Planning Guide for Troop Leaders & Troop Cookie Managers

Use this guide to help families understand how the Cookie Program works, review important dates and expectations, and learn how they can help make cookie season a fun experience for everyone!

Part 1: Before the Cookie Meeting Day

Troop co-leaders and the Troop Cookie Manager should work together to complete the following:

1. Check Your Troop Roster & Volunteer Roles

Log in to MyGS and review your troop roster for accuracy:

- All participating Girl Scouts must be registered for the current membership year.
- Adults helping with the Cookie Program, including cookie booths and troop sales, must also be registered and have current background checks.
- Make sure your primary cookie volunteer has the **Troop Cookie Manager** role assigned to their membership.
- If additional volunteers are helping manage the program, they should have the **Assistant Troop Cookie Manager** role.

2. Set Your Troop's Important Dates

Before meeting with families, decide on your troop's internal deadlines. Be sure to allow yourself enough time to collect and process family orders and payments **before GSSNE's or your service unit's submission deadlines**. Setting your troop's deadlines a little earlier will give you time to address any last-minute questions or issues.

- When are initial cookie orders due?
- When do you expect cookies to be available for family pickup?
- When and how will families turn in payments?
- How will you communicate reminders and updates?

Having these details ready will help families plan ahead and keep the sale running smoothly.

3. Gather Your Materials

Have these items ready to distribute to families:

- Cookie Order Forms
- Cookie Recognition Sheets
- Money Envelopes
- A list of your Troop's Cookie Program Dates

You should receive your troop's Cookie Program materials from your Service Unit Product Program Coordinator (PPC) at your Service Unit Cookie Meeting.

Part 2: Sample Family Cookie Meeting Agenda

Before families arrive, have your Cookie Program materials organized and ready to hand out.

1. Welcome & Getting Started

Introduce your Troop Cookie Manager and explain that they will be the troop's main contact for cookie orders, deadlines, payments, and questions throughout the season.

Review the following with families:

- Confirm that every participating Girl Scout has a signed Product Program Permission Slip.
- Families who completed a permission slip for the 2026 Fall Product Program do not need another one for the 2026–2027 Cookie Program. The same permission slip covers both programs.
- Distribute Cookie Order Forms, Recognition Sheets, and other materials.

2. Important Cookie Program Dates

Review the dates families need to know:

December 19 – Digital Cookie Opens: Families will receive an email with instructions for registering and setting up their Girl Scout's Digital Cookie account.

December 20 – Cookie Sales Begin: This is the earliest date Girl Scouts may begin selling or taking cookie orders. Girls are not required to start that day and are welcome to begin selling later in the season if that works better for their family.

Troop Deadlines:

Important Date	**Our Troop's Deadline**
Initial cookie orders due	_____
Initial cookie pickup	_____
Cookie payments due	_____
Additional troop deadlines	_____

Remind families that cookie pickup may require extra vehicle space, depending on the size of their order.

3. Meet the Cookies & Ways to Sell

Review this year's cookie lineup, prices, and the difference between cookies available for in-person sales and online-exclusive varieties (if applicable).

Explain that Girl Scouts can sell cookies using their paper order forms or through Digital Cookie.

Digital Cookie

Families will receive their Digital Cookie registration email on December 19. Once registered, Girl Scouts can create their own online cookie storefront and share it with potential customers through email, text messages, social media, or a QR code they can print and put on flyers or business cards.

Customers can choose to have cookies shipped directly to their homes or delivered by the Girl Scout (Girl Delivery). **Important:** Guardians must approve Girl Delivery orders **within five days**.

Digital Cookie also has a mobile app! Families must complete their initial account setup through the Digital Cookie website before using the app. If you still have last year's app installed, you can use it! Just be sure to update it before using it again this season.

4. Troop Goals, Proceeds & Recognitions

The Cookie Program is more than a fundraiser! It helps Girl Scouts develop important entrepreneurial skills while earning money for their troop.

Review:

- How much the troop earns from cookie sales.
- Individual recognitions and Camp Credits.
- How troop proceeds benefit all Girl Scouts, regardless of individual sales.
- The troop's cookie goal and what they would like to do with their earnings.

Troop Leader Tip: Let the Girl Scouts help decide what they're working toward! Whether it's a special trip, camping adventure, service project, or another exciting experience, having a shared goal makes cookie season more meaningful.

Opting Out of Recognitions (If Applicable)

If your troop is eligible to opt out of individual recognitions in exchange for additional troop proceeds, discuss this option with families before making a decision. **Make sure everyone understands that opting out of recognitions also means opting out of Camp Credits.**

5. Cookie Share & Community Service

Cookie season is also a wonderful opportunity for Girl Scouts to give back! Discuss this year's Cookie Program community service project and whether your troop would like to participate.

Review the Cookie Share options:

- **Virtual Cookie Share:** Support cookie donations coordinated through GSSNE.
- **Troop Cookie Donations:** Collect physical cookie donations from your troop's inventory and have your troop get together to deliver them to a local organization of the troop’s choosing.

If your troop plans to donate cookies locally, let the Girl Scouts help choose the organization they'd like to support!

6. Cookie Booths & Family Volunteers

Talk with families about whether your troop would like to participate in cookie booths.

Discuss:

- How many booths your troop would like to schedule.
- Family availability to help supervise booths.
- Possible booth locations.
- Any additional volunteers needed to help with cookie pickup, sorting, or deliveries.

Remind families that cookie booths require adult support and must follow current GSSNE guidelines and approval procedures. All volunteers handling the cookie money MUST be registered and background-checked.

Remember: Troop leaders and Cookie Managers shouldn't have to do everything themselves. Cookie season is a team effort!

7. Cookie Distribution, Payments & Receipts

Take a few minutes to explain how your troop will distribute cookies and collect payments.

Make sure families understand that **every time cookies and/or money are exchanged, both parties must count and verify the amount, and a receipt must be completed.** Both the Troop Cookie Manager and the caregiver should receive and keep a copy of the signed receipt.

Ask families to allow enough time during cookie pickup and payment drop-off for this process. It protects everyone and helps keep troop records accurate.

8. Cookie Program Activities & Opportunities

Girl Scouts can earn more than cookie proceeds and recognitions during the sale! Share some of the fun opportunities available this season:

- Cookie Business badges for each program level. Which badges will your troop work on this cookie season?
- Family Cookie Entrepreneur Pins that Girl Scouts can complete at home.
- Council-sponsored activities, such as the Cookie Rally.
- Service Unit-sponsored Cookie Kickoff activities.

Ask families which opportunities they'd like their Girl Scouts to participate in, and make a plan to incorporate them into your troop activities.

9. Questions & Closing

Before wrapping up, make sure every family:

- Has received their Cookie Program materials.
- Knows the troop's order and payment deadlines.
- Has the Troop Cookie Manager's contact information.
- Understands how the troop will communicate throughout the sale.
- Knows to read all GSSNE Cookie Program emails and updates.

Encourage families to reach out with questions as they come up rather than waiting until deadlines approach.

Thank families for their support and remind everyone that the goal is to make cookie season a positive, fun, and rewarding experience for every Girl Scout!

Part 3: AFTER THE MEETING CHECKLIST

- Follow up with families who still need to complete their Product Program Permission Slip.
- Send a meeting recap with important dates and troop deadlines.
- Share the Troop Cookie Manager's contact information.
- Remind families to watch for their December 19 Digital Cookie registration email.
- Follow up with families interested in volunteering.
- Schedule time for the girls to set their troop cookie goal.
- Confirm plans for cookie booths, recognitions, and Cookie Share participation.

One Final Reminder: You don't have to do it all yourself! A successful Cookie Program is a team effort, with girls leading the way and families helping them succeed.

Happy Cookie Season!