girl scouts of gateway council

2027 Cookie Cookbook

All the recipes you need
to have a successful
Girl Scout Cookie season!



Your Girl Scout Cookie favorites are back!





Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted nutty crème



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Iconic shortbread cookies inspired by the original Girl Scout recipe



Crispy chocolate wafers dipped in a mint chocolaty coating



Crispy cookies layered with peanut butter and covered with a chocolaty coating



Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Crisp and crunchy oatmeal cookies with creamy peanut butter filling

NEW IN 2027!

*Online exclusive



Crunchy, allergen friendly, oatmeal chocolate chip cookies dotted with colorful sprinkles



Soft baked, blueberry muffin-flavored dog cookies with added blueberries

*Online exclusive



*Online exclusive

We are bringing the “sparkle” this cookie season!

TURN WONDER INTO WONDERFUL

First ever allergen-friendly cookie



*Online exclusive



Meet Patch Pals™

Girl Scouts’ first dog cookie

Welcome

Welcome to the 2027 Girl Scout Cookie season!

Cookie season is here, and we're ready to hop into an exciting 2027 season! This year is all about exploring new possibilities, setting goals, trying new ways to sell, building valuable skills, and having fun along the way. With our 2027 bunny mascot leading the adventure, we're ready for a season filled with learning, teamwork, and sweet success!

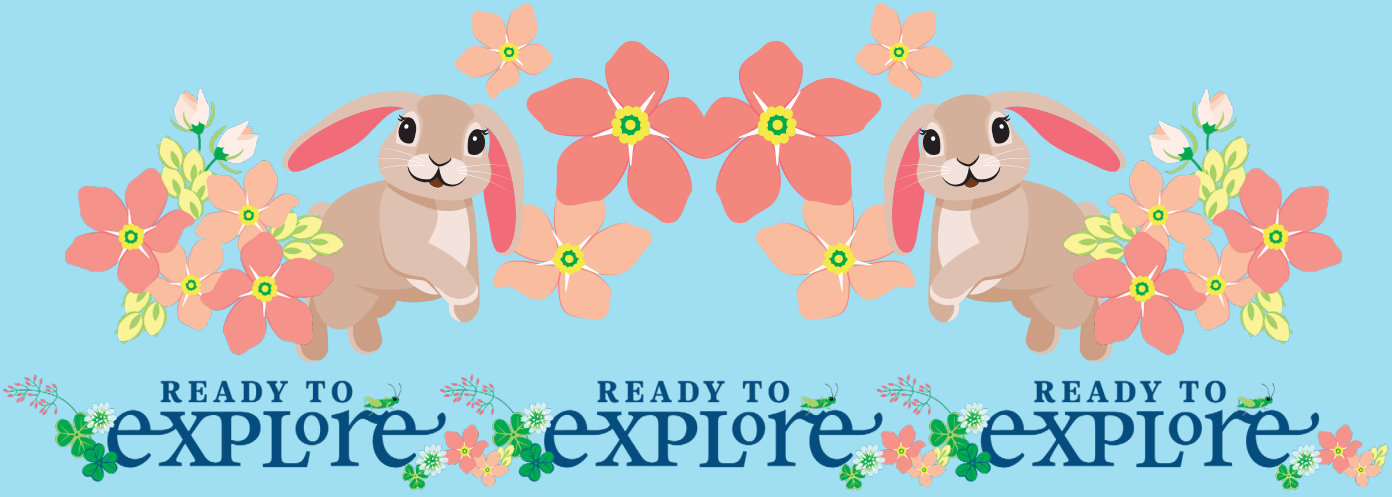
There's even more to celebrate this cookie season with exciting additions to the lineup! Introducing **Sparkables**, a delicious, crunchy oatmeal chocolate chip cookie with colorful sprinkles. Plus, for the first time ever, our four-legged friends can join the fun with **Patch Pals™**, Girl Scouts' first-ever dog cookie. More excitement, more opportunities, and even more ways to make this cookie season special!

From program details and key dates to sales strategies, safety tips and resources, this Cookie Cookbook has everything you need for a successful season. Whether you're a first-time participant or a seasoned cookie pro, you'll find tools, ideas and inspiration to help you feel prepared and confident every step of the way. So get ready to explore, set big goals, try new things and make this cookie season one to remember.

Here's to a successful, exciting and sweet 2027 Girl Scout Cookie season!

Follow Girl Scouts of Gateway Council, and ABC Baker, on social media.

Rallyhood: rallyhood.com/rallies
Facebook: facebook.com/profile.php?id=61561465681351
Instagram: instagram.com/girlscoutsgc
LinkedIn: linkedin.com/company/girl-scouts-of-gateway-council/
Flickr: flickr.com/photos/gsgc/
TikTok: tiktok.com/@girlscoutsgatewaycouncil
YouTube: youtube.com/@girlscoutsgc
ABC Baker: facebook.com/abcbakers



Meet Your Community Product Manager (CPM) Team

Our **Community Product Managers** are a dedicated group of community partners here to guide **Troop Product Managers (TPMs)** through every step of the cookie season. They are experts in the field, trained on all the details of the program, and passionate about helping troops succeed.

The local CPM is the first stop for questions, program clarifications, and locating needed resources. They volunteer their time to make sure troops have the support, tools, and information necessary for a smooth and successful season.

Please remember, CPMs are volunteers, often balancing full-time jobs and families, so we ask that you show kindness, patience, and respect for their time. CPMs are available to be contacted between **8:00 am and 8:00 pm** and are happy to help with anything a TPM needs. When reaching out to them, please give a 48 hour response time.

When in doubt, reach out! Your CPM is here to help you navigate the adventure and make this cookie season one that is Ready to Explore!

*Preferred contact method will be next to each name.

Community 2

Sheri Daar (text)
Riversedgecookies@hotmail.com
386-344-3115

Community 3

Holly Lucas (text)
Lucas3r@aol.com
904-614-6678
Ginger Butler (Rewards only)

Community 4

Cecile Harrell (email)
C4Productmanager@gmail.com
386-916-1764
Heather McMahan (text)
352-215-1388

Community 5

Village 1: Lynn Mitchell (text)
tallynn@hotmail.com
904-607-1411

Village 2: Jessica Carbee (text)
Jessicarbee@yahoo.com
904-315-4386 (text)

Village 3: Position open
Contact Customer Care
customercare@gsgateway.org

Village 4:
LaSaundra Ingersoll Smith (text)
lasaundra.ingersollsmith@gmail.com
706-366-6593

Village 5: Missy Farina (text)
zoey187@yahoo.com
228-382-4989

Community 6

Melody Stallings-Mann (text)
Melodysmann@gmail.com
904-631-6048

Community 7

Kaitlin Sanchez-Rouse (text)
719-217-5932
Keita Manuel (email)
C7products2023@gmail.com



Community 9

Village 1 and 2: Candice Tice (text)
cticec9gsgc@gmail.com
850-291-7293

Village 3: Hope Williams (text)
HopeW126@hotmail.com
850-685-3087

Village 4: Andrea Boring (text)
andrea200385@yahoo.com
850-499-9890

Village 5: Tamara Wilhelm (text)
tamluvsdancn@gmail.com
850-357-6121

Village 6: Kirsten Matthews (text)
kr051783@aol.com
850-450-7324

Community 10

Amanda Kuchta (text)
amandalee2@gmail.com
619-822-9009

Community 11

Sharon Wonsey (email)
Ninjafog2019@gmail.com

Meet the Director of Product Programs and Retail



Shayla Thomas

To reach our council staff, please email customercare@gsgateway.org or call 877-764-5237
Business hours: Monday – Thursday from 9:00 am – 5:00 pm ET / 8:00 am – 4:00 pm CT
Fridays from 9:00 am – 4:00 pm ET / 8:00 am – 3:00 pm CT.

Cookie Lingo

- **ABC:** Girl Scouts of Gateway Council's cookie baker
- **ACH (Automated Clearing House):** how council's finance department withdraws payments for cookies from troop bank accounts
- **Allocation:** the process of assigning cookies to your Girl Scouts in Smart Cookies
- **Box or (Package):** a single box of cookies
- **Case:** 12 boxes of cookies (all troop cookies are ordered by the case)
- **Cookie Communications:** Weekly volunteer cookie email sent every Tuesday, starting January 5th
- **Cookie Gram:** Weekly caregiver cookie email sent every other Friday, starting January 1st
- **CPM (Community Product Manager):** first point of community support and go-to cookie expert for TPMs
- **Cupboard:** volunteer run storage spaces where troops pick up additional cookie orders during the season
- **DOC (Digital Order Card):** found on Digital Cookie
- **Digital Cookie:** updated online storefront for girls and caregivers
- **Home Delivery:** a choice for troops who order 600+ cases of cookies instead of picking up at Mega Drop
- **Hot Spot Booth:** a booth location that is managed by the council office (Available for selection in Smart Cookies.)
- **IO (Initial Order):** first order of cookies at the start of the season (Generally, this is your troop's largest order)
- **Mega Drop: s**cheduled pick up of troop's initial order of cookies
- **PGA:** Per Girl Average (of cookie boxes sold)
- **Rallyhood:** Gateway Council's communication hub where you will find all the latest cookie information Troop Product Manager Rally (for volunteers) and Cookie for Caregivers (for caregivers)
- **Smart Cookies:** online cookie management platform for TPMs
- **TPM (Troop Product Manager):** A volunteer who steps up to lead the troop's fall or cookie sale

Choosing a Troop Product Manager (TPM)

Every great cookie adventure needs a guide, and that's where the Troop Product Manager (TPM) comes in!

The TPM can be a troop leader or another volunteer who's ready to help the troop embark on a successful cookie season adventure! As the troop's go-to cookie guide, the TPM helps keep things organized, manages important details, and supports Girl Scouts as they explore new opportunities and work toward their goals.

TPM requirements and recommendations:

- Must be a registered volunteer with a valid background check
- Must be in good financial standing with the council
- Successful completion of Cookie Program Essentials Training
- Must have strong communication skills
- Organized and able to coordinate multiple tasks and details
- Comfort with technology recommended

The TPM makes sure the troop's cookie journey runs smoothly. This includes:

- Ordering cookies
- Holding cookie meetings with girls and caregivers
- Selecting and managing cookie booths
- Tracking cookies and money
- Ensuring ACH payments are ready for withdraw on time
- Distributing rewards when they arrive

Cookie Pro Tip:

The TPM role doesn't have to fall on just one person - a whole team can share the work! Council recommends that each troop have at least **two TPM's** to help divide responsibilities. Anyone handling Smart Cookies changes, payments, or money must have an active TPM form on file.

Important to Know

- TPM forms must be submitted to Customer Care before Smart Cookies access is granted
- Processing may take up to a week due to required checks
- Council staff and CPMs will not add anyone to Smart Cookies without a completed TPM form and completion of Cookie Program Essentials Training
- **Council offices will be closed December 24, 2026 returning January 4, 2027** for winter break. Processing TPM forms will be delayed during this time

Don't wait! Get the TPM form filled out and training completed so the troop is ready to hit the ground running. Scan QR code to complete the MY27 TPM Agreement Form and join the adventure.

Already completed a TPM form for Sweets & Treats? Great news, it carries over! Just complete the Cookie Program Essentials Training to unlock access to Smart Cookies for cookie season.



Cookie Calendar

Before Cookie Program Begins

11/19/2026	**Cookie Program Essentials Training** Any volunteer or caregiver that wants to know more about the cookie program can attend virtually or live. Look for watch parties in your area! Attendance required for **Troop Product Managers to get access to Smart Cookies.** Recording will be available on GS Learn
12/09/2026	**Volunteer and Caregiver Access to Digital Cookie**
12/10/2026	**Digital Cookie: Caregiver Training**
12/21/2026	Last day to fill out TPM forms before holiday break
12/21/2026	Last day for girls to transfer troops until after cookie season

11/19/2026
Cookie Program Essentials Training
(Required for access to Smart Cookies)
7:30 pm ET / 6:30 pm CT

12/10/2026
Digital Cookie: Caregiver Training
7:30 pm ET
6:30 pm CT

During Cookie Program

01/04/2027	**Cookie season begins:** Digital Cookie opens to customers
01/04/2027	Council office opens after holiday break (TPM processing resumes)
01/05/2027	Deadline to enter ACH information into Smart Cookies *(initial order will not be approved without banking information)*
01/08/2027	Troop Initial Order due in Smart Cookies
01/18/2027	Booth selections begin in Smart Cookies
01/23/2027	Cookie Rally (Pensacola and Jacksonville)

GSGC Offices will be closed 12/24/26 - 1/4/27 for holiday break.

Register for Cookie Rally
Pensacola
January 23rd

Register for Cookie Rally
Jacksonville
January 23rd



01/28/2027	Home delivery begins
02/05/2027	Mega Drop day one, and booth season begins
02/06/2027	Mega Drop day two
02/19/2027	National Cookie Weekend begins
02/21/2027	National Cookie Weekend ends
03/14/2027	Cookie season officially ends; Digital Cookie closes

After Cookie Program Ends

03/15/2027	Deadline to submit caregiver forms to customer care at customercare@gsgateway.org
03/15/2027	Deadline to submit reward selection in Smart Cookies
05/15/2027	Go Getter Events at Dave and Buster's in Panama City Beach and Jacksonville
06/13/2024	Summer Camp begins

ACH Pull Schedule

02/16/2027	1st ACH pull – 30% of total balance due to council
03/02/2027	2nd ACH pull – 60% of total balance due to council
03/23/2027	Final ACH pull – 100% of total balance due to council

Your Cookie Season GPS - Cookie Connection Training

Stay informed, stay prepared, and get **Ready to Explore** all that cookie season has to offer! Our monthly Cookie connection is a one-hour session designed to give Troop Product Managers and volunteers an in-depth look at Smart Cookies and what's coming next in the Cookie Program.

Each month, we'll share important updates, key reminders, helpful tips, and hands-on guidance to help you navigate Smart Cookies with confidence.

Join us live at the Leadership Center or virtually from wherever you are! Choose the option that works best for your schedule.

Think of Cookie Connection as your **monthly cookie season road map,** helping you anticipate what's ahead, avoid surprises, and confidently guide your troop through every phase of the program.

Be sure to register for each session and save the dates. Let's explore the road to a successful cookie season together.

December 3rd

7:30 pm ET/6:30 pm CT

- Smart Cookies Dashboard
- Family Cookie Meetings
- Calculating Initial Order

January 7th

7:30 pm ET/6:30 pm CT

- Placing Initial Order
- Cookie Communications
- Booth Selections
- Preparing for Mega Drop or Home Delivery

February 4th

7:30 pm ET/6:30 pm CT

- Distributing Cookies to Families
- Smart Cookies Allocation
- Cookie Booth Etiquette
- Cupboards – Planned Orders

March 4th

7:30 pm ET/6:30 pm CT

- Wrapping Up Cookie Season
- Smart Cookies Reports
- Balancing Cookies and Cookie Money
- Rewards

Stay informed with all the latest Cookie news by joining our Rallyhood pages!

- Troop Product Managers (TPMs) and Troop Leaders: Visit our Troop Product Manager Rallyhood page for essential updates, resources, and tools to help guide your troop cookie season
- Caregivers: Join the Cookies for Caregivers Rallyhood page for important information, tips, tricks, and shareable graphics to support your Girl Scouts sale

Don't forget to keep an eye on your inbox each week for Cookie Communications highlighting the top priorities and reminders throughout the season.



Smart Cookies

Your Cookie Season Command Center

Smart Cookies is ABC Baker's online cookie management system, designed to make running the Cookie Program smooth and simple.

Through Smart Cookies, troops can:

- Place and manage cookie orders
- Schedule or request booth locations
- Track troop and girl sales
- Submit rewards

Smart Cookies is equipped with ABC Baker resources, providing quick and easy access to support. With this tool the troop is well prepared to navigate cookie season confidently.

Cookie Knowledge on the Go

Need answers fast? Want training on the go? This season, hop over to our YouTube page for a library of trainings and Quick Bytes! These short, snack-sized videos cover everything from Smart Cookies tips to booth best practices, perfect for brushing up on the details or learning something new in just a few minutes. Whether it's a full training or a quick refresher, the videos are available anytime, anywhere, making it easier than ever to stay sharp during cookie season.



You will receive an email from **noreply@abcsmartcookies.com** containing login information once the TPM form and **Cookie Program Essentials Training** is complete. Make sure to check your spam folder!

Quick Tips to Get Started

- **Get familiar with the dashboard:** Your starting point for staying informed and organized! Find messages from Gateway Council, track important cookie dates, and set the troop's package goal
- **Check the troop info**: Click the *My Troop* tab and select Troop Information. Double-check details and click the "update information" button to enter the troop's bank account number.
  Key reminder: No bank account = no cookie orders, including the troops initial order!
- **Peek at your troop roster:** Under the *My Troop* tab, select troop roster. Confirm details.
  If something doesn't match up, email customer care at customercare@gsgateway.org for a quick fix

Recipe For a Successful Troop Cookie Season

Success starts with the right mix of preparation, communication and clear policies.

Ingredients for Success

- Girl Product Program Participation Agreement (signed by Girl Scouts and Caregivers)
- Caregiver Training Form
- Troop goal and proceeds plan
- Cookie Care tips
- Troop booth plan

Step 1: Mix the Essentials

Girl Product Program Participation Agreement

- Every caregiver handling cookies must sign a Girl Product Program Participation Agreement
- This agreement outlines etiquette and financial responsibility
- Forms should be kept on file for the entire season
- Remember: forms signed during Sweets and Treats carry over to cookies
- Caregivers are responsible for any cookies signed for once a form is on file

Step 2: Add a Dash of Training

- Use the Caregiver Training Form to confirm that all important points are covered at the family meeting
- This form is **REQUIRED** if the troop later applies for **Caregiver Debt Forgiveness** after season
- Available for download on our Council Website and TPM Rallyhood page

Step 3: Stir in Goals & Excitement

- Work with Girls Scouts to set a troop goal
- Decide how proceeds will be used together
- Setting goals early gives the troop a clear direction and builds enthusiasm

Step 4: Keep Cookies Fresh

- Never place cookies directly on the floor- always use a barrier
- Store cookies away from pets
- Keep cookies out of garages, cars, and direct sunlight (Chocolate melts at **72° F.**)

Step 5: Bake in Troop Policy

- Decide whether unsold cookies will be accepted back from girls
- Clearly communicate any deadlines for cookie payments or returns
- Allow enough time to sell returned cookies at troop booths

Step 6: Decorate with Booth Planning

- Use a tool like Sign-Up Genius to gather booth preferences
- At the family meeting record:
  - How many booths each Girl Scout wishes to attend
  - Preferred locations
  - Available dates/times
- With this info, choosing booths during the Smart Cookies Booth Lottery becomes smooth and efficient

Important Cookie Season Policies

No Troop Transfers During Cookie Season

- To ensure accurate financial tracking during cookie season, Girl Scout troop transfers are paused from **December 21st to March 15th.**

No Mandatory Cookie Assignments

- Troops **cannot** require each Girl Scout to sell a set number of cookies or mandate equal sales
- Troops **cannot** force a Girl Scout or caregiver to accept cookies they do not want
- Troops **can** set goals, encourage participation, and mentor Girl Scouts in their cookie business

Initial Order Deadline

To guarantee cookies arrive on time for home delivery and Mega Drop the initial order deadline is January 8, 2027.

- Review troop goals and cookie expectations at the family meeting in December
- Be prepared to place the order before cookie season begins

Family Meeting Guides

Check out these amazing family meeting guides to help you plan a proactive and efficient meeting. You can find a Family Meeting Guide for every level on our website.

Digital Cookie:

Digital Cookie is the ultimate online selling platform where Girl Scouts can set up personalized storefronts to grow their cookie business. With fun, easy-to-use features, selling cookies becomes an exciting adventure!

For Girl Scouts

- Secure cookie orders from friends and family online, both near and far
- Track purchases and deliveries
- Earn cookie business badges and pins while learning new skills
- Host virtual booths
- Keep track of their reward journey during the sale

Need a little extra guidance navigating Digital Cookie?

Our Digital Cookie tip sheets are here to help! They're packed with helpful hints and step-by-step instructions to make selling cookies online a breeze.

Share the tip sheets with caregivers too, they will love having a quick reference at their fingertips.

Where to find them:

- On gsgateway.org under the Explore More Resources page, under trainings link
- On Rallyhood pages Cookies for Caregivers and Troop Product Managers under files

For Troop Product Managers

TPM's use Digital Cookie to manage the entire troop's online business. Reports can be pulled for sales and reward choices for each individual Girl Scout. TPM's also run the troop digital cookie link. This link is not tied to any individual girl, making it perfect for traditional booths, virtual booths, and public websites.

When cookies are sold through the troop link, the TPM will need to transfer the cookies in Smart Cookies, either to the girls who worked the booth or distributed across all troop members. This keeps the cookie counts accurate and ensures every Girl Scout gets credit for their hard work.

While all TPM's can log into Digital Cookie and see the troop reports and sales, only **one TPM per troop** will have access to the troop's Digital Cookie troop link. Think of the Troop Link as another "virtual" Girl Scout selling cookies for the troop.

If a volunteer is both a TPM and a caregiver, a role selector toggle will appear at login. This makes it easy to toggle between managing the troop and handling personal Girl Scout activity, keeping everything organized and running smoothly.

Digital Cookie Deep Dive Trainings

We offer virtual trainings designed to help volunteers and caregivers navigate the online cookie adventure with ease. These trainings cover everything from setting up troop and personal sites, to taking orders, tracking sales and managing deliveries. Whether a first-time Digital Cookie user or a seasoned pro, these sessions give helpful tips, tricks and insights to make the experience smooth and fun.

Digital Cookie Deep Dive: Caregivers

This live virtual training is a must for volunteers and caregivers that need to understand how to help their Girl Scouts manage their online sales.

December 10, 2026
7:30 pm ET/6:30 pm CT
Registration not required

Log into your Digital Cookie and then hop on this call to learn more!

Digital Cookie Deep Dive: TPM's

Want to become a Digital Cookie whiz? The Digital Cookie Deep Dive for TPM's explores all the exciting features from a troop's perspective, making it easier than ever to manage orders, track sales and support Girl Scouts.

This training can be found on YouTube and Rallyhood.



Spreading the Cookie Love Online

Girl Scouts can grow their customer base by promoting their cookie business in the digital world. Try these strategies to elevate digital marketing efforts:

- **Digital Cookie:** Personalize the storefront with weekly videos, and offer cookies through direct shipping or girl delivery
- **Social Media:** Cook up a campaign to engage distant family and friends
- **Text or Call:** Stir in a personal touch by sending a picture of yourself selling cookies and follow up with customers who might not be online and encourage reorders

Cookie Pro Tip:
The sweetest sales are the ones sprinkled with personal touches. A quick thank you or friendly message can leave a lasting impression. Keep track of customer details during the season so you can follow up and invite them to reorder.

Safety First

Before diving into digital sales, Girl Scouts and their caregivers must read, agree to, and follow the Online Safety Pledge. This pledge is the secret ingredient that keeps online marketing and cookie sales safe and fun.

You can find the guidelines and pledge on:
- gsgateway.org > Members > For Girl Scouts > ***For Cookie Sellers***
- Rallyhood: Cookies for Caregiver

Mark your Calendar: Digital Cookie Access
- **December 9, 2026** – TPM's with Smart Cookies access and Caregivers will be able to login into Digital Cookie
- **January 4, 2027** – The site officially opens for sales

What to do before then:
- Log in early to personalize your account
- Encourage your Girl Scouts to hop in, explore and add their own creative touch to their storefront



Social Media Policy

Product program participation should always be led by a Girl Scout under caregiver supervision. Families should use caution when sharing links on public pages. Through Digital Cookie, caregivers can deny any girl delivery orders they do not feel comfortable delivering in person.

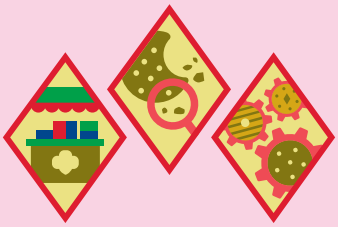
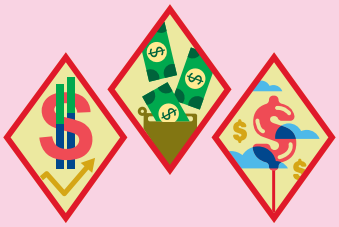
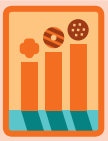
When posting online follow these guidelines:
Girls may:
- Post their Digital Cookie link on public social media sites, i.e. Facebook, Instagram and YouTube
- Post troop booth locations
- Post a video and include their Digital Cookie link
- Ask customers to share their Digital Cookie link with friends and family

Girls may not:
- Post their Digital Cookie line on resale sites, i.e. Craigslist, Facebook Marketplace, Ebay, or on buy, sell, trade sites such as Swip/Swap and Nextdoor
- Post content including last name or direct contact details. (i.e phone number, address, school or email)
- Direct message anyone that they do not personally know on social media platforms

Cookie Business Badges and Family Pins

Entrepreneurs can earn these official Girl Scout recognitions by completing requirements that help them develop new business skills. Families can also support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there is no stopping a Girl Scout!

To find the requirement for these badges and pins, check out girlscoutshop.com.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart
Cadette	 My Cookie Venture; Cookie Market Researcher; Cookie Innovator	 Budget Manager; My Money Habits; My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator		
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator

Cookie Proceeds Made Simple!

Your Cookie Sales. Your Troop Goals. Endless Possibilities!

Every package sold helps bring your troop's big ideas to life! From exciting adventures to meaningful community projects and everything in between!

Earn $0.90 per package sold and watch your troop's earnings grow with every sale.

Smart Cookies makes it easy to track troop proceeds throughout the season, so troops can focus on reaching their goals, celebrating success, and planning the next adventure.

Big goals. Amazing adventures. One cookie package at a time!



ACH Payments

An ACH Payment is an electronic bank-to-bank transfer. Troop cookie money is deposited directly into each troop bank account, and council offices withdraw the cost of troop cookies in three convenient payments.

The dates for these payments are:

02/16/2027 – First ACH Pull (30%)
03/02/2027 – Second ACH Pull (60%)
03/23/2027 – Third ACH Pull (100%)

Important Reminders about ACH

- The ACH list pulls the morning of the scheduled ACH payment
- An email from Smart Cookies is sent to the primary and alternate troop contacts listed in the system, confirming the troop's ACH payment amount
- If there are any questions or concerns about your troop's payment amount please email **customercare@gsgateway.org** immediately after receiving email from Smart Cookies
- Council can make small adjustments to payment amounts if necessary, but adjustments must be requested in writing to customercare@gsgateway.org **before** the ACH date
- Troops will see the withdrawal from their troop account 3-5 business days after the ACH pull date
- Troops with returned ACH payments cannot place additional cupboard orders until the balance is paid in full. **Additional consequences may apply if cookie payments are not resolved in a timely manner.*

How Troop Proceeds Work

When a troop purchases a case of cookies from council, the troop pays the cost of the case minus troop proceeds.

Example: Case of Thin Mints

- Retail Price: $72.00
- Troop Proceeds: $10.80 (.90 *12 pkgs)
- Amount owed to Council: $61.20

When all 12 packages are sold, the troop retains $10.80 in troop proceeds, while $61.20 is owed to council. This means troop proceeds are retained as cookie payments are collected throughout the season.

Smart Cookies automatically calculates **troop proceeds** on the dashboard page; only **council proceeds** are collected in ACH payments, while troop proceeds are retained by the troop.

Cookie Pro Tip:

Keep troop proceeds in your troop bank account until all scheduled ACH withdrawals are complete. This helps ensure sufficient funds are available and prevents potential banking issues.

Selling exclusively through Digital Cookie? Your troop proceeds will be deposited directly into your troop bank account during the final ACH of the cookie season.



Help Secure a Booth and Get a Head Start!

Every great cookie adventure starts with a little teamwork! Community volunteers play an important role in securing cookie booth locations, and the more locations we secure, the more opportunities Girl Scouts have to reach their goals!

When a troop secures an approved booth location, the troop earns an early booth pick before the Cookie Booth Selection begins. Their selected booth will be reserved in Smart Cookies ahead of booth Selections opening for all troops on January 18th.

Ready to get a head start?

- Connect with your local Community Product Manager (CPM). Find your CPM on page five
- Submit approved booth agreements to your CPM by **January 14, 2027**
- Enjoy an early booth pick as a thank-you for helping expand cookie selling opportunities!

More booths mean more opportunities for every Girl Scout to succeed!

Hot Spot Booth Locations

Hot spot booth locations are retail stores with national or district agreements with Girl Scouts. Troops can not secure booths at these locations as a troop booth. These locations are secured by volunteers participating in the Booth Incentive Program and entered into the Smart Cookies booth selection, where they are shared with all troops. To take part in the Booth Incentive Program, reach out to a local CPM.

Troops cannot secure booths at these locations on their own:

Ace Hardware
All Military Bases
Alyssa's
Bass Pro Shop
Dicks Sporting Goods
Dollar Tree
Five Below
Hitchcock's
Lowes
Michaels Craft Store
Pounders
Publix
Sam's Club
Shoe Carnival
Shoe Station
TA Travel
Texas Roadhouse
Tractor Supply
Walmart
Wendys
Wild Birds Unlimited
Winn Dixie

Life Cycle of Booth Season

Cookie season moves fast, and knowing the rhythm helps every troop keep up with the excitement!

Mega Drop = Game On: Mega Drop kicks off the cookies in hand season. This is when booth sales begin, and troops hit the ground running with cookies ready to go.

Booth Season = Five Weeks of Fun: Booth sales run for five weekends. Plan smart and order enough cookies at the start to power through the whole stretch without running short.

The Big Rush = Weeks 1-3: About 75% of cookies are sold in the first three weeks. Customers are thrilled to see their favorite treats return, and they tend to buy the most the first time they spot a booth.

Clean-up Week = The Finish Line: Week six is a bonus "clean-up" week. This is the time to balance everything, move any leftover cookies, tidy up finances, make sure Smart Cookies is updated, and celebrate a job well done!



Cookie Rally 2027



Save the Date | January 23, 2027

You are cordially invited to enroll at Gateway Cookie Academy, a fun, hands-on cookie rally where you get to step into a one-day collegiate cookie experience made just for Girl Scouts. Here, you won't just learn about cookies, you'll build real-work skills, try exciting challenges, and grow your confidence for cookie season.

West Florida
University of West Florida
January 23, 2027
1:00 PM - 3:30 PM CT

East Florida
GSGC Leadership Center
January 23, 2027
1:00 PM - 3:30 PM ET







January

01/04/27	Girl Scout Cookie season begins - Online and order card ordering opens!
01/04/27	Council office opens after winter break/TPM Processing resumes
01/05/27	Deadline to enter banking information in Smart Cookies
01/07/27	January Cookie Connection 7:30pm ET/6:30 CT
01/08/27	Troop Initial Order is due
01/14/27	Deadline to submit booth locations to CPM's for early booth picks
01/18/27	Cookie booth selection begins 7:30 pm ET/6:30 CT*
01/22/27	Cookie booth selection opens up to 55 booths 7:30 pm ET/6:30 CT
01/23/27	Cookie Rally in Pensacola and Jacksonville
01/28/27	Home deliveries begin

***Cookie Booth Selections will take place daily between Jan. 18-Jan 22**

Why Place an Initial Cookie Order?

Placing an initial cookie order sets a troop up for success and ensures a smooth start to the cookie season. Benefits include:

- **Prepared for Early Sales**: Having cookies on hand allows girls to begin selling immediately
- **Access to Mega Drops and Home Delivery:** Initial orders are distributed through convenient delivery events, such as Home Delivery and Mega Drops, ensuring troops start the season fully stocked
- **Boosted Girl Confidence:** Starting with cookies in hand helps girls feel motivated and confident when making their first sales
- **Maximizing Sales Opportunities:** Families and customers are most excited at the beginning of the season, having product available right away captures that momentum
- **Initial Order Incentives:** Troops and girls can qualify for special rewards and patches based on initial order participation
- **Less Stress Mid-Season:** Planning ahead reduces the need for multiple cupboard trips and helps maintain smooth inventory management



Plan Ahead, Get Rewarded: Initial Order Reward

Troops that place an initial order averaging 250 boxes per registered Girl Scout unlock a special troop reward!

- Every registered Girl Scout in the troop will receive our exclusive Girls with Goals t-shirt and Goal-Getter patch
- The troop will receive two additional volunteer shirts in adult sizes
- Additional volunteer shirts in adult sizes are available for order for troops that qualify for the reward

All rewards will be delivered at Mega Drop, perfectly timed to kick off cookie season in style!

Home Delivery: Cookies to the Burrow!

Troops placing an initial order of **600 cases** or more are eligible for home delivery. These deliveries occur during the week prior to Mega Drop, eliminating the need for troop pick up and providing cookies earlier than the standard delivery. ***Troops that combine orders to earn home delivery will forfeit t-shirts for the troop not placing the order.***

Delivery Dates: 01/28/27-02/04/27
Who needs to be present at the delivery location: At least one adult must be present to welcome and sign off on cookie cargo.
Timing: Deliveries are scheduled by the delivery agent in time blocks but can sometimes fall outside of these hours.
Heads up: Delivery agents try to give a 24-48 hour notice for delivery day. Troops with flexibility around this are most successful with home delivery.
Pallets: Cookies are delivered on pallets to the driveway of the delivery address. Troops must have their own volunteers to support moving cases of cookies indoors as well as disposing of the pallet after.

Variety Averages – A recipe for Smart Ordering

With two years of sales history with ABC Bakers now complete, updated sales averages by cookie variety are available. These percentages reflect actual sales across Gateway Council and can help troops make informed decisions when planning their initial cookie orders.





Cookie Pro Tip

Customers tend to purchase the most during the first few weeks of the sale, having the right mix of varieties available from the start is key to success!

Cookie Calculator – A Helpful Planning Tool

The cookie calculator is a handy tool designed to help troops plan a strong initial order. It pulls together several key factors to give a clear picture of what might be needed:

- **Uses Past Performance:** Looks at the troop's per girl average (PGA) from the previous year and multiplies it by the number of participating Girl Scouts this season
- **Variety Breakdown:** Applies Gateway's average sales by variety to recommend a balanced mix of cookie flavors
- **Special Sales Consideration:** Includes sections to input last year's shipped only and Cookie Share sales, since those **do not** come from the troop's physical inventory
- **Goal Alignment:** Estimates how many cases of each variety would help the troop reach it's desired PGA
- **Decision-Making Tool:** Provides guidance and calculations to simplify planning but is not a required order TPM's can use the results to make informed decisions about what works best for the troop's strategy

Initial Order Deadlines – January 8, 2027

The initial order is the troop's first cookie order of the season. It is recommended to plan for the full season at this time, since reorders and cupboard availability are not always guaranteed.

When preparing the order, consider:

- Goals set by each Girl Scout
- Number of presales placed in Digital Cookie (to date)
- Number of booths planned (as decided during the December family meeting)
- Average booth sales – typically 50-75 boxes per booth

Remember: Cookie sales continue after the initial order is placed. Planning ahead ensures enough inventory to cover booth sales and ongoing customer demand.

Need Help With the Initial Order?

- **Watch and Learn:** Check out the Initial Order Cookie Byte for a quick video overview
- **Step-by-Step:** Follow the Initial Order Quick Tip Sheet for detail instructions
- **Training Opportunity:** Join the Cookie Connection on January 7th for an in-depth walk through of the ordering process
- **Community Support:** When in doubt, the CPM team is always ready to lend a hand

January Cookie Connection

Initial Order Tip Sheet

Booth Tips for Success

Cookie Booth Requirements:

- A Girl Scout wearing Girl Scout attire must be present at the cookie booth
- A registered, background checked adult must be present at each booth
- The troop number must be visible
- The price of cookies must be displayed
- No siblings or other non-Girl Scouts should be at the booth
- Promote Cookie Share for donations
- Ensure Girl Scouts and the table do not block ATMs or entrances/exits
- Booth setup and breakdown should occur no more than 5 minutes before the start or end of a booth
- Be ready for a quick turnover
- Take all empty cases with you, do not leave them in the trash at the booth location
- Always follow the Girl Scout Law!
- **Cookie booths should always be Girl led and adult supported**

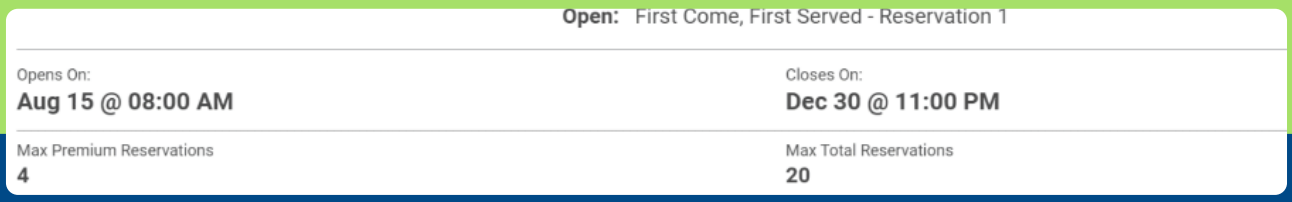
Cookie Booth Selection

Cookie booths are where Girl Scouts bring their cookie business straight to the community; transforming sidewalks, storefronts, and busy locations into bustling cookie hubs. The cookie booth selection in Smart Cookies is one way to secure prime locations and should be combined with troop secured and pop-up locations for a diverse customer base.

Our booth selection system is referred to as First Come First Serve (FCFS) selections in Smart Cookies.

To learn more about scheduling booths in Smart Cookie, watch the cookie bytes video ***Scheduling a FCFS booth*** and follow the steps below.

Log into Smart Cookies and navigate to Booths > Schedule a Booth. When FCFS is open, this bar will display information on open and close dates, the max number of premium reservations that can be scheduled, and the max number of total reservations that can be made.



Important Notes:

- Booth allotments do not carry over during First Come, First Served (FCFS) selection. Troops must log in during their assigned selection window each day to reserve their allotted number of booths. Any unused selections are forfeited and cannot be added to future allotments.
- All troops receive the same booth allotment, regardless of troop size. Smart Cookies does not adjust the number of available booth selections based on troop size during the scheduled selection dates.

FCFS Booth Selection Schedule – Giving Every Troop a Fair Chance

The booth selection schedule has been expanded to increase the number of days for booth selection. This ensures all troops have a fair opportunity to secure locations that work best for their schedules and goals.

Official Cookie Booth Season:
5 weeks: 02/05/27 – 03/07/27
Clean Up Week: 03/08/27 – 03/14/27 (Booth locations uploaded 03/01/27)

To encourage fair participation and prevent missed opportunities, **a cap of 100 council sponsored booth selections** has been set for cookie season. Last year, many secured locations went unattended disappointing eager customers and limiting access for other troops.

By spreading selections over multiple days and capping the number of booths, participation is maximized, the customer experience is improved, and troops are more likely to attend the locations they select.

This cap applies to council sponsored booths only. Troops are encouraged to secure troop booths, drive-throughs and pop-up booths in addition to any secured council sponsored booths.

Booth Selections start at 7:30 pm ET/ 6:30 CT on each date:

- 01/18/27 Troops can select 2 booth slots
  - *Bonus booth for troops that help secure locations prior to the booth selections start; this previously uploaded booth does not affect the 2 selections available that evening.*
- 01/19/27 Troops select 2 booth slots
- 01/20/27 Troops select 3 booth slots
- 01/21/27 Troops select 3 booth slots
- 01/22/27 Troops select an additional 55 booths slots
- 02/15/27 Troops can select and additional 15 booths
- 02/22/27 Troops can select and additional 15 booths
- 03/01/27 Clean up week booths are uploaded. Troops will be able to select up to 15 additional booths to wrap up the season

Tip Sheet Name: Scheduling Booths
First Come First Service Selections. This helpful tipsheet can be found on gsgateway.org on the Explore More Resources page.

Tip Sheets can also be found in TPM Rallyhood under Files > Cookie Resources > Tip Sheets.

How to Select Booths

- Navigate to the booth tab in Smart Cookies
- A list of available locations will display on a grid to the right
- Locations can be searched by specific date, time, distance from a zip code and more
- Click on the location to open a calendar. Available dates appear in blue
- Click on the date to open available time slots
- Click on the time slot desired and save. Your troop will immediately be assigned to the booth
- Select return to booths, “my reservations” to see a list of all booths scheduled

Get Booth Ready! Cookie Booth Preparation Checklist

Help your Girl Scouts build confidence and get excited for cookie booth season with these fun, hands-on activities!

- Practice with a mock cookie booth during a troop meeting
- Gather supplies like play money, decorated cookie boxes, and signs to create a realistic booth experience
- Take turns playing sellers and customers to practice greeting customers, answering questions, and handling transactions
- Review cookie booth etiquette, including teamwork, positive attitudes, and excellent customer service
- Explore different booth opportunities, from traditional storefronts to creative booth setups that fit your troop and community
- Get ready to shine! Encourage Girl Scouts to use their new skills to make booth season a success

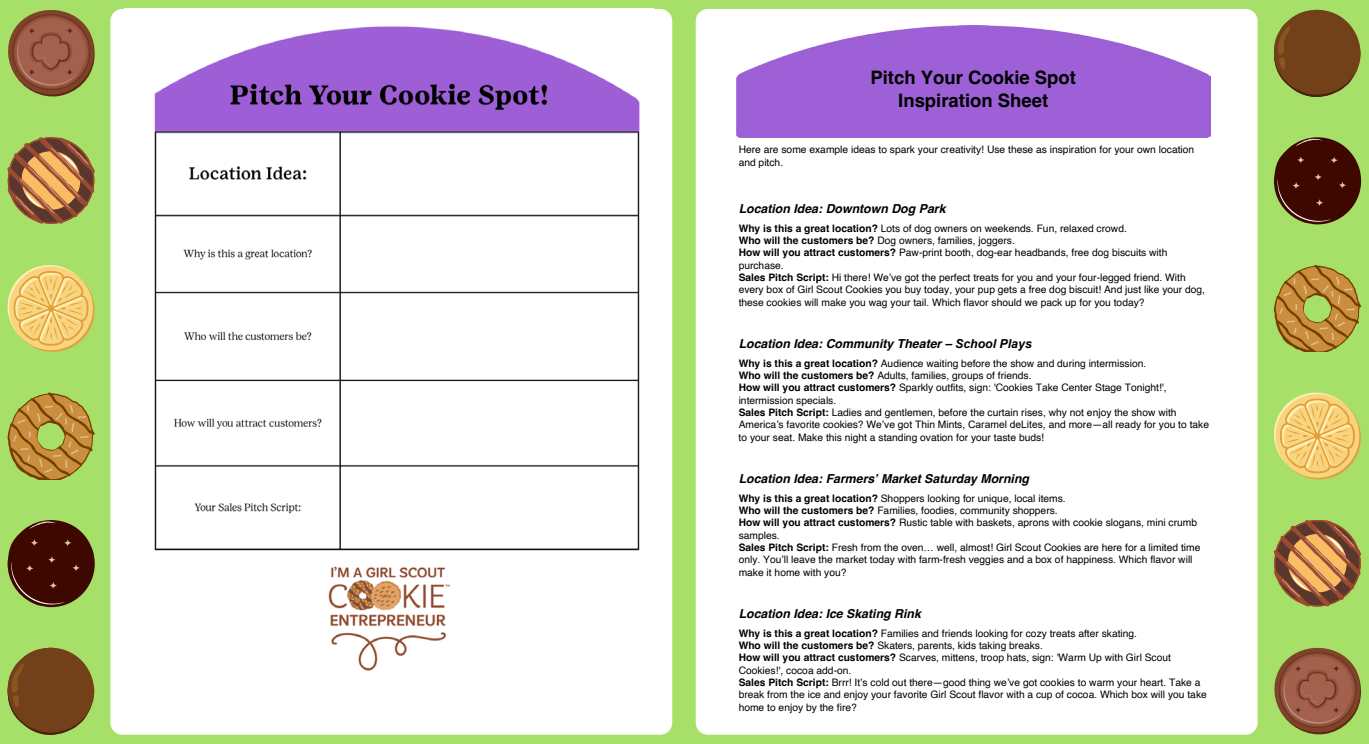
Beyond the Booth Selection – Expanding Opportunities

The booth selection provides a great foundation, and troops are encouraged to secure additional booth locations in the community outside of the lottery.

The Girl Scout Cookie Program is about more than selling cookies! It helps Girl Scouts build entrepreneurial skills by thinking creatively about where and how to reach customers.

Traditional cookie booth locations like grocery stores and shopping centers are great options, but changing shopping habits create new opportunities to think outside the box! With more customers choosing grocery delivery and pickup instead of shopping in stores, troops can get creative about where to connect with customers. Consider community sporting events, local parks, neighborhood gatherings, and other high-traffic locations. Exploring new booth opportunities can help troops reach more customers, increase sales, and build valuable skills in marketing, problem-solving, and teamwork while growing confidence as young entrepreneurs.

Troops are encouraged to work together with Girl Scouts and caregivers to identify local businesses, community events, or unique gathering places where cookies could be sold. To help spark creativity, Pitch Your Cookie Spot forms are available to inspire Girl Scouts as they brainstorm new booth location ideas. These forms provide a structured way for Girl Scouts to think through potential locations, why they might work and how they could benefit the troop's cookie business. Added bonus? This process also completes a step in cookie badges!



Pitch Your Cookie Spot!

Location Idea:	
Why is this a great location?	
Who will the customers be?	
How will you attract customers?	
Your Sales Pitch Script:	

I'M A GIRL SCOUT COOKIE ENTREPRENEUR

Pitch Your Cookie Spot Inspiration Sheet

Here are some example ideas to spark your creativity! Use these as inspiration for your own location and pitch.

Location Idea: Downtown Dog Park

Why is this a great location? Lots of dog owners on weekends. Fun, relaxed crowd.
Who will the customers be? Dog owners, families, joggers.
How will you attract customers? Paw-print booth, dog-ear headbands, free dog biscuits with purchase.
Sales Pitch Script: Hi there! We've got the perfect treats for you and your four-legged friend. With every box of Girl Scout Cookies you buy today, your pup gets a free dog biscuit! And just like your dog, these cookies will make you wag your tail. Which flavor should we pack up for you today?

Location Idea: Community Theater – School Plays

Why is this a great location? Audience waiting before the show and during intermission.
Who will the customers be? Adults, families, groups of friends.
How will you attract customers? Sparkly outfits, sign: 'Cookies Take Center Stage Tonight!', intermission specials.
Sales Pitch Script: Ladies and gentlemen, before the curtain rises, why not enjoy the show with America's favorite cookies? We've got Thin Mints, Caramel deLites, and more—all ready for you to take to your seat. Make this night a standing ovation for your taste buds!

Location Idea: Farmers' Market Saturday Morning

Why is this a great location? Shoppers looking for unique, local items.
Who will the customers be? Families, foodies, community shoppers.
How will you attract customers? Rustic table with baskets, aprons with cookie slogans, mini crumb samples.
Sales Pitch Script: Fresh from the oven… well, almost! Girl Scout Cookies are here for a limited time only. You'll leave the market today with farm-fresh veggies and a box of happiness. Which flavor will make it home with you?

Location Idea: Ice Skating Rink

Why is this a great location? Families and friends looking for cozy treats after skating.
Who will the customers be? Skaters, parents, kids taking breaks.
How will you attract customers? Scarves, mittens, troop hats, sign: 'Warm Up with Girl Scout Cookies!', cocoa add-on.
Sales Pitch Script: Brrr! It's cold out there—good thing we've got cookies to warm your heart. Take a break from the ice and enjoy your favorite Girl Scout flavor with a cup of cocoa. Which box will you take home to enjoy by the fire?

The forms can be downloaded from the council website and the Rallyhood pages. They're a fun and interactive tool that encourages girls to take ownership of the process, pitch their best ideas, and practice their entrepreneurial skills in a real-world setting.

Securing troop booth locations increases visibility, expands customer reach and gives Girl Scouts more chances to build their skills. **Just remember, all troop-secured booth locations must be submitted and approved by a CPM.**

Troop Booth Kits – Setting Troops Up for Success

Creating a troop booth kit is a simple way to prepare for cookie season. For troops running multiple booths at the same time, having more than one kit can make things run smoothly. A troop booth kit is a bag containing all the essentials needed for a booth. A ready-to-go kit will allow for an easy and efficient handoff when caregivers arrive to pick up booth materials.

Suggested booth kit items:

- Tablecloth
- Cash box with $50 in fives and ones
- Pens
- Clipboard with booth tracking sheet
- Troop signage to include council name, troop number, and cookie pricing
- Cookie Share donation jar
- Calculator
- Smartphone with Digital Cookie App for credit card payments

Cookie Pro Tip:

Have the Girl Scouts record all credit card transactions on the back of the booth sheet for easy calculation after the cookie booth.

Tracking Booth Sales in Smart Cookies

The Smart Booth Divider feature in Smart Cookies helps troops track how many packages are sold at each booth location. Over time, this valuable sales history becomes your road map to booth success, helping identify top-performing locations, compare sales from year to year, and make informed decisions when planning future cookie booths.

Cookie Pro Tip:

Allocating cookies via the Smart Booth Divider for all booths is the best practice to stay organized throughout cookie season.

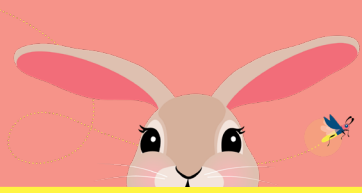
To earn the Booth Sales Fun Patch, a Girl Scout must have cookies allocated to her at least twice using the Smart Booth Divider in Smart Cookies. This ensures every Girl Scout's efforts are recognized.

Need to Cancel a Cookie Booth?

If your troop can't attend a reserved booth, cancel it in Smart Cookies as soon as possible.

How to cancel a cookie booth in Smart Cookies:

- Log in to Smart Cookies
- Navigate to the booth management section
- Find the booth slot that needs to be canceled
- Click cancel booth or the equivalent option
- Confirm the cancellation in the pop-up window
- Verify that the booth no longer appears in the troop's upcoming booth list



Cookie Pro Tip

Whenever possible, troops should cancel cookie booths at least 24 hours in advance. Timely cancellations help ensure customers using the online Cookie Booth Finder have accurate information and allow other troops the opportunity to reserve available booth locations throughout the season.

February

02/04/27	Home delivery ends
02/04/27	February Cookie Connection 7:30 pm ET /6:30 pm CT
02/05/27	Mega Drop day 1
02/05/27	Cookie booth season starts
02/06/27	Mega Drop day 2
02/16/27	First ACH pull (30%)
02/19/27	National Cookie Weekend begins
02/21/27	National Cookie Weekend ends

Cookie Connection

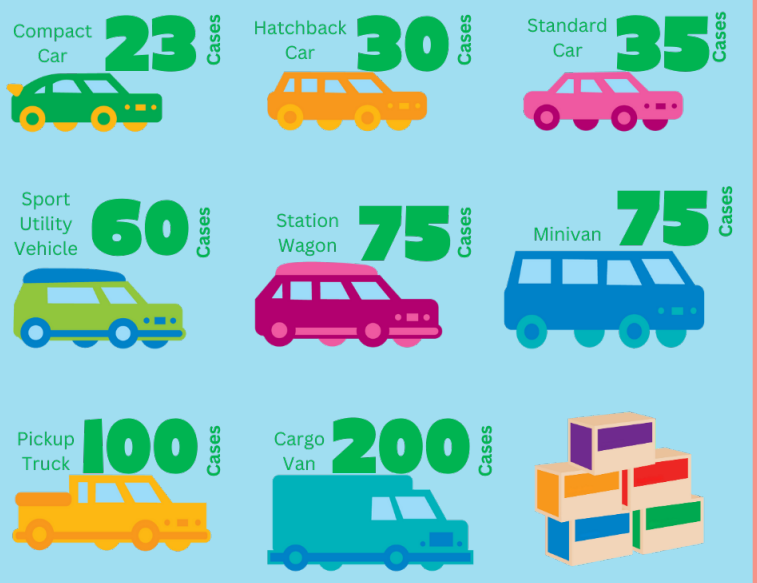
Mega Drop = Cookie Pick-up Day

Mega Drop is the big day when initial cookie orders arrive and are ready for pick up! Troops select their preferred pickup location and time when submitting their initial order in Smart Cookies.

For a smooth cookie pick-up, please follow these guidelines:

- Have the exact case count by variety available
- Arrive within 10 minutes of the scheduled pick-up time (not earlier or later)
- Bring enough vehicles to load the order (see graphic below for guidance)
- Know the case capacity of an **empty car with one adult**
- If more than one vehicle is needed, pull all vehicles into line at the same time
- At each variety station, count every case before loading into vehicle
- Use the recount station before check-out if a double check is needed
- Once counts are confirmed, proceed to the check-out station
- Pick up is complete, head home to deliver cookies!

How many cookie cases can your car carry?



Reminder:

Cookies can not be returned once they are picked up!

Troops are responsible for counting and verifying the total number of cases. Once you leave Mega Drop, the case counts are final, and cookies are the property of the troop.

Cupboard Orders (Planned Orders)

Troops may order and pick up additional cases of cookies throughout the season from council's temperature-controlled local cupboards, referred to as 'planned orders' in Smart Cookies. All planned orders must be submitted by 12:00 pm ET on the day prior to the scheduled pick up.

No payment is required at the time of a cupboard pickup. The cost of these cookies will be added to the troop's overall balance and included in their scheduled cookie program payments.

Important notes:

- Availability of varieties and quantities may vary by cupboard
- Not all varieties will be available at every location
- Smart Cookies does not have the ability to turn off varieties by cupboard location. Make sure to check the notes for the section to get important information about the specific location
- Each Cookie Cupboard is run by volunteers, therefore, day and time availability will differ by location

To learn more about placing a planned order, watch the Cookie Byte video **"Creating a Planned Order"** or check out the **"Planned Orders" Quick Tip Sheet.**

Caregiver Cookie Distribution Guidelines

A successful cookie season starts with smart inventory management! These guidelines help troops manage cookie inventory, reduce financial risk, and support a positive Cookie Program experience for families.

Initial Cookie Distribution

For new cookie sellers and families, we recommend starting with **no more than** 84 packages (7 cases per Girl Scout or family at initial cookie pick-up. **See page 19 for distribution percentages by variety.** The max number of cookies to be distributed to any new Girl Scout caregiver at one time is 12 cases (144 packages). Following these guidelines allows families to get comfortable with cookie sales while keeping inventory manageable. Work with each family to determine a cookie distribution amount they feel comfortable managing while helping their Girl Scout work toward her cookie goals.

- **Caregivers with a proven history** of strong sales may receive larger quantities at a time, provided they continue to turn in payments before receiving additional inventory

Sample Cookie Distribution Scenarios

Packages (84 total)	Variety	Variety %
24	Thin Mints	27%
17	Caramel deLites	19%
11	Peanut Butter Patties	13%
7	Peanut Butter Sandwiches	8%
7	Lemonades	8%
6	Trefoils	8%
6	Exploremores	8%
6	Adventurefuls	7%

Packages (144 total)	Variety	Variety %
41	Thin Mints	27%
28	Caramel deLites	19%
19	Peanut Butter Patties	13%
12	Peanut Butter Sandwiches	8%
12	Lemonades	8%
2	Trefoils	8%
12	Exploremores	8%
10	Adventurefuls	7%

Additional Cookie Distribution and Payments

Caregivers should turn in cookie payments **weekly or before receiving additional cookies.** Before distributing additional cookies, troops must collect payment for at least **75% of the cookies previously distributed** to that caregiver. **These payments include payments made through Digital Cookie.**

- Collect and record all payments before releasing additional inventory
- Encourage families to sell through their existing inventory before requesting more cookies
- Recognize, especially for booths, families may need to pick up additional inventory of higher sale cookies to support a booth

Receipts and Accountability

- Before signing, the caregiver should verify that the cookie quantities are accurate and match the receipt
- **A receipt is required for every cookie distribution and every payment collected**
- The troop keeps the original receipt, and the caregiver receives a copy
- **Keep all receipts on file for the entire cookie season**

Financial Responsibility

- TPMs sign off on all cookies a troop receive and are therefore responsible for the cost of these cookies due to the council
- It is recommended that TPMs have access to the troop bank account

Remember: Distribute cookies thoughtfully, collect payments regularly, and document every transaction. These simple practices help protect troop finances and set everyone up for a successful cookie season!

Steps for Allocating Cookies

- Log in to Smart Cookies
- Select the troop dashboard
- Open the cookie transactions section
- Choose the option to transfer cookies to girls
- Select the girl's name from the troop list
- Enter the number of packages by variety
- Confirm the transfer and save
- Repeat the process for each girl in the troop
- **Allocate payments as they are received to keep records accurate**
- Review troop and girl reports weekly to ensure all allocations are correct

Allocate Early, Allocate Often!

Allocating cookies in Smart Cookies is an important part of cookie season! Assigning cookies to each Girl Scout ensures her sales are accurately tracked, rewards are earned, and progress toward goals is recognized.

NEW! Instant Reward Patch Set!

This season, Girl Scouts will receive a special **reward patch mailed directly to them for every 50 packages sold, up to 400 packages!** That's eight opportunities to celebrate their success throughout the season!



But here's the key: **Cookies must be allocated in Smart Cookies for girls to receive their patches!** The sooner cookies are allocated; the sooner girls can be recognized for their hard work.

Why allocate early and often?

- **Celebrate Success:** Keep girls on track to earn their Instant Reward Patches throughout the season
- **Track Progress:** Maintain accurate sales records and help girls see how close they are to reaching their goals
- **Stay Organized:** Allocate cookies and payments weekly to keep troop records current
- **Keep Systems Connected:** Ensure accurate sales information transfer to Digital Cookie
- **Keep Everyone Informed:** Give TPM's and families an up to date view of each Girl Scout's Progress

Cookie Pro Tip

Make cookie allocation part of your weekly routine! Keeping allocations current means fewer surprises, accurate rewards, and more opportunities to celebrate Girl Scout achievements!

Cookie Share Program

IMPORTANT PLEASE READ

The Cookie Share program continues to have a big impact in our communities! Each season, our council donates Cookie Share cookies to deserving community organizations such as care facilities, first responders, food banks, and military etc. **Donated cookies are distributed directly from council inventory, not troop inventory.**

At the completion of cookie season, troops have the opportunity to pick up Cookie Share cookies from cupboards and deliver them to local businesses, adding a personal touch to the generosity.

There are a number of orders through Digital Cookie, as well as non-credit card sales, that should be reconciled during the cookie season to give girls credit for cookie share sales. These sales add to their total packages sold for rewards.

Customer orders cookies and donation packages from a Girl Link -Ship Only	Packages and financial transactions flow into Smart Cookies	No action required from troop
Customer orders Donation Only from a Girl Link	Packages and financial transactions flow into Smart Cookies	No action required from troop
Customer orders cookies and donation packages from a Girl Link	Financial transaction posted for full order	Troop creates a virtual cookie share order in Smart Cookies
Donation packages sold in person by Girl Scout or at booths with cash	Troop posts payment into Smart Cookies	Troop creates a virtual cookie share order for the cookie packages to match the payment

How Unallocated Digital Cookie Share Packages Affect Troop Finances

Digital Cookie Share payments automatically transfer to Smart Cookies, but the corresponding packages must be allocated separately. If they aren't allocated promptly, caregiver balances may appear incorrect, creating confusion when collecting payments.

Example:

- A Girl Scout receives 10 packages of cookies from her troop ($60)
- She sells one $6 Cookie Share package through Digital Cookie
- The $6 payment transfers to Smart Cookies, reducing her displayed balance to $54

However, the Cookie Share package has not yet been allocated.

Once the Cookie Share package is allocated, her total sales value increases to $66.
With the $6 Digital Cookie payment applied, her correct outstanding balance is $60.00

The problem? If the caregiver paid the previously displayed balance of $54.
The troop would still need to collect an additional $6.

Cookie Pro Tip

Allocate Digital Cookie Share packages weekly in Smart Cookies.

Add the **order numbers in the notes section** of transfers to keep troop accounting neat and accurate.

Important Reminder

On March 15, any unallocated Digital Cookie Share packages will be automatically allocated by Council staff in Smart Cookies. These allocations will increase the troop's balance owed to Council for the final ACH withdrawal.

If Cookie Share packages have not been allocated throughout the season, TPMs may need to collect additional payments from caregivers who believed their balances were already paid in full. This can create confusion, as caregivers may not understand why they owe additional money for donated cookies.

Avoid surprises! Allocate Digital Cookie Share packages regularly throughout the season to keep caregiver balances accurate, ensure proper sales credit, and prevent unexpected amounts owed at the end of the program.

March

03/01/27 Clean up week booths are uploaded
03/02/27 Second ACH withdrawal 60%
03/14/27 Cookie season officially ends; Digital Cookie closes
03/15/27 Deadline to submit caregiver debt forms to Customer Care
03/15/27 Deadline to submit rewards in Smart Cookies
03/23/27 Final ACH withdrawal 100%

Wrapping up the Season

- **Review Individual Sales:** Confirm that each Girl Scout's signed receipts from cookie pick-ups, online sales, Cookie Share sales and booth participation are entered into Smart Cookies. This ensures she receives proper credit for all sales and payments.
- **Verify Payments:** Compare troop bank deposit slips with payments collected from caregivers and booth sale. If Digital Cookie was used for credit card payments, those funds are deposited directly to the council and subtracted from the troop's balance owed. These transactions will not appear in the troop bank account.
- **Count Unsold Cookies:** Any unsold cookies reduce troop proceeds until they are sold. Once sold the troop recovers those proceeds.

While the goal is to end the season with zero cookies remaining, troops may continue selling leftover inventory for a short amount of time. However, continued sales does not change final ACH payments owed to council. If cookies remain after the season, contact your local CPM for additional booth opportunities and sales tips. Please note: Digital Cookie will no longer be available for processing payments after cookie season.

Balancing Cookies and Money

- Add up all transaction receipts (a transaction is any time the troop received cookies such as initial order, cupboard pick-ups or cookies purchased from other troops)
- Once the total number of cookies is determined multiply by the retail value of the cookies
- Add any digital cookie sales packages (including Care to Share) to the cookies received amount
- Take the total retail value of the cookies and subtract it by troop proceeds. The remainder is the amount owed to council



Troop Balance Deadline

All outstanding troop balances must be settled with council by **March 26, 2027.**

If the balance is not paid in full by this date, the council will contact the Troop Product Managers (TPMs) listed in Smart Cookies for that troop.

If extenuating circumstances require a troop to move to a payment plan, it must be requested and approved by April 1st. A troop can request a consideration for a payment plan by emailing customercare@gsgateway.org. Any unresolved debts that do not have a payment plan in place by **April 15, 2027** will be turned over to a collection agency. Debts sent to the collection agency will incur an additional **30%** collection fee to the amount owed.

Volunteers with unresolved debt will be considered out of financial compliance. As a result, they will be ineligible for future volunteer approval and will be removed from any current positions held.

Delinquent Caregiver Process

GSGC will work with all troops to collect outstanding debt owed to the troop and/or council. If a troop has a delinquent caregiver, the Troop Product Manager may request **Caregiver Debt Forgiveness for up to $500 per Family.**

To be considered, TPM's must submit the following to customercare@gsgateway.org by 03/16/27:

- Signed Girl Product Program Participation Agreement
- **Signed Caregiver Training Form**
- Signed receipts for all cookies
- Signed receipts for all payments made by the caregiver
- Delinquent Caregiver Form
- Communications log with 5+ attempts to collect cookies and payments

Submissions that are late or lack supporting documents will not be considered.

If all documentation is submitted before the deadline of March 16, 2027 and approved:

- Cookie packages that remain unpaid will be removed from the Girl Scout's total cookies sold in Smart Cookies. Rewards will be adjusted based on the number of cookies that were both sold and paid for.
- The unpaid cookie packages will also be removed from the troop account. This will remove both the balance due and any troop proceeds that would have been earned from these cookies.



Rewards



The final step of the season is to submit the rewards for our Girl Scouts.
Reward submissions are due in Smart Cookies by **March 15, 2027.**

When submitting rewards:

- Ensure all cookies sold are allocated to a Girl Scout in Smart Cookies
- Know all the Girl Scout's reward choices
- Camp credits* can only be gifted to Girl Scouts within the same household
- Cadettes, Seniors and Ambassadors may use camp credits* for Girl Scout Camps through other councils
- Reward choices not selected will default to Gateway Green
- Reward deadlines and default selections must be followed to ensure rewards arrive in May

** Up to the base value of GSGC summer camp*

Amazon Voucher Program

The Amazon Voucher Program gives Girl Scouts the chance to choose rewards that are perfectly their style! At many reward levels in the cookie program, girls can elect to receive an Amazon voucher instead of a traditional reward. This voucher works like a gift card but is linked to items curated in the catalog. Gateway Council can add hundreds of items to the GSGC catalog, giving Girl Scouts a wide variety of options, right on the Amazon website. The sky is the limit! She can spend her voucher on her own time, in her own way. Amazon Vouchers can be used towards an item of higher value and caregivers can pay the remaining balance. Items are shipped directly to the Girl Scout. All vouchers must be used by **August 31, 2027.**

Gateway Green

Gateway Green is a special reward offered by Girl Scouts of Gateway Council that Girl Scouts can earn through the Cookie and Sweets & Treats program. Instead of selecting physical rewards, Girl Scouts can choose to receive Gateway Green, which can then be spent on exciting Girl Scout opportunities, like camp sessions, travel experiences, council programs, and even Girl Scout Shop purchases. This flexible option allows Girl Scouts to personalize their rewards and invest in the adventures that inspire them the most. All Gateway Green earned during the 2027 cookie season must be used by **July 31, 2028.**

Ultimate Experience Level: 1500 packages

Girl Scouts who reach 1,500 packages qualify for the Ultimate Experience Level!



They will receive:

- Super Seller Patch
- Invitation to either Go Getter Events (Girl Scout selects location)
- One FREE week of summer camp at any Gateway Council camp of their choice! *

Important Notes:

- No selections are required except for choosing the Go Getter event location
- This experience level is **cumulative** with all other rewards earned
- The summer camp can only be gifted within the same household
- CSA level Girl Scouts may use the free week of summer camp to attend another Girl Scout council camp*
- If a Girl Scout chooses not to participate in either Go Getter Event, she will receive her Super Seller Patch and a Go Getter Certificate by mail

** Up to the base value of GSGC overnight camp*

Sweet Elite Team

Girl Scouts who reach or surpass **2004 packages** earn **elite recognition** as part of the **Sweet Elite Team.**

- At this level, **one final reward is selected** based on the **total number of packages** sold by the Girl Scout
- **Sweet Elite Team rewards are not cumulative**, only one reward is chosen according to the final total achieved
- All rewards earned before this level remain cumulative



Sweet Elite Team – 2004+ packages

Meet Daisy Davenport!
At the 2,004-package reward level, Girl Scouts can choose the American Girl Doll Daisy Davenport! This special reward includes the Daisy Davenport doll, an adorable Girl Scout-branded change of clothes, and the Meet Daisy Davenport book. A sweet way to celebrate an incredible cookie-selling achievement!



Sweet Elite Team – 8000+ packages

1/2 International Travel Trip with Girl Scouts of Gulf Coast

For Girl Scouts with dreams that reach beyond borders, this reward unlocks the adventure of a lifetime! At this level, Girl Scouts can use their hard-earned success in the Girl Scout Cookie Program to explore the world through international travel opportunities.

This elite experience celebrates their dedication, determination, and entrepreneurial spirit, showing them that their cookie business can take them anywhere, even across the globe!

Gateway Council has partnered with Girl Scouts of Gulf Coast Council to join in on their exciting global adventures. These trips take place during the summer months.

Upcoming GSGCF Travel Opportunities
If a Girl Scout reaches 8,000 packages in sales they can choose a travel reward. If they choose this reward Girl Scouts of Gateway Council will pay for half of any trip of the Girl Scout's choice.

Belize: Wildlife Adventure 2027
New Zealand, Australia, and Honolulu 2028
Italy and Greece 2029

If she chooses the 2028 or 2029 trip, she can earn the other half of the trip in future cookie seasons, or caregivers can make payments toward the remaining balance.

Important Note:
Any CSA Level Girl Scout can choose to participate in one of these trips even without reaching this reward level. They may make personal payments or use any earned Gateway Green to help cover the cost.

THANK YOU!

Thank you for giving your time and energy to help Girl Scouts reach their goals, build new skills, and accomplish big things this cookie season! Your support makes it all possible, and we're here to support you every step of the way!

Available via email, call or text
customercare@gsgateway.org
and 904-388-4655
Mon–Thu: 9 AM–5 PM ET | 8 AM–4 PM CT
Fri: 9 AM–4 PM ET | 8 AM–3 PM CT

girl scouts
of gateway council

Check out all of our cookie resources on our
Explore More Resources page online.