



Service Unit Team Cookie Newsletter

January 20, 2026

What's Baking?

It's **Week 3** of cookie season, yippee!

Cookie Hotline Support

Our Cookie Hotline (510-995-2900) hours are 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

Service Unit Cookie Program Advisors

- 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. Thank you for helping make boothing a success!
- Remember, 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!
- New this year, the [Cookie Lite Program](#) offers a digital-only option for Girl Scouts who are not participating in the cookie program with a troop or who are individually registered. This option was created to expand participation and support, so Girl Scouting remains accessible to all. Please help spread the word to your troops and families with [this flyer!](#)

Service Unit Booth Coordinators

The Service Unit Booth Coordinator Contact List is in the [Google Drive](#). Troops may be eager to connect with you – you've got this!

Initial Order Coordinators

Initial Order Deliveries are around the corner from **January 28 - February 3**. Start looking for extra support to help with picking up your troop's initial order!

Troop Bank Accounts Reminder

The deadline for returning troops to verify or update their bank account information in Smart Cookies is **January 21**.

New troops have until February 18. [Request a Bank Account](#) or Submit your troop account via the [ACH Debit Form](#)

Initial Order Reminder

Initial Order Deliveries are around the corner from **January 28 - February 3**. Start looking for extra support to help with picking up your troop's initial order!

Upcoming Dates

- **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
- **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](#).
- **March 15** | Girl Scout Cookie Program ends
- **March 18** | Final rewards due in Smart Cookies by 11:59pm PT
- **☛ March 22** | Service Unit Rewards Coordinator needs to have checked all troop rewards submissions in Smart Cookie by 11:59pm PT

☛ = 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](#).

Girl Scouts for Northern California | Service Unit Team Cookie Newsletter

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 21: Inventory Management Training](#)

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

[Feb 4: Financial Processes](#)

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:

- Troop Site Setup
- Troop Dashboard
- Troop Booth Pickup Order
- Digital cookie Mobile App

Smart Cookies Volunteer Training:

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

Next Steps

- Remind troops how to reach you for questions, support, and guidance throughout the cookie season!
- Be ready to support troops with booth selections

Resource Alert!

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

2026 Council Goal: 3,150,000 packages

Total sold as of January 16: 1,131,792 packages

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.