



Wishing you a wonderful holiday season! This season can be hectic and stressful, but we hope you find moments to slow down and enjoy time with the people who matter most and we'll see you in January for COOKIE TIME 2026!

If you have done everything on the holiday checklist below, consider this a happy holiday email. If you missed the past two Cookie Connection emails, they are posted on [GSWISE's website](#).

Brave, Fierce, Fun!

**BRAVE.
FIERCE.
FUN!**

The theme for the 2026 Girl Scout Cookie Program is Brave, Fierce, Fun, and the mascot is the ferret. Girl Scouts are going to love the ferret-themed rewards they can earn! You can also see the rewards in-person when you come into the Milwaukee office to pick up selling materials in January.

Pre-Cookie Holiday Checklist

- Recruit and register a volunteer to serve as Cookie Captain for your troop (position description in the [Cookie Captain Agreement Form](#))
- Make sure the Cookie Captain completes the [COOKIE CAPTAIN AGREEMENT FORM](#) if they haven't already
- Mark your calendar for cookie training beginning January 14
- Open a troop bank account if you don't already have one
- Enjoy the holiday season with family and friends!

Cookie Training and Selling Materials Pick-Up

Online cookie training will be available beginning January 14. It is strongly recommended that first-time Cookie Captains (cookie rookies) attend an in-person training. All selling materials will be available for pick-up beginning January 14 and will also be posted in Rallyhood and on the GSWISE website.

Please let us know how you plan to receive your cookie selling materials and prepare for the 2026 Girl Scout Cookie Program:

2026 COOKIE TRAINING & MATERIAL PICK-UP

Launch your Cookie Season with a Cookie Launch Box!

Troops can purchase a Cookie Launch Box for \$25 to sample cookies before selling begins and bling out their cookie booths in March. Launch box pick-ups will begin on January 14 with cookie selling material pick-up. Launch boxes are only available for pick up at the Milwaukee and Kenosha Service Centers during normal business hours and Chinook Program Center during cookie training. The box will include:

- One package of each cookie (including the new Explorers)
- A reusable plastic cookie tablecloth
- Two cookie paddles
- One cookie money pouch
- Four cookie booth signs
- One plexi sign holder

PRE-ORDER YOUR COOKIE LAUNCH BOX

NEW! Cookie Rally at WCTC (Grades K-12)



Get ready for a fun-filled day of cookie-themed excitement at our new Cookie Rally in Waukesha on Jan. 24! Whether you're a first-time seller or a seasoned cookie pro, this event is packed with everything you need to kick off cookie season with confidence and enthusiasm. Make a goal tracker to keep track of your progress, meet the mascots, snap some sweet pics at the photo booth, and sample cookies. Create cookie accessories to help you sell, participate in our cookie flash mob dance, and more! All Girl Scouts will receive a fun patch.

GSWISE is also seeking Program Aides and adult volunteers to support this event! [Sign up](#) by January 4 to help out.

REGISTER NOW!

Girl Scout Cookie Night with the Milwaukee Admirals (Grades K-12)



Cheer on the Milwaukee Admirals with a fun cookie vibe on Feb. 7 at the UWM Panther Arena! If you've joined us before, get ready for a new twist! This year's event will look a little different. When you arrive, you'll be greeted with a special Girl Scout giveaway, a fun patch, and a bag of self-guided activities to enjoy at the arena or take home with you. Sample some Girl Scout Cookies and check out the Admirals Interactive Zone before grabbing a seat. Join us in the arena bowl for a special pre-game experience before the hockey game.

GET TICKETS BY JAN. 18

About the Cookie Connection

The Cookie Connection email will go out weekly to all registered troop coleaders and cookie captains throughout cookie season. These emails contain reminders, training links and tips to keep you informed. Past editions of the Cookie Connection will be posted on the [GSWISE website](#).

DEC. 15 COOKIE CONNECTION

Don't Crumble! Contact Us.

To assist the council Customer Experience team in providing the best customer service possible, please include as much information as you can when you contact customerservice@gswise.org or call 800-565-4475. Information such as your Girl Scout's/volunteer's name, troop number and/or order number will help us more quickly access records to provide support.

Have a question? Don't be shy!

[Contact us](#) for more information.

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