



2027 Cookie Program Family Cookie Guide

Scan here for
Cookie Seller
Resources.



Are you ready for a great cookie season? Let's do this!
Every Girl Scout selling cookies will learn useful life skills,
gain confidence, and discover her leadership skills.

Benefits for Girl Scouts

The Cookie Program is vital to the Girl Scout mission of building girls of courage, confidence, and character. After the costs for baking the cookies and program logistics (like transporting them), 100% of the proceeds earned for each package is reinvested in Girl Scouts of Eastern Iowa and Western Illinois!

Cookie proceeds help support many aspects of Girl Scouting, including:

- Entrepreneurship programs like the Cookie Program and Fall Product Program
- Ability to offer financial assistance to Girl Scout families
- Summer camp and equestrian programs
- Year-round maintenance of Girl Scout camp properties
- Increased volunteer training opportunities
- Support for events and programs for Girl Scouts

It is proven that girls will achieve a higher level of success when they set a goal and can tell their customers what they are hoping to use their proceeds for. Goal setting is an important life skill!



When Girl Scouts sell cookies, they learn skills such as people skills, money management, goal setting, business ethics, and decision making.

2027 Girl Scout Cookies

*All core cookies are \$6/package



Thin Mints



Tagalongs



Samoas



Do-si-dos



Girl Scout Sparkables



Lemon-ups



Adventurefuls



Trefoils



Toffee Tastics

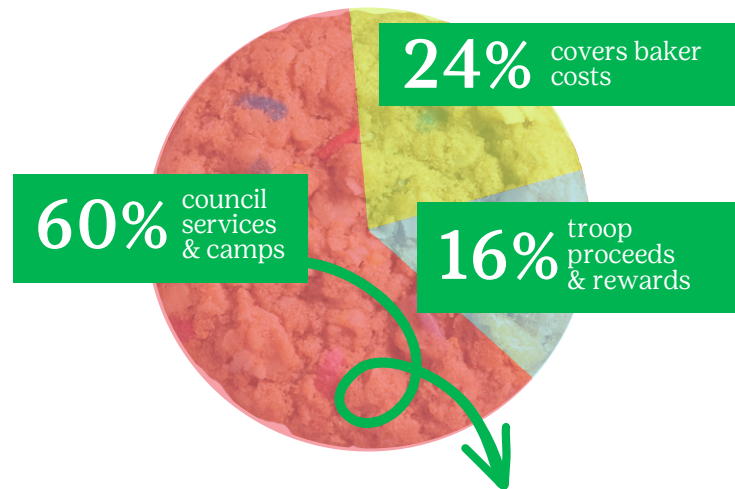
Gluten free



Exploremores

Where do the proceeds go?

All proceeds stay in our local council!



This amount is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services.

Meet the 2027 Girl Scout
Cookie Mascot:

**"Sally" the
Long-Eared Rabbit**



NEW!

Patch Pals



Soft baked dog cookies with a blueberry muffin flavor. *Made with real blueberries.
*\$9/package

**NEW SHIP
ONLY Items!**

*While supplies last

Crunchy oatmeal cookies with chocolate chips and colorful sprinkles.
*Allergy-friendly and gluten-free.
*\$7/package

Tips for Success

Attend your troop's cookie meeting.

Find out all of the info you need to support your Girl Scout through a successful Cookie Season! Be attentive to your troop product manager's emails and requests for orders, so they can plan the order for your troop in time.

Help her prepare for the sale.

Work together to earn the Family Cookie Entrepreneur Pins while focusing on business skills such as making eye contact, counting change, and practicing her sales pitch.

Set up her Digital Cookie account.

Digital Cookie is an online program for girls to build their business, track goals, and sell cookies online.

Treat Digital Cookie as an online order card.

All girl delivery cookies must be ordered by the Troop Product Manager if you need additional inventory.

Volunteer with her troop.

Cookies are a great opportunity! Your troop product manager could use extra help. One-time tasks like picking up the initial order and supervising Cookie Booths are great ways to help.

Join her marketing team.

- Help spread the word to coworkers, family, and friends that your Girl Scout is selling cookies. Remember, the program should be girl-led so include her in making flyers, creating social media posts, and writing thank-you notes.
- Social media is a great way to let friends and family know it's cookie time! You can post your Girl Scout's Digital Cookie link, share fun photos or videos, and give updates on her goals. A quick post can go a long way in boosting sales!
- Find marketing resources like social graphics, animated GIF's, or door hangers to display your Girl Scout's Digital Cookie QR code at www.GirlScoutsToday.org/CookieSellers.

Keep track of receipts.

Make sure you receive and retain receipts (online or paper) for anything to do with Girl Scout Cookies. This includes times you receive, exchange, or return cookies from the troop product manager and turning in money to the troop.

Mid Program Cookie Check in.

Check in with your troop product manager the weekend of March 5-7 for the Mid Program Cookie Check in. This check in will help your Girl Scout and troop with inventory and a plan to sell remaining cookies if needed.

Buy 5 and WIN!

Customers who purchase five packages of Girl Scout Cookies can enter for a chance to win a Year's Supply of Girl Scout Cookies!* Six winners will be selected and notified by April 30, 2027. Official rules can be found at www.GirlScoutsToday.org.

**A Year's Supply of Girl Scout Cookies consists of 52 assorted packages.*

Sweet Reels Showdown

Show off your cookie creativity and enter the Sweet Reels Showdown! Troops and Girl Scouts are invited to create a video promoting their cookie business for a chance to win one of five FREE cases of Girl Scout Cookies. Videos will be judged and awarded based on criteria like creativity, teamwork, and thinking outside the (cookie) box. Look for more information on www.GirlScoutsToday.org and social media.

New! Caregiver Overview & Cookie Training

To find this training and more, please visit GirlScoutsToday.org.

Instant Rewards

Girls can receive some of their rewards instantly! When she reaches 250, your Girl Scout can stop by a local office to pick out an instant mystery reward, have her picture taken, and be featured on social media with caregiver permission. And, she can keep coming back to the office for every 250 packages of cookies she sells!

The last week to pick up an instant reward is the week of March 29, 2027. Please check local office hours.

Additional Instant Reward Incentive: Exclusive Cookie Necker Pin for camp!

Girls who register for camp and sell 250+ packages of cookies can pick up a free cookie pin at any Girl Scout office when they receive their 250 Club reward.

This special pin is a sweet way to celebrate their achievement! Girls are encouraged to wear it on their camp necker as a keepsake recognizing their hard work and Cookie Program success!



**Year Long
Permission
Form**

Family Responsibilities

Being a Girl Scout caregiver during the Cookie Program comes with its own set of responsibilities. Before your Girl Scout can participate in the Cookie Program, you must sign the year long permission form that gives permission for your Girl Scout to participate in both the Fall Product Program and Cookie Program. If you have not signed this form it can be found at www.GirlScoutsToday.org. Please give a copy to your troop leader.

- Turn in initial orders to your Troop Product Leader by January 17.
- Turn in money weekly or before picking up more cookies from the troop.
- Communicate openly and respond promptly to the troop product manager regarding dates, money collection, and inventory.
- Commit to checking in with the troop product manager during the Mid Program Cookie Check In March 5-7.
- Maintain financial responsibility for all cookies and money in your possession. Cookies may not be returned to the troop or council.
- Ensure that your Girl Scout adheres to the Cookie Program digital sales and social media policy.
- Store Girl Scout Cookies separate from pets, off the ground, and in a non-smoking area to uphold the product integrity.
- Always sign and ask for a receipt for any money or cookie transactions with the troop product manager and keep copies.
- Each girl earns her own rewards and combining orders with another girl is not allowed. Proceeds from the Cookie Program belong to the troop and not individual Girl Scouts.
- Caregivers must communicate with Troop Leaders their Girl Scouts' rewards choices. Choices are due to the Troop Leader by March 21.

Digital Cookie

With Digital Cookie, turn your goals into action, confidence into leadership, and your unique strengths into real-world success!

STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email on Jan. 6th. If you can't find it, contact Info@GirlScoutsToday.org or visit **DigitalCookie.GirlScouts.org** and click the "Need help to log in" link.

STEP 2

Set Up Your Site

Take a few minutes to set your sales goal, write your cookie story, upload a fun picture or video, then publish and be ready to go!

Prepare now by talking with your family about your goals and create a fun video telling customers why they want to support your business.

STEP 3

Add Customers

Expand your reach and increase sales! Add customers to your list, then use Digital Cookie to email them to your storefront or share your personalized link and QR code for easy ordering.

In Season

Use the app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.

Track Orders and Inventory

- View/approve your orders.
- See what your customers are buying.
- Make sure you have enough cookies to fill your orders.
- Prepare to deliver to customers.

Send Cheers

Cheer on your troop mates by sending encouraging messages and gifts to boost their confidence. It all helps your troop reach their goals by working together!

Sister Sales Program:

Sisters who each sell at least one package of cookies are eligible to earn the Sister Cookie Patch! To receive the patch, complete the Sister Cookie Patch Request Form available at www.GirlScoutsToday.org. Girls do not need to be members of the same troop to qualify. Completed forms must be submitted by March 27th by troop volunteers or caregivers. Patch orders submitted after the deadline are not guaranteed to be filled.



Cookie Family Pins

Bring the whole family together for tons of fun and learning with the Girl Scout Cookie Program pin collection!

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate. Learn more at www.GirlScouts.org/EntrepreneurFamily.



Work Together to Set Goals

Discuss which types of rewards your Girl Scout would like to earn. Rewards are listed on the order card and on the rewards flyer. Help her to set order goals and personal goals such as improving speaking skills or learning money management.

Not sure where to start? Most Girl Scouts in Eastern Iowa and Western Illinois aim to sell at least 250 packages of cookies!

Communicate with your Troop Leader what rewards and choice your Girl Scout wants at each level if a choice or size is needed.



Scan here for Digital Cookie training, resources, and other important information to make this year's program a success!

Download the Digital Cookie app to simplify the sale!

The app enables girls in the Girl Scout Cookie Program to bring their cookie business online as they take customer orders and grow their digital marketing skills. Girls can use the app to take contactless online payments for online and in-person orders. The mobile app is free to use, too! You'll need a secure internet connection when using the app and data transfer charges might apply.



Learn how to set up Digital Cookie!



If you are requiring additional support beyond your troop leader, please email info@girlscoutstoday.org or call 800-798-0833

Ways to Sell Cookies:

Digital Cookie:

Participating in Digital Cookie has never been so fun and exciting! Girls can set up their online storefront, and start sending emails to family and friends in a matter of minutes.

Cookie Booths:

Help your troop operate stations in public spaces like churches, grocery stores, and retailers. Troops can even get creative and host drive-thrus at public parking lots! Troops can start holding booth sales on February 5th, 2027.

Order Taking:

Take customer orders on your order card and return later to deliver the cookies and collect money. Money can be collected through an online payment method such as Digital Cookie, Venmo, PayPal, etc. as long as the funds are returned to her troop.

Please collect money due at time of delivery.

Door-to-Door Sales:

Load up the sled or wagon or turn the family van into a cookie mobile to canvas the neighborhood! Remember to wear Girl Scout uniforms or swag and visit neighbors again before the sale ends so they can stock up.

Workplace Sales:

With employer permission, leave an order card (not cookies) at a family member's workplace. Ask your Girl Scout to write a short paragraph about herself and her goals in the program to leave with the order card!

Cookie Share:

Cookie Share gives Girl Scouts the opportunity to ask customers and businesses to donate as little as \$6 to provide cookies to local families and individuals facing food insecurity. This year, donated cookies will be shared through River Bend Food Bank, HACAP Food Reservoir, and Northeast Iowa Food Bank, reaching families and communities across our region. Help us reach our goal of donating 20,000 packages of cookies and bring a little joy to communities throughout eastern Iowa and western Illinois!

Cookie Stands:

A cookie stand is a type of cookie booth operated by one Girl Scout and her caregiver. A Girl Scout sibling(s) may also participate. If additional Girl Scouts who are not siblings or do not share the same legal guardian attend, the event becomes a troop booth, and all standard troop booth guidelines apply.

Girl Scouts and caregivers may begin holding cookie stands on February 5th, at locations where they have received permission from the business and are following all Council policies and procedures. Beginning February 19th, cookie stands may also be held at Council-sponsored booth locations scheduled by the troop product manager.

Cookie Stand FAQs

Where do Girl Scouts get cookies for a Cookie Stand?

Use your own cookie inventory or work with your Troop Product Manager to obtain additional cookies as needed.

Can unsold cookies be returned?

Troops are not required to accept returns. Plan inventory carefully and check with your Troop Product Manager before requesting additional cookies.

Do caregivers need to complete any paperwork?

Yes. Caregivers must review and sign the Cookie Stand Agreement before participating in a Cookie Stand.

Can caregivers pick up cookies from a Cookie Cupboard?

Yes, with Troop Product Manager approval. Caregivers who check out cookies are responsible for the inventory and proceeds.

Using Social Media to Boost Cookie Sales

Families are encouraged to post about cookie sales on their personal pages, share her Digital Cookie link, and highlight her progress or favorite flavors. Creative posts with photos or short videos can grab attention—try featuring your Girl Scout in uniform, sharing why she's selling, or thanking her customers. Keep posts private or share only with trusted contacts, avoid posting location details, and make sure your Girl Scout isn't interacting with strangers online. Do not post on sales sites such as Facebook Marketplace, TikTok Shop, Garage Sale/Resell sites, or eBay.

Important Dates

January 6

Digital Cookie email sent to all Girl Scout families.

January 8

Digital Cookie begins and girls can start taking orders in person.

January 17

Turn cookie orders in to Troop Product Manager.

January 20

Deadline for troops to enter initial order into the eBudde system. Troops will pick up cookies in early February.

February 5

In-hand cookie sales begin.

March 5-7 - Mid-Program Check In

Check in with your Troop Product Manager on inventory management.

March 21

Cookie Program ends. Rewards will be distributed to girls in June!