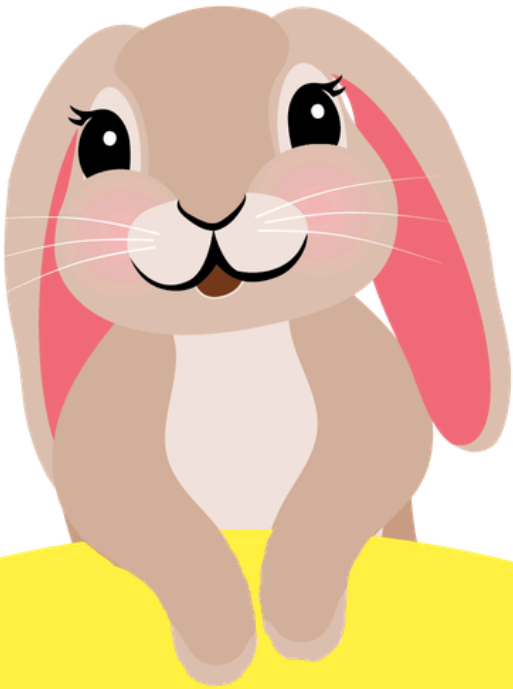
girl scouts of southwest indiana



2027 Cookies 101

READY TO EXPLORE

Welcome to the 2027 Girl Scout Cookie Program!

To our volunteers:

We know how much effort you put into making each Girl Scout Cookie season a success. Your leadership, dedication, and hard work are deeply appreciated.

By supporting girls in running their cookie businesses, you're helping them gain essential life skills and create empowering experiences that will last a lifetime. Your role is crucial, and we couldn't do it without you.

When the journey feels overwhelming, remember that we see and value everything you do. Your impact on the girls in our community is meaningful and lasting. Thank you for ensuring their pioneering spirit shines bright all year round!



IMPORTANT CONTACT INFORMATION

My Council Office
Girl Scouts of Southwest Indiana (GSSI)
5000 E. Virginia Street, Suite 2
Evansville, IN 47715
(812) 421-4970
www.girlscouts-gssi.org

GSSI Cookie Email
cookies@girlscouts-gssi.org

Smart Cookies
www.abcsmartcookies.com
Smart Cookies Questions:
ABCSmartCookieSupport@hearthsidefoods.com
Phone: 1-800-853-3730

Service Unit Cookie Chair (SUCC)

Name: _____

Phone: _____

Email: _____

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What's New!!

Online Exclusives!

Exciting news.... GSSI will have two brand new online exclusive options for the 2027 Cookie Season!

Girl Scout Sparkables- The allergy friendly cookie

(This will be replacing the ABC Gluten Free Chocolate Chip Cookie.)



Girl Scout Sparkables™ are crunchy oatmeal chocolate chip cookies dotted with colorful sprinkles. They are formulated to be allergy-friendly, gluten-free, nut-free, and vegan. Girl Scout Sparkables™ are produced in a facility designed to avoid the top 9 major food allergens and formulated without wheat, peanuts, tree nuts, eggs, milk, sesame, soy, crustacean shellfish, and fish.

Patch Pals- The cookie for your four-legged best friend!

Patch Pals are Girl Scouts' first dog cookie, a treat created specifically for dogs. Patch Pals are soft-baked, blueberry muffin-flavored dog cookies made with blueberries. Each treat is baked into one of four Girl Scout-inspired "patch" shapes representing community, exploration, friendship, and play.



Troop Status Bonus

For troops to qualify for their Troop Status Bonus, the troop must attend their Service Unit Cookie Training and complete the End of Program Survey. See page 22 for Troop Status Bonus information.

Additional Patches That Can Be Earned

Girls can earn the Walkabout Patch by going door to door in their neighborhood, going to their parents' place of buisness, or going to teachers at their school. This is called a walkabout when girls go to one customer than another asking for their support in their Cookie Program.



Returning girls can earn the Fuzzy Bunny Patch by selling 50 more packages than what they sold last year. New girls can earn this patch by selling 100 packages.



To receive either patch, you must let your troop leader know that you are eligible for it. The patches will be ordered with the troop main recognitions.

What's Staying!!

Higher Recognitions: Amazon or Ulta Vouchers

Girls who reach higher levels in the Cookie Program can choose between Ulta or Amazon vouchers instead of recognition items.

- Ulta vouchers: Girls will receive the vouchers through email.
- Amazon vouchers: Girls shop through the GSSI Amazon Recognition Catalog. Items ship directly to the family. Shipping fees apply unless covered by Amazon Prime or free shipping.

Voucher types may be combined and must be used by August 1, 2027. For more information, scan the QR code below for full details about these recognitions and Cookie Dough.

Stay Up-to-Date with Rallyhood

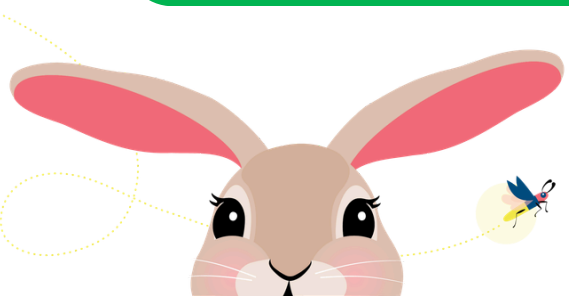
Join Rallyhood to make it easier to stay informed and connected. Rallyhood is our council's online communication hub and the main way communication will be shared during the 2027 Cookie Program.

Join the groups that best fit your role to get the updates you need, when you need them:

- Cookie Volunteer Rally: For troop cookie managers and volunteers. This is where we'll post all important updates, reminders, and resources.
- Cookie Exchange Rally: For troop leaders and cookie managers. Post when you have excess cookies or need to trade inventory with another troop.

How to Join:
Scan the codes below to access and join each Rally. If you don't have an account, you will be prompted to create one before joining.

Higher Recognitions	Cookie Volunteer Rally	Cookie Exchange Rally



Meet the Cookies

Girl Scout Cookie Varieties 101

GSUSA partners with two bakers to produce Girl Scout cookies; ABC Bakers and Little Brownie Bakers (LBB). GSSI's baker is ABC. The bakers' recipes and ingredients may differ slightly, and some cookies have different names. As customers inquire about cookies, they may use the other baker's cookie names.

Cookies Available from Both Bakers



Adventurefuls®



Caramel deLites®
LBB: Samoas®



Exploremores™



Peanut Butter Patties®
LBB: Tagalongs®



Peanut Butter Sandwich
LBB: Do-si-dos®



Thin Mints®



Trefoils®

ABC Only Cookies



Lemonades®



Not Available At GSSI

Caramel Chocolate Chip
Gluten Free

LBB Exclusive Cookies

Not GSSI Baker



Lemon-Ups®



Toffee-tastic®
Gluten Free

Online Exclusives

Online Only!



Sparkables™
Top 9 Allergen Free



Patch Pals
Girl Scouts' First Dog Cookie

For full information and nutrition facts for each cookie, scan the QR code or visit [Available Cookie Flavors](#).

2026 Cookie Program Data

2026 Council Cookie Varieties Sold By Percentage

Below is the 2026 Cookie Season data on what percentages were sold by variety at the council level. This can be helpful when planning a troop cookie booth and knowing how many of what variety to bring.


Adventurefuls®- 7.2%


Trefoils®- 5.9%


Thin Mints®- 27%


Caramel deLites®- 14%


Lemonades- 9.4%

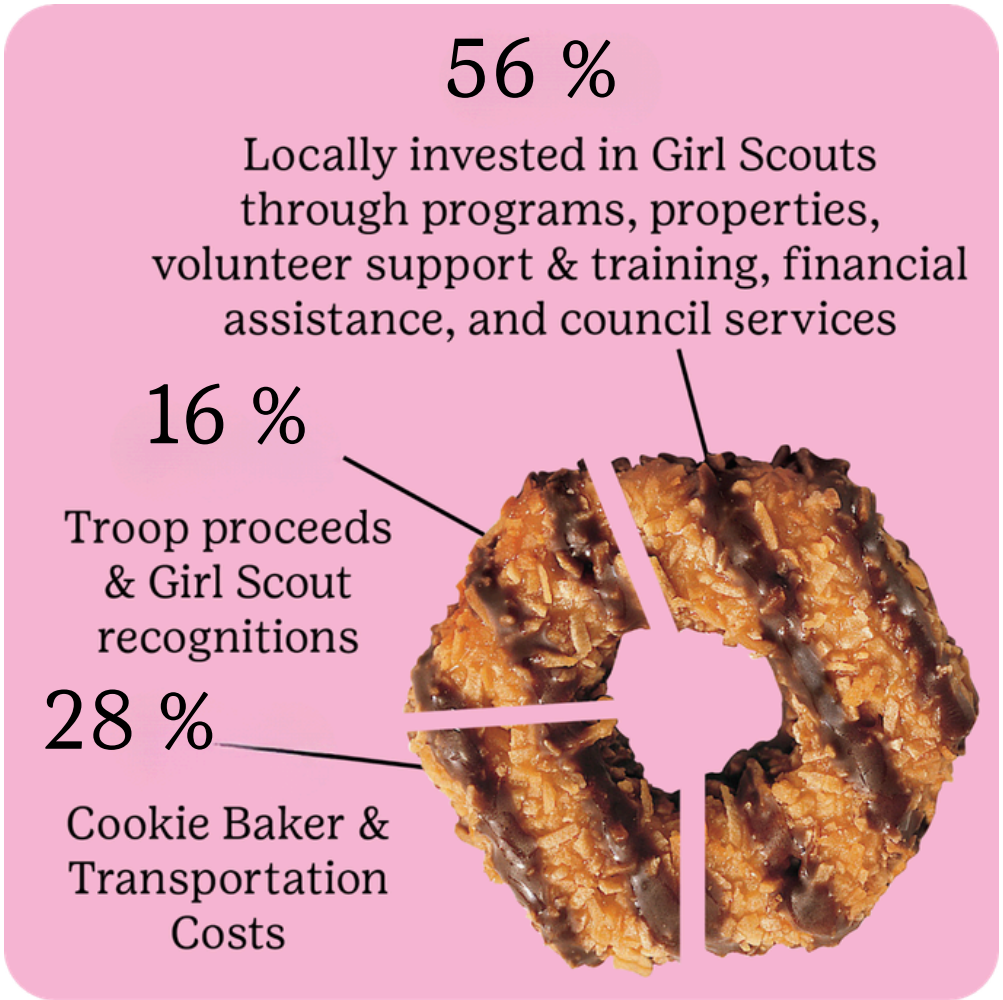

Exploremores™- 9%

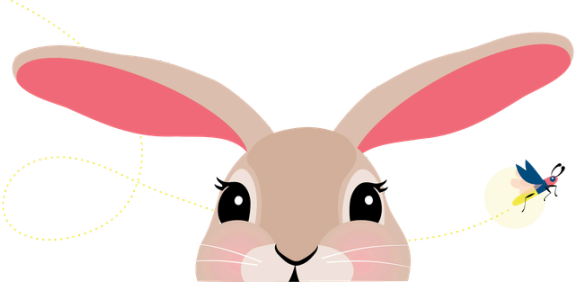

Peanut Butter Patties®- 15.1%


Peanut Butter Sandwiches- 12.4%

2026 How the Cookie Crumbles

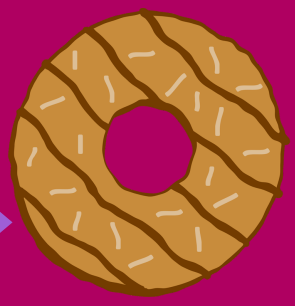
Here is the 2026 Cookie Season data on how the cookie crumbles.
This graph showcases the different ways the cookie proceeds are broken down. All cookie proceeds stay local within our 11-county jurisdiction and are used directly for our girls and volunteers.





2026 COOKIE SEASON RECAP

199,776
Total Packages Sold



884
Cookie Sellers

$157,095
Troop and Service Unit Proceeds Earned

226
Average Boxes Sold Per Girl

1,152
Packages Donated for Cookie Share

TOP COOKIE BOSSES

Becca V.
Abigial W.
Mallory J.
Hannah G.
Elinor S.

238
Girl Scouts Qualified for 2027 Membership



5
Girl Scouts sold 2,026 packages or more

121
Troops

86 GIRLS
Qualified for Cookie Boss Event (Sold 500+ Packages)

girl scouts of southwest indiana

Cookie Resources

Information Documents & Forms

Each of the documents listed below are available on our website at girlscouts-gssi.org under Cookies->Cookie Resources For Volunteers.

- Annual Permission Form: The GSSI Annual Permission form includes permissions for the Cookie Program and should be completed each October or when a girl joins, but must be received by December 1, 2026 to participate in the cookie program. Note: If a girl has a split family, the form must be signed by a guardian from each side if both households are going to participate in the program.
- Mini Cookie Order Card: A printable version of the order card. Hard copies are included in troop packet and additional forms are available from your SUCC and the council office.
- T1 Troop Worksheet: Optional, may use to prep for Smart Cookies entry. (Excel file download)
- T5 Troop Rewards Worksheet: Optional, but may be required by your SUCC. Allows you to gather individual girl recognition information.
- C1 Council Owes Troop Form: Used by SUCC for troops that overpaid council.
- D1 Delinquent Account Form (girl): Final Troop Report if applicable: Used by Troop if girl is missing funds at the end of the program.
- D2 Delinquent Account Form (troop): Used by SUCC for troops missing funds at the end of the program.
- 2027 Cookie Program At-a-Glance
- 2027 Opt Out Form (for Junior, Cadette, Senior, and Ambassador Troops ONLY)
- Safety Activity Checkpoints (See pages 90-92, Cookie and Product Sales)

Training Information & Links

GSSI Cookie Training

All Troop Cookie Volunteers must attend their service unit's cookie training. Cookie training documents and videos are available on GSSI's website under Cookies-> Cookie Resources for Volunteers.

Volunteer Essentials: Girl Scout Product Programs

The Girl Scout Product Programs section of GSUSA's Volunteer Essentials is another resource for the Girl Scout Cookie program including the Five Essential Skills, cookie history, and best practices.

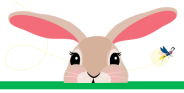
Smart Cookies and Digital Cookie Training Resources

ABC Bakers and GSUSA offers a variety of training videos for girls/families and volunteers. A list of training videos is also available on the GSSI website.

Learn More

GSSI Volunteer Cookie Resources Page

Volunteer Essentials Product Program



Troop Cookie Volunteer Role

Troop Cookie Volunteer Job Description

The Troop Cookie Volunteer manages the troop's participation in the Girl Scout Cookie Program. This includes supporting girls and families, handling troop orders and payments, and ensuring all deadlines are met. The Troop Cookie Volunteer reports to the Service Unit Cookie Chair (SUCC).

Qualifications:

- Registered and approved volunteer
- No outstanding debt to the council and authorized to handle money
- Completes required paperwork and training before receiving materials
- Regularly checks email and has computer access to Smart Cookies & Digital Cookie
- Organized and attentive to deadlines

What you'll do:

- Attend service unit training, review Cookies 101, and use Smart Cookies to track deadlines and requirements
- Introduce the Cookie Program to all eligible girls and encourage participation
- Train and support families and girls throughout the program
- Manage troop orders, recognitions, booth scheduling, payments, and sales through Smart Cookies & Digital Cookies
- Submit initial orders, recognitions, and delivery selections in Smart Cookies
- Oversee cookie pick-up, storage, and distribution
- Distribute recognitions promptly
- Maintain accurate troop cookie records

Financial Responsibility:

The Troop Cookie Volunteer accepts personal responsibility for all products, funds, and recognitions received. Loss, theft, or mishandling remains the volunteer's liability. Volunteers unable to meet these requirements may not continue in this role.

Cookie Program Preparation Checklist

- ☐ Attend your service unit cookie training.
- ☐ Pick up troop cookie materials from your SUCC.
- ☐ Review and use Smart Cookies and Digital Cookie training resources throughout the course of the program.
- ☐ Confirm all girls are registered and have an Annual Permission form on file with the council.
- ☐ Set and share troop deadlines for turning in initial orders and money (January 6 and March 10, respectively). Add these dates to each girl's paperwork.
- ☐ Choose a location to receive, sort, and distribute troop cookies and booth inventory.
- ☐ Set a troop cookie goal and decide how proceeds will be shared.
- ☐ Have each girl set an individual goal and remind them about recognitions (early and online direct ship).
- ☐ Hold a Family Cookie Meeting to share program details and expectations.

Family Cookie Meeting Information

What it is:

A short meeting held before the Cookie Program begins (December 7) to introduce families to the program, explain how it works, and share troop goals. Girls should attend to add their ideas and excitement.

Why it Matters:

When families understand the program, they can fully support their Girl Scouts and help them succeed. The cookie program funds troop activities, council events, and volunteer resources.

What to Highlight:

The Cookie Program teaches girls five essential skills: The cookie program powers new and valuable experiences for girls and teaches them these five essential leadership skills:

1. Goal Setting: Planning and reaching sales goals
2. Decision Making: Choosing how to use troop proceeds
3. Money Management: Handling orders, payments, and
4. budgets
5. People Skills: Working with different types of customers
6. Business Ethics: Acting responsibly and honestly

Target Outcomes of a Family Meeting

- Girls and families understand the importance of the Cookie Program.
- Families understand all the program procedures.
- Troops secure needed assistance.
- Set troop and individual goals.
- Leaders have completed paperwork from all familes, and families have their cookie program packet.

Family Meeting Outline

Before your meeting, reference the Family Meeting Outline PDF. This resource is available as a separate document for easy printing and reference. Scan the QR code or visit the link provided to download the most current version.

Learn More

Family Meeting Outline PDF

Online Platforms

The Girl Scout Cookie Program uses two online systems that work together to keep everything running smoothly. Smart Cookies is the volunteer hub for troop management, while Digital Cookie supports girls and families with online sales and digital payments. Volunteers will use both platforms throughout the season.

Smart Cookies v. Digital Cookies: What's the difference?

	Smart Cookies	Digital Cookie
Who uses it	Troop cookie volunteers	Girls, families, and troop volunteers
Main purpose	Manage troop orders, booths, deposits, recognitions, and reports	Sell cookies online, track goals, and accept digital payments
Access	abcsmartcookies.com Email to set up account will be sent to troop volunteers in November	digitalcookie.girlscouts.org Email to set up account will be sent to volunteers and girl caretakers December 1.
Key Tasks	• Set up troop account • Enter initial and booth orders • Track deposits and recognitions • Allocate booth cookies	• Set up online storefront • Share sales link via email or social media • Accept online payments • Track online progress

GSSI will begin to upload girl members into Smart Cookies & Digital Cookie in November. Please check both systems to ensure your entire troop is uploaded before the program begins on Monday, December 7. NOTE: If a registered girl joins your troop after December 7, contact your SUCC, and they will see that she gets added to your roster.

Smart Cookies

How to Get Started

To get started in Smart Cookies, look for an email invitation from noreply@abcsmartcookies.com and complete your registration for the troop account. Your username will be your email address, and you may pick a password.

How to Enter Initial Orders & Early Recognitions

Key Dates to Remember

- Initial pre-sales end and girl orders are due to the troop January 5
- All troop orders and early recognitions must be entered into Smart Cookies by January 12

continued next page

Smart Cookies, continued

How to Enter Initial Orders & Early Recognitions, continued

1. Log in at www.abcsmartcookies.com
2. From the main dashboard: hover over Orders and select Troop Initial Order
3. Click the Girl icon next to each girl's name (or use the arrow on the right) to open her grid
4. Enter the total packages by cookie variety for each girl and repeat for all girls
5. Smart Cookies rounds up to full cases—extra packages listed at the bottom can be used for booths or troop inventory
6. Optional: Add Booth cookies under the Booth section if you want product for early booth sales
7. Review the total order summary (cases, packages, and dollar amount) at the bottom of the page
8. Click Save, then select your delivery station and click Save again to complete

Before Submitting

- Orders may be edited until January 12 (the deadline appears in red at the top of the screen
- When finalized, slide the Ready for Review button to the right to notify your SUCC that your order is complete
- Once marked "Ready for Review," you cannot make changes

Early Recognitions

Any girl who sells 250+ packages by January 5 will earn the "goal gettHER" crew neck. These will be delivered with cookies in February. Smart Cookies will automatically include the early recognition if a girl earns it. Be sure you have each girls shirt size when entering initial orders.

Managing Financial Transactions

The Financial Transactions page tracks all troop income and payments throughout the Cookie Program. Every girl payment to the troop and troop bank deposit into the council account must be entered in Smart Cookies to keep your balance accurate.

How to Record Transactions

- From the main dashboard, click Finances → Financial Transactions
- Select your Service Unit and Troop, then click Apply
- At the bottom of the screen, you'll see two tabs: Troop Transactions and Girl Transactions

Girl transactions (payments to the troop)

Girl transactions are check or cash payments for cookies from the girl to the troop. You must record these transactions so that each girl's balance due is correctly reflected on the Girl Balance Summary Report. Remember to give the caregiver a receipt for all money turned into the troop.

1. Click the Girl Transactions tab at the bottom and select "Add Girl transaction"
2. Select the girl's name and enter her payment information. Select Payment under "Type"
3. Girl payments are tracked on the Troop Dashboard under Girl Financial Responsibility

Smart Cookies, continued

Troop Transactions

1. Record all troop deposits into the GSSI cookie account at German American Bank. (Only deposit checks into the GSSI account; cash should go into your troop account.)
2. Click Under “Type,” select Troop Bank Deposit, under “Bank” select German American.

Note: Refer to the Banking Procedures of this document for more information on financial transactions.

Cookie Booth Functions in Smart Cookies

Use Smart Cookies to request council-sponsored booth locations, enter your troop-secured booths for approval and credit card setup, and allocate booth sales to girls.

Council Lottery Booths

Council-sponsored booth lotteries are managed in Smart Cookies. Each troop may reserve a limited number of booths during the lottery period.

To Register in Smart Cookies:

1. Log in to Smart Cookies and navigate to Booths → Schedule Booths.
2. During the lottery window, select available (purple) locations, dates, and times.
3. Review your selections under Booths → My Reservations.
4. When assignments are finalized, Smart Cookies will email confirmation to the troop contact.
5. Unassigned requests will disappear from My Reservations.
6. Any unclaimed slots after the lottery closes become first come, first served.

Troop-Secured Booths

All troop-secured booths must be entered in Smart Cookies for council approval, to enable credit card payments, and to appear on the council’s Cookie Finder page.

To Enter a Troop-Secured Booth in Smart Cookies:

1. Log in to Smart Cookies and navigate to Booths>Troop Secured Booths
2. Enter required details (marked with a red asterisk) and save.
3. View your selections under Booths →My Reservations.
4. Select Request Appointment Time, choose your date and times, then save.
5. Review booth status under Booths → My Reservations.
6. Any unclaimed slots after the lottery closes become first come, first served.

Smart Booth Divider

Troop Cookie Volunteers can utilize the Smart Booth Divider in Smart Cookies to automatically allocate cookie sales to each girl who participated in a booth sale. It can even distribute cookies based on the hour(s) worked. Reference the Smart Cookie training links section on the next page for step-by-step directions.

Smart Cookies, continued

Entering Main Recognition Order

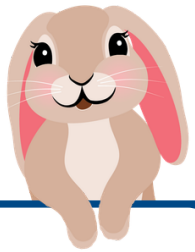
Main recognitions are due in Smart Cookies by March 15, 2027

To Create a Recognition Order:

1. Log in to Smart Cookies and navigate to Rewards>Recognition Order
2. Choose Main Recognition from the drop-down list.
3. An order will generate for all girls in your troop, showing total packages sold.
4. Click the arrow ▶ next to a girl's name to open her order.
   - If you see a red triangle, it means the girl must choose between options for that level.
   - Click the level and select her choice from the pop-up window.
5. After making selections, click Save to return to the main order screen.
6. Repeat these steps until all girls' orders are complete.

Smart Cookies Training Links

Click or scan to access a short YouTube video from ABC Bakers on each topic.



Learn More

Managing Orders

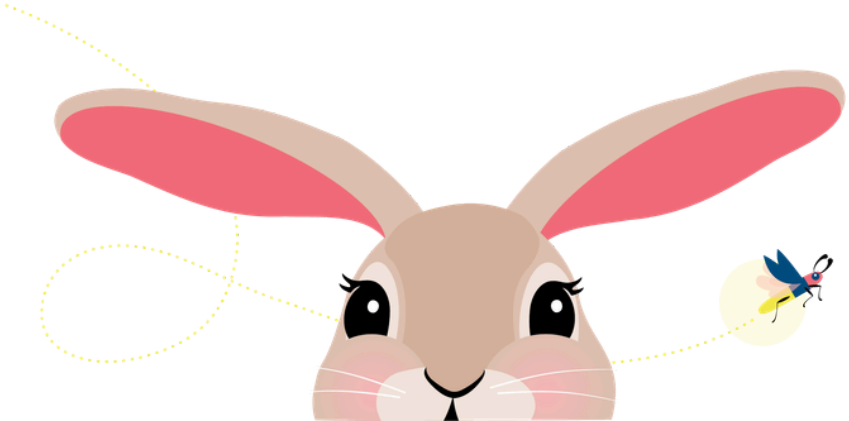
Booth Lotteries

Troop-Secured Booths

Scheduling 1st Come, 1st Serve Booths

Smart Booth Divider

Troop-to-Girl Transfers



Digital Cookie

Digital Cookie is the online platform where girls and families manage every part of the cookie business—setting goals, tracking progress, and selling through personalized online stores. Using a smartphone, tablet, or computer, girls can take customer orders, accept payments, send marketing emails, and share their digital store links with friends and family. Volunteers will use Digital Cookies to process customer payments at cookie booths.

Steps to register:

1. Watch for your registration email (subject line: "Register for the Digital Cookie Platform Today") on or after December 1.
2. Click "Register Now" in the email to open the registration site, then create your password.
3. Log in using the same email address that received the invitation.
4. If you're a parent of a Girl Scout under 13, watch the required "Safe Selling for Smart Cookies" safety video before continuing. Read and accept the Terms and Conditions for Volunteers. You must read and accept the Terms and Conditions for Parents if you are also a parent.
5. Read and accept the Terms and Conditions for Volunteers (and Parents, if applicable)
6. Complete the Girl Pledge (for volunteers who are also parents).
7. Select your role—volunteer, parent, or both—from the dropdown to access the correct homepage. You can switch roles anytime using the dropdown at the top of the screen.

Your dashboard can show you if a parent has registered her girl for Digital Cookie or not. If a Girl Scout's name doesn't appear on your dashboard, the parent has not yet registered her for Digital Cookie. Consider reaching out to those families to see if they need assistance with the process

Setting Up Your Troop Site Link:

To accept payments at cookie booths and enable online troop sales, volunteers must first set up their troop site in Digital Cookie. After January 5, the direct ship troop link will appear as shipping-only options on the Girl Scout Cookie Finder. When customers enter their ZIP code, a local troop will be randomly displayed for them to support.

Troop Link Orders in Smart Cookies

When an order is placed via your troop link either for direct ship online, If you have any Troop Direct Ship Orders, you will see these under Order Tab. If the troop link was used for girl delivery or at a booth and the booth wasn't selected, these orders will be shown under My Reservations. Both types of orders will need to be distributed to girls.



Digital Cookie Help Page

This page provides an overview and step-by-step guides to Digital Cookie for families, volunteers, and customers.

Cookie Delivery

Cookie Delivery to Troop

Cookies are delivered to the designated locations the week of February 1-5.

This delivery will include the following:

- Troop's initial cookie order (including booth cookies if ordered)
- Council cookie bank account deposit slips
- Receipt books
- Early recognitions

Your Service Unit Cookie Chair (SUCC) will share your delivery location and pickup time. Before pickup, confirm you have a dry, safe, and sanitary space to sort and store cookies, and plan for appropriate transportation. The entire order must be picked up during your assigned time slot.

Safety reminder: Children are not allowed on or near the cookie loading dock. They must remain in the vehicle during loading. If using a trailer, ensure it is covered and secure to keep product dry and protected.

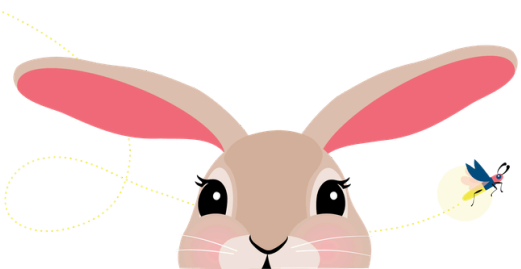
Estimated Number of Cases Vehicles Can Hold:
•Standard Car: 35 •Minivan: 60 •SUV: 60 •Full Size Pickup Truck: 100

Cookie Delivery to Girls

Once you've picked up your troop's order, move cookies to a dry, safe, and sanitary location to sort by girl. Schedule convenient pickup times for families.

During Cookie Pickup:

- Have the adult count cookies with you to verify accuracy.
- Complete and sign (you and adult receiving) a receipt for each pickup—keep the white copy and give the yellow to the family.
- If the girl has additional cookies from orders taken after January 5, make a separate receipt for those.
- Provide families with a money envelope that includes their payment due date.
- Distribute Early Recognitions.
- Review upcoming deadlines and booth opportunities.



Cookie Cupboards & Friday Cookies

Cookie Cupboards

Cookie Cupboards are locations where troops can pick up additional cookies for booths or extra orders. Cupboards will be open February 1–March 7 as long as cookies allow in Vanderburgh, Martin, Dubois, Knox, and Perry counties.

Before visiting:

- Contact the cupboard to confirm available varieties and reserve your cookies.
- Pick up orders within 24 hours of placing them.
- Plan transportation and storage space before arrival.
- Once cookies leave the cupboard, they cannot be returned or exchanged without prior approval from the Product Sales Department.

Important notes:

- Most varieties are available for about two weeks after initial delivery; limited varieties may follow.
- Once cookies leave the cupboard, they cannot be returned or exchanged without prior approval from the Product Sales Director.

Council Cookie Cupboard:

GSSI Council Office
5000 E. Virginia Street, Suite 2
Evansville, IN 47715
(812) 421-4970

Hours of Operation:
(all times CST)

- Monday-Thursday:
  9:00 AM–5:30 PM
- Fridays:
  9:00 AM–5:00 PM
- Saturdays: (Feb 6, 13, 20)
  9:00 AM–12:00 PM

Friday Cookies

Friday Cookies allow troops to check out extra cookies for booth sales—with the option to return full, unopened cases if unsold.

Friday Cookies Dates: February 5, 12, & 19
Additional dates may be added at the end of the season depending on stock on hand.

How to Order Friday Cookies:

- You may order online or call the council office at (812) 421-4970. Orders must be in by 4:00 PM CST on the Wednesday before the Friday date of choice.
- Orders are limited to 40 cases per troop. For more, contact the Product Sales Department.
- Provide your preferred pickup time (8:00 AM–4:00 PM CST) when ordering.

Pickup Location (unless otherwise specified)

- Shetler Moving and Storage, 1253 Diamond Ave, Evansville, IN 47711, NOT the council office!

How to Return Unsold Friday Cookies:

- Only full, unopened cases in original condition and variety may be returned.
- Return cookies by 5:30 PM CST on the following Monday after your Friday pickup.
- Returns are made to the GSSI Council Office, 5000 E. Virginia St., Suite 2, Evansville, IN 47715

Cookie Booths

About Cookie Booth Sales

A cookie booth is a troop-organized direct sale where girls sell cookies to customers at a local business. Booths help girls practice the five essential skills and reach their goals. Only troops (not individual girls or families) may hold cookie booths. Before the cookie season begins, discuss dates and times that work best for your troop to plan for booth scheduling.

Types of Cookie Booths

There are two types of cookie booths: Council-Sponsored Booths and Troop-Secured Booths. Both must be entered into Smart Cookies for council approval and to allow credit card sales through the platform.

Council-Sponsored Smart Cookies Cookie Booth Lottery
These are locations arranged by GSSI with major community partners including Evansville and Newburgh Walmarts, Sam's Club, East Evansville Lowe's, and Schnucks. Troops sign up for these locations through the Smart Cookies Booth Lottery during a designated window. Any unclaimed slots become first come, first served after the lottery closes.

Pro Tip:
Watch Rallyhood and your email for notices about cookie booth slots that reopen if a troop can no longer hold it's assigned time!

Troop-Secured Booths
Troops may contact local businesses directly to schedule their own booth sales at approved locations such as banks, salons, retail stores, gas stations, churches, or sporting events.
NOTE: Cookie booths may not be set up in front of locations/businesses that girls cannot legally enter/patronize. (Examples: liquor stores, bars, vape shops, etc.)

Troop-secured booths must be entered into Smart Cookies for council approval, credit card acceptance, and inclusion on the public Cookie Finder website and app. Some businesses may require proof of insurance; requests should be made to cookies@girlscouts-gssi.org at least two weeks in advance.

Cookie Booth Safety and Best Practices

Safety Guidelines & Procedures

- Keep an updated troop roster with emergency contacts on-site
- Maintain at least 2–4 girls and 2 registered adults at all times
- Never leave girls unattended
- Identify available restrooms before the sale; do not request exceptions
- Use the buddy system for restroom or break trips
- Only registered Girl Scouts and volunteers may be at the booth—no pets or unregistered family members
- Sell only Girl Scout Cookies—no other items
- No smoking near the booth
- If theft or a threat occurs: move girls to safety, call 911, then GSSI's emergency line at (812) 603-4737, and submit an Incident Report

Cookie Booths, continued

- If confronted by someone challenging Girl Scouts of the cookie program, stay calm and refer them to GSSI at (812) 421-4970 or support@girlscouts-gssi.org
- Follow all store rules and represent Girl Scouts professionally

Best Practices

- Break booths into shifts so every girl has a chance to participate.
- Bring all cookie varieties and count inventory before and after the sale to track sales.
- Girls should wear uniform pieces or Girl Scout clothing.
- Arrive no more than 10 minutes before your time slot.
- Bring small bills for change and monitor cash carefully. Use a cash apron or wearable money pouch instead of a cash box to keep funds secure and reduce the risk of theft.
- If sales volume is high, make periodic cash drops with an off-site registered adult.
- Food and drinks should be enjoyed away from the sales table to maintain a clean, professional booth appearance.
- Clean up your space completely after the sale.
- If two troops arrive at the same location, work together respectfully—do not involve store staff.
- Thank the business before you leave, and consider sending a short thank-you note from your troop to show appreciation for their support.

Make it Fun!

- Reserve cookie costumes from the council office by emailing: cookies@girlscouts-gssi.org
- Help girls practice their cookie pitch ahead of time.
- Participate in the Bling Your Booth contest!

BLING YOUR BOOTH CONTEST

Attract more customers with a fun, eye-catching cookie display! Encourage girls to use their imagination and creativity to make their booth stand out in GSSI's Bling Your Booth Contest. Contest dates and submission details will be shared in January.

1st Troop 495/696



2nd Troop 504





Tied 3rd Troop 383



Tied 3rd Troop 541

Recognitions & Cookie Dough

Recognitions

Recognitions are items that girls can earn when they participate in the Cookie Program. Girls start earning recognition items at 50 packages (18 for online packages). Recognitions accrue cumulatively, so with each level a girl reaches, the more awesome swag she can earn! Girl Scouts Junior, Cadette, Senior, and Ambassador troops may opt out of receiving individual recognitions to earn more troop per package proceeds. Troops that opt-out will still receive earned patches plus their 2028 GSUSA membership if they reach that level.

Cookie Dough

Cookie Dough is a type of credit that Girl Scouts can select as an earned recognition. Cookie Dough may be used on any purchase through the GSSI shop or on ANY council-approved or -sponsored activities. Girls can use it to shop for Girl Scout gear, pay for camp, attend special events, or even save up for a travel adventure. Cookie Dough is cumulative, meaning that girls can mix and match their recognitions and Cookie Dough at different levels of cookies sold. For full information on using Cookie Dough, see the Cookie Dough Usage Form on the GSSI Cookie Resources page.

GSSI's Top Recognition Levels for 2027

Girls who reach the 400+ levels will have the option to choose Amazon or Ulta Vouchers for their recognitions. Each option has different steps for redemption. View the 2027 Guide to Top Recognitions and Cookie Dough for complete information.

500–599 Packages

Choose one:

- 500+ Club Patch, Cookie Boss Ticket*, Dive-In Ticket* AND a Beach Towel
- $25 Cookie Dough

600–799 Packages

Choose one:

- $25 Amazon Voucher
- $25 Ulta Voucher
- $25 Cookie Dough

800–999 Packages

Choose one:

- $50 Amazon Voucher
- $50 Ulta Voucher
- $50 Cookie Dough

1000+ Packages

- $100 Amazon Voucher
- $100 Ulta Voucher
- $100 Cookie Dough

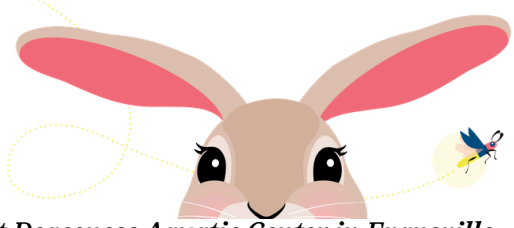
2027+ Packages

Choose one:

- $227 Amazon Voucher
- $227 Ulta Voucher
- $227 Cookie Dough

2027 Guide to Top Recognitions and Cookie Dough





**The Cookie Boss Event will take place on Saturday, April 3, 2027, at Deaconess Aquatic Center in Evansville.*
**The Dive-In Event will take place on Saturday, July 10, 2027, at Burdette Park Aquatic Center in Evansville.*

Banking Procedures

Making Cookie Money Deposits

- Cash: Deposit all cash collected from your troop into your troop bank account.
- Checks: Deposit all checks collected from girls into the GSSI Cookie Account at German American Bank. This protects your troop from non-sufficient funds fees.
  Remember: Checks may not be accepted at cookie booths.
- Troops will receive deposit slips for the GSSI Cookie Account. Additional slips are available at the council office.
- Keep all GSSI Cookie Account deposit receipts. Write your troop number on each receipt and submit copies with your final paperwork.

Recording Deposits in Smart Cookies

- Record all GSSI Cookie Account deposits in Smart Cookies as a Troop Transaction using the Troop Bank Deposit option. Smart Cookies will automatically update your troop balance summary.
- Record girl payments to the troop as Girl Transactions using the Payment option.
- Deposits made into troop accounts do not need to be entered into Smart Cookies but must be documented on your Annual Troop Finance Report submitted to council.

See Smart Cookies: Managing Financial Transactions for step-by-step instructions

Turning in Money to Council at the End of the Program

After collecting all payments from your troop, run the Troop Balance Summary Report. Deposit all money collected except troop proceeds into the GSSI Cookie Account via a check from your troop account.

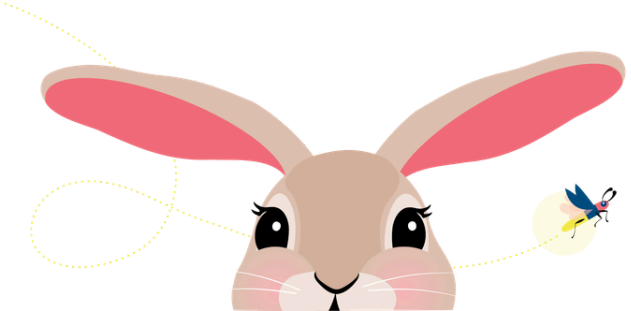
Date reminder:

- All money is due to the troop by March 9
- Final deposits and paperwork are due to your SUCC by March 15

See Troop Final Reports for submission details.

Financial Best Practices

- Encourage families to turn in cash and checks weekly.
- Make deposits often to reduce risk of loss, theft, or bounced checks.
- Always provide a signed receipt when collecting cookie money—signed by both the volunteer receiving funds and the parent/guardian turning them in.



Troop Proceeds

Opt-Out Option:

Junior, Cadette, Senior, and Ambassador troops may choose to opt out of receiving ALL recognitions and Cookie Dough to earn additional troop proceeds. To qualify, the entire troop must agree to opt out and accept the increased troop proceeds. Opt-out forms must be submitted to GSSI by **January 5.**

Girls in opt-out troops will still receive:

- Any earned patches
- Their 2028 GSUSA membership at 300+ packages
- Graduating seniors will receive $65 towards their lifetime membership (upon request)

Independently Registered Girl Scouts:

Individual sellers are not eligible for troop proceeds or bonuses due to IRS regulations. Girls who plan to sell independently are encouraged to join a troop. If a girl cannot find one, the SUCC will help assign her to a participating troop.

Determining Your Troop Proceeds

Divide the total number of packages sold by the number of girls selling to determine your troop's average. Use the chart to find your troop's per-package proceeds.

Proceeds Scale	Per Package Proceeds	Opt-Out Proceeds
Less than 100 packages	$0.40	$0.42
100-124 packages	$0.45	$0.47
125-149 packages	$0.50	$0.52
150-174 packages	$0.55	$0.58
175-199 packages	$0.60	$0.65
200-249 packages	$0.65	$0.72
250 packages	$0.75	$0.84

Troop Status Bonus

Troops may qualify for an additional bonus based on:

- The average number of packages sold per girl
- If the troop attended their Service Unit Cookie Training.
- If the troop completed an End of Program Survey

This bonus is issued as a separate deposit after all final paperwork has been verified. (Do not deduct from the amount owed to council for cookies.)

Troop Status	Avg Pkgs/Girl	Bonus/Girl
Champion	250 packages	$25.00
Trailblazer	200 packages	$20.00
Pacer	175 packages	$16.00
Pioneer	150 packages	$14.00
Super	125 packages	$12.00
Banner	100 packages	$5.00

End of Program

Delinquent Accounts

If money is not turned in by the troop deadline:

- Make every effort to contact the family and remind them the money is due.
- Before closing out Smart Cookies, notify GSSI's Product Sales Department at (812) 421-4970 or cookies@girlscouts-gssi.org to report a delinquent girl.
- GSSI will adjust Smart Cookies and your final paperwork to remove the uncollected funds.
- You are not responsible for a delinquent girl's cookies.
- GSSI will update your troop's selling average to reflect accurate per-girl participation.
- Submit a D1 Form and copy of the girl's Cookie Permission Form with your final paperwork.

Troop Final Reports

Your SUCC will provide a Troop Final Report Envelope at delivery. All final reports are due to your SUCC by March 15. Recognition and patch delivery cannot be guaranteed for troops submitting after this date.

Include the following inside your envelope:

- Troop Balance Summary Report from Smart Cookies (REPORTS → CURRENT → FINANCES → TROOP BALANCE SUMMARY)
- D1 Form for any delinquent girls. If GSSI removes a delinquent girl, run a new report afterward.
- GSSI bank deposit receipts for the Cookie Account (write your troop number on each).

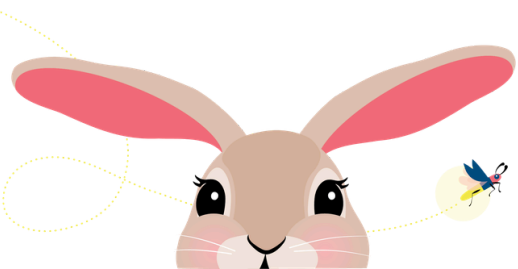
If you overpay GSSI, submit the C1 Council Owes Troop Form (found on the Cookie Resources page). Refunds are issued in June.

End of Program Notes

- No cookies may be sold after March 7 without permission from GSSI. Contact the Product Sales Department at cookies@girlscouts-gssi.org or (812) 421-4970 prior to the deadline.
- A 2027 Cookie Program Survey will be emailed to Troop Cookie Volunteers at the end of the season. We encourage you to share your feedback—it helps improve future programs.

Recognition Distribution

- SUCCs receive recognitions in April-May for distribution to troops. (This included Cookie Dough)
- Check your order against Smart Cookies records upon receipt. Report any discrepancies to cookies@girlscouts-gssi.org or (812) 421-4970 within three weeks.
- Deliver recognitions to girls within one week (unless presenting at a special event).
- Return undeliverable recognitions to the council by June 3.
- Troop Status Bonus checks are deposited/mailed by mid-June to leaders in good standing.



End of Program, continued

Reflect & Celebrate

Don't forget to take time to reflect on the program with your girls while it's still fresh in everyone's minds. What went well? What could be improved? Discuss what they each want to do differently next year. continues next page

Work with your girls to plan a fun celebration to mark the end of the cookie program. A pajama or pizza party where girls can relax and write thank you cards to those who helped them reach their goals is the perfect way to wrap up the cookie season!

GSSI is always here to help; please contact us at cookies@girlscouts-gssi.org or call (812) 421-4970 if you need anything or have any questions!

Notes

2026-2027 Cookie Program Calendar

Cookie Permissions due to Council by Decemeber 1, 2026

Cookie Program Runs from December 7,- to March 7, 2027

- SU Cookie Kickoff Events and Cookie Parent Meetings.....November & December 2026
- SU Cookie Trainings (For Troop Leaders/Cookie Volunteers).....November 2026
- Thunderbolt Cookie Kickoff Game.....Saturday, December 5, 2026
- Opt Out Form Due.....January 5, 2027
- Online Marketing.....December 7, 2026-March 7, 2027

- Order Taking
  - Cookie Program Begins.....December 7, 2026
  - Girls Take Pre-Orders.....December 7, 2026-January 7, 2027
  - Girls' Pre-Orders to Troop.....January 5, 2027
  - Troop Pre-Order to SU.....January 11, 2027
  - SU Order to Council.....January 13, 2027
  - Council Order to ABC.....January 15, 2027

- Deliveries
  - Delivery to Stations.....February 1-February 5, 2027
  - Girls Deliver Cookies/Cookie Booths/Direct Sale.....February 1-March 7, 2027
  - GSSI Cupboards on 4 Saturdays.....February 6, 13, 20 & 27, 2027
  - National Cookie Weekend and GSSI Walkabout Weekend.....February 19-21, 2027

- Payments and Final Paperwork
  - Cookie Program Final Day.....March 7, 2027
  - Girls' Payments to Troop.....March 9, 2027
  - Troop Paperwork to SU.....March 15, 2027
  - Service Units to Council.....March 19, 2027
  - Council Order to ABC.....March 22, 2027

- Recognitions and Troop Status Bonuses
  - Presale (Initial) Order and Early Recognition Order.....January 5, 2027
    This is the FINAL date for Early Recognition. Any orders that come after this date are not counted towards the early recognition but will count towards the main recognition
  - Main Recognition Order.....March 15, 2027
  - Recognitions will be available to Service Units.....May SU Meeting
  - Checks for Troop Status Bonus will be directly deposited beginning of June 2027.

- End of Program Survey available to complete during the months of April 2027. This must be completed by one volunteer in the troop to qualify for the Troop Status Bonus.

Please email all questions to cookies@girlscouts-gssi.org

NOTE: Dates subject to change. Updates will be sent out through Smart Cookies to the troop leader and cookie volunteer. Service Unit Cookies chairs will email updates. Council social media platforms, newsletter, and website will also have updated information on the Cookie Program.

*All times CST

DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5 Thunderbolt Cookie Kick-Off
6	7 Cookie Program Begins	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Free Shipping for $36-$72

JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Girl Preorders Due Opt Out Forms Due	6	7	8	9
10	11 Troop Preorders Due	12	13 Service Unit Preorder Due	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

$5 Shipping for $36-$72

FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 Friday Cookies	6 Saturday Cupboard
7	8 Monday Cookie Return	9	10	11	12 Friday Cookies	13 Saturday Cupboard
14	15 Monday Cookie Return	16	17	18	19 Friday Cookies	20 Saturday Cupboard
21	22 Monday Cookie Return	23	24	25	26	27
28						

Cookies Arrive!!!

National Cookie Weekend & GSSI Walkabout

MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7 Cookie Program Last Day!	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

$5 Shipping for $36-$72