



Service Unit Team Cookie Newsletter

January 26, 2026

What's Baking?

Happy Troop Initial Order Delivery Week!

Troop initial orders are rolling out this week! More than **1.6 million packages of cookies** will be delivered. This massive effort takes:

- 6 warehouse partners
- 45 Service Unit delivery stations and 6 mega delivery sites

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!](#)

Troops Need Help?

If troops experience overages or shortages in inventory that they cannot solve, they may contact their Service Unit Cookie Program Advisor for assistance! Keep these delivery rules in mind.

Initial Order Coordinators

Initial Order Deliveries start **January 28 - February 3**

Remind your troop cookie volunteers that their help is needed to pick up the troop's initial order!

Over/Short at Delivery Rules

If a troop arrives home after delivery and find you have excess cookies or are missing cookies, please return to the delivery site to resolve (if it is still open). If it is not please contact your SU Initial Order Coordinator, the cookie hotline, or info@gsnorcal.org.

If your SU runs their own delivery station, be sure to communicate to troops how you would like them to handle an over/short at your delivery.

Note: San Jose mega delivery runs two days, however, we cannot correct Saturday issues on Sunday as we will not have any stock. Please return Saturday before 5pm if you find overage/shortage that day.

Service Unit Booth Coordinators

- Final Round of Booth Signups at **8:00 PM on February 2**
- No limits on booth locations or number of booths—grab your spots while you can! To ensure fair access and maximize opportunities, we encourage troops to utilize all available slots in each round.

The Service Unit Booth Coordinator Contact List is in the [Google Drive](#). Booth Coordinators, remember that excited troops may be eager to connect with you. You got this!

Booth Sales Begin February 4 and Cupboards are open!

Missing Banking Info?

No worries! Updated banking information will be loaded every **Friday**. Need to update your banking information fill out the [ACH Debit Form](#).

Early Bird

Troops that earned **Early Bird rewards** will receive their proceeds credit the week of **March 23**, prior to the final ACH withdrawal. Check the [Early Bird Qualifiers - GS Norcal HelpCenter](#) article to learn which troops qualified. If you have any questions reach out to your volunteer support manager.

Upcoming Programs

Market DisruptHERS

For Cadette, Senior, and Ambassadors

Begin as an entrepreneur. Leave with resume-ready skills! In this hands-on program, Girl Scouts explore how innovation and technology are transforming the business landscape. Building on the foundation of the Girl Scout Cookie Program, participants will use the DoorDash business model to dive deeper into advanced business concepts such as market disruption, customer experience, and digital logistics.

Some sample items you can add to your resume upon completion of this program:

- Applied advanced entrepreneurship concepts including market disruption, customer experience, and digital business models
- Analyzed real-world business models and identified long-term changes that resulted from market disruption
- Built on experience from the Girl Scout Cookie Program to explore scalable and modern business practices
- Practiced leadership, teamwork, and professional communication in a group setting
- Strengthened problem-solving, critical thinking, and strategic planning skills

This program will launch at the **end of March!** [Check back for more details.](#)

Cookie CEO: Pitch Program

For Cadette, Senior, and Ambassadors

This spring, Girl Scouts can join our Pitch Program to learn how to write and deliver a business pitch to real corporate partners—building confidence, sharpening communication skills, and gaining real-world business experience through virtual or select in-person sessions in San Jose and Oakland. [Check back for more details.](#)

Financial Literacy

For Daisies, Brownies, and Juniors

This fun Money Moves workshop on **Saturday, May 2** at the San Jose Girl Scouts office helps Girl Scouts earn their financial literacy badges through games and real-life skills, with funding proudly sponsored by the Charles Schwab Financial Literacy Grant. [Register here.](#)

Financial Literacy

For Cadettes, Seniors, and Ambassadors

On **Saturday, May 2**, Girl Scouts can attend the *Make Money Moves!* Financial Literacy Workshop at Patelco Credit Union to learn budgeting, saving, credit, interest, and investing from industry experts while earning their Financial Literacy badges, with caregivers invited to learn about Patelco's free financial coaching. Funding for this program provided by the Charles Schwab Financial Literacy Grant. [Register here.](#)

Girl Scout Day at the Zoo

On **Saturday, May 9**, Girl Scouts, families, and friends are invited to enjoy a fun-filled Day at the San Francisco Zoo and Gardens featuring animal encounters, swaps, lawn activities, conservation learning, and special bridging ceremonies for Daisies and Brownies. This program is also offered as a cookie program reward! See more details and [register here](#).

Upcoming Dates

- **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** | [Parent Past Due Cookie Account Form](#) due 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
- **March 25** | [ACH Credit Form](#) due by 9am to notify the council of any change to final ACH
- **March 27** | Final ACH*: 100% due to Council (will include any reward charges or credits)

☛ = 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 28: Open Q&A](#)

[Feb 4: Financial Processes](#)

[Feb 11: Digital Cookie and Smart Cookies Inventory Management](#)

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
- Transfers
- Smart Booth Divider
- Planned Order
- Managing Orders

Next Steps

- Remind troops how to reach you for questions, support, and guidance throughout the cookie season!
- Be available to answer initial order delivery and booth questions that will be coming up as we head into delivery week and booths begin

Resource Alert!

- [gsHelpCenter | 2026 Girl Scout Cookie Program Resources](#)
- [gsHelpCenter | Entrepreneurship Articles](#)
- [Service Unit Cookie 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 23: 1,725,072 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.