



Troop 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

Initial Order Deliveries

January 28 - February 3 – Look to your troop volunteers for support to help with picking up your troop's initial order!

A huge THANK YOU to everyone for making this possible for our young entrepreneurs to reach their goals!

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

Over/Short at Delivery

If you arrive 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.

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

Need Help?

Contact your Service Unit Cookie Program Advisor or the Entrepreneurship Program Team for assistance!

Booth Reminders

- 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.
- Need to contact your Service Unit Booth Coordinator, check out the Contact List is in the [Google Drive](#).
- [Booth Table Tents](#) should be arriving soon, make sure to pack them up with your booth kits.

Booth Sales Begin February 4 and Cupboards are open!

Digital Payments at Booths!

Remind troops that they can now accept PayPal, Venmo, and log cash payments at their booths using the Digital Cookie App! This makes it even easier for customers to support Girl Scouts and buy their favorite cookies! [Review the Digital Cookie Mobile App Tip Sheet for volunteers and caregivers.](#)

NEW in Digital Cookie!

This year, your Girl Scouts can choose the rewards they want in Digital Cookie. Once Girl Scouts choose their rewards, they can generate a *Reward Selection* report so that they 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**. Need to update your banking information, fill out the [ACH Debit Form](#).

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 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 the [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 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)

Training Highlights

Join us LIVE for Troop Cookie Chair Webinars:

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

Next Steps

- **Assign Booth Shifts** – Start assigning Girl Scouts and registered adults to the booths your troop has signed up for.
- **Get Your Helpers Ready** – Ensure any helpers assisting with troop delivery have their cars cleaned out and ready for pickup day!
- **Remind Parents & Caregivers** – Confirm the date & time for them to pick up their first order from you.
- **Track Transactions** – Write a receipt for all cookie & money transactions.
- Make sure to also **transfer cookies** to Girl Scouts in Smart Cookies, when your Initial Order arrives!
- Log into Smart Cookies, Navigate to Orders > Transfer Orders and from the drop down select the type of transfer you would like to make. Use the [Quick Bite](#) to help!
- Regularly tracking transactions keeps your inventory accurate and prevents discrepancies.

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.
- **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 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!)

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.