



# Service Unit Cookie Program Team Training

November 8, 2025





# Welcome to a Brave, Fierce, Fun Cookie program!

Promise & Law

Mary-Jane Strom, CEO





# Housekeeping



- Q&A will be held throughout the training. Please keep a note until that time to ensure we do answer your questions before the section is complete.
- Respect one another
- Respect Time
- Trash Cans – please watch the labels to help ensure everything is in it's rightful place
- Questions after the training? Contact us at 510.995.2900 OR [info@gsnorcal.org](mailto:info@gsnorcal.org)



## Share Your Story on Social Media!

Tell us more about the event you went to, project you completed, the trip you went on, or any other Girl Scout adventures you've had, so we can share with others how Girl Scouts are making the world a better place.



   @gsnorcal

girl scouts  
of northern

girl scouts

# November 8<sup>th</sup> Agenda



8 am | Check-in & Breakfast

9 am | Mandatory SU Cookie Training

1045 am | Snack break

11 am | ABC Smart Cookies Training

12 pm | Lunch

1pm | Afternoon Breakout sessions

4pm | Cookie Tasting

6pm | Dinner on your own

7pm | Movie & Game Night



# SU Mandatory Cookie Training Agenda

- Meet the team
- One Council, One Mission
- 2025 Cookie Program Data Review
- 2026 Cookie Program Training
- Resources
- SU Roles training reminders
- Overall Q & A



# Meet the Entrepreneurship Team



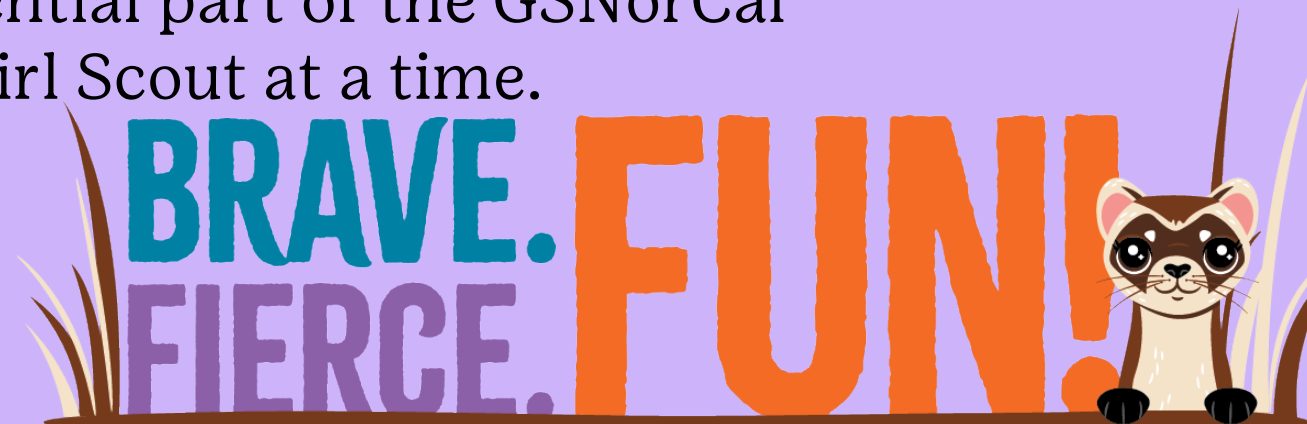
# Thank You, Volunteers! We are one Council, with one mission

**Our Cookie Mission:** Build courage, confidence, and character in every Girl Scout while fostering leadership and business skills through equitable opportunities.

**Your Impact:** Your dedication helps create a supportive, empowering environment where Girl Scouts thrive.

**Shared Values:** We uphold the Girl Scout Promise and Law, promoting inclusivity, respect, and positivity.

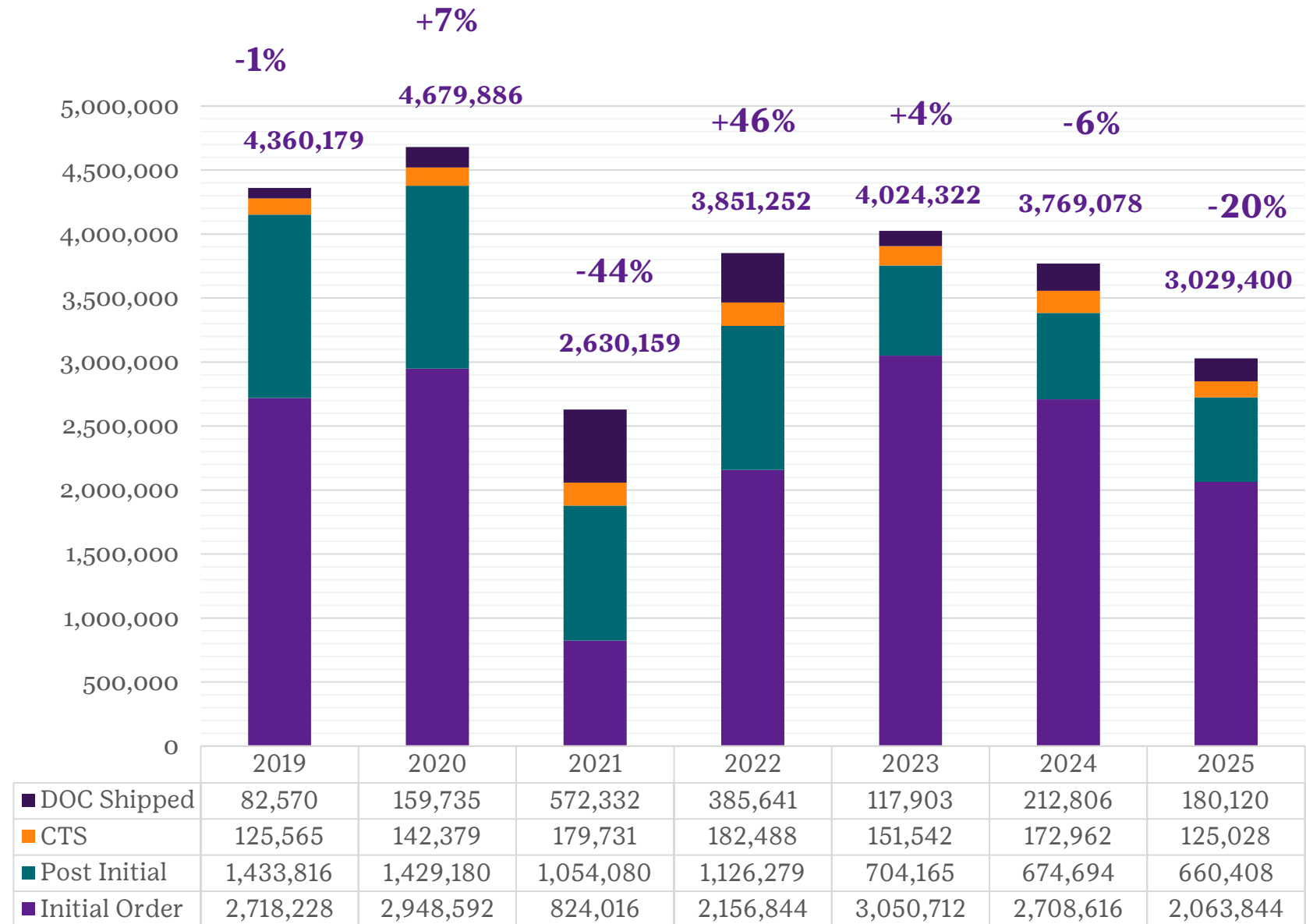
**Gratitude:** Thank you for being an essential part of the GSNorCal family and making a difference—one Girl Scout at a time.



The background of the slide is a dark purple forest scene. It features stylized trees with green foliage and purple trunks. A large, light purple, rounded rectangular shape is centered on the slide, serving as a backdrop for the title. In the bottom left corner, there is a small illustration of a butterfly with purple and white wings. The overall aesthetic is whimsical and nature-themed.

# 2025 Cookie Program Stats

# GSNorCal Dashboard

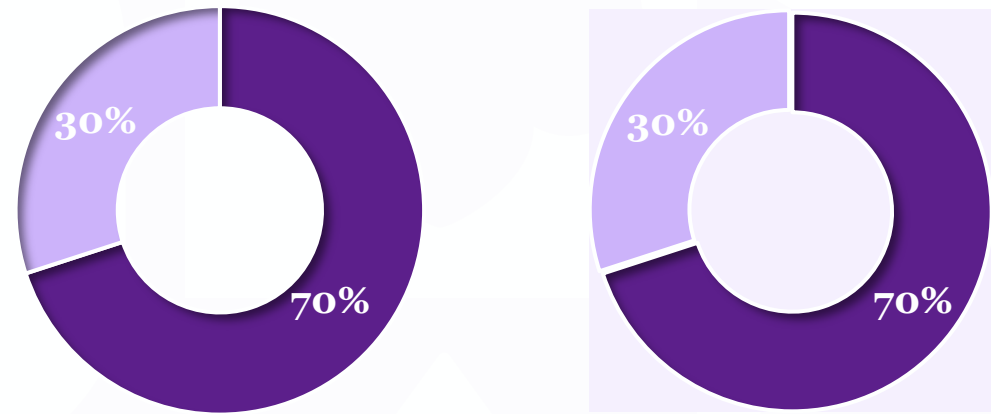


# Girls Selling vs. Registered



These percentages are based on selling vs. registered at end of Girl Scout year (VLT)

# Participation %



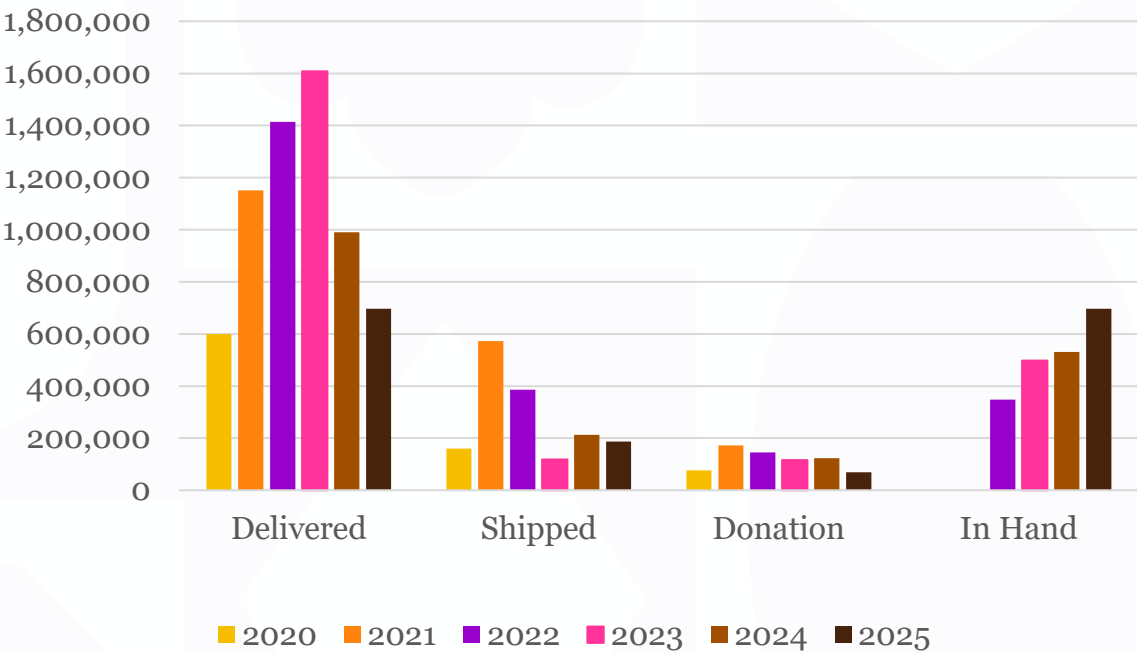
These percentages are based on selling vs. registered at end of program (VLT)

# Digital Cookie Overview

Digital Volume

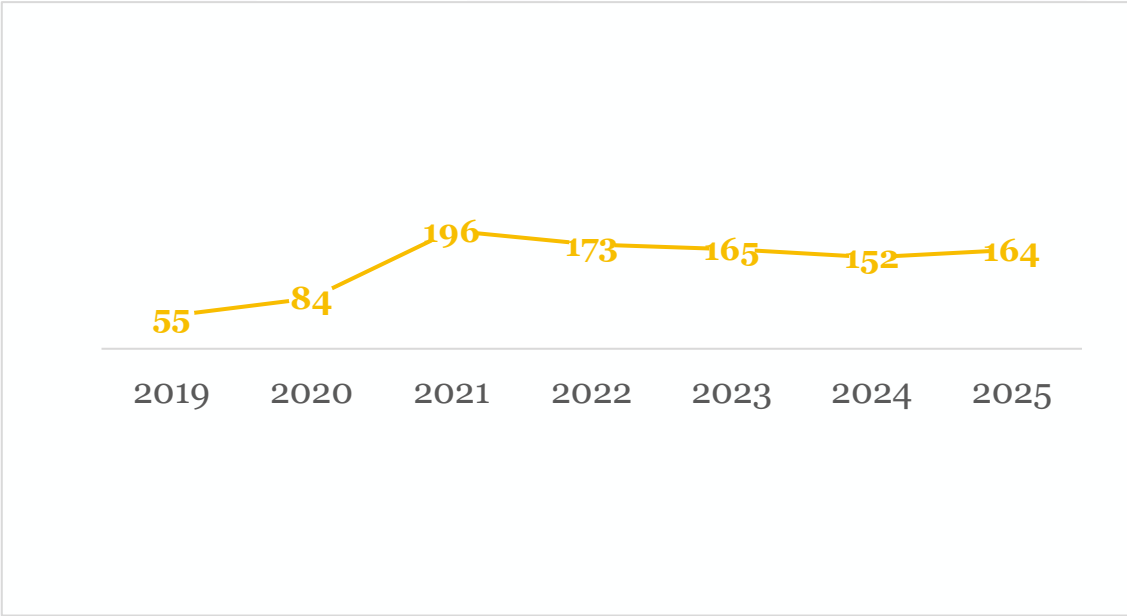


Digital Channel

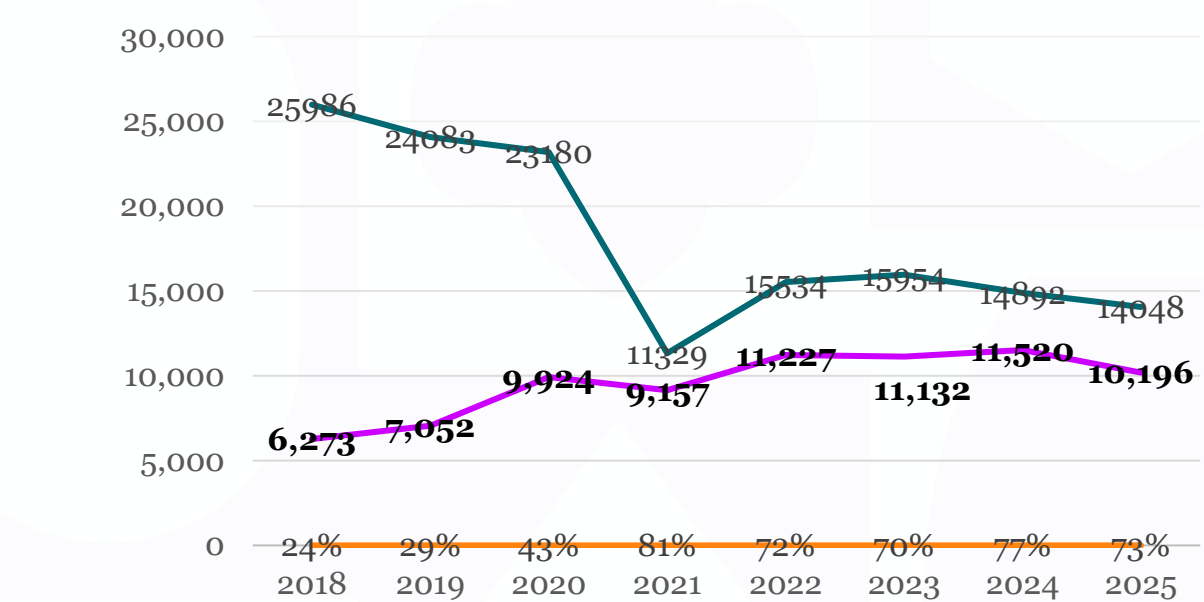


# Digital Cookie Overview

PGA



Girls Selling



|                                  | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|----------------------------------|------|------|------|------|------|------|------|
| % girls participating in Digital | 24%  | 29%  | 43%  | 81%  | 72%  | 70%  | 77%  |

# Volunteer

## Cookie Survey Results

# Girl Scout

### Strengths:

- Calendar – we meet the needs of the bulk of our troops with the current timing
- Digital Cookie opening earlier benefited troops and Girl Scouts

### Opportunities:

- More timely response for Cookie Hotline – *more to come!*
- Not enough rewards at lower levels – *more to come!*
- Training for TCC needs to start earlier.
  - 2026 training opens two weeks earlier!

### Strengths:

- Girl Scouts feel confident in the 5 skills
  - Goal Setting | 96%
  - Decision Making | 97%
  - Money Management | 91%
  - People Skills | 96%
  - Business Ethics | 98%
- Girl Scouts favorite part of the program is *selling with friends*

### Opportunities:

- Better rewards at lower levels – *more to come!*
- Top sellers want something above 3000+ in rewards – *more to come!*
- More marketing materials – Girl Scouts find advertising and marketing their least favorite and want more support in this area
  - Council is providing more marketing items, earlier in the year





# 2025 Cookie Program Q&A

Check out our SU Cookie Program Guide



# 2026 Training Agenda



SUCPA roles & responsibilities

SUCPA Training

SU Bonus

Customer Support Plan

2026 Theme

Cookie Varieties

Program Dates

TCC Training

Materials Mailing

Proceeds

Juliettes

Care to Share

Cupboard Returns

Rewards

IO Delivery

Cookie Comms

Resources

Upcoming Programs

Next Steps



## Cookie Program Advisor

### Your Commitment

- Attend and contribute to annual Plan for Success meeting.
- Attend annual Fall Kickoff Summit.
- Complete position-specific training as required.
- Support SU Cookie Rally, initial order delivery, and rewards distribution as needed.
- Be available during program time period with reliable access to computer and internet.
- Conduct after action review with team.
- Problem solve with patience and sensitivity.

### Your Impact

You will be integral to providing volunteers with education which will enable them to empower their Girl Scouts to learn and grow in the five key entrepreneurial skills.

Ensuring consistent support and communication helps to build a community of effective and connected Girl Scout volunteers.

### Primary Responsibilities

- Recruit and coordinate cookie committee.
- Offer support and guidance to troop and SU volunteers.
- Communicate regularly with troop cookie volunteers and ensure they are trained for their role.
- Utilize baker's software to access data, support troops, and finalize SU sales.
- Identify volunteers in need of support and connect them to support and resources.

### Qualifications

- Registered and background screened.
- Strong organizational and communication skills.
- Understanding of the benefits of the cookie program for Girl Scouts, troops, and the community.
- Familiarity with or ability to learn how to use tools, platforms, and resources provided.
- *Willing to abide by the GSNorCal Culture Code and commit to the practices of anti-racism, anti-oppression and gender-expansive inclusivity.*

### Ongoing Tasks

- Promote and support training of troop volunteers and communicate program updates.
- Respond to volunteer questions throughout the program in a timely manner.
- Review data, allocations, and rewards for initial orders and final reports.
- Support troop volunteers to resolve issues.
- Provide inventory management support as needed.

### Encouraging Community Engagement

- Lead by example! Partner with troops and service units in your area to ensure that everyone is working together towards a unified goal, and supporting the success of all Girl Scouts.
- Ensure Juliettes are included and supported.
- Ensure that volunteers and community partners are recognized and appreciated.

# Service Unit Cookie Program Advisor Role & Responsibilities

- ☐ Recruit and coordinate the Service Unit cookie team.
- ☐ Offer support and guidance to troop and SU volunteers.
- ☐ Communicate regularly with troop cookie volunteers and ensure they are trained for their role.
- ☐ Utilize baker's software to access data, support troops, and finalize SU sales.
- ☐ Identify volunteers in need of support and connect them to support and resources.
- ☐ Review data, allocations, and rewards for initial orders and final reports. Support troop volunteers to resolve issues. Provide inventory management support as needed.
- ☐ Support troops and Juliette Girl Scouts in your service unit
  - Be knowledgeable – you are the cookie program expert!
  - Available to answer questions
  - Host a training (optional)





# Service Unit Cookie Program Advisor Training

## 636 Service Unit Cookie Program Advisor 2026 Learning Path (6 Courses)

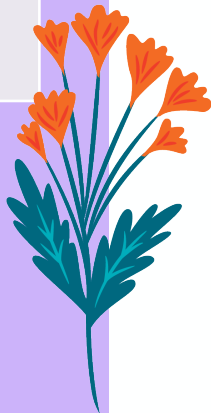
- 636 GSNorCal Mandates Reporter Biennial course
- 636 GSNorCal Mandated Reporter Annual Acknowledgment course
- 636 Getting Started as a SUCPA Course
  - Your Role as SUCPA module
- 636 Service Unit Cookie Overview 2026 Course
  - Recorded Webinar | Service Unit Mandatory Cookie Training (credit given to those in attendance today)
- 636 SUCPA-Troop Cookie Chair Training 2026 Course
  - Ways to sell
  - Initial Order
  - Booth Sales
  - Inventory management
  - Visiting Local Cupboard
  - Money management
  - Hosting troop/family meetings
  - Troop Proceeds and Girl Rewards
  - Optional:
    - Theme and Key dates
    - What's new
    - Girl Scout Cookie Program Requirements
    - About the Girl Scout Cookie Program
- 636 Smart Cookies Volunteer Training 2026



# Service Unit Bonus

| Bonus per Package Sold                         | Bonus per Package Sold | Bonus Distribution |
|------------------------------------------------|------------------------|--------------------|
| 80% or more of Girl Scouts participating in SU | \$0.01                 | May 2026           |
| 85% or more of Girl Scouts participating in SU | \$0.02                 | May 2026           |

Track your progress on the service unit dashboard.



## Customer Support Strategy

### 2025 Data

- ❑ There are three avenues for customer support
  - ❑ [info@gsnorcal.org](mailto:info@gsnorcal.org) (salesforce cases)
  - ❑ Cookie Hotline
  - ❑ Entrepreneurship Program Team members emails
- ❑ 2025 Data
  - ❑ 3,600+ cases in salesforce
    - ❑ 900+ were voicemails
  - ❑ 4000+ phone calls
  - ❑ 3 FT devoted staff, 7 PT devoted staff

## Customer Support Strategy

### 2026 Plan

- ❑ Three avenues for customer support
  - ❑ [info@gsnorcal.org](mailto:info@gsnorcal.org) (salesforce cases)
  - ❑ Cookie Hotline
  - ❑ Entrepreneurship Program Team members emails
  
- ❑ [info@gsnorcal.org](mailto:info@gsnorcal.org) (salesforce cases)
  - ❑ Partnering with customer support and the leads team to handle all tier 1 case support – answered within 1 business day
  - ❑ Tier 2 case support send on to EP Team
    - ❑ 1 to 2 business days

## Customer Support Strategy

### 2026 Plan Continued

- ❑ Cookie Hotline
  - ❑ Tier 2 issues will be escalated to EP Team and return calls made within 1 business day
  - ❑ 5 staff answering the lines from 9am – 5pm, our busiest hours
  - ❑ 2 staff answering the phones from 5pm to 7pm
- ❑ Cookie Hotline hours
  - ❑ Jan 5 to Jan 27
    - ❑ 9am – 7pm | M-F
  - ❑ Jan 28 – Mar 15
    - ❑ 9am – 7pm | M-Tr
    - ❑ 9am – 9pm | F-Su

## Customer Support Strategy

### 2026 Plan Continued

- ☐ Service Unit Support
  - ☐ Assigning each SU to an EP Team member
  - ☐ Important program timing reach outs
  - ☐ Connect directly with your support staff and skip the [hotline/info@gsnorcal.org](mailto:hotline/info@gsnorcal.org)
- ☐ Assignments
  - ☐ Kaitlyn
  - ☐ Jessica
  - ☐ Audriana
  - ☐ Tashianna
  - ☐ Ashley

| Ashley | Tashianna | Kaitlyn | Jessica | Audriana |
|--------|-----------|---------|---------|----------|
| SU125  | SU102     | SU201   | SU387   | SU302    |
| SU127  | SU103     | SU202   | SU388   | SU303    |
| SU128  | SU104     | SU206   | SU601   | SU305    |
| SU133  | SU105     | SU207   | SU602   | SU307    |
| SU703  | SU106     | SU301   | SU604   | SU308    |
| SU705  | SU107     | SU329   | SU605   | SU309    |
| SU706  | SU108     | SU342   | SU608   | SU310    |
| SU710  | SU112     | SU346   | SU610   | SU321    |
| SU722  | SU142     | SU347   | SU618   | SU322    |
| SU735  | SU203     | SU362   | SU623   | SU323    |
|        |           | SU382   | SU625   | SU324    |
|        |           | SU384   | SU630   | SU326    |
|        |           | SU707   | SU638   | SU327    |
|        |           | SU708   | SU640   | SU328    |
|        |           | SU715   | SU642   | SU332    |
|        |           | SU717   | SU643   | SU389    |
|        |           | SU718   | SU661   | SU390    |
|        |           | SU730   | SU671   | SU392    |
|        |           |         |         | SU393    |

## GSUSA Digital Cookie Customer Support

- ☐ Web to case forms
- ☐ Chat Bot/Live Chat (NEW THIS YEAR!)
  - ☐ Chat Bot is 24/7
  - ☐ LIVE chat is when available
- ☐ Digital Cookie Customer Care Phone Number
  - ☐ 855.530.4467



Questions about topics we covered?

# 2026 Training Agenda



SUCPA roles & responsibilities

SUCPA Training

SU Bonus

Customer Support Plan



2026 Theme

Cookie Varieties

Program Dates

TCC Training

Materials Mailing



Proceeds

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Care to Share

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Rewards



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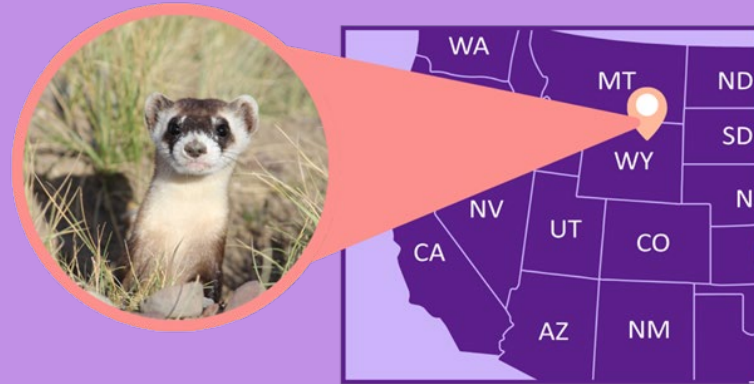
Upcoming Programs

Next Steps





Did you Know? The Shirley Basin in Wyoming is home to the largest population of reintroduced ferrets.



Meet the mascots, Shirley and Dolly!

2026 - 2028 Cookie Season Variety Lineup



Adventurefuls



Exploremores



Lemonades



Trefoils



Thin Mints



Peanut Butter  
Patties



Peanut Butter  
Sandwich



Caramel deLites



Caramel  
Chocolate Chip

All  
Cookies  
\$7 a  
Package!



# ABC offers healthful features for consumers at no additional cost!

Made with  
Vegan Ingredients

Peanut Butter Patties



Lemonades



GF Caramel Chocolate Chip



Thin Mints



- Kosher
- Halal
- No preservatives
- Zero grams trans fat per serving
- No partially hydrogenated oils
- No high fructose corn syrup
- Mass balance palm oil

# Program Dates

- Jan 12 | Digital Cookie launch day & Booth signups begin
- Jan 16 | Troop Initial Order due
- Jan 18 | Service Unit Initial Order due
- Jan 19 | Council Initial Order due to ABC
- Jan 28 to Feb 3 | Initial Order Delivery
- Feb 4 | Booths begin; Cupboards open
- Mar 15 | Program Ends



# Cookie Booth Signups 2026

| Round 1                                 | Round 2                                 | Round 3                                      | Round 4                                |
|-----------------------------------------|-----------------------------------------|----------------------------------------------|----------------------------------------|
| Opens Jan 12, 8pm<br>Closes Jan 13, 7pm | Opens Jan 13, 8pm<br>Closes Jan 14, 7pm | Opens Jan 15, 8pm<br>Closes Feb 2, 7pm       | Opens Feb 2, 8pm<br>Closes Mar 15, 7pm |
| 3 total booths                          | 6 additional booths<br>(9 total booths) | 18 additional<br>booths<br>(27 total booths) | Unlimited Booths                       |
| Local booths only                       | Local booths only                       | No limit on<br>area/location                 | No limit on<br>area/location           |

**Missed Rounds:** If you skip a round, any missed slots cannot be carried over into future rounds. Be sure to sign up during each round to maximize your booth slot potential!

**Dropping Booths:** If you drop a booth, it can only be replaced within the same round. Remind troops to release unused booths in Smart Cookies as soon as they know they cannot work the booth.

## SU Booth Lotteries

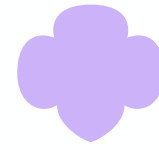
- Service Units may optionally hold booth lotteries prior to Jan 12<sup>th</sup>
- Please limit the number of signups at a lottery to 3 booths per troop
- SU Booth Coordinators will receive details about how to assign these in Smart Cookies from Tashianna in SU Booth Coordinator training



## Troop Thank You Items

- Booth Tablecloth for all troops who opt-in
  - Form available Dec 1<sup>st</sup> on Cookie Resources page
  - Form sent in first two newsletters
  - Tablecloth will arrive in late Jan just in time for booths
- Two mood grip bottles, per troop for TCC thank you
  - Sent with final rewards





# Membership Recruitment

Each Service Unit will receive eye-catching table tents to display at cookie booths. Inviting new families to join the fun and become Girl Scouts!

**Our goal:** Recruit **100+ new youth** across the council during cookie season through this booth campaign!

## **Brave. Fierce. Fun. Challenge Alert!**

The Service Units with the largest growth in members registered through their booth QR code will win a **FREE Badges to Business Program** for Fall 2026!

- One winner from each small, medium, and large SUs

Let's show our community what it means to be **Brave. Fierce. Fun.** and grow our sisterhood!





# Mandatory Troop Cookie Chair Training- Smart Cookie Access

## gsLearn Mandatory Training for all Troop Cookie Chairs (TCC) - Smart Cookie access

New Troop Cookie Chairs | 636 New Troop Cookie Chair 2026

Experienced Troop Cookie Chairs | 636 Experienced Troop Cookie Chair 2026

*Remind volunteers they have to take the survey to be considered complete*

- Asynchronous
  - Take at a time that works for them
  - Stop and start as needed
  - Mix of recordings and self-guided modules
- First upload to Smart Cookie Jan 5th
  - **Weeks of Jan 5th and 12th | daily uploads**
  - All weeks after | recurring uploads every Tuesday and Thursday for all those trained by 12pm the day prior.
- Troop Leadership Needing Smart Cookies Access:
  - 636 Troop Cookie Volunteer Support 2026 Learning Path
  - **Week of Jan 19<sup>th</sup> | beginning of uploads of troop leadership who are not TCC**
- SU volunteers will have access to these modules via the 636 Service Unit Cookie Program Advisor 2026 Learning Path



# Optional, LIVE, Troop Cookie Chair Training

- Jan 5 | Juliette Caregiver Troop Training
- Jan 7 | Placing your Initial Order
- Jan 14 | Booth sign ups and Booth essentials
- Jan 21 | Inventory Management Training
- Jan 28 | Open Q & A
- Feb 4 | Financial Process
- Feb 11 | Digital Cookie and SMART Cookie inventory management
- Feb 18 | Cookie cupboards and allocating cookies in Smart Cookie
- Feb 25 | Managing Inventory Repeated Session
- March 4 | Open Q & A
- March 11 | Submitting final rewards and reward delivery information
- March 18 | Wrapping up and submitting Parent past due accounts

Registration links can be found in the Troop and SU Guides, as well as the “Theme and Key Dates” module.



# Optional, LIVE, SU Cookie Volunteer Training

Jessica

- Every Tuesday night at 7pm
- Jan 6 to Mar 17
- This is your place to ask SU level questions

**BRAVE.**  
**FIERCE.**  
**FUN!**

## Troop Materials List

### 2026 Girl Scout Cookie Program



Hello brave, fierce, and fun Troop Cookie Chairs!

We're so excited to kick off the 2026 Girl Scout Cookie Program with you! This package includes the following materials to kick off the cookie season:



- Booth Contact Card - 1 per troop
- Receipt Books - 2 per troop, at minimum
- *The Power of a Cookie* Flyer - 1 per troop
- *Empowered by Girl Scout Cookies* Flyer - 1 per troop
- *Cookie Booth Essentials* Flyer - 1 per troop
- Order Cards - 1 per entrepreneur
- Rewards Inserts - 1 per entrepreneur

#### Next Steps:

1. Complete the Troop Cookie Chair Training which will be available in gsLearn on December 1, 2025.
2. Check out the Troop Cookie Guide and Girl Scout Cookie Program Resources webpage in the gsHelpCenter, for all your cookie program information.
3. Hold a Cookie Family Planning Meeting with the resources in the guide.
4. Plan financial literacy badges with your troop to help them learn the five essential skills and prepare for a successful Girl Scout Cookie Program.
5. Place your initial order by January 16, 2026. For questions or additional materials, please contact your Service Unit Cookie Program Advisor.

As always, we are here to support you. Contact the Cookie Hotline at 510-995-2900 or [info@gsnorcal.org](mailto:info@gsnorcal.org). Have a fantastic cookie season!

Your Entrepreneurship Program Team



## Troop Mailing

- Mailed to the TCC rostered as of Oct 15, 2025
  - If no TCC, mailed to troop leader
  - Includes items on Intro Sheet
- Lands in mailboxes in mid-November

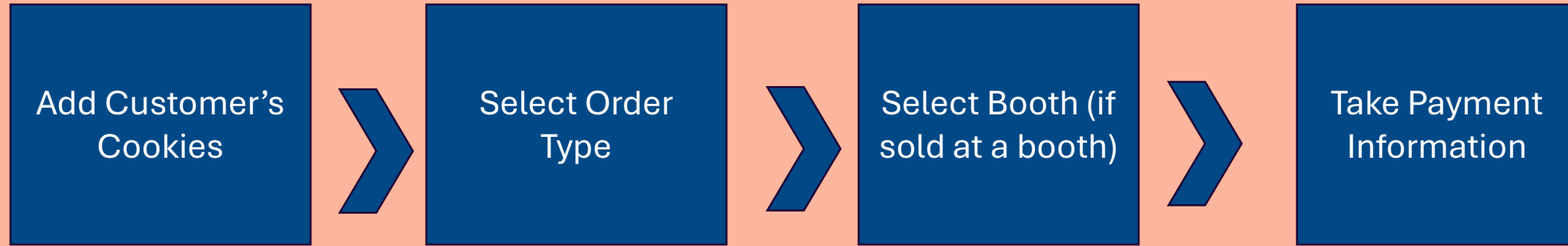
## SU Mailings

- Extra Troop and Girl Scout materials
  - Mailed to the SUCPA rostered as of Oct 15, 2025
  - If no SUCPA, mailed to SU Advisor
  - Includes items on Intro Sheet
  - Lands in mailboxes in mid-November
  - Need additional materials? Email [info@gsnorcal.org](mailto:info@gsnorcal.org)
- Troop Tasting cookies – Exploremores
  - Arrives first week of December
  - One package per troop registered by Oct 15, 2025

## Digital Cookie Updates

- Streamlines Checkout flow
- Push notifications
- Venmo and Paypal for all online orders
- Cash as new payment method in the app
- More details in training!

## Previous Checkout Flow- Four Steps Every Transaction



Optional: Collect Customer Info

## New Checkout Flow-Only Two Steps



Pre-Step

Optional: Collect Customer Info



# Push Notifications

## 3 possible new order notifications

- 1



New Cookie Order

10/7/25

Cyra has a new order to approve! Tap to review it now.

▼
- 2



Action Required

2:00 PM

Cyra has cookie orders pending approval! Tap to review them now.

▼
- 3



Orders Expiring!

10/13/25

Don't let Cyra lose a sale: tap to review cookie orders expiring soon.

▼

A new order has been placed.

Reminder each day if there are unapproved orders.

Order expiring the next day.



# Venmo & PayPal

## Now On ALL Mobile App Orders

Released for DC25

- Cookies In-Hand

Releasing for DC26

- Shipped
- In-Person Delivery

←

CANCEL

REVIEW ORDER ⓘ 

🛒

\$24.00

4 Exploremores™

\$24.00

SUBTOTAL

\$24.00

Shipping and handling

\$11.99

SHIP TO

Ambrose Atalaya

420 5th Ave New York, NY 10018-2729

000-000-0000

TOTAL

\$35.99

⚠️

Do not use public wi-fi to send your order

Do not hand your mobile device to the customer

CHOOSE A WAY TO PAY:

☐

🍀

Credit card

☒

🅅

Venmo

☐

🅈

PayPal

Phone

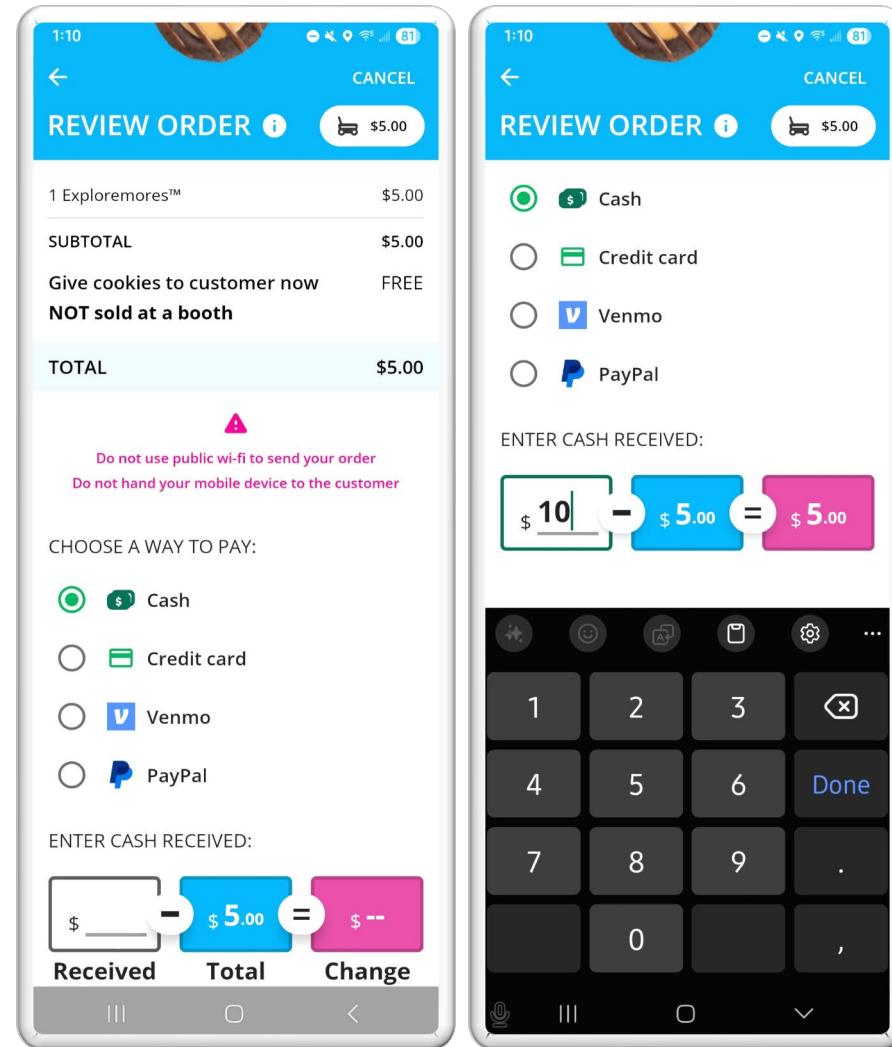
Delivery will occur within a few weeks

All sales are final.



# NEW: Cash Payment Method

Cash as payment method on mobile app “Give now” orders.



> Access detailed reports, including booth reservation attribution.

> Available to troops, volunteers, Girl Scouts, and caregivers.



Questions about topics we covered?

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# Troop and Entrepreneur Proceeds

| Proceed                        | Amount Earned          |
|--------------------------------|------------------------|
| Base Troop Proceeds            | \$1.00 per package     |
| Early Bird Special             | Additional \$.10 cents |
| Troop Opt-Out                  | Additional \$.15 cents |
| <b>Troop Proceed Potential</b> | <b>\$1.25</b>          |

The Entire troop must agree to opt out of individual rewards and agree to receive additional troop proceeds

## Opt-Out For All!

Troops may choose to opt out of the rewards program and earn an additional .15 cents per package.

Entrepreneurs in troops opting out are eligible for:

- Patches
- Adventure Club hoodie
- 1000+ Acrylic
- 2000+ CEO Luncheon

Make sure to Opt-Out of both the Main Recognition plan .

Opt-out by Feb 4, 2026

# Your Year of Fun

girl scouts  
of northern california

Meet  
Sapphire,  
our new  
Early Bird!



Early Bird Renewal is your opportunity to renew your troop's youth and adults this spring and keep them engaged through the next school year. This is also the perfect time to encourage adults in your troop to sign up as volunteers!

## What are the benefits of renewing early?

✓ **Troops earn an additional 10¢ per package of cookies** sold during the 2026 Cookie Season when you retain 70% or more of your troop's number of youth through **renewals or new memberships**! Juliette Girl Scouts are also eligible for this incentive.

✓ **Youth earn a collectible Early Bird patch, featuring Sapphire!** All renewed youth will automatically receive the patch. Adult members and graduating seniors can also get in on the fun—just be sure to request your patch [here](#)!

Sapphire is a supportive friend to her Girl Scout siblings! Whether they are hiking, singing campfire songs, doing badges or just hanging out she knows with them she can always be herself. Sapphire loves Girl Scouts and knows it is a place where she can shine!

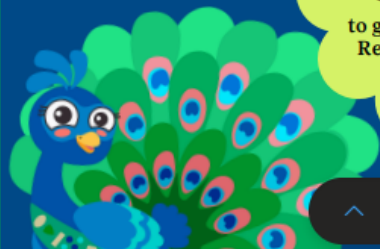
## Troop Renewal Instructions

As a troop leader, you can renew your Girl Scout Troop members online through **MyGS**. Detailed instructions can be found [here](#).

**Renew by  
June 30**

to get your Early Bird  
Renewal incentives

**Need help with MyGS?** Review these step-by-step instructions to [log into](#) and [navigate](#) MyGS. For questions, contact us at [info@gsnorcal.org](mailto:info@gsnorcal.org) or 800-447-4475, ext. 0.



# 2026 Early Bird Proceeds

- 10 cents/package for those who earned it renewing for MY26
- Financial credit on Finances tab labeled “early bird incentive”
- Posted week of March 23rd



## Juliettes



A Juliette is an individually registered Girl Scout. Juliettes participate in the cookie program like all GSNorCal Cookie Entrepreneurs with two key changes that keep the program flexible and fun!

**Caregiver as a Troop Cookie Chair** | Girl Scouts receive support in running their cookie business from their caregiver, who serves as both the at-home support and the Troop Cookie Chair

- Please note their training will look different as they may not have gsLearn access

**Cookie Proceeds** | Juliettes earn individual rewards and packages as GSNorCal Cookie Entrepreneurs. **New this year**, Juliettes earn proceeds in ranges. GSNorCal houses these proceeds in the Juliette Fund until the Girl Scout is ready to use them.

For more information on how Juliette's participate in the Girl Scout Cookie Program please review our article about [Juliette Participation in Product Programs](#).



## Juliette Proceeds



| \$1 Proceeds    |                  |                      |
|-----------------|------------------|----------------------|
| Package Count   |                  | Juliette Fund Amount |
| Low end of band | High end of band |                      |
| 1               | 24               | \$15                 |
| 25              | 49               | \$40                 |
| 50              | 74               | \$60                 |
| 75              | 99               | \$80                 |
| 100             | 124              | \$110                |
| 125             | 149              | \$140                |
| 150             | 174              | \$160                |
| 175             | 199              | \$185                |
| 200             | 224              | \$210                |

| \$1.15 Proceeds (Opt Out) |                  |                      |
|---------------------------|------------------|----------------------|
| Package Count             |                  | Juliette Fund Amount |
| Low end of band           | High end of band |                      |
| 1                         | 24               | \$20                 |
| 25                        | 49               | \$45                 |
| 50                        | 74               | \$70                 |
| 75                        | 99               | \$100                |
| 100                       | 124              | \$130                |
| 125                       | 149              | \$160                |
| 150                       | 174              | \$190                |
| 175                       | 199              | \$215                |
| 200                       | 224              | \$245                |



# Care to Share

- During the [Girl Scout Cookie Program](#), all *Care to Share* donations are distributed by the Council.
- At the end of the program the Council works with our warehouses and cupboard clerks to distribute Girl Scout cookies to food banks, military organizations, and hometown heroes.
- In some cases, cupboard clerks may ask Girl Scout troops to help distribute these donations to specified organizations.
- **Girl Scouts may not accept cash tips or donations that benefit individual girls or troops during the Cookie Program or Fall Product Program.** According to the [Blue Book of Basic Documents](#), page 20, “Girl members may not engage in any direct solicitation for money”.
- When a customer insists on leaving a tip or change at a booth sale or walkabout. Those funds must be set aside **exclusively** to purchase additional **Care to Share** products.
- If a customer insists on donating to a troop they can submit a pass-through grant on the GSNorCal website. More information can be found in our *Care to Share Program* article on the help center.

# Cupboard Return Pilot 2.0

The current Cupboard Return Policy is a **second-year pilot in 2026** and is intended to reduce financial burden on troops during cookie program. There may be changes to this process over time.

**Troops may return up to 50% of their previous weeks\* cookies checked out from the cupboard.**

Details about this policy can be found in the Cupboard section of the Volunteer Cookie Guide

*\*A week is referenced as Monday to Sunday*

Cupboards will be accepting exchanges throughout the season



# 2026 Cookie Reward Strategy

- Continued effort to spend the budget more equitably
  - Reallocated troop membership reward to more spending up through 600+
- Reward Guidance alignment
- New philanthropic reward opportunity
- New level at 35+
- Adventure Point updates
  - More programming opportunities
  - Mix and Match has no limits
  - Even more opportunities to earn camp
  - Every Girl Scout who sells above 3000+ will earn one additional Adventure Points for every 250 packages above 3000.
    - Example: 3,525 pkgs would earn a Girl Scout 18 Adventure points



## Reward Guidance

As a nonprofit, Girl Scout must follow *Private Benefit* rules, ensuring all resources benefit the public. This keeps our organization strong and allows us to continue creating opportunities for girls.

GSUSA provides guidance to councils on reward structure design. To maintain our compliance, GSUSA recommends the following practices:

- Reduce item rewards.
- Build programmatic experiential rewards where Girl Scouts celebrate their achievements together!
- Stay clear of individual programmatic discounts and credits.

We have worked to build more programmatic experiential rewards into our structure – it's what our Girl Scouts love the most!

But because individual programmatic discounts and credits are also a part of our structure, we will be making the following adjustments over time to move into GSUSA guidance.

# Reward Guidance Plan

## **Council Credit Plan**

- 2026:** Option to send Council Credit directly to troop accounts.
- 2027:** Beginning at **5 Adventure Points**, Council Credit will only go to troop accounts.

## **Camp Reward Plan**

- 2026:** Add free camp sessions at 13 & 16 Adventure Points.  
Gather feedback from girls.
- 2027:** Introduce new camp reward options that meet guidance and girl needs.
- 2028:** Refine options based on feedback and GSUSA rules.

## **Our Commitment**

These updates protect our nonprofit mission, ensure fairness, and strengthen our program for future generations of Girl Scouts.

# Council Credit

Council credit is a form of non-cash currency earned by individual Girl Scouts based on their cookie sales. These credits can be used for various activities or items within the council, such as camp fees, event registrations, membership dues, travel costs, or in the council store for uniforms and supplies. Council credits are an alternative to physical rewards and offer flexibility for Girl Scouts to choose how they want to benefit from their cookie-selling efforts. Girl Scouts who earn council credit will receive it via email to their caregiver email on file



*This is a reward option up to the 2000+ level*

**New in 2026!** Instead of a virtual card, a Girl Scout may choose to have her council credit deposited into her troop's account. Once in the troop account, the credit becomes troop funds. A Girl Scout choosing this option should work with their troop ahead of time and decide how these funds will be spent.

***Once credits are sent to a troop account, they cannot be transferred back to a virtual card.***

# Sisterhood Supporter-Philanthropy

Support your fellow sister Girl Scouts by donating to the GSNorCal opportunity fund! Help ensure another Girl Scout can have all the benefits of Girl Scouts and earn a patch!

*This is a reward option up to the 2000+ level*



# New package level – 35+



# Adventure Points Hoodie

Every Girl Scout who sells 450+ will earn the  
Adventure Points Hoodie



# Adventure Points – Programmatic Opps



GS Day at the Zoo



National Park  
Program & Pass



Lights, Camera,  
Cookies!



LEGO Program &  
Set



Four pack to Santa Cruz  
Girl Scout Overnight

Pin, Stitch, Sew  
Program



Bakerpreneur  
Program



# Summer Camp Experiences and Discounts

| AP Level | Camp Discount                                    |
|----------|--------------------------------------------------|
| 3 AP     | 10%                                              |
| 5 AP     | 20%                                              |
| 7 AP     | 35%                                              |
| 10 AP    | 50%                                              |
| 13 AP    | Free 5-night session at Camp Bothin              |
| 16 AP    | Free session at any GSNorCal Camp, max 12 nights |



# Independence Building Trip | San Diego

**When** | July 15-22, 2026

**What** | Join your fellow incoming 6th-12 grade Girl Scouts on a Brave. Fierce. Fun Independence building trip to San Diego! Girl Scouts will share a room with up to 3 other attendees encouraging friendship and bonding. Look forward to gorgeous views of southern California, the world known San Diego Zoo and Safari park, beaches, tours, and more! Come to San Diego as Girl Scout sisters and leave as friends beginning a reward travel group to look forward to each summer!



Picture from the 2025  
Independence Building Trip  
to Savannah, GA.

# Disneyland Reward Trip

- **2026 Group Theme:** Girl Scouts Assemble!
- **Travel Dates:** July 6-9, 2026
- **Park Dates:** July 7 (Disneyland) & July 8 (California Adventure)
- **Chaperone Requirement:** Every Girl Scout must bring an adult chaperone (18+)
- **AP Levels:** 5AP through 16 AP
- **New this year:** The trip is open to all GSNorCal members to register!
  - Registration opens Jan 15, 2026, on Active Net
  - All earners will be asked to register to ensure we have all mandatory information - details about this in the family guide and on the active net link





Questions about topics we covered?

# 2026 Training Agenda



SUCPA roles & responsibilities

SUCPA Training

SU Bonus

Customer Support Plan

2026 Theme

Cookie Varieties

Program Dates

TCC Training

Materials Mailing

Proceeds

Juliette Proceeds

Care to Share

Cupboard Returns

Rewards

IO Delivery

Cookie Comms

Resources

Upcoming Programs

Next Steps



## Initial Order Delivery

- SU deliveries and Mega deliveries
- Merging more SUs into mega deliveries
- Namrata will be/has been in touch as we secure space
- Current mega sites:
  - Gilroy
  - Fairfield
  - San Francisco
  - San Jose
  - Alameda/Oakland (pending)
  - Palo Alto (pending)
- Want to have your SU added to one of our mega deliveries? Contact Namrata at [nsoni@gsnorcal.org](mailto:nsoni@gsnorcal.org)



# Council Communications

- Cookie Newsletters every Monday (Jan 5 – Mar 15)
- SU | 10am, link to SU and Troop newsletters
- Troops | 4pm, link to Troop newsletter

Rostered Troop Cookie Chairs will not have to opt-in to receive these emails, just ensure you are checking the email you listed within Smart Cookies.

\*Please note, we cannot send live links via the Smart Cookies system so you will need to copy and paste links into your web browser or visit the gsHelpCenter article Cookie Program Newsletters to access the Weekly newsletters.



- Variety lineup stays same 2026 – 2028
- Lanyards in 2027 and 2028 will be supplied only for new troops
- Remind your troops to hold on to their lanyards year to year!

## Quick Cookie Math

| # of packages | Price |
|---------------|-------|
| 1             | \$7   |
| 2             | \$14  |
| 3             | \$21  |
| 4             | \$28  |
| 5             | \$35  |
| 6             | \$42  |
| 7             | \$49  |
| 8             | \$56  |
| 9             | \$63  |
| 10            | \$70  |
| 11            | \$77  |
| 12            | \$84  |



**Remind customers about the Care to Share Donation Program.**

Customers can purchase a package to donate a treat to local food banks and the military!







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# Resources

## Help Center walkthrough

# Market DisruptHERS

Step into the next generation of entrepreneurship! 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 dive deeper into advanced business concepts such as market disruption, customer experience, and digital logistics.

# Pitch Program

This spring, Girl Scouts will have the opportunity to participate in our pitch program, an exciting program designed for Cadette, Senior, and Ambassador Girl Scouts. The program will spark confidence, sharpen communication skills, and provide real-world business experience.

# Golden Gate Bridging



- **Check out our website for details!**
- **Questions** | email [info@gsnorcal.org](mailto:info@gsnorcal.org)



## SU Cookie Training Reminders

- **SU Booth Coordinators** | November 18<sup>th</sup> mandatory  
LIVE training on ZOOM (recorded)
- **SU Initial Order Delivery Chairs** | Jan 19<sup>th</sup> mandatory  
LIVE training on ZOOM (recorded)

## Council Cupboard Clerks

- **Cupboard Clerk Mandatory Training** | January 8<sup>th</sup> mandatory LIVE training on ZOOM (recorded)

## NEXT STEPS

- Ensure your volunteer role training is complete in gsLearn
- Gain access to Smart Cookies in late Nov
- Watch for your SU extra materials mailing
- Introduce yourself to your troops and remind them cookie season is coming!

## **GSNorCal Helpcenter**

- 2026 Girl Scout Cookie Program Resources
- Cookie Program Newsletters
- Juliette Participation in Product Programs
- Care to Share Program
- Cookie Program FAQ
- Leftover Troop Cookies
- And more!

## **Training Guides**

Family Guide  
Troop Guide  
Service Unit Guide

## **Cookie Hotline and email**

[info@gsnorcal.org](mailto:info@gsnorcal.org)

Cookie Hotline: 510.995.2900  
Jan 5 – 27 | 9am to 7pm M to F  
Jan 28 – Mar 16 | 9am to 7pm M to Th  
9am to 9pm F to Su

## **ABC Bakers**

Issues with Smart Cookies Platform call or email 855.444.6682  
[ABCSmartCookieTechSupport@makerspride.com](mailto:ABCSmartCookieTechSupport@makerspride.com)

Questions about Cookies email  
[ABCSmartCookieBakers@makerspride.com](mailto:ABCSmartCookieBakers@makerspride.com)  
636 Smart Cookies Volunteer Training 2026 in gsLearn

## **Google Drive**

Troop Cookie Chair  
Service Unit Cookie Program Volunteers  
Girl Scout Cookie Social Media Toolkit  
**See things like:**  
SU rosters (for SU level only)  
Training decks  
Family mtg templates  
Contact List for Cupboards, Booth Coordinators, and SUCPA

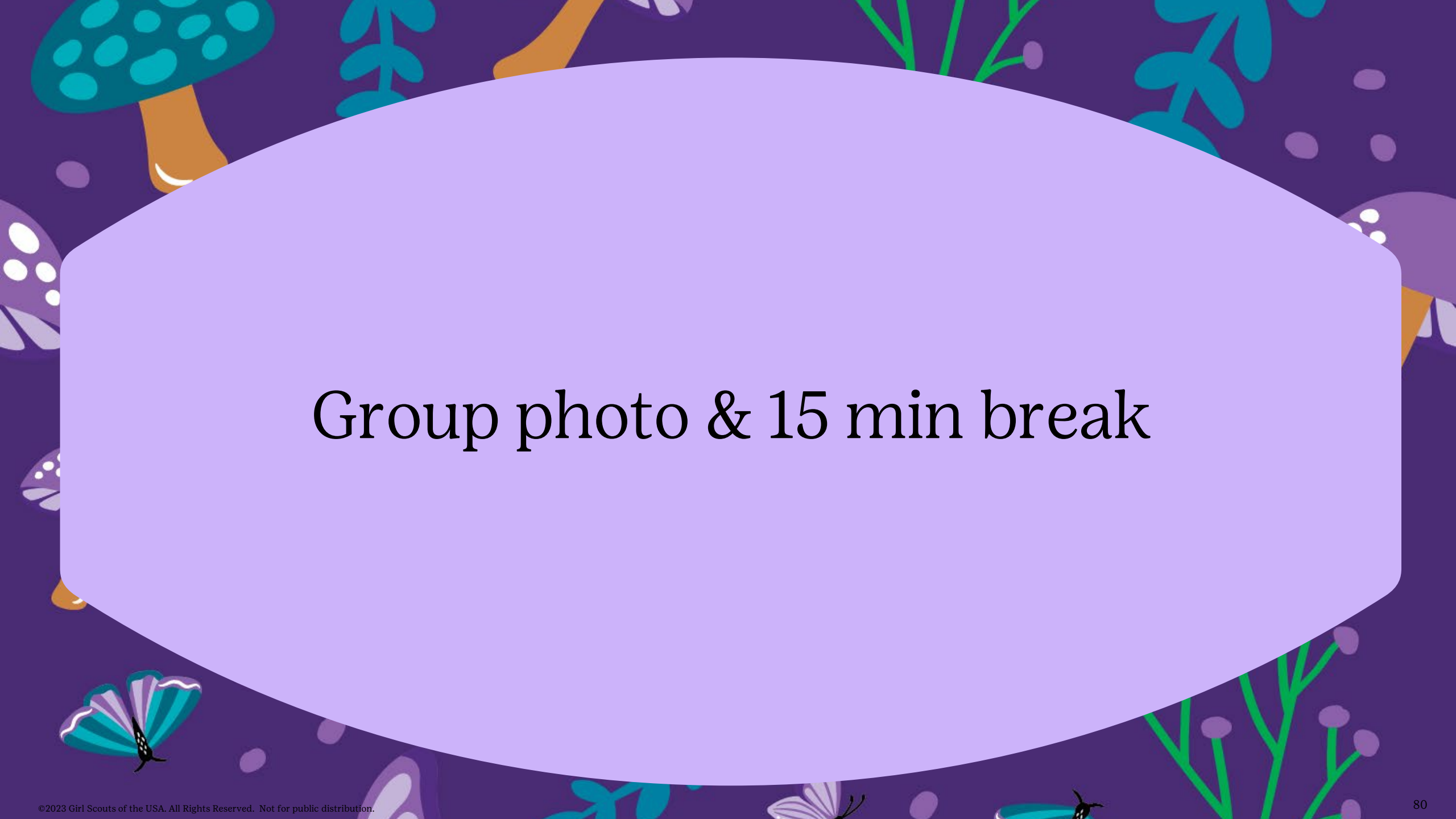
## **Digital Cookie**

Training Material Index for Volunteers  
Training Material Index for Caregivers  
636 Digital Cookie Volunteer Training 2026 in gsLearn  
Chatbot 24/7  
Digital Cookie Phone Number 855.530.4467

# Q & A



Thank you!



Group photo & 15 min break

# ABC Bakers