



# Service Unit Team Cookie Newsletter

**February 2, 2026**

## What's Baking?

**Initial Order Deliveries are almost complete! All initial orders should be delivered by February 3!**

### **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

### **Digital Cookie Girl-Delivered Order Refunds**

Please note that council CANNOT issue a partial refund for cookie orders placed in Digital Cookie for girl-delivered. If customers are requesting a partial refund, in lieu of refunding the entire order, you can suggest they try a different variety or donate a package to Care to Share.

### **Do 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.

### **Over/Short at Delivery**

If a troop had an over/short from delivery and could not make it back to the delivery station please have them take the following steps:

### **Mega Delivery**

Email [info@gsnorcal.org](mailto:info@gsnorcal.org) with the over/short information. If you are over, we need to know if you want to keep it, or return it to a cupboard.

### **Service Unit Delivery**

Reach out to your SU Initial Order Coordinator or SU Cookie Team, as this means another troop is missing their cookies or has extras.

## Service Unit Booth Coordinators

- Final round of booth signups at **8:00PM 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 don't crumble under pressure; excited troops may be eager to connect with you. You got this!

## Booths Start February 4!

Important Reminders for Booth Volunteers:

- At least 2 unrelated adults must be present at booths.
- If all Girl Scouts at the booth are related to the adults, the adults may also be related.
- At least 1 adult must be female.
- All adults working with a Girl Scout they are not related to must be:
  - A registered Girl Scout member
  - Have a cleared Live Scan background check on file with GSNorCal

Check out the [2/2/26 Troop Newsletter](#) for details about Reward Opt-out, the 2 by 12 Cupboard rule, and more!

## Free Program Alert!

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 help your Girl Scouts and Service Unit win big by making sure you are using the Cookie Booth Table Tents at your booth!

**Note:** All Cookie Booth Table Tent QR codes link to the same registration form. They are not unique to the booth or SU. New member registrations are credited to the SU the girl joins, and totals are calculated by SU to determine the winners.

## 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:

- Apply advanced entrepreneurship concepts including market disruption, customer experience, and digital business models
- Analyze real-world business models and identified long-term changes that resulted from market disruption
- Build on experience from the Girl Scout Cookie Program to explore scalable and modern business practices
- Practice leadership, teamwork, and professional communication in a group setting
- Strengthen 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.](#)

### **NEW Venmo Cookie Season Promotion**

Venmo is working with GSUSA on a promotion for Venmo consumers\* during the Girl Scout Cookie season. Venmo is providing \$5 cashback offer to select Venmo consumers

who spend \$30 and checkout using Venmo on GSUSA's Digital Cookie website/app. The offer begins February 2 and is available until 40,000 customers redeem it or until March 31, whichever is sooner.

## Upcoming Dates

- **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.

[Feb 4: Financial Processes](#)

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

[Feb 18: Cookies Cupboards & Allocating Cookies in Smart Cookies](#)

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 30:** 1,740,180 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](mailto:info@gsnorcal.org) or 510-995-2900.