girl scouts of the missouri heartland

Girl Scouts of the Missouri Heartland
Family Guide for the 2026 Cookie Program

Welcome to the Cookie Program! We're so glad you're here.

Selling cookies is an entrepreneurial experience that provides lasting skills and memories. When your Girl Scout has a voice and can help decide what to do with the money earned, she becomes courageous, confident, and empowered to make the world a better place.

As we head into the 2026 Girl Scout Cookie Program, we have in-person, digital, or combination selling opportunities available. We hope your family finds the best fit for you.

Thank you for helping your Girl Scout through the Girl Scout Cookie Program. Through innovation, delicious cookies, and creative opportunities, she will have the self-confidence and know-how to pursue her dreams.

Need additional help? Get answers fast!
Email us at info@girlscoutsmoheartland.org, including 'Cookies' in the subject.

girl scouts | ABC BAKERS

Your Girl Scout Cookie favorites are back!

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*

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Girl Scout Cookie Program Credit

Girls earn Cookie Program Credit when they sell 150 or more packages of Girl Scout Cookies—The exact amount earned depends on the total number of packages that each girl sells.

Cookie Program Credit Can Be Used For:

- All girl experiences hosted by GSMH
- Girl membership registration fees
- Girl Scout Destinations and other travel
- Girl Scout Merchandise—including online!

Receiving Girl Scout Cookie Program Credit

Cookie Program Credit is emailed directly to all registered girls that have earned it. GSMH uses the email addresses associated with your membership—make sure your email address is accurate before the Cookie Program begins. **Note:** Cookie Program Credit can only be emailed to personal addresses such as yahoo, gmail, aol, hotmail, etc. No medical, .edu, or business extensions.

Dates and Seasons for the Cookie Program

- **Right Now:** Talk with your Girl Scout about her Cookie Program goals and attend the Family Cookie Meeting set up by your troop.
- **January 3:** Initial Order Forecasting begins.
- **January 19:** Initial Order Forecasts for troops due to SU.
- **February 5 - 13:** Cookie deliveries! Your troop cookie chair will let you know when and how to pick up your girl's cookies.
- **February 1:** Cookie Program and Online sales begin!
- **February 16- April 12:** Cookie Booths and Direct Sale Period.
- **Weekly:** Turn in money collected to troop for any Cookie Sales.

Initial Order Forecasting • January 3-19

This is now the time when your troop will forecast your Initial Order. This order should get your troop through the first 2 weeks of the Cookie Program. For more information please refer to page # of the Cookie Scoop.

Online Sales • February 1 - April 12

Online sales launch February 1. This means there will be no online component to the Initial Order period, including online girl-delivered orders via link or email. This shift simplifies the experience for troops and families—it reduces the workload in December and provides a milestone to keep girls engaged between initial orders and direct sales.

Direct Sales Period • February 16 - April 12

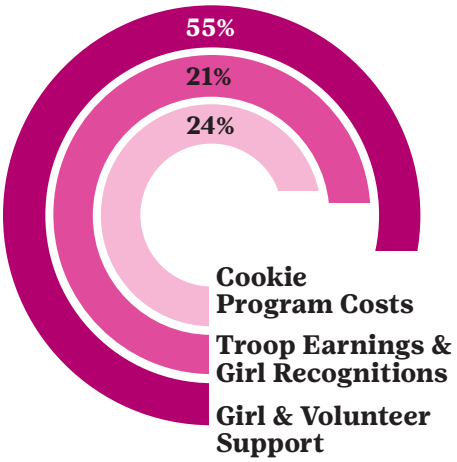
This year, cookie deliveries will happen February 5 - February 13. During Direct Sales, in-person sales start, including Cookie Booths, cookie stands, and more. Girls can also use their My Cookie Site through Digital Cookie for direct ship or girl delivery sales. This year girls will earn recognitions based on sales during only the Direct Sale period.

The Five Skills of the Cookie Program

Through the Girl Scout Cookie Program, girls learn . . .	**This matters because . . .**
Goal setting as they set a troop goal based on what they want to do with their troop proceeds. Then girls set an individual goal with help from their families.	Girls need to know how to set and reach goals to succeed in school, on the job, and in life.
Decision making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girls will make big and small decisions in their life; practice helps them make good ones.
Money management as they develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.	Girls need to know how to confidently handle, manage, and leverage money to do great things.
People skills as they safely talk to their customers in person and virtually to work as a team with other girls.	Knowing how to work with others will help them do better in school and, later, at work.
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.	Employers want ethical employees, and the world needs ethical leaders in every field at every age.

The Cookie Program Makes Girl Scouts Possible

Cookies are sold at $6 per package. 100% of the Cookie Program proceeds benefit Girl Scouts in the Missouri Heartland. The annual membership dues fund our national organization, GSUSA. Proceeds from the Cookie Program stay here and are the largest source of income for girl programs, volunteer trainings, and more. They provide financial assistance to keep Girl Scouting available and affordable to all.



Girl & Volunteer Support – $3.31

- High quality Girl Scout programs in leadership, business, outdoors, and STEM
- Financial assistance & outreach to under served girls
- Girl and volunteer recruitment and retention
- Volunteer trainings, resources, and recognitions
- Girl events and programs

Cookie Program Costs – $1.44

- Cost of cookies and program operations

Troop Proceeds & Recognitions – $1.25

- Girl, troop, and service unit rewards
- Girl and troop proceeds—used for field trips, camp, events, community service projects, program supplies, books, membership, and more

Ways to Participate in Cookie Sales

Deciding how to sell cookies is one of the biggest decisions girls will make during the program and there are a lot of choices! Be it through her online cookie efforts, going door-to-door in her neighborhood, or contacting local businesses—girls take the lead and learn how their choices impact their goals.

Door-to-door Sales are the keystone to the Cookie Program's success. Girls will now have cookies on hand day 1 for door-to-door sales! We know there are lot of neighbors eagerly awaiting a Girl Scout to come knocking at their door! If a customer is not home, Girl Scouts can leave a door hanger or a business card with their individual sales link to purchase online for girl delivery.

Phone or Text My Cookie Site links can easily be shared by text for direct ship or local delivery. Girl Scouts can also call customers to collect orders for local delivery or direct ship.

Digital Sales Through the Girl Scout's unique My Cookie Site link, customers can choose the Direct Ship option to have cookies shipped right to their door or have them delivered by the Girl Scout and their caregiver with the girl delivery option. Online sales allow customers and sellers (Girl Scouts) to connect more easily than they ever could before.

Workplace Sales A caregiver's workplace provides a great selling opportunity. The key to success? Keep it girl led! Encourage your Girl Scout to prepare a short personal statement to share with customers. This helps them explain their goals and what your support means. Since cookies are available right away, she can thank customers in the moment and hand-deliver cookies on the spot. Working from home? Cookie sellers can draft an email to introduce their goals and let coworkers know cookies are ready for immediate porch drop-off or a quick meet-up.

Cookie Booths are places where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies. Selling as a group not only develops individual skills, it also teaches troops how to work together as a team. Booths are a great option for troops who want to practice selling together. Cookie sellers have fun, and customers get their favorite cookies. Talk about a win-win!

Cookie Stands are booths with one girl and her trusted adult—a girl can set up a Cookie Stand in her front yard or a central location in her neighborhood and invite neighbors to drop by! Cookie Stands can give girls more opportunities to achieve their goals, but is not meant to replace the team effort of traditional Cookie Booths. Cookie Stands can take place anytime during the Cookie Program. Guidelines:

- A Cookie Stand is a booth set up on the property where the girl or a close family member resides, as their city, homeowner's association and/or property management permits.
- Cookie Stands can be held by one girl and one adult. If a girl is accompanied by her own caregiver, that adult is not required to be a registered Girl Scout volunteer.
- Girl Scouts should wear a uniform piece as they are representing Girl Scouts.
- Girls must use cookies that have been transferred from the troop inventory to the girl.
- Cookie Stands may be promoted by the girl using her own marketing tools such as their social media and signage.
- Girls must have her own caregiver adult present at the Cookie Stand at all times—girls, cookies, and money should never be left unattended.
- Girls who reside in an apartment, gated community, or similar housing must obtain management approval prior to setting up. Set up must be in a common area within the bounds of the complex.

Outside the Box Ways to Pitch Your Business

Practice makes perfect! Before your girls go out into the world with their order card in hand, help them practice their sales pitch. Their customers are going to ask questions, and now is a great time to practice answering! Girls should also familiarize themselves with the cookie line up so they can describe each different flavor.

Sample Pitch
It's Girl Scout Cookie Time! My first name is_____. Please help me reach my goal of selling ____ packages so my troop can_____. Let me tell you how you can purchase cookies!

Perfect Your Pitch to Businesses: Business-to-Business Sales can help local businesses creatively connect with their customers. Cookies can be sold to local businesses who in turn give them to their customers or clients. Real estate agents can serve them at open houses, car dealerships can keep them in their lobbies, or a sales firm may use them as thank you gifts. Connecting with a community organization to set up a time to sell cookies to members during a meeting or even connecting with businesses to set up a cookie break are also great options to try! **Remember:**

- Businesses cannot sell cookies for girls, but they can host booths!
- Businesses may never buy cookies to resell them, but they can buy them to use them to giveaway as customer or employee appreciation!

Perfect Your Pitch to the Media: Talking with the media and being on TV can be a fun experience, and it can also get the word out about how to buy cookies, why the public should buy cookies, and more! Before engaging with the media reach out to us—as the expert and official representative for GSMH in the media, our Sr Marketing & Communications Specialist will be your teammate, guiding you through the process every step of the way. Families should not reach out directly to the media.

Perfect Your Pitch Online: Girls (ages 13+) may promote their Cookie Business on social media pages with caregiver guidance. For girls ages 5-12, caregivers can promote their Girl Scouts' Cookie Business, but girls should be involved in the process—share your girl's goals, photos, or artwork, and messages of thanks. **Remember:**

- Personal emails or street addresses of girls should never be used online.
- Never sell or take money for cookies through online sales sites (e.g. eBay, Craigslist, Amazon, Facebook Marketplace, TikTok Shop, and public Buy & Sell sites).
- Social media ads or any type of paid advertisements should not be purchased or donated to promote girl's cookie sales.

Cookie Crumb, A Sample Social Media Post: My daughter [name] is selling Girl Scout Cookies this year to help reach her goal of [recognition goal]! If you are interested in supporting [name], please leave a comment with the best time to reach you and [name] will contact you. **Not OK:** My daughter is selling Girl Scout Cookies! Leave a comment with your order!

Getting Started with Digital Cookie

Once you receive the access email around January 12, you can to log in to your Digital Cookie Campaign Site! **Log in to Digital Cookie:**

1. When you first log in, you will need to watch a safety video. Make sure your Girl Scout is available to watch it with you! There will be a "continue" button at the end. You won't be able to proceed any further until the full video has been viewed.
2. Next, you will need to read and accept the Terms and Conditions agreement.
3. Then the "Girl Scout Safety Pledge" will appear. Be sure to read it with your Girl Scout(s) and check the box for "accept," then click "continue."
4. Once you have accepted the terms and pledge, you will be taken to a screen to activate your Girl Scout(s) for the Digital Cookie program and update their preferred name if desired.
5. If the Girl Scout you are activating is 13 or older, you have the option to enter an email address. The Girl Scout will then be able to set up the site and monitor Digital Cookie. (Note: the email address for a Girl Scout 13+ must be unique and not in use in Digital Cookie).
6. After activating all your Girl Scouts, click the "Access Site" button to be taken to the first Girl Scout's home page. Once you have registered, watch your inbox for a registration confirmation email and save this email where you can find it during cookie season.

Set Up Your My Cookie Site

After you have logged in, you will want to start setting up your My Cookie Site. The My Cookie Site is a website that customers can visit to purchase cookies from you. The My Cookie Site link can be found on the Digital Cookie Dashboard. **Follow these steps to set up your My Cookie Site:**

1. Log in to your Digital Cookie account.
2. Select your role and click 'Continue.'
3. Watch the Safe Selling Video and click 'Continue.'
4. Review and agree to the Digital Cookie Terms and Conditions.
5. Select the green button that says, 'Activate.'
6. Click 'Access Site.'
7. Select the 'Site Setup' tab at the top of the page.
8. Enter your information—share your goals, your individual story, and upload a photo or video to share with customers.
9. Click 'See your site and submit for approval.'
10. Review the site customers will see when they order cookies from you!
11. Click 'Approve and Publish' and start sending the link to customers.

Through your My Cookie Site, customers have the option of choosing direct ship or girl delivery. Parents will receive an email if the customer asks for delivery—you will have 5 days to approve this delivery order. You can disable the girl delivery option at any time.

Cookie Crumb: Registration emails for Digital Cookie will start going out to girls beginning January 12. This email will come from email@email.girlscouts.org. Once you receive the registration email, you will just follow the instructions to log in to your Digital Cookie Dashboard!

Navigating Digital Cookie Features

Girl Scouts of the USA launched a unified selling platform for Girl Scouts—Digital Cookie. The Cookies+ Team has broken down Digital Cookie features into three categories—Essential, Advanced, and Unsupported—to make it easier to prioritize and navigate Digital Cookie. This can help you and your troop utilize Digital Cookie in the ways that work best. An overview is shown below, but more details can be found within Digital Cookie, on our website, and in Cookie Crumbles—our weekly in-season email newsletter!

Digital Cookie Essential Features

Digital Cookie Essential Features are just that—essential for a successful Cookie Program. These features are the foundation of the online Girl Scout Cookie Program. Girl Scouts use Digital Cookie to create their site and send marketing emails to customers, manage their online sales, and take and track customer orders. These features are the foundation of the online Girl Scout Cookie Program.

Digital Cookie Essential Features
- Digital Cookie Dashboard
- Site Setup Tab
- Orders Tab
- My Cookies: Delivery Settings

Digital Cookie Dashboard. Your Digital Cookie Dashboard has information that helps you support your Girl Scout and their Digital Cookie sales. You will be able to see your sales goals, manage your cookie orders, send cheers to your friends, and track your pins and badges earning progress.

Orders Tab. The Orders tab will show in-person delivery orders that will need approved, orders that have been placed online and shipped direct, and donated cookie orders.

- In-person delivery orders must be approved or declined within 5 days. If left unattended or if you are unable to fulfill the customer's order, the order will automatically be declined and revert to the customer's second option of cancel or donate. The order cannot be changed, and the customer will have to place another order.
- If an order has not be approved by midnight, you will receive an email from email@email.girlscouts.org with the subject "Action required: you have an in-person delivery request!"

Site Setup Tab. The Site Setup tab helps your Girl Scout set up her business for customers. Here she will set her goals, do her My Cookie Story, and publish her site. This is also where a Girl Scout can use the advanced features to customize her site by uploading messages or videos. There are four sections on the Site Setup tab.

1. Goal Setting: "Set My Sales Target"
2. My Cookie Story
3. Photo/Video Upload
4. Preview and Publish Your Site

My Cookies: Delivery Settings. This section is where you can turn off/on cookie varieties as well as the in-person delivery option for customers. This might be useful if you run out of a cookie variety and can't get any more to fill customer orders or you are entirely out of cookies for delivering to customers or otherwise are unable to deliver cookies to customers.

Digital Cookie has help right where you need it! There are videos and tip sheets throughout the Digital Cookie platform to help you through each step of the Troop Cookie Chair process.

Digital Cookie Advanced Features

Digital Cookie Advanced Features can take your Cookie Program to the next level! These features include utilizing Digital Cookie to accept credit card payments in person and boosting your sale with cheers and badges.

Digital Cookie Essential Features

- Mobile App and Payments
- Customers Tab
- Cheers Tab
- Badges Tab

Mobile App and Payments. Girl Scouts can use the Digital Cookie Mobile App to accept credit card payments and to process and review orders placed through the individual girl site. Start by downloading the Digital Cookie Mobile App from the iTunes or Google Play Store. ***Notes: Users must download the newest version of the app each year. Your girl's cookie site must be set up before using the app.***

Once downloaded, the same email and password used to access Digital Cookie is the same to log into the mobile app. To process credit card payments:

1. Open the Digital Cookie app and log in.
2. Choose whether the order is being processed under a Girl Scout or through the troop. ***For booths, you must select the troop. If you do not see the troop, do not proceed.***
3. Select 'New Cookie Order.'
4. Use the - and + buttons to enter the number of packages of each variety for the purchase.
5. Select 'Give cookies to customer now,' then 'Review Order.'
6. Have the customer place their card on the sales table or in a box.
7. 'Scan Card' or insert card information. ***Screenshots are disabled when in this mode, and this does not take a photo of the card.***
8. Select 'Place Order' and return their card.

Once processed, give the customer the cookies purchased — and don't forget to say thank you!

Customers Tab. Under the Customer tab, Girl Scouts can enter information regarding their customers' email addresses in order to send email marketing messages and follow up with customer service skills. This information can be kept year after year and utilized in future cookie seasons. Customers can be imported as a group or individually, and can also be deleted if they are no longer applicable.

Cheers Tab. The Cheers tab can be utilized by Volunteers or Girl Scouts to send Cheer to your fellow Girl Scouts and celebrate achievements during the program.

Badges Tab. The Badges tab takes you to the Cookie Entrepreneur Family Pins and Cookie Business badges that your Girl Scout can view and complete. Girl Scouts can read an overview of the steps needed to earn the badge. For the Cookie Entrepreneur Family Pins, Girl Scouts can click on the instructions for each step, and then click on the link to complete any activities in Digital Cookie! Once complete, the Girl Scout will click the box "complete." Once a Girl Scout has completed the badge or pin, it will display in color on the home page.

Digital Cookie Unsupported Features

Digital Cookie Unsupported Features are features that have known issues and can make the program more complicated. Unsupported features also include features not relevant this year due to timing.

- **Rewards.** The Rewards tab will display rewards for the 2026 Cookie Program, however, it is best to use the rewards flyer for rewards reference. The selection and reporting process in Digital Cookie is not supported due to known issues. Your troop leader can help track progress to rewards goals through Smart Cookies.
- **Initial Order Features.** These features are unsupported due to moving to a Direct Sales only sale.
- **Refunding Orders.** The ability to refund orders is shut off. If you have a refund situation please reach out to us, and we will assist with the refund.

Managing Inventory and Finances

Girls—with the help of their caregivers—are responsible for tracking their inventory by variety on a weekly basis. Doing this will help you only ask for and receive the cookies you need!

When tracking your inventory, keep these guidelines in mind:

- Cookies you receive from your troop become your financial responsibility.
- Girls will not be allowed to request additional cookies from their troop until all of their money due has been turned into the troop.
- Think ahead, but not too far. Only request enough cookies to get your girl's sales through the next two full weekends. When thinking ahead, decide how many days you will be going door-to-door or hosting a Cookie Stand.
- Our top 3 selling cookies are Thin Mints, Caramel deLites, and Peanut Butter Patties. Not sure what to get? You can't go wrong when ordering more of those varieties!
- When receiving requested cookies from your troop, be sure to know exactly how many cookies you requested. Always count those cookies with your troop leader and ask for a receipt.
- While selling cookies in person, keep track of your sales by variety. Keeping track of how many cookies you are selling will help you know how many cookies to request next time.
- For more help on managing your inventory, work with your troop leader.

Permission Slips & Financial Responsibility

Permission Slips. GSUSA has collaborated with our bakers to update the girl permission and financial responsibility guidelines. The permission and responsibility statement has been integrated into a new receipts design. To collect permission for the program, troop leaders must obtain a caregiver's signature on a receipt when checking out cookies or turning in money.

Money Matters. Cookies are sold for $6 per package. When taking pre-orders door-to-door, money will not be collected until the cookies are delivered. Caregivers are responsible for collecting the money at the time of purchase, then turning it into their Troop Leader or Cookie Chair. We recommended turning in money at every troop meeting or at least every 1-2 weeks.

Financial Responsibility. All cookies received by the troop are the troop's responsibility. Likewise, all cookies received by the girls become the financial responsibility of the caregiver. Cookies may not be returned or exchanged with troops or cupboards. Girl Permission/Financial Responsibility is now attached to receipts. Receipts must be signed every time a financial transaction or cookie transaction is made.

It is important that caregivers understand the deadlines for turning in money. When families turn in money on time, it helps ensure that your troop is ready for the electronic withdrawal. Here are the deadlines for troops. Your troop may have additional deadlines for families.

- March 5—Troop Deposit Due for First Electronic Withdrawal
- March 19—Troop Deposit Due for Second Electronic Withdrawal
- April 2—Troop Deposit Due for Third Electronic Withdrawal
- April 27—Troop Deposit Due for Final Electronic Withdrawal

2026 Cookie Program Calendar

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 Cookie Booth Access Opens at 6 p.m. Initial Order Forecasts due from Troops to SU.	20 Initial Order Forecasts due from SU to GSMH	Cookie Booth Access Closes for Confirmations	22 Cookie Merchandise Ordering Begins	23	24
25	26	27	28	29	30	31

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 **Cookie Program Begins!**	2 Deadline to Submit 5¢ Option Form	3	4 Cookie Booth Access Opens For Rest of Program	5 Cookie Deliveries!	6	7
8	9	10	11	12	13 Cookie Deliveries!	14
15	16 **Direct Sales Begin!** Cupboards Open	17	18	19	20 National Girl Scout Cookie Weekend	21
22 National Girl Scout Cookie Weekend	23	24	25	26	27	28

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5 Troop Deposit Due for 1st Electronic Withdrawal	6	7
8	9	10 1st Electronic Withdrawal: 30% of Total Amount Due	11	12	13	14
15	16	17	18	19 Troop Deposit Due for 2nd Electronic Withdrawal	20	21
22	23	24 2nd Electronic Withdrawal: 30% of Total Amount Due	25	26	27	28
29	30	31				

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 Troop Deposit Due for 3rd Electronic Withdrawal	3	4
5	6	3rd Electronic Withdrawal: 30% of Total Amount Due	8	9	10	11
12 **Cookie Program Ends**	13	14	15 Rewards Orders Due from Troop to SU	16	17 Rewards Orders Due from SU to GSMH	18
19	20	21	22	23	24 Deadline to Submit Uncollected Funds Report	The program ends April 12. However, if your troop has remaining on hand inventory the troop has until June 12 to sell to customers. Please continue to follow all safety and sales guidelines during this period.
26	27 Troop Deposit Due for Final Electronic Withdrawal	28	29	30	1 Final Electronic Withdrawal of Remaining Balance Due	