the Cookie Scoop



Girl Scouts of the Missouri Heartland
2027 Troop Cookie Chair Guide

Welcome to the Cookie Scoop!

Without volunteers like you, girls would not get the chance to build real leadership and business skills through the Cookie Program.
Thank you for the time, dedication and support you give our Girl Scouts.

This guide is your **go-to resource** for the season. And, we heard you!
This season's Cookie Scoop is shorter, with less fluff and more simplification!
We hope this makes your Cookie Season a little easier.

Questions along the way? Reach out anytime to our **Cookies+ Team**:



Amber Huey | Cookies+ Support Manager | 417-459-5522

Reach out to Amber for questions about:

- Smart Cookies
- Inventory & Finance
- Cookie Cupboards
- Planned Orders

Scan to book time to meet with Amber.



Abby Trimble | Cookies+ Engagement Manager | 417-430-8642

Reach out to Abby for questions about:

- Digital Cookie
- Girl-Led Participation
- Cookie Booths
- Rewards & Bonus Plans

Scan to book time to meet with Abby.

For any other questions, please reach out to GSMH!

Send us an email at info@girlscoutsmoheartland.org
or give us a call at (877) 312-4764, and we'll make sure we get the right people to give you the right answer.



Table of Contents:

Program Snapshot pg. 1

Online Exclusives: Bark & Partake pg. 4

Rewards & Recognition pg. 5

Your Role as Troop Cookie Chair pg. 8

Season Checklist pg. 10

Girl-Led Selling pg. 11

Cookie Booths pg. 12

Digital Cookie pg. 14

Managing Cookie Inventory pg. 16

Financial Matters pg. 18

Wrapping Up the Season pg. 20

Resources & Support pg. 21

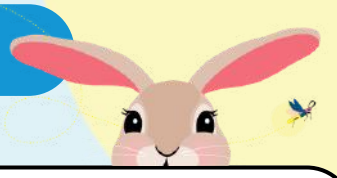
NEW!

Robert W. Plaster Foundation Free Enterprise Patch Program pg. 22

Program Snapshot

The whole Cookie Season at a glance!

Key Dates:



January

Tuesday, January 11: Initial Forecast Orders due from troops to Service Unit.
Tuesday, January 19: Cookie Booth sign-ups open at 6:00 p.m.
Thursday, January 21: Cookie Booth sign-ups close for initial confirmations.
Friday, January 29 - Friday, February 5: Cookie deliveries and pickups.

February

Girls can begin going door to door once their troop has cookies. Booths are not allowed until February 8.

Monday, February 1:
Digital Cookie and online sales launch!

- Girls can begin sharing their site through Digital Cookie for direct ship or girl delivery sales.
- Troops can reach customers through their Troop Digital Cookie by sharing their site.
- Girls can also send out emails and texts marketing their Cookie Business!
- **Troop bank accounts *MUST* be entered into Smart Cookies.**

Thursday, Feb 4: Cookie Booth sign-ups reopen for the remainder of the program.
Monday, February 8: Direct Sales begin and Cookie Cupboards open! Girls can begin hosting Cookie Stands and Cookie Booths!
Friday, February 19-Sunday, February 21: National Girl Scout Cookie Weekend!
Thursday, February 25: First troop deposit deadline for first ACH withdrawal.

March

Tuesday, March 2: First ACH withdrawal-GSMH withdraws 30% of amount due.
Thursday, March 11: Second troop deposit deadline for second ACH withdrawal.
Tuesday, March 16: Second ACH withdrawal-GSMH withdraws 30% of amount due.
Thursday, March 25: Third troop deposit deadline for third ACH withdrawal.
Tuesday, March 30: Third ACH withdrawal-GSMH withdraws 30% of amount due.

April

Sunday, April 4: Cookie Program ends!
Monday, April 5-7:

1. Transfer all cookies to girls.
2. Finalize reward orders.
3. Submit Troop Bonus Form.

Friday, April 16: Uncollected Funds Report due.
Thursday, April 22: Final troop deposit deadline for fourth ACH withdrawal.
Tuesday, April 27: Final ACH withdrawal-GSMH withdraws remaining balance.

May

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

June

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

Notes:

Cookie Pricing & Where the Money Goes:

Category *vs. earnings per package*

- Girl and volunteer support programs (programs, financial assistance, trainings) → **$3.26 per package**
- Cookie program costs (baking & operations) → **$1.49 per package**
- Troop proceeds and recognitions → **$1.25 per package**

Cookies sell for $6/package, and 100% of Cookie Program proceeds stay right here in the Missouri Heartland council!



What troop proceeds build up to *vs. earnings per package*

- Base troop proceeds → **$0.70 earned per package**
- Troop Bonus (see page on rewards) → **$0.25 per package**
- 5-cent option for Juniors and above (opt out of recognitions) → **$0.05 earned per package**



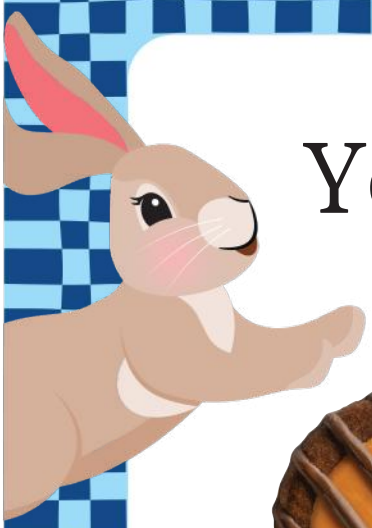
Five Skills Girls Build:

Goal Setting | Decision Making | People Skills

Money Management | Business Ethics

Direct Sales Only! *What that means:*

- **There is no initial order period with paper order cards.** Troops will forecast and pick up cookies before the sale starts, so girls have product on hand from day one for every type of sale: door to door, workplace, phone or text, digital storefronts, business to business, and cookie booths.
- Fewer deadlines and a shorter, simpler sales period for volunteers and families.
- No more waiting on individual order cards or making separate delivery visits.
- Cookie Cupboards are open February 8 through April 3 as your restock source.
- To keep things simple and stress-free, troops can use our easy Council Calculator to create an initial order of 60% to 70% of last year's sales.



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®

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*

girl scouts | ABC BAKERS

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an official GSUSA licensee.

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 <u>should not be sold at booths at any point.</u>** 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.

Rewards and Recognition

Girls earn recognitions based on all sales, including online, Digital Cookie, in-person sales, and through friends, family, and booths. Recognition levels run from 25 packages up to 4,000+.

Full item details are on the rewards flyer on page 7.
Below is how the credit and bonus programs work.

Cookie Credit

Girls earn Cookie Credit once they sell 150 or more packages; the amount grows with total packages sold and is not cumulative across levels, so girls earn credit at the highest level reached. Credit can be used for Girl Scout adventures, membership fees, Girl Scout Destinations, GSMH retail merchandise, approved service unit events, and select multi-council events. Credit is emailed directly to the girl's registered personal email address (Yahoo, Gmail, AOL, or Hotmail; **not** medical, .edu, or business addresses).

Super Seller Club

Starting at the 1,600+ level, girls earn an exclusive **Super Seller Patch** and the opportunity to shop for a reward from a **customized Amazon Storefront!**



Girls who reach 1,600+ through 3,500+ will receive an Amazon voucher emailed directly to their caregiver. The voucher can be used to select a reward from the Super Seller Rewards Storefront. Once the item is selected, the girl will use her voucher to purchase the reward, and it will be shipped directly to her!

5-Cent Option for Troops

Junior, Cadette, Senior, and Ambassador troops can choose an extra 5 cents per package, applied all the way back to package one, if they opt out of recognition items. Girls still receive Cookie Program Credit, patches, and achievement bars. Troops choosing this option must complete the 2027 Cookie Program 5-Cent Option Form by February 2. Multi-level troops cannot split this election.

Scan here to fill out your 5-Cent Option Form.

Rewards and Recognition

Troop Bonus:

Unlock the Troop Bonus and earn **5 cents per package** by meeting each requirement below:

- Troop Cookie Chair completes 2027 Cookie Program Training in gsLearn, complete the 2027 Troop Cookie Chair Agreement, and hosts a Family Cookie Meeting.
- All girls are registered members before selling, with at least three girls to count as a legal troop.
- Digital Cookie Site is set up by February 4 and the troop hosts at least 4 Cookie Booths reserved in Smart Cookies.
- No failed ACH withdrawals occur during the program.

The Troop Bonus Form is due April 7. You will receive a confirmation email upon successful submission of the form.

Once the initial troop bonus requirements are unlocked, a troop can earn **an additional** 5 cents per box for each additional tier listed below:

- $350 PGA in 2026 Fall Product sales
- $325+ per girl average
- $500+ per girl average
- Hosting 15+ Cookie Booths
- 200+ direct ship packages sold in the troop

Troops can earn an additional...	When they meet these requirements!
Additional $0.05 per package	Troop had a $350 PGA in the 2026 Fall Product Program
Additional $0.05 per package	Troop per girl selling average equals 325+ packages
Additional $0.05 per package	Troop per girl selling average equals 500+ packages
Additional $0.05 per package	Troop hosts 15 or more Cookie Booths
Additional $0.05 per package	Troop's Total Direct Ship Sales equals 200+ packages

Troops can earn some, all, or none of these additional troop bonuses. Troops with outstanding balances or uncollected funds are not eligible for the Troop Bonus.

Scan this QR code to fill out your Troop Bonus Form.

Super Service Unit Scholarship

The Super Service Unit Scholarship recognizes and supports dedicated SU Cookie Chairs by providing eligible Service Units with a $250 scholarship to use for volunteer appreciation, end-of-year cookie celebrations, volunteer community building, or a Fall Product Rally.

To qualify, all Service Unit Chairs must meet ALL of the following requirements:

1. Submit Service Unit Cookie Chair Agreement Form.
   a. **Deadline: January 11, 2027**
2. Service Unit Chair completes the Cookie Program Training in gsLearn.
   a. All participating troop leaders must complete the Cookie Program training in gsLearn.
   b. All participating troop leaders must submit the Troop Cookie Chair Agreement Form.
3. Host a Cookie Rally.
4. Have an up-to-date Service Unit bank account on file with GSMH.
   a. **Deadline: April 9, 2027.**

Scan the above QR code to fill out the Super Service Unit Scholarship application.

The Super Service Unit Scholarship application is due April 9, 2027.



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.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an offi cial GSUSA licensee.

Your Role as Troop Cookie Chair

As Troop Cookie Chair, you guide your troop's Cookie Program from goal setting through the final reward.

Your core responsibilities include:

- Host a Family Cookie Meeting before the program begins.
- Guide girls as they set individual and troop goals.
- Manage the troop's cookie inventory.
- Handle troop finances, including on-time deposits.
- Distribute girl recognitions at the end of the season.



IMPORTANT: Ensure all troop funds are collected + turned in to GSMH and submit any Uncollected Funds Reports!

Getting Ready:

- Check your roster in Smart Cookies starting December 2; email us at info@girlscoutsmoheartland.org before January 17 if a registered girl is missing.
- Ensure your troop bank account is added into Smart Cookies, and that any Fall Product balance is paid in full.
- Make sure every adult helping is registered, background checked and has completed volunteer trainings.
- Complete the 2027 Cookie Program Training in gsLearn (available in November); this is required for the Troop Bonus.
- Add in troop banking account information into Smart Cookies by February 1, 2027.

Materials You Will Receive:

For you:	For girls:	Online:
• The Cookie Scoop • Receipt booklets • Family Guide	• Recognition flyers • Order Card • Family Guide	• Step-by-step guides • Digital forms • Marketing toolkit

Hosting a Family Cookie Meeting:

This meeting is required to earn the Troop Bonus. Invite at least one adult from every family, and ideally everyone helping with the program. Cover introductions, contact preferences, and availability, in addition to the following:

- **The Family Guide highlights:** Five Essential Skills, limited gluten free supply, when and how cookies arrive, caregiver financial responsibility, Cookie Share, Digital Cookie, recognitions, Troop Bonus, the 5-cent option, and safety guidelines.
- **Selling dates**: Online sales start February 1. Girls can begin going door to door once their troop receives cookies. Cookie Booths & Cookie Stands start February 8.
- **Ways to participate**, including Digital Cookie and Cookie Booths, and outside the box selling ideas.
- **Permission and financial responsibility:** Now built into the receipt: a caregiver signature on a receipt when checking out cookies or turning in money covers this.

Your Role as Troop Cookie Chair

Setting Goals:

Goal setting is more than just picking a number—it is a core part of the Girl Scout experience that teaches budgeting, planning, and teamwork. By connecting sales targets directly to the trips, campouts, or service projects your girls want to fund, you transform cookie packages into real-world adventures.



To help your troop plan, keep in mind that participating 2026 troops earned $2,022 total, while new troops can use last year's council averages:

- **Daisies:** 247 packages
- **Brownies:** 353 packages
- **Juniors:** 215 packages
- **Cadettes and above:** 307 packages
- **Multilevel troops:** 328 packages

Returning troops can review past totals with the girls to decide if they want to match or beat that number, using the *What troop proceeds build up to* section on page 5 to easily translate their dollar budget into a concrete package goal.

Finally, keep momentum high by sharing individual milestones with the girls:

- Selling 200+ packages earns the **Goal Getter patch**
- Reaching 300+ packages unlocks a high-value choice of their **MY27 Membership.**

Set some goals with your troop below:

Season Checklist

Before the program:

- [ ] Submit your **Troop Cookie Chair Agreement** by January 11, 2027. *(this is the also date that Troop Orders are due to the SU).*
- [ ] Review The Cookie Scoop.
- [ ] Complete the **gsLearn 2027 Cookie Program Training.**
- [ ] Register for **Smart Cookies** and **Digital Cookie**.
- [ ] Check your **girl roster.**
- [ ] Confirm **troop bank account information** is added into Smart Cookies.
- [ ] Become familiar with Smart Cookies by reading The Cookie Scoop and watching **Smart Cookies videos** on the GSMH website under *Cookie Program*.
- [ ] Host your **Family Cookie Meeting** and set goals.
- [ ] Submit your **Initial Forecast Order** by January 11, 2027.
- [ ] Choose your initial Cookie Booths and submit your Initial Forecast Order by January 19 at 6 p.m.

Scan the above QR code to fill out the Troop Cookie Chair Agreement.

During the program:

- [ ] Pick up your **Initial Forecast Order** at your assigned Service Unit delivery date, between January 29 – February 5.
- [ ] Host at least **four Cookie Booths** once Direct Sales begin February 8.
- [ ] Make **weekly deposits** into the troop bank account and keep up with each **electronic withdrawal** deadline.
- [ ] **Track troop inventory weekly** in Smart Cookies and **transfer cookies to girls** as they are sold.
- [ ] Read every weekly **Cookie Crumbles e-newsletter** for important season updates.
- [ ] Visit a **Cookie Cupboard** or **place a Planned Order** as needed to restock.

Wrapping up:

- [ ] **Transfer all remaining troop cookies** to girls in Smart Cookies, April 5-7.
- [ ] **Finalize each girl's reward order** by April 7.
- [ ] Submit your **Troop Bonus Form** by April 7.
- [ ] Submit an **Uncollected Funds Report** by April 16, if needed.
- [ ] **(Very Important!)** Complete the **2027 Cookie Program Volunteer Debrief Survey** and **celebrate your troop's season.**
- [ ] **Distribute girl rewards** once they arrive at your Service Unit in May.



Girl-Led Selling

Deciding how to sell is one of the biggest choices girls make all season!

Selling method:	How it works:
Door-to-door	Girls now have cookies in hand for walkabouts on day one. If no one answers, leave a door hanger or business card with the girl's sales link.
Workplace sales	A caregiver's workplace is a great opportunity. Keep it girl led: bring your girl in, share her video with coworkers, or have her draft a short email introducing her goal.
Phone or text	Share a Digital Cookie link for direct ship, local delivery, or donation orders, or call customers directly.
Digital storefronts	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 for full guidance.

Cookie Stands

A Cookie Stand is a mini booth run by one girl and her own trusted adult, set up at the girl's home or a close family member's property (with HOA or property approval as needed). The adult does not need to be a registered volunteer, but must stay present the entire time; girls, cookies, and money should never be left unattended. Cookies must come from girl inventory already transferred from the troop. Stands are not entered as booths in Smart Cookies; promote them with the girl's own signage or social media instead.

Perfecting the Pitch:

Sample pitch: "Hi! I'm ____. Please help me reach my goal of selling ___ packages so my troop can ___. Here's how to order!"

- Girls 13+ may promote their cookie business on personal social media with caregiver permission/supervision. Younger girls may share goals and thank-yous while a caregiver posts.
- Girls may use Facebook groups, Instagram, TikTok, etc. to promote their business. However, NEVER share personal email or street addresses online.
- Do not sell or accept payment through eBay, Craigslist, Facebook Marketplace, TikTok Shop, or similar sites. Paid ads are not allowed.
- For media coverage, it is **required** to contact GSMH first at 877-312-4764 or info@girlscoutsmoheartland.org.
- Promote the National Girl Scout Cookie Finder when talking with the media so customers can find your troop's Ship Only Link or approved Cookie Booths by ZIP code.

Cookie Booths



The Basics:

- Only registered Girl Scouts sell cookies; selling and/or resale by anyone else is not authorized.
- A minimum of two registered, background checked, unrelated adults and two girls must be at every booth, with adults present at all times.
- Girls should be in uniform or Girl Scout attire, dressed for the weather, and it's the choice of the girl and caregiver whether to participate.
- Girls are not financially responsible for booth sales, but do receive credit toward their own goals; be transparent about how you divide that credit (the Smart Booth Divider in Smart Cookies is the easiest way).

Safety:

- **Never leave girls alone at a booth.** Use the buddy system or have an adult for restroom breaks.
- Keep a first aid kit and each girl's Health History form on hand.
- Adults should handle cash for younger girls; keep it out of sight, never left unattended, and consider a fanny pack.
- Girls should never give customers their name, address, or phone number.

Signing Up for a Booth:

GSMH secured booths (Walmart, Sam's Club, Hyvee, Tractor Supply, Bass Pro, Schnucks, Wonders of Wildlife, and Lowe's) open in Smart Cookies on January 19 at 6pm, with two Walmart slots and three others available initially; sign-ups close January 21 for confirmation, then reopen February 4 for the rest of the season.

To secure your own booth with a local business, get permission from the owner or property manager first, then enter it in Smart Cookies under Schedule a Booth by Friday at noon for the same weekend. A member of the Cookies+ Team will review and approve it. Service Unit secured booths are no longer offered. GSMH manages fairness across the service unit.

Scan the QR code to watch how you create a Troop Secured Booth in Smart Cookies.

Certain locations are off limits: any venue that is 18+ or 21+, dispensaries or pharmacies, gun or liquor stores, and tobacco, firearm, or nightclub venues, since girls cannot sell where they could not legally shop themselves.

Booth Etiquette:

- If you can't make it, cancel as early as possible and try to find another troop to take your slot.
- Arrive 5 to 10 minutes early, never earlier, and begin packing up 15 minutes before your end time.
- No running, shouting, smoking, or eating during the booth; leave the space cleaner than you found it and take all trash and empty cases with you.
- If two troops arrive for the same slot, the troop with the Smart Cookies confirmation has the booth.

Cookie Booths

Tips for a Successful Booth:

- Choose high foot traffic times, weekends are usually best.
- Bring plenty of the top sellers: Thin Mints, Caramel deLites, and Peanut Butter Patties.
- Make an inviting table display, and post a troop goal poster that you update as boxes sell.
- Offer a Cookie Share donation option for customers who want to give back without keeping cookies for themselves.
  - All Cookie Share donations go to Ozarks Food Harvest.

Smart Booth Divider: Giving Girls Credit

For your troop's booth sales to go from Digital Cookie to Smart Cookies, a few steps need to happen. Without these steps, your troop's inventory on Smart Cookies won't match.

After each booth, please follow these steps below:

1. Pull the 'Booth Sales' Report in Digital Cookie to know exactly how many of each variety was sold at the booth.
2. Log into Smart Cookies.
3. Click on 'Booth Tab'.
4. Select 'My Reservations'.
5. Select the booth location the cookies from where the cookies were sold.
6. Click on the three dots on the far right of the booth. Select 'Smart Booth Divider'.
7. Enter the number of packages by variety sold at the booth. Click 'Save and Distribute Sales'.
8. Click on the check box next to the girls who participated at the booth.
9. Click 'Continue'.

**Any left-over packages will appear at the top of the page in red. You will need to manually distribute these packages to the girls.*

Cookie Share

OZARKS FOOD HARVEST
THE FOOD BANK

All Cookie Share cookies will be donated to **Ozarks Food Harvest**, who provides distribution and services to 270 Ozark area nonprofits through programs such as the Weekend Backpack Program, Mobile Food Pantry, the Senior Food Program, and more!

Cookies sold via Cookie Share require a virtual cookie share to be made in Smart Cookies for any orders taken In Person (Cash Sale) and any In Person + Donation Sale (ex: 3 Thin Mints & 1 Cookie Share).

Every week, please follow the steps below to track Cookie Shares that need added:
1. Log into Smart Cookies
2. Pull the 'Pending Manual Cookie Share Orders' Report
3. On the 'Balance' column in the report. Any Balance showing a (-) number will require a virtual cookie share.
4. Navigate to the 'Orders' tab in Smart Cookies & select Virtual Cookie Share
5. Add in the number that shows a (-) to the specific girl and click save.

For example: Alex is showing (-3) balance on the "Pending Manual Cookie Share Orders' Report. You need to add 3 virtual cookie shares to Alex.

To do this, navigate to the "Orders" tab, then "Virtual Cookie Share" in Smart Cookies.

Once this is saved, Alex's balance on the report will show 0. Nothing else needs to be done, until the next time she is showing a (-) number.

Digital Cookie

Registration emails for Digital Cookie go out starting on January 12 from email@email.girlscouts.org. Once you receive it, log in to set up your Troop Lead Site, which unlocks your Troop Ship Only Link and the in-person credit card system.

Setting Up Your Troop Site:

1. Log in to Digital Cookie and click Start under New Troop Cookie Site.
2. Enter your troop's zip code and your name, then click Save.
3. Click Set Up Your Site to open the Troop Site Lead page.
4. Under Site Setup, share your troop's goals and story, and upload a photo or video. (All questions need to be answered before it allows the site to be published.)
5. Preview and publish your site, then start sharing the link with customers.

Feature Guide:

The Cookies+ Team sorts Digital Cookie features into three tiers so you know where to focus:

Tier:	What it includes:

Essential	• Digital Cookie Dashboard
	  ◦ Troop Ship Only Link
	  ◦ Girl activity
	  ◦ Troop sales
	  ◦ Reports
	• My Troop tab
	  ◦ Goal progress
	  ◦ Order approvals
	  ◦ Site status per girl
	• My Troop 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
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 refund)

Digital Cookie

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. Your Girl Scout troop can begin using the mobile app starting February 1 as long as your Digital Cookie Site Setup has been completed. The app will continue to work until April 1.

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

How It Connects to Smart Cookies:

Smart Cookies still handles transfers, initial orders, booth scheduling, and recognition orders. Behind the scenes, Digital Cookie pulls girl and troop data from Smart Cookies, receives approved booth reservations so card payments can be taken there, and sends every online order back to Smart Cookies so both platforms match.



Managing Cookie Inventory

How Cookies Reach Your Troop:

- **Initial Forecast Order:** Your first order, due to your Service Unit by January 11, sized to cover the first two to three weeks of direct sales plus your planned booths.
  - **Order in cases**; we recommend 60%-70% of last year's total sales, using the council's forecasting calculator, which does all the math of cookie varieties for you!
  - You will input:
    - Input your target percentage, last year's per-girl average, and number of girls selling.
    - You will then submit in Smart Cookies under the 'Troop Initial Order' tab. **Remember, it is in cases!**
- **Cookie Cupboards:** Your restock source all season, open February 8 through April 3.
  - Gluten Free Caramel Chocolate Chip is not available at cupboards; it is first-come, first-served through the initial order only.
- **Other troops:** Transfer cookies between troops in Smart Cookies if one troop has an excess of a variety another troop needs.

Picking up your Initial Order:

Your Service Unit Cookie Chair will share the date, time, and location for pickup. Bring your printed order confirmation, and count each case by variety together before signing for the product. Afterward, arrange distribution to families, verify totals with them at handoff, and issue a complete signed receipt every time.

Ordering from a Cookie Cupboard: Planned Orders

Submit a Planned Order in Smart Cookies by 1pm for pickup the next day (an order placed after 1 p.m. moves to the following pickup day).

1. Log in to Smart Cookies, open the Orders tab, and select Planned Order.
2. Choose the cupboard location and click Continue.
3. Select your pickup date and time, then Save.
4. Enter the packages needed by variety (one case equals 12 packages).
5. If someone other than you will pick up, note **their name and phone number** in Order Notes.
6. Save and print or save your receipt.

The receipt shows Not Approved until you actually pick up the order, at which point it becomes an approved Cupboard to Troop Transfer and is included in your next withdrawal. You can edit a Planned Order up to 1pm the day before pickup; after that, call the cupboard directly. If a booth runs low unexpectedly, cupboards can potentially accommodate an urgent pickup during their open hours.

Weekly Tracking:

- Enter every troop-to-girl transfer in Smart Cookies weekly, and keep a copy of every signed receipt.
- Compare your physical inventory to the Troop On Hand Inventory report (Reports tab, cases/packages) each week to catch discrepancies early.
- If numbers don't match, review that week's receipts, then correct any entry error under Orders, Manage Order, edit the order, and save.
- Give out only enough cookies for a girl to sell over about two weekends, and collect money owed before checking out more.

Managing Cookie Inventory

Leftover Inventory:

The cookie program officially ends April 5, and all troop cookies must be allocated to individual girls in Smart Cookies by this date.

If your troop still has physical, on-hand inventory, you have a grace period through June 5 to continue selling it at full price; remember, **cookies may never be discounted**. Because your troop is financially responsible and will be charged for every single package of inventory, including leftovers, every effort should be made to continue selling through June 5 to cover your costs.

Donations to local organizations or use for troop snacks should only be a last resort **after June 5,** and only if your troop account balance is fully paid and all council proceeds have been cleared.

Types of Transfers used throughout Cookie Season:

Troop to Girl Transfers: These are **VERY IMPORTANT!** Troop to Girl Transfers should take place anytime a caregiver is checking out cookies for girls to use going door-to-door, or for any girl delivery order in the girl's personal Digital Cookie. Once the transfer is completed, the troop's inventory will be lowered, and the girl's inventory will increase to the amount pictured.

Girl to Girl Transfers: These should take place when one girl has more inventory than she wants to have. A Girl to Girl Transfer should take place anytime one girl is giving cookies to another girl in the troop. Once the transfer is completed, both girls' inventories will be updated.

Troop to Troop Transfers: These should take place when one troop is wanting to get rid of inventory or help another girl out. A Troop to Troop transfer can take place with any GSMH troop, and should take place any time one troop is giving cookies to another troop. Once the transfer is completed, both troop's inventories will be updated.

Please see the steps below for each type of transfer:

Troop to Girl Transfers	Girl to Girl Transfers	Troop to Troop Transfers
1. Log into **Smart Cookies** 2. Navigate to **Orders** tab 3. Select **Transfer** 4. For **Type of Transfer** select **Troop to Girl** 5. **Select the girl** you want to transfer cookies to 6. Enter the **number of packages by variety** 7. Click **Save**	1. Log into **Smart Cookies** 2. Navigate to **Orders** tab 3. Select **Transfer** 4. For **Type of Transfer** select **Girl to Girl** 5. **Select the correct girl** the packages are **coming from** 6. **Select the correct girl** the packages are **going to** 7. Enter the **number of packages by variety** 8. Click **Save**	1. Log into **Smart Cookies** 2. Navigate to **Orders** tab 3. Select **Transfer** 4. For **Type of Transfer** select **Troop to Troop** 5. **Select the correct Troop** the packages are **coming from** 6. **Select the correct Troop** the packages are **going to** 7. Enter the **number of packages by variety** 8. Click **Save**
This will update both the troop and the girl's inventory.	This will update both the girls' inventories.	This will update both the troops' inventories.

Financial Matters

All cookies other than Patch Pals ($9) sell for $6 per package. Caregivers are responsible for collecting payment at delivery and turning it in promptly; we recommend collecting at every troop meeting or at least every one to two weeks.

Receipts are Everything:

A signed receipt is required any time cookies or money change hands. It is also how permission and financial responsibility are documented this year, so it is not optional. Keep the white copy and give caregivers the yellow copy. **Keep every signed receipt through September 30, 2027.**

Receipts are crucial to ensure financial responsibility on individual's/troop's behalf.

Remember to keep track of:

- Troop number, girl's name, service unit number, and date.
- **If picking up cookies:** cases and packages by variety, plus the money owed.
- **If turning in money:** just the total amount, no case or package fields needed.
- A signature from whoever is receiving cookies or money, and from whoever is handing them over.

Once cookies are transferred with a signed receipt, they become the financial responsibility of the person who received them and cannot be returned or exchanged at any level, troop to council or troop to girl. If a caregiver situation changes (divorce, separation, or similar), whoever signed for the cookies remains financially responsible for them.

Collecting Payments:

- Digital Cookie's mobile app allows you to process credit cards from February 1 to April 4 and is the easiest option: GSMH covers 100 percent of the processing fees, it works on both iPhone and Android, and it applies to in-person orders and booths alike.
- Peer-to-peer apps like Venmo, PayPal, or Square can also be used; whoever accepts the payment is responsible for any fees and for moving the money into the right account, and should keep documentation showing it was not personal income.
- Cash and checks should be deposited within a week. Only accept checks with the issuer's name, address, and phone number preprinted, made payable to GSMH Troop #####.
- Any money received for a girl should be inputted into Smart Cookies as a Financial transaction, select Girl Transaction, scroll to bottom and select 'Add Girl Transaction', enter in the information. This will subtract from the Girl Balance Summary.

Electronic Withdrawals:

GSMH withdraws from the troop account in four rounds: three withdrawals of 30 percent of the amount due, on March 10, March 24, and April 7, followed by the remaining balance on May Troop deposits are due a few days ahead of each withdrawal (see the Key Dates table and/or Calendar).

To estimate a withdrawal, take the amount due shown in Smart Cookies three days prior and multiply by 0.3; the withdrawal itself will show on your Troop Balance Summary within three to four days.

Financial Matters

If Money Goes Uncollected:

If you have followed best financial practices, your troop may not be held responsible for an amount a family never turns in, but this requires documentation. Submit an **Uncollected Funds Report** by April 16 with complete, signed receipts for the cookies dispersed and any payment received, plus a brief explanation of your collection efforts. If a balance remains unresolved after May 1, recognitions are held until it is resolved; if it is still unresolved by September 30, all recognition items and troop proceeds for that girl or troop are forfeited, with no exceptions, and it can affect a volunteer's standing and the troop's Troop Bonus eligibility.

Theft or Loss:

Cookies and related funds become the troop and family's responsibility once delivered, so distribute and deposit promptly to reduce risk. If cookies or funds are stolen, the family or troop remains responsible for the amount due; call the police and get a report within 48 hours, since homeowner's or auto insurance may help cover the loss.

Managing Money Tips:

How to add Troop Bank Account Information: Due February 1

- Log in to **Smart Cookies**
- Click on the **My Troop** tab
- Select **Troop Information** from the dropdown
- Scroll to the **Banking section** and enter **your troop's Bank Account Number and Routing Number**
- Click **Save**

Helpful Financial Tips for Troop Cookie Chairs

- **Deposit funds promptly:** Secure and deposit all troop money into the troop account within 3 days of receiving a signed receipt. Never hold troop funds in a personal account.
- **Plan ahead:** Deposit funds 2–3 business days before withdrawals to ensure funds are available when needed.
- **Communicate & collect:** Set clear payment expectations with families and consider collecting at least 70% of money owed before checking out additional cookies.

Wrapping Up the Season

In Smart Cookies:

- Transfer all remaining cookies to girls as **Booth Packages** under **Orders → Transfer Order → Troop to Girl,** so your troop balance reaches zero.
- Create your recognition order under **Recognitions → Create Recognition Order → Main Recognition Plan**; click each girl's name to confirm accuracy. **Due April 7.**
- Under **Reports**, select **Current** and **save a PDF of your Troop Balance Summary and Recognition Summary by Girl** for your records. This should be downloaded by **May 1**. Smart Cookies goes offline for maintenance beginning in midsummer and reports will not be accessible after this time.

Helpful Reports:

Report Type	What it shows
Troop Balance (Smart Cookies)	All cookies received or transferred, per-girl averages, and the amount owed to GSMH; should reach $0.
Girl Cookie Totals Summary	All cookies received by each girl
Girl Balance Summary	Money paid by each caregiver; should reach $0.
Transfer Order Summary	Every cupboard-to-troop, troop-to-troop, and troop-to-girl transfer
All Order Data (Digital Cookie)	Full order details: variety, delivery type, order and payment status, approval date.
Cookie Badges (Digital Cookie)	Steps girls completed toward cookie badges and the entrepreneur pin
Recognition Order Summary by Girl	What recognitions each girl earned, run once all cookies are transferred.

Final To-Dos:

- Submit your **Troop Bonus Form** and **Uncollected Funds Report** by their deadlines.
- Complete the 2027 Cookie Program Volunteer Debrief Survey.
- Distribute girl rewards once your Service Unit Cookie Chair confirms pickup, expected in May; report any missing or damaged item using the 2027 Missing or Damaged Recognition Item form by June 15.
- Pull any reports you may need from Digital Cookie & Smart Cookies. We recommend the above list.
- Please retain all receipts and records until September 30 to ensure accountability and accuracy.
- **Celebrate!** Take a moment to recognize your girls' and troop's accomplishments.

Resources & Support

Cookies+ Team:



Amber Huey | Cookies+ Support Manager | 417-459-5522

Reach out to Amber for questions about:

- Smart Cookies
- Inventory & Finance
- Cookie Cupboards
- Planned Orders

Scan to book time to meet with Amber.



Abby Trimble | Cookies+ Engagement Manager | 417-430-8642

Reach out to Abby for questions about:

- Digital Cookie
- Girl-Led Participation
- Cookie Booths
- Rewards & Bonus Plans

Scan to book time to meet with Abby.

For other questions, please reach out to GSMH via email at info@girlscoutsmoheartland.org with "Cookies" in the subject for the fastest response, or give us a call at (877) 312-4764, and we'll make sure we get the right people to give you the right answer.

Other Resources:

- Girl Scouts MO Heartland Volunteer Group on Facebook connects you with fellow volunteers and shares the latestupdates.
- Smart Cookies has a built-in video library, and the ABC Bakers YouTube channel has additional walkthroughs.
- Cookie Crumbles, our weekly email newsletter, carries tip sheets, reminders, important updates and information throughout the season; read every issue!
- The digital version of the Cookie Scoop is available on our website with clickable links to every form mentioned in this guide.

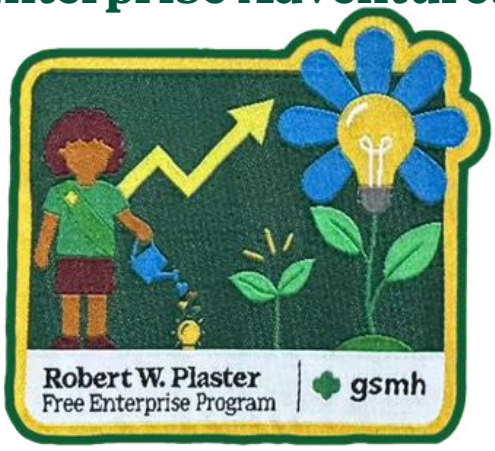
Thank you for everything you do for our girls this cookie season.



NEW: Robert W. Plaster Free Enerprise Patch Program

Turn **Cookie Season** into a **Free Enterprise Adventure!**

Your Girl Scouts are already building entrepreneurial skills through the **Girl Scout Cookie Program**: setting goals, understanding customers, marketing products, managing money, making decisions, and working toward something important to them.



The new **Robert W. Plaster Free Enterprise Patch** helps girls take those skills even further as they explore entrepreneurship and discover how ideas, opportunity, choice, competition, and customers come together in the world of free enterprise.

Choose **ONE** activity from each step, then complete your reflection.

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

Already doing it? **Count it!**

Many of the things girls are already doing during the Girl Scout Cookie Program can count toward the patch!

Look for the **Try It for Real!** symbol in the guide for activities that can connect naturally to girls' Cookie Program experiences.



Not participating in Cookies? **No problem!**

The patch is available year-round, and girls don't have to sell anything to earn it. Activities can also connect to the Fall Product Program or be completed completely independently.

Thanks to the generous support of the **Robert W. Plaster Foundation**, patches are **FREE** to **registered Girl Scouts of the Missouri Heartland** who complete the program.

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

girl scouts of the missouri heartland | Robert W. Plaster Foundation

Made possible by the Robert W. Plaster Foundation.

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!

Notes:

girl scouts of the missouri heartland



READY TO EXPLORE