



Troop 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

Over/Short at Delivery

If you had an over/short from delivery and could not make it back to the delivery station, please take the following steps:

Mega Delivery

Email 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.

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.

Booth Reminders

- 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.
- 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.

Certificate of Insurance (COI) Requests

If you receive a request for a Certificate of Insurance (COI) during a booth sale:

- Use the [business cards](#) provided to share information with the requesting party.
- Direct them to your Booth Coordinator for further assistance, contact List is in the [Google Drive](#).
- Share Booth coordinator list and the "who to call" info

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

Opt-Out Deadline on February 4 for Additional Troop Rewards

Troops may choose to opt out of individual rewards and instead receive an additional \$0.15 per package, increasing their total proceeds to \$1.15 per package!

Important Details:

- The entire troop must agree to opt out of individual rewards.
- Troops choosing this option will receive additional troop proceeds instead of individual recognition rewards.
- If you need help making this adjustment after February 4, contact info@gsnorcal.org and we can assist you.

How to Opt-Out in Smart Cookies:

1. Go to My **Troop Tab > Troop Information**
2. Edit your Proceed Plan & Main Recognition Plan Options. Make sure to *Opt-Out of BOTH the Main Proceed Plan & Troop Recognition Plan*.
3. Under **Main Recognition Plan**, select "**Opt-Out for All**" and under the **Troop Recognition Plan** make sure to also select "**Opt Out of Individual**

Rewards.” If your troop qualifies, this will be automatically applied if you make this selection!

Deadline: Make sure your troop is opted-out of individual rewards by **February 4!**

Cupboards Officially Open February 4!

As part of our commitment to inventory best practices, the Entrepreneurship Program Team is working to ensure that troops have access to all varieties when they need them. Please check the [Google Drive](#) to access the [Cookie Exchange Google Sheet](#) if you're looking to swap, unload, or pick up a specific variety that your cupboard may not have.

Important Reminder: [The 2 by 12 Cupboard Rule](#)

When placing a [Planned Cupboard Order in Smart Cookie](#):

To ensure the council has inventory in the appropriate cupboards to meet troop needs, you will need to place planned cupboard orders **2 days prior to your pickup day, by noon**. Use the chart below to understand the deadline for placing your order.

Day of the week you want to pick-up	Day of the week to order
Monday	Saturday @ 12pm
Tuesday	Sunday @ 12pm
Wednesday	Monday @ 12pm
Thursday	Tuesday @ 12pm
Friday	Wednesday @ 12pm
Saturday	Thursday @ 12pm
Sunday	Friday @ 12pm

If you need cookies after this time frame, please reach out to the cupboard directly to see if they can fill the order. If they can, they will place the order into Smart Cookies for you. After cupboards transfer cookies in Smart Cookies under Cupboard to Troop transaction, only then can troops see those cookies in Smart Cookies.

Call or email your cupboard during business hours to see if they can meet your needs. Their information can be found in Smart Cookies. Please note **some cupboards are by appointment only** and will not be listed in Smart Cookies. To find these you will find a Cupboard Contact list in the [Google Drive](#).

Plan ahead to ensure a smooth pickup experience! Check out this [video](#) for a few reminders to consider visiting your local cupboard.

Arrive on time for your cupboard pick up – If you are going to be delayed, contact the cupboard ahead time to ensure that they can still accommodate your arrival, because other troops may be scheduled to pick up their cookies.

1. Provide your troop number.
2. You may need to help pull cookies, so dress appropriately (ie. wear closed toe shoes).
3. Both parties should count the cookies and sign a receipt. Volunteers should be given a copy of the receipt and should hold on to it till the end of the sale, to ensure all money and cookies are balanced.
4. The Cupboard Clerk will go into Smart Cookie by the end of the day and allocate the cookies picked up by the troop.
5. Please note that this is a new process in Smart Cookie to track inventory movement from cupboards to troops.

Troops will not receive credit for the cookies until the Cupboard Clerk goes into Smart Cookie and allocates the cookies to the troop.

Cupboard Courtesy Reminder!

- Remind troops that cupboards are run by dedicated local volunteers who work hard to ensure everyone gets the cookies they need!
- Be patient and bring a positive attitude as cupboards open and ramp up operations leading into February 4.

The first two weeks are the busiest! More than 85% of cupboard orders are checked out during this time – that’s a LOT of Girl Scout Cookies! Kindness & patience go a long way in making the process smooth for everyone!

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.

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](#).

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 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:

[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 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

- Review the [Cookie Booth Essentials document](#) in preparation for attending booths!
- Get ready to use the Smart Booth Divider. When at a booth with multiple Girl Scouts using troop inventory use the Smart Booth divider after the booth to distribute cookies to the Girl Scouts in attendance
 - Log into Smart Cookies Navigate to *Booths > My Reservations* to locate the booth you need to divide.
 - Click on the three dots to the far left, and select the Smart Booth Divider!
 - Enter all the cookie varieties including Care t Share sold at the booth and click “Save and Distribute”-This will pull up a list of your Girl Scouts.
 - Select the Girl Scout you wish to distribute cookies to. The Smart Booth divider will allocate the cookie evenly to all Girl Scouts, any left-over or uneven amount will need to be allocated until there are no cookies left to allocate. Use this [Quick Bite](#) to help!
- Find Your Nearest Cupboard

Log into Smart Cookies and navigate to Orders > [Planned Order](#) to check where your nearest cupboards are. Please note some cupboards are by appointment only and will not be listed in Smart Cookies. To find these you will checkout the cupboard contact list in the [Google Drive](#).

- Respect our volunteers! Remember that Cupboard clerks are volunteers, just like you! Please be respectful of their time and energy as they help ensure every troop gets the cookies they need!

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 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!)

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.