



Troop 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

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!

Booth Reminders

- Final Round of Booth Signups start 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.
- **Booth sales begin February 4!**

Girl Scout Reminders

- Prompt your Girl Scouts to send Digital Cookie marketing emails to their customer list early and often.
- Use the [marketing timeline](#) as your playbook for email themes, key moments, and timely outreach.

- Consistent emails = repeat customers. Staying visible keeps their cookie business top-of-mind all season long.

NEW in Digital Cookie!

This year, your Girl Scouts can choose the rewards they want in Digital Cookie. Once Girl Scouts choose their rewards, you can generate a *Reward Selection* report so that you can input their selections into Smart Cookies! This is optional for troops to use for reward selections. [Digital Cookie My Rewards Tip Sheet](#)

Pro Tip: Ask youth and their caregivers to make selections by **March 16** so that you have time to enter it all into **Smart Cookies by March 18**.

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!

Badges to Business Entrepreneurship Program

Our annual event where Girl Scouts learn to think like entrepreneurs! This year's event will be held at Dave & Buster's. Attend a hands-on workshop that encourages you to think outside the box as you earn your Entrepreneurship Badge. This event includes lunch, the badge you'll earn through the program, a \$20 Power Card and unlimited video game play at Dave & Busters!

Camp Opportunities – Plan ahead for discounts!

Girl Scouts interested in taking advantage of reward camp discounts should register and pay their deposit in advance. Registration is ongoing through the spring, though we recommend registering early to save your preferred spot. Check out the this year's [Camp Guide](#) to plan ahead.

- January 21: Camp registration opens for returning campers at 12pm PT
- January 28: Camp registration opens for new campers at 12pm PT

Reward Details

Camp discounts will be applied at the end of the cookie program. These discounts are only good for 2026 camp programs. If the deposit is a barrier, families can select "apply for Financial Aid" for an adjusted fee.

Missing Banking Info?

No worries! Updated banking information will be loaded every **Friday**.

Early Bird Renewal Incentive

Troops that earned the **Early Bird Renewal incentive** will receive their proceeds credit the week of **March 23**, prior to the final ACH withdrawal. Check the [Early Bird Qualifiers - gsHelpCenter](#) article if your troop qualified. If you have any questions, reach out to your volunteer support manager

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 the [ACH Debit Form](#)
- **March 15** | Girl Scout Cookie Program ends
- **March 18** | Final rewards due in Smart Cookies by 11:59pm PT

Training Highlights

Join us LIVE for Troop Cookie Chair Webinars:

[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 by logging into gsLearn and [clicking here to access!](#)

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

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

- **New Payment Options!** Remind troops that they can now accept PayPal, Venmo, and cash via the Digital Cookie App at booths, making it even easier to sell cookies!
- **Plan for Initial Order Pickup:** Recruit any extra help needed to pick up your troop's initial order.
- **Know someone who wants to volunteer at a mega delivery site?** [Learn more and sign up here!](#)
- **Set Order Deadlines & Pickup Plans:** Schedule a pickup date/time for caregivers to collect their first orders. This should be shared after your initial order pickup. You may want to wait until cupboards open, depending on your booth signups!

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 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!)

Juliette News

Hello Juliette Girl Scouts Caregivers!

The recording of the live webinar given 1.5.26 can be viewed [here](#)! You can also find training and information on supporting your Girl Scout Juliette on the [Juliette Participation in Product Programs gsHelpCenter article](#).

Need assistance? Contact us at info@gsnorcal.org or 510-995-2900.