Cookie Connection

girl scouts
of wisconsin
southeast

The 2026 Cookie Program officially kicks off tomorrow!

All troop Cookie Captains should have already logged into both their ABC Smart Cookie and Digital Cookie troop accounts. The registration email was sent on January 20.

Last week's Cookie Connection email has the tips to help you set up your troop account.

JANUARY 20 COOKIE CONNECTION

Time to double check!

Double check the following today:

- In ABC Smart Cookies, make sure all your Girl Scouts are listed on your troop roster.
  - Hover over MY TROOP.
  - Click on GIRLS.
  - Ensure each has a parent/guardian first name, last name, and email, so the Girl Scout will have access to Digital Cookie.
- In Digital Cookie, you should be able to toggle between your Girl Scout's selling account and the troop account with the same login (if you have a Girl Scout who is selling cookies).
- In your Digital Cookie troop account, double check that all your Girl Scouts are listed.

Online 2026 Cookie Captain Training

The Cookie Captain training has been broken into smaller training modules so you can explore just the training you need and revisit others to refresh as needed. Click below and use your volunteer systems login to be taken to gsLearn for training.

CHECK OUT THE ONLINE TRAINING!

Launching your 2026 Cookie Sale!

Remind all your Girl Scouts that selling begins tomorrow, January 27. Encourage all your Girl Scouts to set up their online selling account in Digital Cookie. The more your Girl Scouts do online, the less there is for the Cookie Captain to do (especially collecting money).

Digital Cookie Troop Site

Launch your troop in Digital Cookie so that you can set up virtual cookie booths and you can take online payments at cookie booths. Preview this short tutorial on how to launch your troop site in Digital Cookie.

LAUNCHING YOUR TROOP SITE IN DIGITAL COOKIE

Cookie Booth Scheduling Begins February 9

Start planning with Girl Scouts and parents where your troop would like to set up a cookie booth. Cookie booths must have a minimum of two adults (at least one of whom is a registered Girl Scout volunteer with the required background check) present at all times.

- To preview the council-secured cookie booths:
  - Log into ABC Smart Cookies. Hover over REPORTS. Click Current.
  - Select the category of BOOTHS.
  - Pull the report called "AVAILABLE BOOTH SALE SUMMARY."
- Cookie booth lottery choices can be made between February 7-8.
- Lottery selections are emailed to troops on February 9.
- First come, first serve begins on February 10.
- Consider setting up a troop-secured booth at a community location/school/church. Once permission is granted from the location, enter the details into ABC Smart Cookies.
- See the Cookie Captain Guide for more booth details.
- Check out these ABC videos on how to schedule cookie booths in ABC Smart Cookies:
  - Schedule a booth in the booth lottery
  - Scheduling a first come, first serve in ABC Smart Cookies
  - Setting up a troop-secured booth

Tips for cookie success!

- Set a goal with your troop and make sure your Girl Scouts can let their customers know what they are earning funds for (camp/community service project/uniforms/etc.).
- Encourage all your Girl Scouts to set up a Digital Cookie account – more done online by the families means less work for the Cookie Captain!
- Remind families that use Digital Cookie to approve all online girl delivery orders. They will expire in five days if not approved in Digital Cookie.
- Think outside the box for cookie booth locations and ask families if they have connections.
- Practice a "sales pitch" with your Girl Scouts so they can let customers know what their favorite cookie is and why they like selling cookies.

Digital Cookie Mobile App

Download and use the Digital Cookie app to take cookie orders anywhere beginning January 27. The app is not a full version of the site; it is only for processing cookie payments. The Digital Cookie app needs to be re-downloaded each season to ensure the latest technology upgrades, such as the use of PayPal and Venmo to take cookie payments. The Digital Cookie mobile app will not launch until the sale is live on January 27.

Direct Ship Cookie Reminders

Customer orders are shipped within two to three weeks of ordering and will count toward the Girl Scout and troop selling totals. Direct ship orders of 12-24 cookie packages will receive $10 off their order, subsidized by GSWISE. Shipping charges begin at $12.99. Direct ship orders have a four package minimum.

2026 Cookie Program Timeline

- January 27: Cookie Program Begins
- January 31: Cookie Rally at WCTC
- February 7: Girl Scout Cookie night with the Milwaukee Admirals
- February 7-8: Cookie Booth Lottery choices submitted
- February 9: Cookie Booth Lottery Selections emailed to troops
- February 12: First Come, First serve Cookie Booth scheduling begins
- February 16: Troop Initial Order Due
- March 4: Cookie Deliveries Begin
- March 6: Cookie Booths Begin
- March 31: Cookie Program Ends
- TBD: Reward Distribution

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 or call 800-565-4475. Information such as your Girl Scout's/volunteers 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.

%%=ContentBlockbyID('1208106')=%%