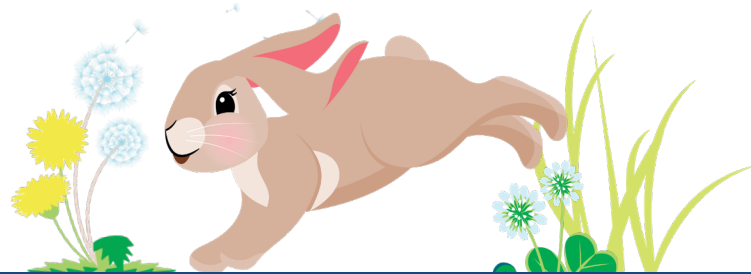


2027 GIRL SCOUT COOKIE PROGRAM FAMILY GUIDE



Important Dates for Families

December 1

Launch Digital Cookie & Start Marketing – Your Girl Scout can start promoting the program and launch her Digital Cookie® site.

December 4

\$5 Shipping (National Cookie Day) – Flat rate shipping available on shipped orders. 4 item minimum, \$72 maximum per order.

December 13

Submit Your Girl's Order – Troop Leaders must submit their troop initial order by this date at 11:59pm. Make sure to communicate your girl's cookie goal and desired order to your Troop Leader to be included in the troop's initial order.

January 9

Troops Receive Initial Cookies – Troops distribute cookie inventory to Girl Scouts.

January 11

Cookie Booth Sales Begin – Booth sales may start today.

February 21

Cookie Booth Sales End – All booth sales stop; Digital Cookie® closes.

February 28

Rewards selections due.

March 1

Extreme Team Address Confirmation Due – Please use the QR code to verify your address before this date if you are receiving an Extreme Team reward. Extreme Team rewards for earners with no confirmed address on file by 3/15 will have their rewards ordered directly to the GSSEF HQ building. Rewards shipped to HQ will need to be picked up during regular office hours.



Scan to confirm
your address by
March 1, 2027



Letter from the CEO

The Girl Scout Cookie Program has been a favorite activity for Girl Scouts for well over 100 years! It provides the perfect opportunity for them to gain valuable skills and for you to share in the experience with your Girl Scout. And as one of America's best loved treats, our customers love to see us every year.

But did you know that the Girl Scout Cookie Program is the largest girl-led business in the country? That's right. Many of today's female Fortune 500 CEOs were once entrepreneurial Girl Scouts, immersing themselves in five key business and leadership skills designed to last a lifetime. Just like them, your Girl Scout will learn:

Goal Setting as she sets sales goals and makes plans to reach them.

People Skills as she learns to talk and listen to all kinds of people while selling cookies.

Money Management as she takes orders and handles customers' money.

Business Ethics as she is honest and responsible every step of the way.

Decision-Making as she works with her troop to decide how to spend their cookie proceeds on amazing Girl Scout experiences.

And while this program is about so much more than raising money, troops will earn up to \$.75 per box and Girl Scouts who sell 132 or more boxes will **earn free Girl Scout membership renewal for next year**. Last year, troops earned over a million dollars and used funds for amazing programs, travel, service projects and to earn High Awards.

This guide, along with helpful information from your Troop Leader and Troop Cookie Manager, will give you all the tools you and your Girl Scout need for a successful sale. Find more at gssef.org. Have fun!

Lisa Y. Johnson, MBA, APR

Chief Executive Officer & Lifetime Member



Cookie Success Checklist

Use this helpful checklist to stay on track with preparation, orders, booth sales, and deadlines.

Before Booth Season Starts...

- ☐ **Register for S.M.A.R.T. Cookie - Event Date: 11/14/26** – This is the council program for cookie sellers who are savvy, motivated, artistic, responsible, and technical. Get more information and register at gssef.org.
- ☐ **Attend Your Troop Cookie Meeting** – Learn all the details about the 2027 Cookie Program at this meeting. Your Troop Leader will cover important information about how to participate and what to expect.
- ☐ **Launch Her Digital Cookie Site** – Maximize her season by working together to set up her Digital Cookie® site. Selling online is fast, convenient, contactless, and easy!
- ☐ **Prep Your Booth Supplies** – Help her learn the power of preparation by letting her gather booth supplies, brainstorm display ideas to bling her booth, and encourage her to get crafty with banners and posters to display or hold at her booth.
- ☐ **Roleplay Booth Scenarios** – To make sure your girl is as successful as she can be, help prepare her for potential questions that she might receive from customers. This will help her beat the nerves and continue to build her people skills!
- ☐ **Volunteer** – Ask your Troop Leader how you can help with booth sales or troop tasks.
- ☐ **Set Goals Together** – Help her set personal and troop goals, and prepare to share them with customers.

During the Cookie Season...

- ☐ **Cheer Her On** – Practice her sales pitch and join her for selling or delivering cookies.
- ☐ **Support Online Sales** – Help your Girl Scout share her Digital Cookie® site with friends and family across the U.S. Encourage her to track progress and have fun!
- ☐ **Find Supporters** – Identify neighbors, friends, and extended family to buy cookies.
- ☐ **Distribute Door Hangers** – By hanging door hangers with her QR code, she'll learn the value of local marketing techniques and leverage her neighborhood buying power.
- ☐ **Go Door-to-Door** – Give her a chance to practice her selling skills one-on-one before she gets to a booth. Booths can be busy! Let her hone her skills ahead of time with real customers in a “less stress” environment.
- ☐ **Stay Connected** – Communicate with the Troop Cookie Manager for inventory and booth updates.
- ☐ **Consider Return Business Tools** – Teach her the importance of maximizing every customer interaction by thinking about how to turn today's customer into a return customer.
- ☐ **Complete the Corporate Cookie Connections Program** – Through the Corporate Cookie Connections Patch Program, girls build their skills and their sales by asking companies to make large-scale cookie purchases.

Meet the Cookies

\$6 SIGNATURE COOKIES

ADVENTUREFULS



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

DO-SI-DOS™



Oatmeal sandwich cookies with peanut butter filling.

EXPLOREMORES



Rocky Road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond creme.

LEMON-UPS



Crispy lemon flavored cookies with inspiring messages to lift your spirit.

TAGALONGS



A crispy cookie layered with peanut butter and covered with a chocolatey coating.

THIN MINTS



Classic chocolate wafers dipped in mint-chocolatey coating — crisp, minty, and vegan. Made with natural oil of peppermint.

TREFOILS™



Iconic shortbread cookies inspired by the original Girl Scout recipe.

\$7 SPECIALTY COOKIES

TOFFEE-TASTIC GLUTEN-FREE



Rich, buttery cookies with sweet, crunchy toffee bits. Gluten Free.

ONLINE EXPANSION

SPARKABLES | \$7

Allergy-friendly chocolate chip oatmeal cookie

PATCH PALS | \$9

Girl Scouts' first cookie for dogs