girl scouts of the missouri heartland

Girl Scouts of the Missouri Heartland Family Guide for the 2027 Cookie Program



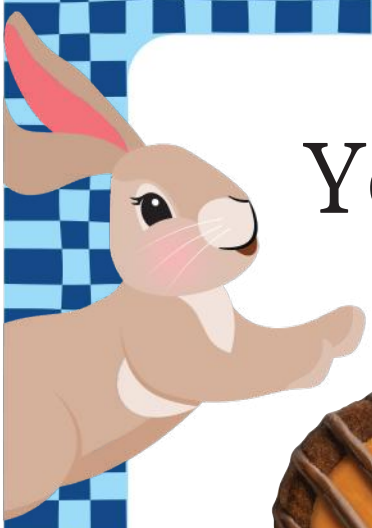
Welcome to the 2027 Cookie Program!

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

This year we have in-person, digital, and combination selling options, so your family can find what fits best. Thank you for supporting her through the Cookie Program.

What's inside:

1. The Cookie Lineup
2. Online Exclusive Items
3. Program Calendar & Cookie Program Credit
4. Five Skills Girls Learn & Where the Money Goes
5. Ways to Sell Cookies
6. Pitching Your Girl's Cookie Business
7. Digital Cookie
8. Financial Matters & Managing Inventory



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 nutty crème



Lemonades®

made with vegan ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

made with vegan ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter Patties®

made with vegan ingredients

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

Certified Gluten Free

Peanut PF Free

made with vegan ingredients

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

**Limited availability*

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Exclusive NEW Cookies

Offered Online Only



Shipped to your door!

Add Digital Cookie QR Code



Sparkables & Patch Pals

New online-exclusive products!



Patch Pals: *Baked by* ***Bark!***

Patch Pals is an online exclusive, first ever Girl Scout Cookie made specifically for DOGS!
Why? Because dogs are a part of the family, too!
Bark is a well-known dog brand that takes pride in using premium ingredients for their dog treats/cookies.

- **Important note!** This product is an *online exclusive*, meaning you cannot sell them at booths. However, you can promote them to customers to find online.
- **How much are they?** **Patch Pals** sell for $9/box for the 2027 Cookie Program.



Patch Pals are a soft, chewy blueberry muffin-inspired dog treat.

Sparkables: *Baked by* ***Partake***

Sparkables are the first ever allergen-friendly AND gluten-free Girl Scout Cookie!

This cookie is free from the following allergens: Peanuts, milk, shellfish, tree nuts, eggs, fish, wheat, soy and sesame.

- **Important note!** This product is an *online exclusive*, meaning you cannot sell them at booths. However, you can promote them to customers to find online.
- **How much are they?** **Sparkables** sell for $6/box for the 2027 Cookie Program.



Sparkables are a crunchy oatmeal chocolate chip cookie dotted with colorful sprinkles.

Important Information: !!

- Both **Patch Pals** and **Sparkables** are LIMITED EDITION for the 2027 Cookie Program.
  - **What does Limited Edition mean?** Both these cookies are expected to run out prior to the end of the season.
- Marketing both should include: “Get them while they last!” “They won’t be here for long!”
- **Patch Pals and Sparkables** **should not be sold at booths at any point.** These are online exclusive items that are required to be sold online only. Selling these items at booths will not only mess up your troop’s inventory, **as they won’t be listed to take payment on Digital Cookie**, but can also negatively affect your troop’s financials.
- **Patch Pals: What happens if a human eats this cookie?** This product is a dog treat made for dogs and not intended for human consumption. However, if a human accidentally consumes a **Patch Pal** dog treat, there is typically no cause for concern. Please contact a healthcare professional if you experience discomfort.

Program Calendar



Date	What happens
Right now!	Talk with your Girl Scout about her goals and attend the Family Cookie Meeting your troop sets up.
February 1	**Digital Cookie and online sales launch. Girls can begin sharing their site through Digital Cookie for direct ship or girl delivery sales.**
Jan 29-Feb 5	Cookie deliveries! Once your troop receives cookies, girls can begin going door-to-door to sell.
Feb 8	Direct Sales begin. Girls can begin hosting Cookie Stands and participating in Cookie Booths with their troop!
Feb 19-21	National Girl Scout Cookie Weekend.
Weekly	Turn in all money collected from your daughter's cookie sales to your Troop Cookie Chair.
April 4	Cookie Program ends.
June 4	Last day to sell any cookies your family still has on hand.
Mid May	Rewards will be given to Troop Cookie Chair to distribute out to girls.

Understanding the Sales Periods

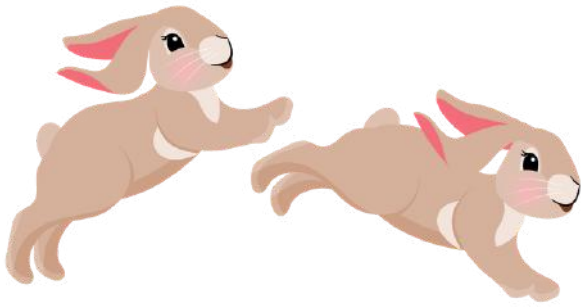


Online Sales (February 1 to April 4): Once girls set up their Digital Cookie, they can begin sharing their site to customers via email, social media, and QR codes. Customers can buy cookies online for direct ship, or online for girl delivery.

Direct Sales Period (February 8 to April 4): in-person sales open: including door to door, Cookie Booths, and Cookie Stands.

Girl Scout Cookie Credit

Girls earn Cookie Program Credit once they sell 150 or more packages; the exact amount depends on total packages sold.



Credit can be used for:

- Girl Scout experiences hosted by GSMH
- Girl membership registration fees
- Girl Scout Destinations and other travel
- Girl Scout merchandise, including online

Credit is emailed directly to the girl's caregiver's registered email on file, so please make sure it is accurate before the program begins (Yahoo, Gmail, AOL, or Hotmail; **NOT** medical, .edu, or business addresses).

The Five Skills Girls Learn:



Girls Learn:	This matters because....
Goal setting, as they set a troop goal for their proceeds and then an individual goal with help from family.	Girls need to know how to set and reach goals to succeed in school, on the job, and in life.
Decision making, choosing where and when to sell, how to market their business, and what to do with proceeds.	Girls will make big and small decisions throughout life; practice helps them make good ones.
Money management, as they budget, take orders, and handle customer money.	Girls need to confidently handle, manage, and grow money to do great things.
People skills, safely talking with customers in person and online, and working as a team.	Working well with others helps girls succeed in school and later at work.
Business ethics, running their business by the Girl Scout Law: honest and responsible every step of the way.	Employers want ethical employees, and the world needs ethical leaders at every age.

Ways to Sell Cookies

Deciding how to sell is one of the biggest choices your Girl Scout will make!

Selling method:	How it works:
Door-to-door	The keystone of the Cookie Program. Girls have cookies on hand from day one. If a customer isn't home, leave a door hanger or business card with her individual sales link so they can order online for girl delivery.
Workplace sales	A caregiver's workplace is a great opportunity. Keep it girl led: have her prepare a short personal statement about her goal, and since cookies are on hand, she can thank customers and hand deliver on the spot.
Phone or text	Share your Girl Scout's My Cookie Site link by text for direct ship or girl delivery, or call customers directly to collect an order.
Digital sales	Every girl's My Cookie Site supports direct ship and girl delivery sales; the Troop Ship Only Link supports troop-wide sales.
Business-to-business (B2B)	Businesses can buy cookies as an employee or client appreciation gifts, and can host a girl-attended booth, but cannot resell cookies themselves.
Cookie stands and booths	See the Cookie Booths section in The Cookie Scoop for full guidance.

Cookie Stands

A Cookie Stand is a mini booth run by one girl and her own trusted adult, set up at her home or a close family member's property (with HOA or property approval as needed) any time during the program.



- The adult does not need to be a registered Girl Scout volunteer if it's the girl's own caregiver, but must stay present
- the entire time; girls, cookies, and money should never be left unattended.
- Girls should wear a uniform piece to represent Girl Scouts, and use only cookies already transferred to them from troop inventory.
- Promote it with the girl's own signage or social media. Families in apartments or gated communities need management approval and must set up in a common area.
- Cookies must come from girl inventory already transferred from the troop.

Pitching your Girl's Cookie Business

Practice makes perfect. Before your Girl Scout heads out, help her rehearse her pitch and get familiar with the cookie lineup so she can describe each flavor with confidence!

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!"

Pitching to Businesses:

Business to business sales help local businesses connect with their own customers. Cookies can be given away by real estate agents at open houses, kept in a car dealership lobby, or used as client thank you gifts. Connecting with a community organization for a meeting sale, or setting up a cookie break with a business, are also great options.

- Businesses cannot sell cookies on a girl's behalf, but they can host a girl-attended booth.
- Businesses may never buy cookies to resell, only to give away as customer or employee appreciation.



Pitching Online:

Girls age 13 and older may promote their cookie business on their own social media with caregiver guidance.

For girls ages 5 to 12, caregivers can promote the business, but the girl should stay involved by sharing her goals, photos, artwork, or thank you messages.

- Never post a girl's personal email or street address online.
- **NEW THIS YEAR:** Girls may promote their cookie business on Facebook including groups, Instagram, TikTok, etc.
- Never sell or accept payment through sites like eBay, Craigslist, Amazon, Facebook Marketplace, TikTok Shop, or other public buy and sell sites.
- Paid social media ads should never be purchased or donated to promote an individual girl's sales.

Sample Social Media Post:
OK: "My daughter [name] is selling Girl Scout Cookies this year to help reach her goal of [recognition goal]. If you're interested in supporting her, please leave a comment with the best time to reach you and she will contact you."

Not OK: "My daughter is selling Girl Scout Cookies! Leave a comment with your order!"

Pitching to the Media:

Talking with the media can be a fun way to get the word out about how and why to buy cookies. However, it is **required** you reach out to GSMH **before** engaging with any media outlet; our Senior Marketing and Communications Specialist is the official representative for GSMH in the media and will guide you every step of the way. Families **should not** contact the media directly.

Digital Cookie



Watch for your access email around January 12 from email@email.girlscouts.org, then follow these steps to get set up.

Log in and Set Up Your My Cookie Site

1. Log in to **Digital Cookie** and **select your Girl Scout's name**.
2. Watch the complete safety video with your Girl Scout, and accept the Terms and Conditions before you continue.
3. Read the Girl Scout Safety Pledge with your Girl Scout, check accept, and continue.
4. Activate your Girl Scout(s) for the program and update a preferred name if you'd like. Girls 13 and older may enter their own unique email to help manage the site.
5. Click Access Site, then open the Site Setup tab: set a sales goal, write her Cookie Story, and upload a photo or video.
6. Preview the site, then click Approve and Publish, and start sharing the link with customers.

Watch your inbox for a registration confirmation email and keep it somewhere easy to find all season. Customers can choose Direct Ship or Girl Delivery on the My Cookie Site; for a delivery order you'll get an email and have 5 days to approve it, and you can turn off the girl delivery option at any time.

Feature Guide:

Tier:	What it includes:

Essential	• Digital Cookie Dashboard
	  ◦ Sales Goals
	  ◦ Manage Orders
	  ◦ Send Cheers to your Friends
	  ◦ Track pins & badges
	• My Troop tab
	  ◦ Goal Setting: "Set My Sales Target"
	  ◦ My Cookie Story
	  ◦ Photo/Video Upload
	  ◦ Preview & Publish Your Site
	• My Orders tab
	  ◦ Orders to deliver
	  ◦ Sort by order number, packages, payment, and delivery details

Advanced	• Mobile app and in-person credit card payments • Troop Cheers tab to send encouragement to girls • Customers tab to enter information regarding customers emails to send email marketing messages
Not supported this year	• Rewards selection in Digital Cookie (Use the rewards flyer and Smart Cookies instead.) • Virtual Booths and related reports • All Initial Order features • Volunteer order refunds (Contact GSMH for any refunds.)

Digital Cookie & New Patch Program

Accepting Card Payments In-Person vs. at a Booth

You must download the newest version of the Digital Cookie app each year from the Apple App Store or Google Play Store. The app works February 1 through April 4 **only once your troop and girl sites are published** and any booth is approved in Smart Cookies.

Please follow the steps below while processing orders in Digital Cookie:

In-Person (Individual Girl)	At a Booth (ONLY TROOP)
1. Open the app, log in, and choose whether the order is under a **Girl Scout** or **the troop**.	1. **Open the app**, ensure you are under the **troop account** (view top left corner), then select **Start Booth Sale** for the location you are at.
2. Select **New Cookie Order** and enter the packages of each variety.	2. Select **New Booth Sale** and **enter the packages** of each variety.
3. Choose **Give Cookies to Customer Now**, then **Review Order**.	3. Choose **Give Cookies to Customer Now,** then **Review Order.**
4. **Scan the customer's card with the phone camera** (this does not take a photo) OR enter cash given, then hit **Place Order.**	4. **Scan the customer's card with the phone camera** (this does not take a photo) OR enter cash given, then hit **Place Order**.
5. **Hand over** the cookies, say **thank you**, and let the customer **retrieve their card.**	5. **Hand over** the cookies, say **thank you,** and let the customer **retrieve their card.**

NEW! Calling All Future Entrepreneurs!

Got an idea? **Turn it into ACTION!** Explore entrepreneurship, discover free enterprise in the real world, and put your own ideas and skills to the test with the **NEW Robert W. Plaster Free Enterprise Patch!**

Your adventure is simple:

Learn it.	See it.	Try it.	Think about it.
Discover	**Connect**	**Take Action**	**Reflect**



Choose **ONE** activity from each above step, complete your reflection, then your patch is **FREE!**

Earn it with your troop, with your family, or on your own—any time of year!

Girl Scout Cookie and Fall Product experiences can count, but no selling is required.

Get the **FREE** Guide
Scan to start your Free Enterprise adventure!

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Made possible by the Robert W. Plaster Foundation.

Financial Matters & Managing Inventory

Permission & Financial Responsibility

The girl permission and financial responsibility statement is now built into the receipt itself, so no separate permission form is needed. A caregiver's signature on a receipt, whenever checking out cookies or turning in money, is what documents this.

Financial Matters

Cookies sell for $6 per package. Caregivers are responsible for collecting payment at the time of sale and turning it in to the Troop Leader or Cookie Chair; we recommend turning in money at every troop meeting or at least every one to two weeks.

Once cookies are received by the troop, ***they are the troop's responsibility***; once received by a girl, ***they become the financial responsibility of her caregiver***. Cookies cannot be returned or exchanged with the troop or a cupboard, so a signed receipt is required every time cookies or money change hands.

Troop Deposit Deadlines

It is important that caregivers understand the deadlines for turning in money. Turning money in on time helps your troop stay ready for each electronic withdrawal.

Your troop may set additional internal deadlines beyond these council dates:

- **March 5:** Troop deposit due ahead of the first electronic withdrawal
- **March 19:** Troop deposit due ahead of the second electronic withdrawal
- **April 2:** Troop deposit due ahead of the third electronic withdrawal
- **April 27:** Troop deposit due ahead of the final electronic withdrawal

Managing your Girl Scout's Inventory

Girls, with a caregiver's help, are responsible for tracking their own inventory by variety each week. This helps her request only the cookies she actually needs.

- **Cookies received from the troop become your family's financial responsibility right away.**
- Girls cannot request more cookies until all money owed has been turned in to the troop.
- Think ahead, but not too far: ***request only enough to cover the next two full weekends of selling.***
- Not sure what to stock? Thin Mints, Caramel deLites, and Peanut Butter Patties are the top three sellers, so you can't go wrong ordering more of those.
- When you pick up cookies from your troop leader, count them together and get a receipt every time.
- Track sales by variety while selling in person; it will help you know exactly what to request next.

Questions about inventory? Your troop leader is your first stop and can help you plan.



Set Your Cookie Goals

The Girl Scout Online Cookie Program begins February 1, 2027.
Direct Sales begin February 8th.
You may not take orders or sell cookies before this date.

girl scouts of the missouri heartland

www.girlscoutsmoheartland.com | 877-312-4764

25–49 Pkgs



Theme Patch
☐ **I earned this**

50–99 Pkgs



Cookie Charm
☐ **I earned this**

100–149 Pkgs



Cookie Money Coin Purse
☐ **I earned this**

150–199 Pkgs



T-Shirt, $20 Cookie Credit
☐ **I earned this**

200–299 Pkgs



Plush Floppy Bunny & Goal Getter Patch, $40 Cookie Credit
☐ **I earned this**

300–399 Pkgs

300+

MY28 Membership & 300+ Achievement Bar
☐ **I earned this**

400–499 Pkgs

400+



Clear Sling Bag & 400+Achievement Bar, $60 Cookie Credit
☐ **I earned this**

500–649 Pkgs

500+ CLUB

500+





Beach Trip Essentials: Beach Towel & Mood Cup, 500+ Club Patch, 500+ Achievement Bar, $80 Cookie Credit
☐ **I earned this**

650–799 Pkgs





650+

Girls' Night In: Mini Tattoo Pen Set & Plush Bunny Slippers, 650+ Achievement Bar, $100 Cookie Credit
☐ **I earned this**

800–899 Pkgs

800+

Sling Bottle, 800+ Achievement Bar, $125 Cookie Credit
☐ **I earned this**



900–999 Pkgs

900+

Acrylic Paint Set, 900+ Achievement Bar, $150 Cookie Credit
☐ **I earned this**



1000–1299 Pkgs

1000+



Digital Picture Frame ***OR*** Drone, 1000+ Achievement Bar, $175 Cookie Credit
☐ **I earned this**



1300–1599 Pkgs

1300+





Sewing Machine ***OR*** Hawaiian Shaved Ice Machine, 1300+ Achievement Bar, $200 Cookie Credit
☐ **I earned this**

1600–1999 Pkgs

SUPER SELLER



1600+

Super Seller Club:
Choose 1 From Super Seller Club Menu*, Super Seller Patch, 1600+ Achievement Bar, $225 Cookie Credit

**Super Seller Club: Amazon FireTablet, AmericanGirl Doll, Camping Tent, Hoverboard, Kendra Scott, Lego Harry Potter, Lego Simba, Lululemon Backpack, Nike Slides, Pickleball Set, Nike Womens Running Shoes, Vanity*

☐ **I earned this**

2000–2499 Pkgs

SUPER SELLER

2000+

Super Seller Club: Choose 1 From Super Seller Club Menu*, 2000+ Achievement Bar, $225 Cookie Credit
☐ **I earned this**

2500–2999 Pkgs

SUPER SELLER

2500+

Super Seller Club: Choose 1 From Super Seller Club Menu*, 2500+ Achievement Bar, $225 Cookie Credit
☐ **I earned this**

3000–3499 Pkgs

SUPER SELLER

3000+

Super Seller Club: Choose 1 From Super Seller Club Menu*, 3000+ Achievement Bar, $225 Cookie Credit
☐ **I earned this**

3500–3999 Pkgs



3500+

Nintendo Switch, 3500+ Achievement Bar, $225 Cookie Credit
☐ **I earned this**

4000+ Pkgs

$300 Cookie Credit
☐ **I earned this**

Cookie Credit is non-cumulative at all levels. Girls will earn the Cookie Credit amount at the highest level reached. Super Seller Club items are listed at the 1600+ level. All girls can earn achievement bars regardless of recognition choice. All recognition items are subject to availability; exact sizes, colors, and models may change due to circumstance beyond control.

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2027 Cookie Program Calendar

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11 Initial Forecast Orders Due from Troops to Service Unit	12 Initial Order Forecast Due from SU to GSMH	13	14	15	16
17	18	19 Cookie Booth sign-ups open at 6:00 p.m.	20	21 Cookie Booth sign-ups close for initial confirmations.	22	23
24	25	26	27	28	29 Cookie Deliveries!	30

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Jan. 31	1 Digital Cookie & online sales launch!	2	3	4 Cookie Booth sign-ups reopen for the remainder of the program.	5 Cookie Deliveries!	6
7	8 Direct Sales begin and Cookie Cupboards open!	9	10	11	12	13
14	15	16	17	18	19 National Girl Scout Cookie Weekend!	20
21 National Girl Scout Cookie Weekend!	22	23	24	25 First troop deposit deadline for first ACH withdrawal.	26	27
28						

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 First ACH withdrawal!	3	4	5	6
7	8	9	10	11 Second troop deposit deadline for second ACH withdrawal.	12	13
14	15	16 Second ACH withdrawal!	17	18	19	20
21	22	23	24	25 Third troop deposit deadline for second ACH withdrawal.	26	27
28	29	30 Third ACH withdrawal!	31			

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4 Cookie Program Ends!	5	6	7 Troop Reward Orders Due to SU and Troop Bonus Form Due	8	9 Reward Order Due from SU to GSMH	10
11	12	13	14	15	16 Uncollected Funds Report Due!	17
18	19	20	21	22 Final troop deposit deadline for fourth ACH withdrawal.	23	24
25	26	27 Final ACH withdrawal.	28	29	30	

May

Wednesday, May 12: Girl rewards arrive and are distributed.

June

Friday, June 4: Last day to sell any remaining on-hand inventory!