordinators

Round 1 Booth sign-ups begin **tonight, January 12 at 8 PM!** This round is local service unit only locations, make sure not to include Safeway locations in SU only rounds.

- Make sure to hand out [Certificates of Insurance Business Card](#) as needed to your booth locations.
- Upload assigned lottery spots between rounds. It is optional to hold a Service Unit Booth Lottery.
- Make sure to unreserve SU Booths by 9am, January 15th.

Upcoming Dates

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 Cookies by 11:59PM PT

January 21 | Camp registration begins for returning campers

January 28 | Cookie delivery Begins | Camp registration begins for new campers.

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

February 3 | Cookie delivery ends | Camp registration begins for new campers.

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](#).

🍪 = **Service Unit Dates**

Training Highlights

To help the troop webinars stay focused, Service Units have a separate weekly Q&A webinar every Tuesday. [Join us](#) and get your questions answered!

Watch previous SU Tuesday Night Webinar Recordings in the 636 Service Unit Cookie Overview 2026 course by logging into gsLearn and [clicking here to access!](#)

Read previous Cookie Newsletters in [gsHelpCenter](#).

We invite you to join Troop Cookie Chair Wednesday as a listener, but we ask if you have Service Unit level questions, you ask those on Tuesday night SU trainings or directly to your council Entrepreneurship Program team member.

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

[Jan 21 | Inventory Management Training](#)

[Jan 28 | Open Q&A](#)

Watch previous webinar recordings in the [636 Troop Cookie Chair Recorded Webinars 2026 gsLearn](#).

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

Troop Cookie Chair (TCC) Training to review:

- Inventory Management Module
- Money Management Module
- Booth Sales Module

Digital Cookie Volunteer Training Resources:

- Inventory Management Module
- Money Management Module
- Booth Sales Module

Smart Cookies Volunteer Training:

- Scheduling First Come First Serve Booths
- Booth Divider
- Planned Order
- Managing Orders

Next Steps

Plan a Troop Cookie Exchange Night!

Start planning an early March Troop Cookie Exchange Night to help troops offload excess cookies and support sister troops before the end of the program!

Why Host a Cookie Exchange?

- Helps troops with extra inventory find buyers.
- Supports troops selling until the end by giving them a chance to pick up cookies before going to the cupboard.
- Encourages troop collaboration and teamwork!
- Encourage troops to attend and use this night to fill their end-of-season needs before heading to cupboards!
- Start organizing now for a smooth and successful cookie closeout!

Resource Alert!

- [gsHelpCenter | 2026 Girl Scout Cookie Program Resources](#)
- [gsHelpCenter | Entrepreneurship Articles](#)
- [Troop Cookie Chair Guide](#)
- [Service Unit Cookie Guide](#)
- [Google Drive | Troop Cookie Chairs](#)
- [Google Drive | Service Units](#)
- [Inventory Management Toolkit](#)

Cookie Sales Tracker

The Cookie Program fuels both your troop 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 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 or 510-995-2900.