

2026 Cookie Program Family Guide



Cookie Program Starts: Thursday, January 15th
ALL cookies (including Gluten-Free Chocolate Chip) will be sold for \$6.00

Dear GSCSNJ Girl Scout Families,

Get ready—cookie season is almost here, and it's one of the most exciting experiences your Girl Scout will have all year! The Girl Scout Cookie Program is more than selling America's favorite cookies—it's the largest girl-led entrepreneurial program in the world, designed to spark confidence, build financial literacy, and inspire leadership.

When your Girl Scout participates, she's running her very own cookie business. From setting goals and making smart decisions to managing money, marketing her cookie business online and in person, and strengthening her communication, she's gaining real-world skills that will last a lifetime.

And of course, it's FUN! The Cookie Program unlocks adventures, fuels troop activities, and gives girls the thrill of seeing their hard work pay off. With your support, your Girl Scout will discover just how capable, creative, and unstoppable she can be.

Why Participate in Product Programs?

- 100% of the proceeds stay within our local council.
- Financial literacy opportunities for Girl Scout.
- Awesome individual rewards so Girl Scouts can set their own goals.
- Help your troop finance their activities. Proceeds will help pay for badges and troop activities.
- Connect with the community to sell iconic Girl Scout cookies.



56%

Cookie Program
Expenses, Camp Program
& Property Expenses

Proceeds stay
local!



22%

Cost
of Cookies



22%

Troop Proceeds,
Rewards, Patches



“2026 All Things Cookies” Rallyhood!

The “2026 All Things Cookies” rally will be your home base for everything you need for the 2026 Cookie Program. Here, you can access useful guides, program resources such as customizable posters, door hangers and a goal chart; as well as information on cool contests and cookie badges. Make sure you enable notifications to receive important Cookie Program messages posted throughout the program on the message wall. Join today: rallyhood.com/417546





Ways to Participate in the Girl Scout Cookie Program



Mandatory Girl Permission Slip can be found at form.jotform.com/251567041418152

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie®/Smart Cookies™

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie/Smart Cookies platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. And your Girl Scout can reach their sales goals no matter what their schedule is like.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a pre-approved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: Cookie Booths must be coordinated by the Service Unit Cookie Booth Coordinators; may only happen at Council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.

Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.



Girl Scout Safety Practices: Adult supervision required • Buddy up. Always use the buddy system. It's not just safe, it's more fun. • Show you're a Girl Scout. Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout. • Plan ahead. Be prepared for emergencies, and always have a plan for safeguarding money. • Protect Privacy. Girl Scouts' last names, home addresses, and email addresses should never be given to customers. • Protect customers' privacy by not sharing their information, except when necessary. • Follow safe pedestrian practices when crossing streets and unloading vehicles. • Never enter a customer's home.



GSCSNJ Improper Participation Guidelines

If girls/caregivers and/or troops are not participating in Girl Scout Cookie activities in accordance with established GSCSNJ Guidelines and Procedures, they can be penalized. More details can be found on the “2026 All Things Cookies” rally.

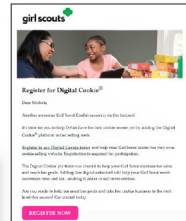
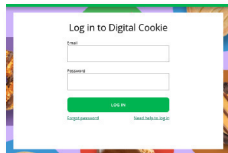
Become a Digital Entrepreneur in a Flash!

This cookie season, superpower your sale by adding Digital Cookie to your toolkit.

STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox on or after _____ to register. If you can't find it, contact your council or visit [digitalcookie.girlscouts.org](https://www.girlscouts.org) and click the “Need help” link.



In Season

Use the Digital Cookie app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies. Girl Scout's sites must be published before logging into the mobile app.

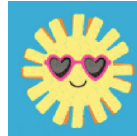


Track Orders and Inventory

- 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.



STEP 3

Add Customers

Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link or QR code directly with customers.



Need Help?

Look for the Digital Cookie Support button for step-by-step instructions, tutorials, videos, tip sheets, and more.

Need 1:1 help? Click on the customer support button to talk live to a representative or submit a ticket for more support.

NEW for 2026!



NEW Cookie - Exploremores™—our rocky road ice cream–inspired cookie with flavors of chocolate, marshmallow, and toasted almond crème! Every box fuels Girl Scout adventures nationwide.



The GSCSNJ Product Program Scholarship Fund

A portion of the proceeds from each Girl Scout Tin sold during the 2025 Fall Product Program will go directly to the fund. Scan the QR code to learn how graduating seniors can qualify!



Fall Sale & Cookie Crossover Tee

Sell at least \$325 in Fall Sale Product & Sell 325 packages of cookies and this brand-new reward is all yours!



My Goal:

Set Your Cookie Goals

The Girl Scout Cookie Program begins January 15, 2026.
You may not take orders or sell cookies before this date.

girl scouts
of central & southern
new jersey

gscsnj.org | 856.795.1560

Rewards are cumulative! All girls are eligible to earn the reward items and patches as shown.

Girl Scout Juniors, Cadette, Senior, and Ambassadors may choose to earn an additional five cents per package in lieu of rewards. They will still earn patches and be eligible for the 500 and/or 1,000 box level rewards. If a girl cannot attend one of the scheduled experiences, she will receive a GSCSNJ Program Credit.



Cookie Share Patch
Collect 12+ pkgs of Virtual
Cookie Share donations



Achievement Bars
Begins at 100 pkgs
Earned at the highest level
achieved



Cookie Techie Patch
Send 18+ Emails
in Digital Cookie



Cookie Crossover Patch
To earn, girls must:
1. Create custom avatar in
the 2025 Fall Program
& send 18+ emails in M205.
2. Send 18+ unique emails in
Digital Cookie & sell 250+
pkgs of cookies during the
2026 Cookie Program.



Sisters Patch
All families with 2 or more
Girl Scouts participating in
the Cookie Program who
have sold at least 500 total
boxes of cookies, will earn a
custom 2026 Sisters patch
for each Participating
Girl Scout.



Theme Patch AND Lanyard
48-84 pkgs



Rechargeable Flashlight
85-124 pkgs



BFF Socks
125-179 pkgs



T-shirt
180-214 pkgs



Beach Towel
215-249 pkgs



Roll Up Bag
250-299 pkgs



Choice of Ferret Blanket OR Sweatshirt
300-399 pkgs



Ferret Standing Up Plush
400-499 pkgs



AND
lululemon
500+ Club Patch AND
\$50 Lululemon
E-Gift Card
500-599 pkgs



2027 Membership
OR
2027 GSCSNJ Membership
OR Ferret Sleeping bag
600-699 pkgs



Light up Speaker
700-999 pkgs



HERSHEYPARK
Medal, Super Seller Patch
and 2 tickets to Hershey Park
1000-1099 pkgs



**Choice of 2 additional
Hershey Park tickets
OR Mini Fridge**
1100-1499 pkgs



**GS Created Custom Converse
OR Morey's Pier OR \$75
GSCSNJ Program Credit**
1500-1999 pkgs



OR



**\$75 GSCSNJ Amazon Online
Reward OR \$75 GSCSNJ
Program Credit**
2000-2499 pkgs



OR



**\$100 GSCSNJ Amazon Online
Reward OR \$100 GSCSNJ
Program Credit**
2500-9999 pkgs

amazon (Pick Your Prize)



Choose from a wide variety of
rewards — including electronics,
outdoor gear, room décor, hobby
materials, and more. With so many
options available, Girl Scouts can
now select a prize that feels
personal and uniquely theirs.



**Congratulations to the 2025
Cookie Program Top Seller,
Emma from Troop 19711!
She sold 2538 packages!**

Elite Entrepreneur Club
The Top 10 Sellers will be invited
to a special CEO event -
*Choose Your American
Dream Adventure*