



Cookie time is right around the corner! Are you ready?

You don't want to miss being a part of one of the oldest and best Girl Scout traditions - selling Girl Scout Cookies!

Let us know how you plan to participate in [this form!](#)



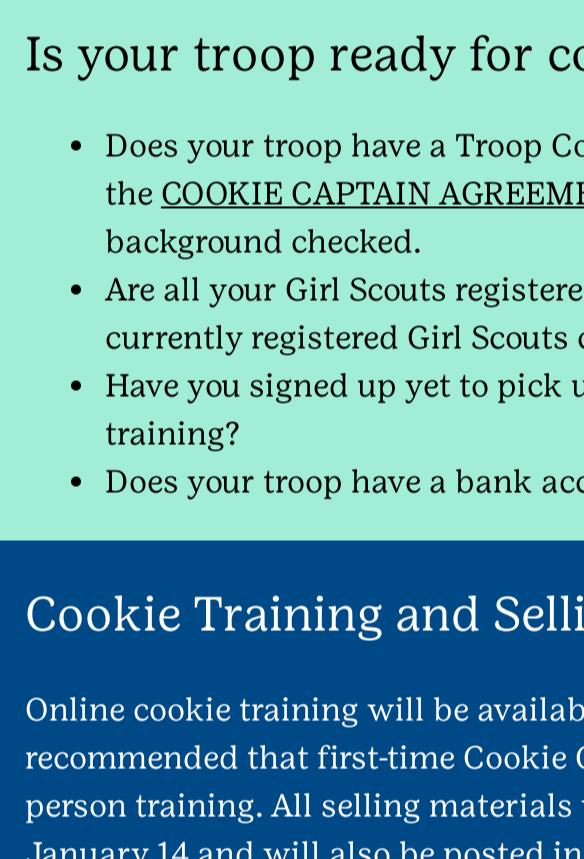
Selling begins on January 27. Your troop's Cookie Captain will have everything you need to get started in mid-January. If your troop isn't quite ready to sell or you're looking for a troop, email [customercare@gswise.org](mailto:customercare@gswise.org) and the council will help you get started.

**COOKIE  
PARTICIPATION PLAN**

**FOR FAMILIES**

**FOR VOLUNTEERS**

Have you heard about the new cookie in town?



Explorers will debut in the 2026 Cookie Program. It is a rocky road ice cream-inspired chocolate sandwich cookie, and those that have tried it, LOVE it! All Girl Scouts will receive a new cookie keychain before selling begins to use on backpacks or lanyards to start spreading the excitement about our new cookie!

### Family Cookie Bites

Watch your email throughout Girl Scout Cookie season for Family Cookie Bites emails to keep you informed with reminders and selling tips!

### Cookie Connections

Troop leaders and Cookie Captains should have already received the first few Cookie Connection emails. The Cookie Connection is emailed weekly to all coleaders and Cookie Captains throughout cookie season with reminders, trainings, and more. If you missed one, you can find them all posted on the [GWSWSE website](#).

**PREVIOUS COOKIE CONNECTIONS**

### Is your troop ready for cookie selling?

- Does your troop have a Troop Cookie Captain? Make sure they complete the [COOKIE CAPTAIN AGREEMENT FORM](#) and are registered and background checked.
- Are all your Girl Scouts registered for the current membership year? Only currently registered Girl Scouts can participate.
- Have you signed up yet to pick up materials and/or attend Cookie Captain training?
- Does your troop have a bank account?

### 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 GWSWSE 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**

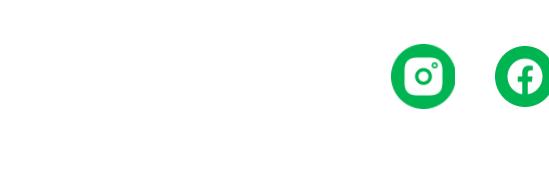
### Launch your Cookie Season with a Cookie Launch Box!

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 mascot, 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.

GWSWSE 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**

### 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 [customercare@gswise.org](mailto:customercare@gswise.org) or call 800-555-4475. 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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