



2026

# Cookie Rookie Guide



Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Girl Scouts of Southeastern New England

500 Greenwich Ave., Warwick, RI, 02886

[www.gssne.org](http://www.gssne.org)

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girl scouts  
of southeastern  
new england





# Your Girl Scout Cookie favorites are back!

\$6 per package



**Adventurefuls®**

*Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt*



**Exploremores™**

*Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème*



**Lemonades®**

*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter**

**Patties®**

*Crispy cookies layered with peanut butter and covered with a chocolaty coating*



**Caramel deLites®**

*Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes*



**Peanut Butter**

**Sandwich**

*Crisp and crunchy oatmeal cookies with creamy peanut butter filling*



**Caramel**

**Chocolate Chip**

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie\**

\*Limited availability



## Important Dates

### Before December 19

Service unit cookie trainings held.

### December 20

Cookie program officially starts. Girl Scouts can start taking orders online and in-person.

### December 24 - January 1

Council office closed

### January 5

Last day for troops to enter initial orders.

### January 19

Council office closed

### January 21 - January 25

Initial cookie deliveries to all service units.

### January 24

First day of cookie booths.

### January 28

Reorder deliveries begin—a partial payment must be made to place a reorder.

### January 31

Last chance to remove Girl Scouts from your ABC rosters.

### February 1

Partial payment due—troops should have 30% of their initial order paid for by this time.

### February 15

Partial payment due.

### February 20 - 22

National Girl Scout Cookie Weekend

### March 1

Partial payment due—troops should be 50% paid by this time.

### March 15

Partial payment due.

### March 29

Last day of online, in-person & booth sales.

### April 3

Final payments and reward orders due to council. Leaders will be locked out of ABC at 11:59pm.

### May - June

Reward orders shipped to service units.

### September 30

All cookie paperwork must be kept until this date.

# Welcome, Cookie Rookie!

**Thank you for volunteering your time and efforts to assist your troop during their first Girl Scout Cookie Program.**

The Cookie Rookie Guide was made for you! Use this guide to build your troop's cookie program skills as you show that you are ready to be "Brave. Fierce. Fun!" during the 2026 program!

## Troop Cookie Manager Tips and Pointers

- Read your Troop Cookie Guide.
- Complete cookie training in in your service unit.
- Share with families and Girl Scouts: Hold a parent/caregiver meeting. Keeping your families in the loop makes a smoother cookie program for you. It's also a great way to get helping hands during the program.
- Organize your resources: Use the Cookie Planner to stay on task. An organized cookie volunteer is a successful cookie volunteer!

## Cookie Season is More Fun with Family

Take advantage of the Family Meeting Guides from Girl Scouts of the USA to explain the benefits of the cookie program to families and to ensure each Girl Scout has the support they need at home as they learn to think like an entrepreneur.

- Exchange contact information with caregivers, including times and methods you can best reach each other.
- Share important program dates.
- Let families know how they can help both their Girl Scout and you! It is OK to ask for help.
- Discuss troop goals. Let them know what the Girl Scouts are working toward!
- Share information about the Cookie Entrepreneur Family Pin! Each Girl Scout grade level has its own set of requirements to help families guide their Girl Scout as they run their own cookie business year after year.

## Resources



GSSNE Troop  
Cookie Resources



ABC Bakers  
YouTube Playlist



ABC Smart  
Cookies



Digital Cookie



# GSSNE Troop Cookie Manager Checklist

## Before the Cookie Season:

- ☐ Attend GSSNE Cookie Program training or review online materials.
- ☐ Confirm your access to Smart Cookies, Digital Cookie, and update troop info as needed.
- ☐ Review key dates: order deadlines, delivery, booth sign-ups, and payment due dates.
- ☐ Communicate with your troop families—share calendar and expectations.
- ☐ Make sure Girl Scouts are registered and have signed guardian permission to participate.

## Initial Orders & Delivery:

- ☐ Help Girl Scouts set cookie goals and enter initial orders into Smart Cookies.
- ☐ Submit your troop's initial order by the deadline.
- ☐ Schedule your pickup time from the cookie warehouse or delivery site with your PPC.
- ☐ Count and verify cases at pickup—sign delivery ticket before leaving.
- ☐ Distribute cookies to families—get signed receipts for each transaction.

## During the Sale:

- ☐ Track all cookie inventory and money received using Smart Cookies.
- ☐ Be sure to record payments and transfers in Smart Cookies.
- ☐ Support booth sales: reserve locations with the help of your PPC, set up shifts, and ensure safety.
- ☐ Encourage Girl Scouts to promote online/direct ship orders through Smart Cookies.
- ☐ Keep troop and family communication clear and positive!

## Wrap-Up & Payment:

- ☐ Double-check all Girl Scout transactions and payments in Smart Cookies.
- ☐ Deposit all cookie money promptly per GSSNE banking guidelines.
- ☐ Submit troop payments by the council deadlines.
- ☐ Return any unsold cookies only if allowed by service unit guidelines.
- ☐ Celebrate your troop's success—Girl Scouts earned skills and rewards!

## Tips for Success:

- ☐ Keep a binder or folder for all receipts and troop cookie info.
- ☐ Use Smart Cookies frequently for transfers—don't wait until the end!
- ☐ Reach out to your Service Unit Cookie Coordinator or GSSNE Product Program Team if you need help.





# Learn the 5 Skills

Through the Girl Scout Cookie Program, Girl Scouts learn...

This matters because...



Goal setting as they set cookie business goals individually and with their team and then create a plan to reach those goals.

They develop a strong sense of self and cooperation and team-building skills as they learn to set and reach goals to succeed in school, on the job, and in life.



Decision making by deciding what to do with their troop funds, how to market their business, and how to adjust their plans as they encounter challenges and new opportunities.

They develop critical-thinking and problem-solving skills that will help them make big and small decisions in their life; practice helps them make good decisions.



Money management as they develop and manage a troop budget, take cookie orders, track their sales, and gain confidence handling and managing money.

They gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.



People skills as they learn how to talk to, listen to, and work with customers in person and virtually. Plus, they put teamwork into action as they reach their goals together.

These experiences help them develop healthy relationships and conflict-resolution skills for the future.

































Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.

They practice putting the positive values they learn as Girl Scouts into action to become ethical leaders.



# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur	
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer	
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur	
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart	
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Startup	
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Entrepreneur Accelerator	

# Goal Setting

Help each girl set a personal goal for the 2026 Cookie Program. Discuss with them the difference between a goal that might be too easy versus a goal that is unrealistic. Once each Girl Scout has decided on their goal, have them complete a goal chart! See pages 8-10 for goal chart options.

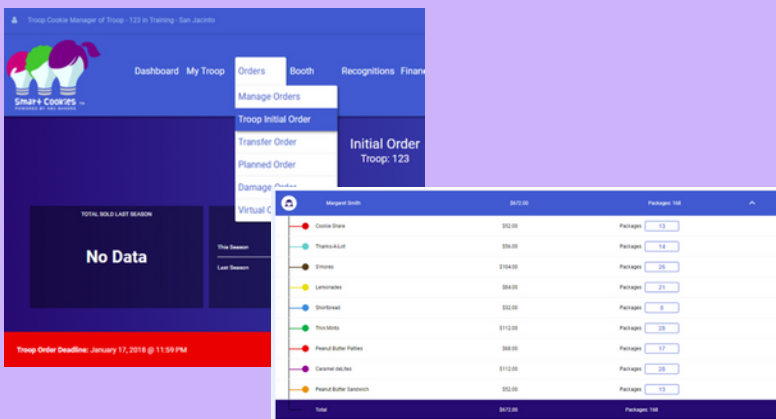
## Planning Your Starting Inventory Order

We highly encourage troops to adopt the best practice of placing an initial order. Here are reasons why placing your initial order is important:

- It's easy to place and efficient to pick up!
- Troops can start the booth season on January 24 with cookies in hand.
- Cookies in hand means only one stop per customer to deliver and collect money all at once.
- You are assured to get the varieties you want your troop to have at the beginning of the cookie program.

Goal charts and order forms are other great resources to help Girl Scouts track and reach their goals.

Not sure what mix of flavors to order? Check out the suggested product mix on page 10 of the Troop Cookie Guide.



- Log into ABC Smart Cookies.
- Hover over the Orders tab. Click on Troop Initial Order.
- Enter the total of each variety by case. A case contains 12 packages of cookies.
- Additional cases can be ordered for upcoming cookie booths/extras by adding to the total cases by variety.
- Toggle the “Ready for Review” switch on.
- Click “Save” to save the order.
- Once the initial cookie order is saved, confirm your delivery/pick-up location.

**Need help placing the starting inventory order? Watch Troop Initial Order video in our YouTube playlist to walk you through the process.**

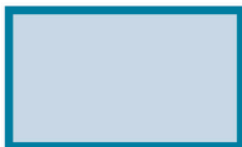


**BRAVE.**  
**FIERCE.**  
**FUN!**

**100%**



**75%**



**50%**



**25%**



\_\_\_\_\_  
Troop#

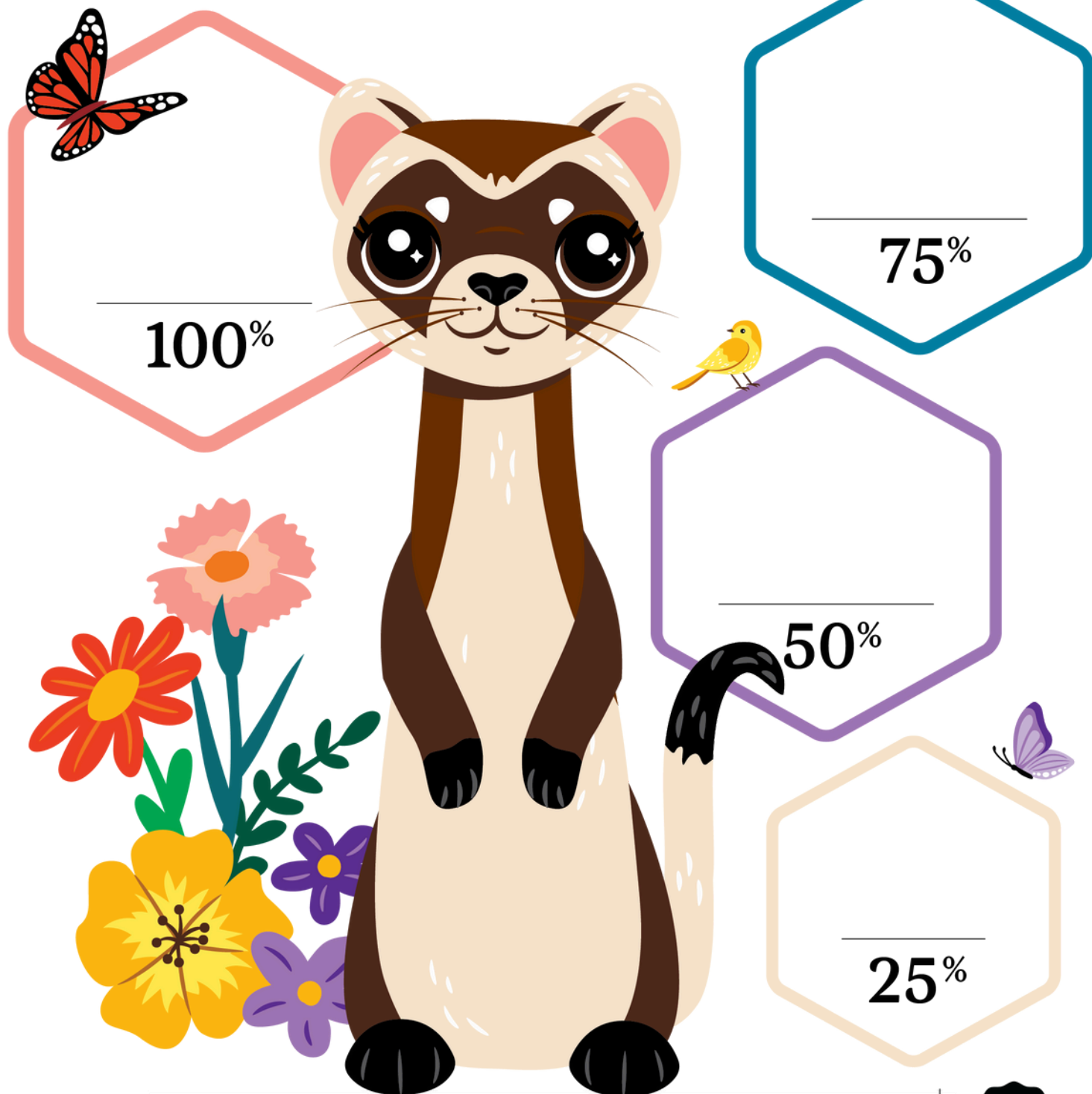
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Girl Scout  
Cookie Goal



# BRAVE. FIERCE. FUN!

Troop#

Girl Scout Cookie Goal



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girl scouts



**BRAVE.  
FIERCE.  
FUN!**



Troop#

Girl Scout  
Cookie Goal

# Decision Making

## Customize the Cookie Program

There are lots of ways to participate. Work with your troop to figure out how many of these methods you would like to try this year. Check your options below and see your Troop Cookie Guide for more details.

### Order Card



Order cards are a tried and true method to selling Girl Scout cookies. Girl Scouts can begin taking orders December 20 and they can continue taking orders during the entire program! To help reach their goals and increase earning potential, encourage Girl Scouts to collect orders using the order card.

**What makes this easy?** Girl Scouts work primarily with their family to collect orders and you can retrieve exactly what you sold from nearby cupboards!

### Walkabouts



Girl Scouts forgo the order card, but have cookies in hand that they can sell to customers. Imagine a wagon full of cookies going door to door.

**What makes this easy?** Orders and payment happen at the same time. That's right, no need to hunt down customers to deliver order card orders.

### Digital Cookie



With the help of their caregiver, they can manage their online store front on Digital Cookie. Customers can opt to have their cookies shipped, donated, or choose Girl Delivery.

**What makes this easy?** This is a safe and secure way for Girl Scouts to reach customers near and far - no need to do the walking. Even better, all orders are paid online so there is no money to collect.

### Cookie Booths



Set up outside of local businesses with a cookie booth to greet customers. Girl Scouts work in a small group in shifts. You can sign up for council-sponsored booths or contact your service unit's Product Program Coordinator.

**What makes this easy?** Choose the dates/times/locations that work for your troop. Do as many as you like. During a 2-hour booth, a troop can sell up to almost 100 packages.

# People Skills

## Set up a mock booth

Help the troop get ready to interact with customers by setting up a mock cookie booth. Practice setting up the booth table and have Girl Scouts take turns as the customer and the seller. Let adult and teen volunteers take turns as well presenting challenging situations.

## Cookie Sales Pitch

Challenge Girl Scouts to come up with an elevator sales pitch. Remind them to keep it short and sweet, to win over the customers. This exercise encourages Girl Scouts to embrace their business, so your troop can have its best cookie season yet!



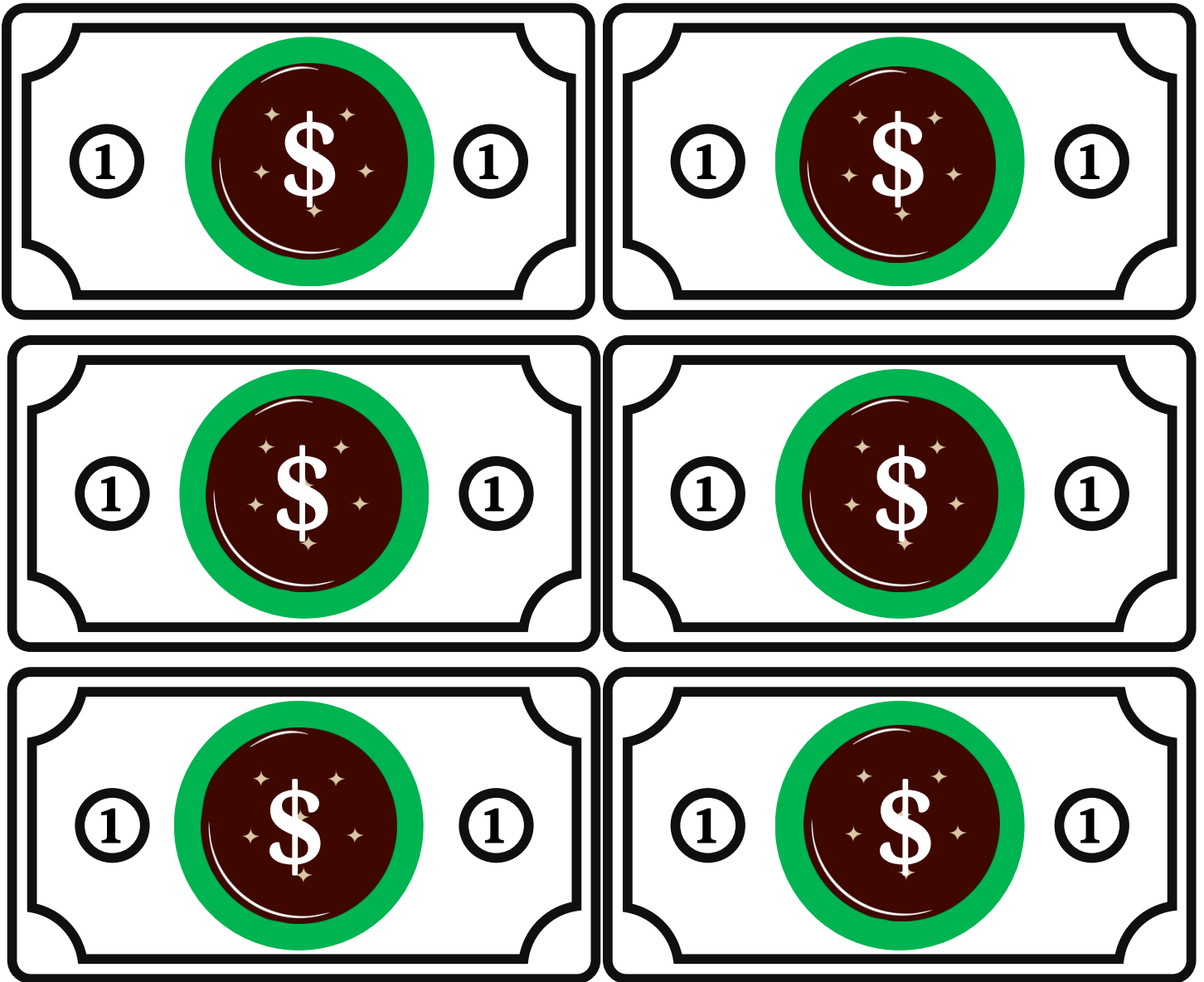


# Money Management

Use the cookie dollars document provided and make copies for all the members of your troop. You can cut apart the dollars, or have each Girl Scout cut their own. Have Girl Scouts practice their ask and upsell. Pay with the cookie dollars and have them count back change. Have caregivers assist with counting if needed.

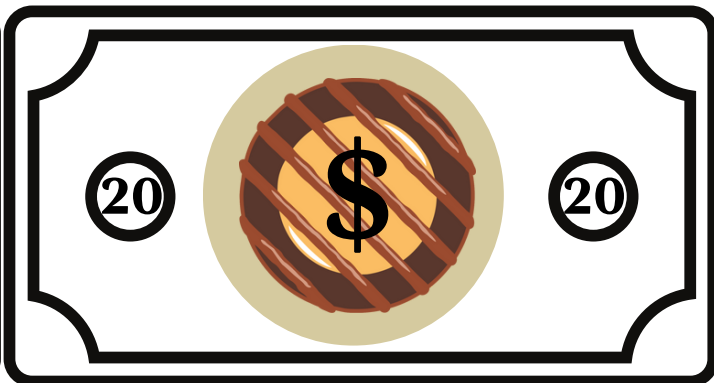
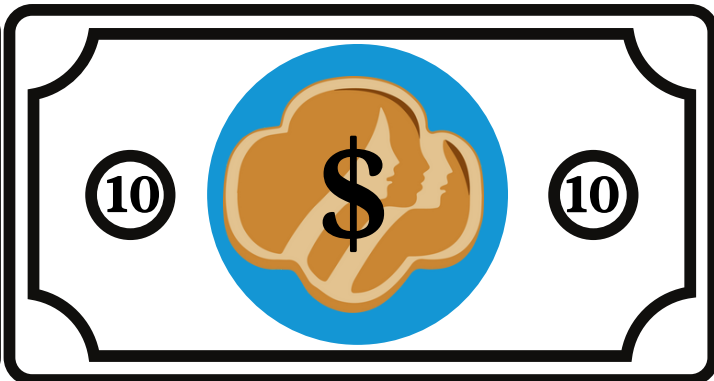
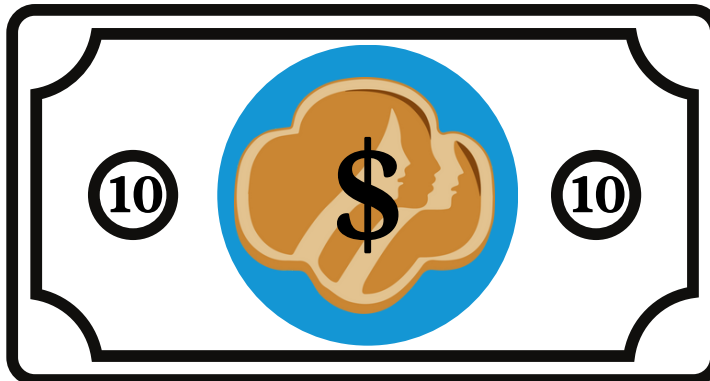
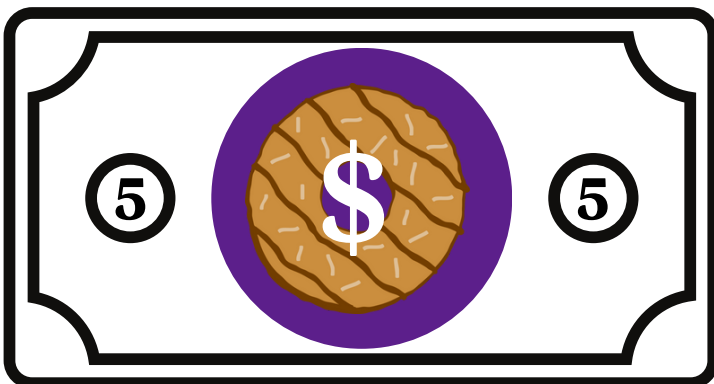
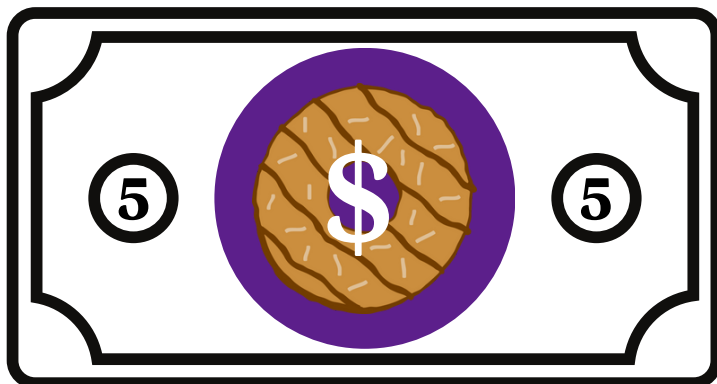
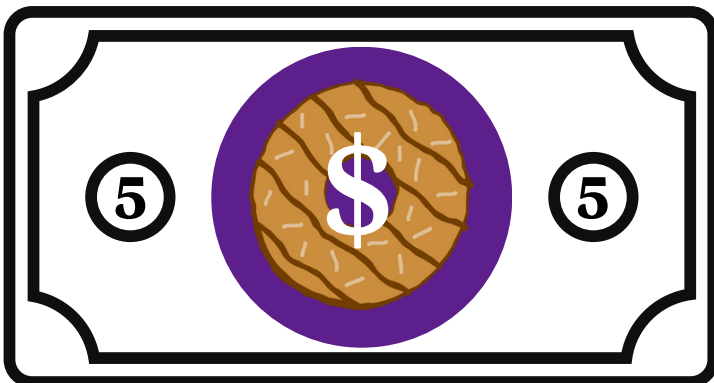
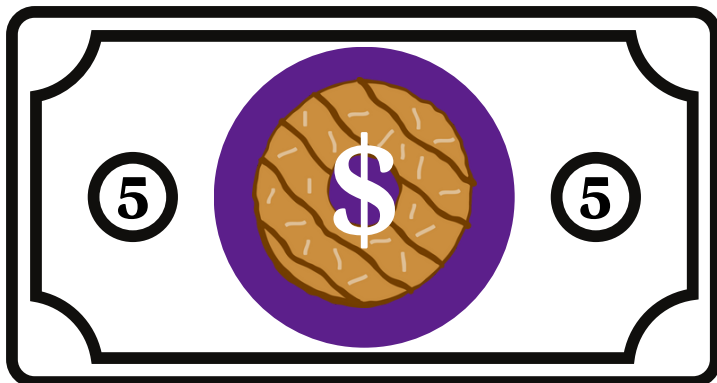
## Supplies:

- Scissors
- Cookie Dollars - make copies for each Girl Scout to practice counting change



## Money Safety Tip: Safeguard Money

Always have a plan for safeguarding money. Avoid walking around with large amounts of money, or keeping it at home or school. Give proceeds to the troop cookie manager, who should deposit it as directed by your Girl Scout council as soon as possible.



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# Business Ethics

The first step to great business ethics and running a successful business is knowing your cookie manners do's and don'ts! As a troop, play the included Cookie Manners Do's and Don'ts Game to educate your cookie rookies on the cookie manners they will be using while they interact with their customers!

## Supplies:

- Scissors
- Cookie Manners Do's and Don'ts Game

## Instructions:

1. Find two empty tables where you can set up your “Do’s” and “Don’ts” signs, one on each table.
2. Lay all the do's and don'ts out on the floor/table in front of your labeled tables.
3. Guide your Girl Scouts to organize all the cards onto their correct table! They will determine if the card is a do or a don't.
4. If there is debate amongst your Girl Scouts, have them give their reasoning behind why they think it is a do or a don't.
5. Once they have completed and have all the answers complete, ask them if they can think of additional do's and don'ts to add!



Say “Please” and  
“Thank You”

Get angry/upset if a  
customer doesn't  
purchase cookies.



**Do**



**Don't**



Say “Please” and  
“Thank You”

Get angry/upset if a  
customer does not  
purchase cookies.

Leave empty cookie  
cases and trash for  
booth location staff to  
clean up.

Set up cookie booth  
during scheduled time.

Take cookie orders and  
begin selling cookies  
before December 20.

Be friendly and kind to  
all customers.

Share information about  
your favorite cookies and  
how your troop plans to  
use the proceeds.

When doing walkabouts  
and door-to-door sales, use  
door hangers when  
neighbors are not home.



# Thank You

**We cannot thank you enough for volunteering your time and efforts to assist your troop during the 2026 Girl Scout Cookie Program.**

We hope this encourages your troop and builds your understanding of the program. We have included QR codes below for the websites that will help guide you during the cookie program. Consider detaching this page and hanging it on your fridge for easy access. Contact your Service Unit Product Program Coordinator and the GSSNE Product Program team to address any questions or concerns you may have.

## Cookie Resources



GSSNE Troop  
Cookie  
Resources



ABC Bakers  
YouTube  
Playlist



ABC Smart  
Cookies



Digital  
Cookie

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## GSSNE Hours

### Office Hours

**Monday - Friday  
8:30am - 5:30pm**

### Shop Hours

**Monday - Friday, 9:00am - 5:00pm  
Saturday, 10:00am - 2:30pm**

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**CustomerCare@gssne.org**

**401-331-4500**

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