

UNBOX THE FUTURE!



Your Role in Unboxing Her Future

The Girl Scout Cookie Program isn't just about cookies—it's about confidence, courage, and growth. With your support, she'll learn entrepreneurial skills and grow her inner strength. When families get involved, Girl Scouts reach higher. Your support turns every cookie into a step toward her brightest future!

How You Can Help Your Cookie Seller:

- Complete necessary forms and help her set up Digital Cookie site
- Encourage her goals
- Be her cheerleader
- Model the skills
- Spread the word
- Make it a family effort!



This Cookie Season your Girl Scout will learn:



Goal Setting



Decision Making



People Skills



Business Ethics



Money Management

SWEET DATES

- JAN. 5** Girl Scouts can set up their Digital Cookie site
- JAN. 6** GO Day—Girl Scouts can begin taking in-person and Digital Cookie orders
- JAN. 31** Pre-order cookie sheets due to troop (confirm troop deadline—may be before Jan. 31)
- FEB. 18** Troop cookie pickups begin
- FEB. 20** Cookie Booths begin
- FEB. 20-22** National Girl Scout Cookie Weekend
- MARCH 13** Girl-delivery option in Digital Cookie ends; be sure to pick up and deliver all orders
- MARCH 15** Girl Scout Cookie Program ends



COOKIE DONATION PROGRAM

Support Girl Scouts and our community through Project Thank You! During Cookie Season, customers can donate \$6 to gift a package of cookies to our partners—USO of Missouri and Operation Food Search.

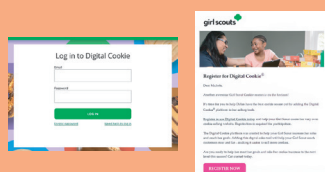
BRAVE. FUN!
FIERCE. FUN!

DIGITAL COOKIE

Become a Digital Entrepreneur in a Flash!

STEP 1

Register for Digital Cookie



Look for the Digital Cookie registration email in your inbox on or after Jan. 5, 2026 to register. If you can't find it, contact us or visit digitalcookie.girlscouts.org and click the "Need Help" link.

STEP 2

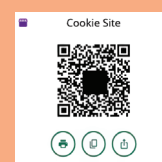
Set Up Your Site



Take a few minutes to set your sales goals, write your cookie story, upload a fun picture or video. Then publish and be ready to go!

STEP 3

Add Customers



Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link or QR code directly with customers.

USE DIGITAL COOKIE TO: View/approve your orders, see what your customers are buying, prepare to deliver to customers, view rewards/make reward choices, send cheers to others in the troop

DIGITAL COOKIE SETUP TIPS

1. If you recently renewed or purchased a membership, access isn't immediate—data is imported weekly.
2. Confirm the primary caregiver's email on your Girl Scout's membership is the one you'll use for Digital Cookie.
3. One registration email works for multiple Girl Scouts in the same household (same caregiver email).
4. The Digital Cookie app opens Jan. 6 for sales only. Set up and publish accounts online first.
5. Your Girl Scout's unique sales URL will appear once sales begin on Jan. 6.
6. You will be able to see your Girl Scout's unique URL for a published site once sales begin on Jan. 6.



ONLINE SALES GUIDELINES

- Cookies ordered for Girl Delivery during the pre-order period are included in the troop's February pickup. Afterward, request additional cookies from your troop as needed.
- Caregivers must approve Girl Delivery orders within five business days or deny any they can't fulfill.
- You may share your Digital Cookie link on social media, but not in buy/sell/trade groups.
- Never post personal details (like a Girl Scout's last name or address).
- Caregivers can turn off Girl Delivery starting Jan. 31 under My Cookies.
- Reselling cookies online, after the Best By date, or at a price other than \$6 is not allowed.

Digital Dash Contest

Girl Scouts who set up and publish their Digital Cookie sites between Jan. 5-11 are entered to win daily prizes. Setting up early = more chances to win!



Family Digital Cookie tipsheets and training videos are available at vr.girlscoutsem.org/forcookiesellers.

SETTING GOALS WITH AN ACTION PLAN

Help your Girl Scout discover her "why." Whether it's building confidence, learning new skills, or supporting her troop, knowing her motivation makes all the difference. Then, guide her to set a goal and create a plan to make it happen because every cookie sold is a step toward her dreams!

EXAMPLE GOAL:

Sell 250 packages to help fund troop badge activities and a service project.

EXAMPLE ACTION PLAN:

1. Register for Digital Cookie and set up your site by Jan. 5.
2. Sell about 25 boxes per week to stay on track.
3. Send 10–15 texts or emails each week to family, neighbors, and new customers.
4. Make business cards or door hangers with your Digital Cookie link/QR code.
5. With caregiver permission, make a sales video for social media.
6. Write thank-you notes for each customer.
7. Join your troop's cookie booths!

Caregivers: please guide and assist Girl Scouts with each step to ensure safety.



COOKIE SELLER RESOURCES

Visit vr.girlscoutsem.org/forcookiesellers or scan the QR code to access templates including girl business cards, door hangers, thank you cards, sale's pitches and more!



Exploremores™
Exploremores™
Exploremores™
Exploremores™

COOKIE REWARDS

Individual Girl Scouts can earn adorable, useful and fun rewards when they reach certain package goals.



TREFOIL REWARDS

For 2026, Trefoil Rewards can cover the cost of 2027 Girl Scout membership or help pay for programs such as day camp, overnight camp and travel.



Scan the QR code or visit girlscoutsem.org/cookie to view all cookie rewards and learn about reward details.

FAQS

HOW MUCH ARE GIRL SCOUT COOKIES?

Girl Scout Cookies are \$6/package. Selling cookies for any other price is strictly prohibited. There are nine varieties of cookies, including the gluten-free Toffee-tastics® and the vegan Girl Scout Thin Mints®.

WHAT IS A PRE-ORDER?

Cookie orders placed between Jan. 6-31, when cookies are not yet in-hand. Troop cookie managers will enter and verify the orders, and the cookies will come in mid-February to be picked up by the troop.

WHAT ARE CONTINUED ORDERS?

Cookie orders placed after the pre-order period, through March 15. Each troop handles these orders differently. Discuss with troop cookie manager how to submit orders and get cookies to fulfill any additional girl-delivery orders.

CAN MY GIRL SCOUT SIGN UP FOR A COOKIE BOOTH?

A Cookie Booth is always best and most fun when it's a troop activity. However, individual Girl Scouts may run their own cookie stand with a caregiver. These can be set up in front of a residence on private property, or a troop-secured location. New this year, an individual Girl Scout may sign up for a council-sponsored booth, following guidelines at vr.girlscoutsem.org/forcookiesellers.

WHERE CAN I FIND COOKIE INGREDIENTS AND NUTRITION INFORMATION?

Please visit girlscoutsem.org/cookies.

WHERE CAN MY GIRL SCOUT MARKET THEIR COOKIES?

Girl Scouts of Eastern Missouri includes St. Louis City and the 28 surrounding counties in eastern Missouri. In-person sales and cookie booths/stands may only take place within the council's service area. For a map of specific counties, please visit girlscoutsem.org.

WHAT IF WE HAVE LEFTOVER COOKIES WHEN THE PROGRAM ENDS?

If Girl Scouts have already paid the troop for the cookies, they may continue to sell the cookies to family/friends/colleagues, etc. Please keep in mind that Girl Scouts cannot sell the cookies after the best-by date on the package has passed, for a price other than \$6, or on resale sites.

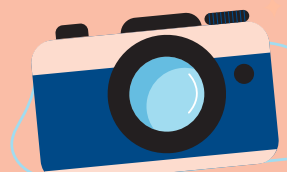
CAN WE SELL THE COOKIES AT A LOCAL BUSINESS?

Yes, only with permission from the business. Girl Scout Cookie sales must always involve the Girl Scout. Passive sales, such as businesses selling cookies on behalf of a Girl Scout, are not permitted.

MEDIA INQUIRIES

If your troop is contacted by any media during the Cookie Program, do not give a statement. Instead, contact the Girl Scouts of Eastern Missouri Communications Team at communications@girlscoutsem.org.

Please do not seek out media opportunities on your own. Our goal is to highlight the Cookie Program as a whole, benefiting all GSEM Girl Scouts—not individual efforts.



GUIDE TO COOKIE PARTICIPATION

Each Girl Scout will receive two cookie order sheets.

PRE-ORDER COOKIE SHEET (JAN. 6-31):

- ▶ Girl Scout takes in-person pre-orders (confirm troop deadline—may be before Jan. 31)
- ▶ Turn in order sheet to Troop Cookie Manager or submit in Digital Cookie—My Cookies by Jan. 31
- ▶ Cookies arrive Feb 18-22; troop picks up order
- ▶ Pick up cookies from your troop
- ▶ Deliver to customers, collect payment, and turn in money to the troop

CONTINUED COOKIE ORDER SHEET ORDERS (AFTER JAN. 31):

- ▶ Girl Scout takes extra in-person orders Feb. 1-March 15 to meet goals
- ▶ Request additional cookies from the Troop Cookie Manager before the end of the season
- ▶ Pick up cookies from your troop
- ▶ Deliver to customers, collect payment, and turn in money to the troop

DIGITAL COOKIE (GIRL-DELIVERY/DIRECT SHIPPED/DONATIONS):

- ▶ Girl Scout markets Digital Cookie site to customers
- ▶ Customer place and pay for their orders online
 - ▶ **Girl-Delivery:** Caregiver reviews and approves each order. Orders approved after the troop pre-order are treated as Continued Orders. Cookies arrive Feb. 18-22. Girl Scout picks up from troop and delivers to customer. Request additional cookies from Troop Cookie Manager for Continued Orders
 - ▶ **Direct Shipped:** Baker fulfillment center processes order within 3-5 business days and ships order to customer
 - ▶ **Donation:** Girl Scout receives package credit; no cookies received by customer. Girl Scouts of Eastern Missouri delivers cookie donations at end of season to community partners

COOKIE MONEY GUIDELINES

- Collect payment at delivery, except for Digital Cookie orders (paid online). Troops may choose to collect upfront for in-person orders.
- Checks should be made payable to GSEM Troop XXXX (insert troop number).
- Use the Digital Cookie app for credit card payments at delivery.
- Always sign a receipt when picking up cookies or turning in payments.
- No returns or exchanges. Caregivers are responsible for all cookies and funds, including lost, stolen, or damaged products.



WHERE DO COOKIE FUNDS GO?



19% goes towards troop rewards & proceeds.

23% pays for cost of the cookies and Cookie Program operations.

58% supports Girl Scout leadership programs.

girlscouts
of eastern missouri

SUPPORTING YOUR GIRL SCOUT'S COOKIE BUSINESS 2026



QUESTIONS? CONTACT THE COOKIE SUPPORT TEAM:

MY TROOP # _____

My Troop Cookie Manager:

Name _____

Phone _____

Email _____

Important Dates: _____

Need more help? Contact the Answer Center at 314.400.4600 or answercenter@girlscoutsem.org.