

# 2026 Cookie Program Family Guide



Para información  
en español por favor  
comuníquese con  
[customercare@gswise.org](mailto:customercare@gswise.org).

You'll find adventure in every box of Girl Scout Cookies! The Girl Scout Cookie Program is the largest girl-led business in the world that helps Girl Scouts raise funds for future adventures, from camping trips to science experiments to traveling the world. When people purchase Girl Scout Cookies, they support Girl Scouts in gaining leadership and entrepreneurial skills that set them up for a lifetime of success.

## 2026 Cookie Timeline

January 20	Set up Digital Cookie selling account
January 27	Begin taking orders (online and in-person)
February 10	Family pre-order due (including initial order card orders) in Digital Cookie
March 4	Troop cookie pick-ups begin
March 31	Last day to sell cookies with credit toward rewards

## Introducing the new Exploremores™ Cookie!

This new rocky road ice cream-inspired sandwich cookie will join the lineup for the 2026 Girl Scout Cookie season. Filled with delicious flavors of chocolate, marshmallow, and toasted almond- flavored crème, Exploremores reflect the spirit of exploration at the heart of every Girl Scout.



**girl scouts**   
of wisconsin  
southeast

For cookie support, scan the QR code or contact [customercare@gswise.org](mailto:customercare@gswise.org) or call 800-565-4475.



# Cookie Basics

## How much do cookies cost?

The price of cookies is \$6 per package for the regular eight varieties and \$7 for Gluten-Free Caramel Chocolate Chip.

## How do we order the Gluten-Free Caramel Chocolate Chip cookies?

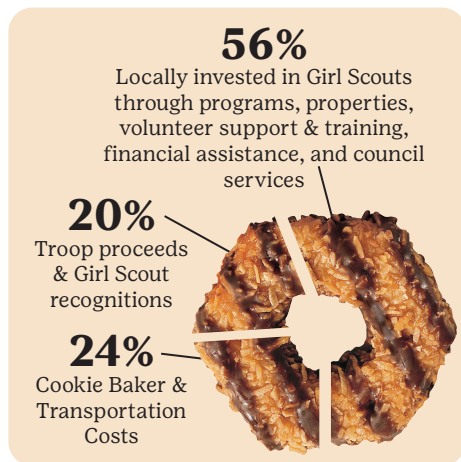
Selling this cookie is optional and troops were asked to place pre-orders in October 2025. Ask your troop's Cookie Captain if you have customers requesting this cookie.

## Where do Girl Scout Cookies come from?

ABC Bakers, located in South Dakota, is one of two licensed bakers that produce Girl Scout Cookies. Each council chooses which baker to use—which is why you might see other Girl Scout Cookie varieties in other parts of the country.

## How does the cookie crumble?

Girl Scouts put their cookie earnings to good use. All the net revenue raised through the Girl Scout Cookie Program — 100% of it! — stays right here in southeastern Wisconsin with Girl Scouts and troops. This is how a \$6 package of cookies crumbles.



## What does GSWISE use cookie proceeds for?

Here are a few ways that GSWISE uses proceeds:

- ✓ Powering the GSWISE “Cookie” Mobile
- ✓ Maintaining our beautiful camp properties
- ✓ Supporting council-wide events, like the Cookie Rally and Girl Scout Day at the Milwaukee County Zoo
- ✓ Providing support and training to volunteers

## WHY do Girl Scouts sell cookies?

The Girl Scout Cookie Program helps Girl Scouts learn five skills that are essential to leadership, success, and life. Girl Scouts gain these skills by working with others, setting goals, and interacting directly with their cookie customers:



1. **GOAL SETTING:** Girl Scouts of all ages learn how to set goals and create a plan to reach them.



2. **DECISION MAKING:** Girl Scouts learn to think critically and solve problems.



3. **PEOPLE SKILLS:** Girl Scouts find their voice and build confidence through customer interactions.



4. **BUSINESS ETHICS:** Girl Scouts develop positive values, such as honesty and integrity.



5. **MONEY MANAGEMENT:** Girl Scouts learn to create a budget and spend money responsibly.

## Girl-led, Adult-supervised

Girl Scouts sell cookies with support from adults. Girl Scouts should be:

- ✓ Setting goals for their sale
- ✓ Making decisions about how they will be selling cookies - order card, online, cookie booths
- ✓ Actively involved in setting up their Digital Cookie site
- ✓ Making signs and posters
- ✓ Making the ask to customers and answering questions
- ✓ Accepting payments and making change
- ✓ Filling orders
- ✓ Writing thank you notes

## Girl Scout Cookie Business is a Family Affair!

The Cookie Entrepreneur Family Pin is a great way to support Girl Scouts in the program.





# Selling Cookies

Watch your email on Jan 20 with a link to set up your online selling account in Digital Cookie. Digital Cookie is the online selling platform to make cookies selling easier. Watch this video to see how to get started.



## How to sell cookies online beginning January 27:

- Send emails to family and friends
- Post a unique selling link on social media
- Print out a unique QR code to make business cards or door hangers
- Track your progress and manage your sale

## Online Cookie Selling using Digital Cookie

Customers that order online will have three different options for cookie delivery:

1. **Girl Scout Delivered:** Order is placed and paid for online. Girl Scout delivered orders must be approved by the family within five days through Digital Cookie.
2. **Direct Ship:** The customer orders and pays online (including a shipping fee) and the cookies are shipped directly to the customer. Direct ship orders are automatically counted toward Girl Scout Cookie totals and rewards. Nothing additional needs to be done by the troop Cookie Captain or family. Direct ship orders of 12-24 packages of cookies will receive \$10 off their order.
3. **Cookie Share:** Cookie Share allows customers to purchase Girl Scout cookies that are donated to local food pantries, shelters, and the military in southeastern Wisconsin. Customer orders Cookie Share cookies and pays online for the cookies to be donated. The customer does not choose a variety, and the troop does not physically receive the cookies. Cookie Share cookies will count toward troop and Girl Scout total sales. All Cookie Share cookies are donated by the council at the end of the sale. More than 39,000 packages of cookies were donated to food pantries, local shelters, and first responders last season.

## Cookie Booth Sales

A cookie booth is a great way for your troop to sell more cookies. Girl Scouts can practice their communication skills and financial literacy skills while having fun. Ask your troop leader about setting up cookie booths beginning March 6. Troop cookie booths require at least two adults to be present.

Want to share a photo of your troop at their cookie booth for a chance to be featured on GSWISE's social media pages? Submit this form (and make sure you have photo permission from all individuals who appear in the photos)!



## Download the Digital Cookie app onto your phone

- Take in-person orders and payments electronically when using a paper order form
- Receive push notifications when orders need to be approved

## Sell your in-hand cookies after March 4 and keep on selling!

- Participate in cookie booths with your troop
- Set up a cookie stand (like a lemonade stand) in your neighborhood
- Share a fresh new post on social media
- Ask your customers if they need a restock before cookie selling season is over

## Submitting your Girl Scout's pre-order in Digital Cookie

Your troop will submit an initial cookie order on February 16. The troop initial order should include extra cookies to fill orders after February 10. Your troop cookie captain can also pick up cookies from a cookie cupboard to fill later orders.

### February 10:

- All online "Girl Scout delivered orders" through February 10 will automatically be part of the troop initial order to be picked up beginning March 4. Orders must still be approved by families by February 15. Nothing has to be done by families or troop Cookie Captains.
- Paper order card totals can be entered by families and "submitted to troop volunteer" in Digital Cookie to be part of the troop initial order by February 10.
- Troop Cookie Captains can edit paper order card totals until February 16.

### After February 10:

- Customers can still order "Girl Scout delivered" cookies after February 10, but they will no longer be part of the troop initial order. Families can deactivate the "Girl Scout delivered" option in Digital Cookie when they are done selling.
- Tally up cookies needed to fill orders after Feb 10 and let your cookie captain know.
- If you are a savvy cookie seller, you can order more cookies than what you need, knowing you will be able to sell them later. (You will be financially responsible for unsold cookies, so order wisely.)
- The troop Cookie Captain will complete a "troop to girl" transfer to give your Girl Scout credit for all cookies sold after February 10.
- Totals in Digital Cookie will not include cookies sold after February 10 until these cookies are transferred by the troop Cookie Captain.



# Rewards

In addition to gaining valuable life and entrepreneurial skills, Girl Scouts earn rewards based on the number of cookie packages they sell through March 31. Rewards are cumulative, meaning Girl Scouts can choose a reward from **each** level reached. All options are pictured on the insert in the order card. Families will make Girl Scout reward choices in Digital Cookie by March 31. Scan the QR Code for more reward details.



## Program Activity Credits (PACs)

PACs can be used for:

- Girl Scout membership renewal
- Day camp or overnight camp
- Any council-sponsored event or activity
- Resource Center purchases
- Destination or council-sponsored trips

Girl Scouts can start saving now for a future trip! PACs marked for travel will stay in their account.

## New Amazon Rewards - Dream It and Earn it

Girl Scouts can earn Amazon reward vouchers, giving them the flexibility to choose and earn what they want most. Vouchers are cumulative, so they can be added together to have more to spend. All items in the Amazon catalog will relate to the Girl Scout Leadership Experience and include everything from art supplies to camping gear to the latest tech gadgets. Items will be at different price points to accommodate the different voucher amounts. Girl Scouts may also add their own payment if they want an item that exceeds the value of their voucher(s). Items not included in Amazon Prime shipping may require additional shipping costs.

## Reward Opt Out

Troops in grades 2-12 can choose to opt out of receiving the recognitions (including PACs) and earn an additional \$0.05 per package. This must be a troop decision. Each Girl Scout selling will receive earned patches only.

## Proceeds

Troops earn proceeds based on the average number of packages sold per Girl Scout. All troops will earn \$0.90 per package, with the potential to earn up to \$1.15 per package. Girl Scouts selling without a troop earn additional Program Activity Credits. Talk to your troop leader regarding your troops cookie goals and earning potential.

On average, a Girl Scout in our council sells 185 packages of cookies including their online, in-person, and cookie booth sales. The average troop of 10 Girl Scouts earns more than \$2,000 in troop proceeds to fund their planned adventures. It all starts with the Girl Scout and their family committing themselves to helping the troop achieve their goals.

## Need more information?

1. Email our cookie experts at [customer care@gswise.org](mailto:customer care@gswise.org) or contact 800-565-4475, Monday-Friday, 9:00 a.m.-5:00 p.m.
2. Watch your email for the Family Cookie Bites with tips, links, and reminders.
3. Resources are available in the "Family Product Program, GSWISE" Rally in Rallyhood.
4. Go to [www.gswise.org/Cookies](http://www.gswise.org/Cookies) for more cookie information.



## Earn a three-night Bahamas Cruise!

Girl Scouts choosing this reward will opt out of all cumulative rewards and receive only the cruise and patches. This package includes:

1. Cruise for two (Girl Scout + one adult chaperone) aboard Royal Caribbean's Jewel of the Seas Friday, June 26 - Monday, June 29, 2026
  - a. Day 1: Depart from Fort Lauderdale, Florida
  - b. Day 2: Nassau, Bahamas
  - c. Day 3: Cococay Private Island with water park
2. All meals and activities aboard the ship
3. An exclusive Girl Scout reception on the ship
4. All gratuities, airport transfers, and fees

**Note:** Transportation to Florida is not included.

