2026–2027

Cookie Program Family Guide



READY TO EXPLORE

girl scouts of northeast texas

2027 Cookie Program Family Information

Getting Started Steps & How You Can Help:

Troops must have:

1. **At least two unrelated Girl Scout Volunteers registered with the troop.** Girl Scout Volunteers have a current membership and a current and eligible background check on file with Girl Scouts of Northeast Texas.
2. **At least two Girl Scouts registered with the troop.** While most troops have five or more Girl Scouts registered, it's important to renew on time and ensure new Girl Scouts are registered.
3. **A Troop Cookie Manager.** This is a Girl Scout volunteer, identified by the Girl Scout troop's leadership, who has agreed to serve in the role of Troop Cookie Manager and facilitate the Troop's Cookie Program.

Troop Cookie Team:
Consider how you might be able to help support your Girl Scout's troop. Even if your troop already has a Troop Cookie Manager, make sure to connect with your Girl Scout's troop leadership and let them know if you can help count cookies, support them at a troop meeting, pick up snacks or supplies for a meeting, or help support a Cookie Booth.

Sign Your Girl Scout Up to Participate

Is your Girl Scout ready to dive in to the Cookie Program? Getting started is easy!

1. **Current Girl Scout Membership.**
Ensure that your Girl Scout has a 2026-2027 Girl Scout Membership. ***Pro Tip:*** *You can see your Girl Scout's membership status, as well as the troop*

2. **Complete the 2027 Cookie Program Parent Permission Form.**
A parent or caregiver must complete the annual Cookie Program Parent Permission form, which captures important information as well as covers policies and information to set your Girl Scout up for success. www.gsnetx.org/cookieppf

The Lop-Eared Rabbit

FUN FACTS:

- Rabbits love munching on fresh greens like clover. Dandelion leaves are a favorite snack, full of vitamins and tasty as candy to rabbits.
- Lop-eared rabbits' ears do more than look cute. They help rabbits stay cool by letting out extra heat.
- When lop-eared rabbits feel excited, relaxed, or safe, they do a jump-and-twist move called a binky.
- A rabbit's teeth never stop growing. They're always chewing on things to keep them short and healthy.
- When rabbits are curious and Ready to Explore, their noses can wiggle up to 120 times a minute to learn about the world around them.
- Groups of rabbits have many names, including a warren, a colony, and Girl Scouts' favorite, a fluffle.

Important Dates

December 2026

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

16 – Digital Cookie Storefronts Open
16 – Online Order Taking Begins

January 2027

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

15 – Cookie Program Begins
15 – Digital Cookie Mobile In Hand Opens
15 – My Sale Booths Begin

February 2027

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

20 & 21 – National Cookie Weekend
21 - Digital Cookie Shipped Orders End

March 2027

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

7 – Cookie Program Ends
7 – Digital Cookie Donated & Girl Delivered Orders End
Ask your Troop Cookie Manager (TCM) when all money and reward selections are due.

Important Guidelines & Policies

Read these guidelines. Be sure you understand. These policies are required for a number of reasons including IRS Guidelines, insurance purposes, and GSNETX's non-profit status.

By participating in the Cookie Program, you will ensure that:

1. Your Girl Scout is a member for 2026-2027.
2. Your Girl Scout will only sell new products authorized by Girl Scouts of Northeast Texas, at the prices set by the council and within our council service area.
3. You will not allow a retailer or business to sell cookies on behalf of your girl. Cookies should always be sold by a Girl Scout.
4. You understand that the cookies you order from your troop are your personal financial responsibility. You will not pay your Girl Scout's cookie balance through Digital Cookie.
5. You cannot return cookies and you must pay your troop, in full, on time.
6. Make sure you get receipts from your troop when money or cookies are exchanged.
7. Online only orders through Digital Cookie beginning 12/16/2026. No in person selling of any kind (no in person asks), prior to 1/15/2027, the first day of the Cookie Program.

There are additional rules that must be followed to sell cookies at a booth sale or table outside of a business.

8. You may not directly approach any business to ask to set up a booth sale prior to November 7, 2026. You may only ask businesses that are not listed as council partners and are not locations where the Girl Scout could not legally purchase from. This includes bars, liquor stores, gun stores, smoke shops, etc.
9. You and your Girl Scout cannot post about cookies for sale on buy/sale/trade groups on social media, Facebook Marketplace or other similar sites and platforms.
10. Stay safe while selling! Daisies through Cadettes should always sell with an adult present. When going door to door, Seniors and Ambassadors should only sell with friends, never by themselves. Adults are required at all booth sales regardless of a girl's age.

Did you know? All Proceeds From Girl Scout Cookies® Stay Local!

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting their success today and tomorrow. Girl Scout Cookies' proceeds stay local to:

1. **Cover the costs of running the Girl Scout Cookie Program,** including the costs of cookies, materials, and logistics.
2. **Fund Take Action projects** for the community and amazing girl-led adventures for troops.
3. **Help councils provide Girl Scout programs** in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

Why the Girl Scout Cookie Program Matters

Since 1917(!), when Girl Scouts in the Mistletoe Troop in Muskogee, Oklahoma sold homemade cookies in their high school cafeteria, the Girl Scout Cookie Program has helped young cookie sellers grow into caring, perceptive, can-do leaders. Girl Scout troops and councils also benefit! With proceeds from what is the largest girl-led entrepreneurial program in the world, troops and councils bring the WOW to what Girl Scouts experience—giving them opportunities that excite, delight, and unite them as theyfind their way in the world. Thanks to cookie proceeds, troops and councils fund all kinds of amazing service projects as well as keep Girl Scouting affordable for all families. And let's not forget our customers, who win with each delicious cookie purchase—relishing their favorite sweet treat as they keep young entrepreneurs' businesses afloat and the Girl Scout movement thriving.

READY TO explore

The Cookie Program's 5 Skills

Through the Girl Scout Cookie Program, **Girl Scouts learn...**	**This matters** because...
Goal setting as they set cookie business goals individually and with their team and then create a plan to reach those goals.	They develop a strong **sense of self** and **cooperation** and **team-building skills** as they learn to set and reach goals to succeed in school, on the job, and in life.
Decision making by deciding what to do with their troop funds, how to market their business, and how to adjust their plans as they encounter challenges and new opportunities.	They develop **critical-thinking** and **problem-solving skills** that will help them make big and small decisions in their life; practice helps them make good decisions.
Money management as they develop and manage a troop budget, take cookie orders, track their sales, and gain confidence handling and managing money.	They gain **practical life skills** by knowing how to confidently handle, manage, and leverage money to do great things.
People skills as they learn how to talk to, listen to, and work with customers in person and virtually. Plus, they put teamwork into action as they rewach their goals together.	These experiences help them develop **healthy relationships** and **conflict-resolution skills** for the future.
Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	They practice putting the **positive values** they learn as Girl Scouts into action to become ethical leaders.

Cookie Business Badges

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.

Check out the Cookie Business and Financial Literacy badges!

Learn more:

- girlscouts.org/cookiebadges
- girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html



The Girl Scout Leadership Experience

Here are just a few ways the cookie program helps girls learn business, the Girl Scout way:

Girl Led
Girl Scouts take the lead in their budget, plans, and marketing techniques.

Cooperative Learning
Girl Scouts work together to set their goals, decide how to use their money as a team, and overcome hurdles along the way.

Learning by Doing
Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own career or business.

Learn more:

- https://www.girlscouts.org/en/members/for-parents-and-families/cookie-entrepreneur-family-pin.html

Getting Families Involved

The Girl Scout Cookie Program is a team effort and families play a major role. With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!

To find inspiration for you and your Girl Scout, check out these helpful resources:

Cookie Entrepreneur Family Pins
Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Girl Scouts can earn a different pin every year.

Digital Marketing Tips
Help your Girl Scout level up their online presence by taking the lead to create a digital marketing plan.

Learn more:

- girlscouts.org/en/members/for-volunteers/cookie-resources-troop-leaders-volunteer.html





2026–2027 Girl Scout Cookies
Cookie Line Up for In Person Sales

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat Per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
Approximately 15 cookies per 6.3 oz. pkg.
$6
ⓊD



Lemon-Ups®
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits
Approximately 12 cookies per 6.2 oz. pkg.
$6
ⓊD



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.
$6
ⓊD



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling
Approximately 20 cookies per 8 oz. pkg.
$6
ⓊD



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.
$6
ⓊD



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating.
Approximately 15 cookies per 6.5 oz. pkg.
$6
ⓊD



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint.
Approximately 30 cookies per 9 oz. pkg
$6
Ⓤ



Exploremores™ • Real Cocoa
NATURALLY AND ARTIFICIALLY FLAVORED

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond creme
Approximately 18 cookies per 7.9 oz. pkg.
$6
ⓊD



Toffee-tastic® • No Artificial Flavors
GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits.
Approximately 14 cookies per 6.7 oz. pkg.
$7
ⓊD



Cookie Variety Mix

Percents indicate our suggested variety mix for initial order.

8%	7%	8%	8%	21%	13%	25%	7%	3%

Let our Cookie Mix Calculator figure it out for you!
gsnetx.org/cookiemix

2026–2027 Girl Scout Cookies®
Ingredients and Food Allergen Guide

Product formulations can change at anytime. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, visit littlebrowniebakers.com or girlscoutcookies.org

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat Per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

	Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Exploremores™	Toffee-tastic®
Ingredients	NO ARTIFICIAL FLAVORS		●							●
	MADE WITH NATURAL FLAVORS		●		●				●	
	REAL COCOA	●				●	●	●	●	
	MADE WITH VEGAN INGREDIENTS							●		
	GLUTEN-FREE									●
	KOSHER CERTIFIED	ⓊD	ⓊD	ⓊD	ⓊD	ⓊD	ⓊD	Ⓤ	ⓊD	ⓊD
Food Allergens	PEANUT	M	M	M	C	M	C	M	C	M
	TREE NUT	M	M	M	M	C*	M	M	M	M
	WHEAT	C	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C	C
	EGG	M	M	M	M	M	M	M	M	M

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)

girl scouts | Little Brownie BAKERS

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CARDS

INTRODUCING
Girl Scout Sparkables™

girl scouts

Allergy Friendly and Delicious



$7



NEW!

PRODUCT FACTS:
- Allergy Friendly
- Gluten Free
- Nut Free
- Vegan

Celebrate the spark inside each of us with new Girl Scout Sparkables™! Each scrumptiously crunchy oatmeal chocolate chip cookie is dotted with vibrantly colored sprinkles. Even better? They're allergy friendly, making them perfect for parties and gatherings where even more friends can join in the yum.

Available Online Only!



Sparkables will be sold exclusively through Digital Cookie for customers to order to be shipped right to their door.

These cookies will only be available for a limited time, while supplies last.

Families and troops are not allowed to order Sparkables to be resold in person or at booth sales.

Made by
PARTAKE®
Manufactured in a top 9 allergen free facility.

FORMULATED WITHOUT

WHEAT	EGGS	SOY
PEANUTS	MILK	SHELLFISH
TREE NUTS	SESAME	FISH

INTRODUCING
Patch Pals™

girl scouts

Made for DOGS ONLY



$9



NEW!

PRODUCT FACTS:
- Blueberry muffin flavor
- Made with blueberries
- Grain-based recipe
- Online only, shipped to people's homes
- These delicious cookies are for dogs only!

Patch Pals™ are Girl Scouts' first ever dog cookie, created with Bark, the company behind BarkBox.

Each dog cookie has been lovingly baked into one of four cute "patches," representing Girl Scouts, community, exploration, and play—all central to how Girl Scouts grow together and shape their world with joy.

Made using blueberries, Patch Pals™ have an irresistible blueberry muffin scent and are soft-baked for a chewy texture. Unleash some joy today!

Available Online Only!



Patch Pals will be sold exclusively through Digital Cookie for customers to order to be shipped right to their door.

These dog treats will only be available for a limited time, while supplies last.

Families and troops are not allowed to order Patch Pals to be resold in person or at booth sales.

Selling Cookies in the Girl Scout Cookie Program



Digital Sales

With the help of a parent or caregiver, a Girl Scout can set up a Digital Cookie site to sell online. Online orders begin December 16th, and in-person deliveries begin January 15th. No money-handling or guesswork required. For all the details on how to set up Digital Cookie and how it works check out **www.gsnetx.org/digitalcookie.**

Digital Cookie® Key Dates

- Shipped Orders ..... **12/16/2026 – 2/21/2027**
- Girl-delivered Orders ..... **12/16/2026 – 3/7/2027**
  *Won't have cookies in hand to deliver until 1/15 or after
- Donated Orders ..... **12/16/2026 – 3/7/2027**
- Mobile in Hand ..... **1/15/2027 – 3/7/2027**
  (Credit Cards on the Go & at Booth Sales)







Look for the Digital Cookie® registration email in your inbox to register on or after December 16th. If you can't find it, you'll be able to enter information to trigger a new email to be sent.
Need additional Digital Cookie support? Contact **customercare@gsnetx.org.**



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

Selling Cookies in the Girl Scout Cookie Program



In Person and Door to Door

Starting January 16th, Girl Scouts can begin selling in person in their local community.

Selling door to door, to family and friends, and asking her network of contacts is a great way to get started!

Our Cookie Mix Calculator will help you know what Cookies to have on hand to meet the demand.
gsnetx.org/cookiemix



Booth Sales

Have you ever seen a Girl Scout selling cookies at your favorite neighborhood restaurant or grocery store? That's called a Cookie Booth Sale! Girl Scouts and their families can work with their Troop Cookie Manager to set up booth sales as a new way to reach more customers.

My Sale Booths begin 1/15/2027.
These are booth sales organized and set up by families and troops. Make sure to follow the My Sale Booth process found on our website at **www.gsnetx.org/cookies**.



Most Council Organized Booths begin 1/29/2027.
Council Booth Sale locations are secured by Girl Scouts of Northeast Texas and troops can sign up for slots in eBudde, our Cookie Program software.

All Girl Scouts, parents/caregivers and troop volunteers are required to follow Booth Guidelines and Etiquette.

For more information, check out:
www.gsnetx.org/cookies.



Stay Safe While Selling Girl Scout Cookies



Be Internet Wise Girls must always have parent/caregiver permission to participate in all online activities and must read and agree to the **GSUSA Internet Safety Pledge** before conducting any online activities. Additionally, to participate in Digital Cookie®, Girl Scouts must read and abide by the **Girl Scout Digital Cookie Pledge**, and parents/guardians must read and abide by the **Digital Cookie Terms and Conditions for Parents/Guardians**. Use the QR codes to view.

GSUSA Internet Safety Pledge

Girl Scout Digital Cookie Pledge

Digital Cookie Terms and Conditions

Show You're a Girl Scout Wear a Girl Scout uniform (strongly recommended) or Girl Scout clothing to clearly identify yourself as a Girl Scout.

Buddy Up Always use the buddy system. It's not just safe, it's fun!

Be Street Smart Become familiar with the areas and neighborhoods where you will be selling Girl Scout products.

Partner With Adults Daisies through Cadettes should always sell with an adult present. When going door to door, Seniors and Ambassadors should only sell with friends, never by themselves. Adults are required at all booth sales regardless of a girl's age.

Plan Ahead Be prepared for emergencies and always have a plan for safeguarding cash. Avoid walking around or keeping large amounts of cash on hand. Consider having another adult pick-up cash during a booth sale.

Do Not Enter Do not enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles.

Sell in the Daytime Sell during daylight, adult supervision is a must for evening sales.

Protect Privacy Girl's full names, home addresses, or email addresses should never be given out to customers. Protect customer privacy by not sharing their information.

Be Safe on the Road Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.



Community Cookie Donation Program

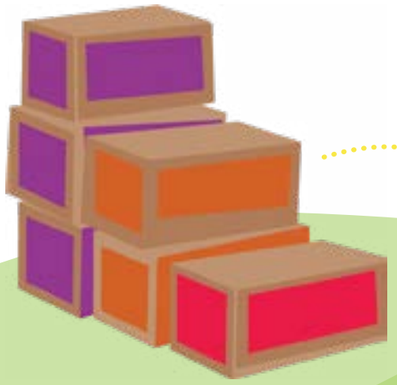


Encourage girls to tell every customer about our Community Cookie donation program. Community Cookie donations are delivered to those who serve our community such as U.S. military personnel, veterans, EMTs, firefighters, police officers, first responders, healthcare workers, teachers, other essential workers, food pantries, and more.

Community Cookie donations are great for those customers who do not want to purchase cookies for themselves or pay shipping fees. Cookies donated through Community Cookie come from the council's end of season warehouse inventory and do not come from the Troop or Girl Scout's on hand inventory. Girl Scouts receive credit for each package donated towards Community Cookie. These packages count towards rewards that they can earn too!

Tips

- Encourage girls to ask **EVERY** customer if they would like to donate cookies to our local heroes.
- For every $6 donation, 1 package of cookies will go to our local heroes.
- Girls earn rewards for selling Community Cookie cookies.





Help Her Set Her Goal

- What rewards or experiences is she most interested in earning?
- What is the troop's goal and how do they plan to use their proceeds?
- How much time and support can her immediate family (parents / caregivers) provide?
- How much time and energy is she willing to commit to achieving her goal?

Think about all the ways your Girl Scout can sell as a menu of options. How hungry is she to achieve her goal? **Let's do the math:**

How She Can Sell:	Estimated Number of Cookie Boxes She Might Sell:
Friends and Family	25-75
In Person to Her Community (Door to Door, etc.)	75-100
Troop Booth Sales (Each booth sale she attends)	25-75
Individual Family Booth Sales	50-75

Keep in mind these are estimates and can vary widely. Different factors may impact these numbers including how long she goes door to door and how many residences she stops at, how long the booth sales are and how many Girl Scouts are present, what the weather is like and what time of day it is.



Next Step: Develop Her Pitch

Once your Girl Scout has decided on her goal and understands how her troop is planning to use the proceeds they earn, it's time to build a pitch! Here's a pitch example to get her started:

Hello! Would you like to buy some Girl Scout cookies? My troop is saving for our first campout where we get to do archery and ride horses. My goal is to sell 350 packages of cookies so I can earn the bunny plush and we can go camping.

Be on the Lookout for Cookie Sleuths!



Girl Scouts participating in the Cookie Program can earn the Cookie Sleuth patch if they are observed by a Cookie Sleuth displaying amazing Girl Scout Entrepreneur skills. This might be at a booth sale, going door to door, etc.

Cookie Sleuths are looking for the following:

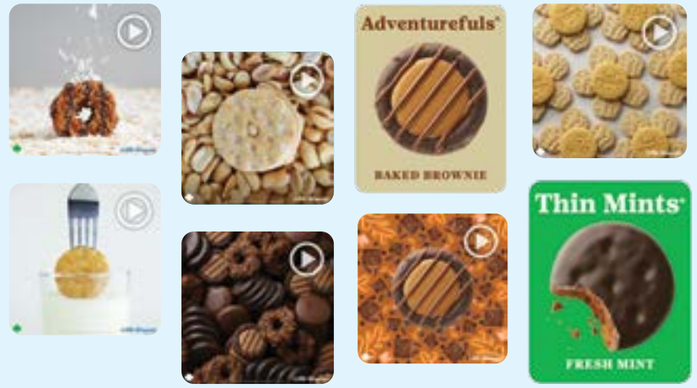
- **Is the individual representing Girl Scouts?**
  Are they wearing a Girl Scout Uniform (strongly recommended) or Girl Scout shirt?
- **Are they handling most aspects of the customer transaction?**
  Is the Girl Scout helping to stock the table, asking the customer if they'd like to purchase cookies, etc.?
- **Does the Girl Scout know their cookie flavors and prices?**
  What's their favorite cookie and how much does it cost?
- **Can they share something about their personal or troop goal?**
  This might be the plush that they want to earn or the campout their troop will be attending.
- **Are they keeping things positive during the sale?**
  Good attitude, being kind, not grumpy or disrespectful.

Setting Your Girl Scout Up For Success

Ready-to-share Gifs and Reels

Ready-to-share gifs and reels make social media a snap. Fact: When Girl Scout entrepreneurs promote their businesses online it boosts sales. More frequent posts equate to increased sales. Check out all the social content Little Brownie has to offer. https://www.little-browniebakers.com/DigitalMarketing/reels

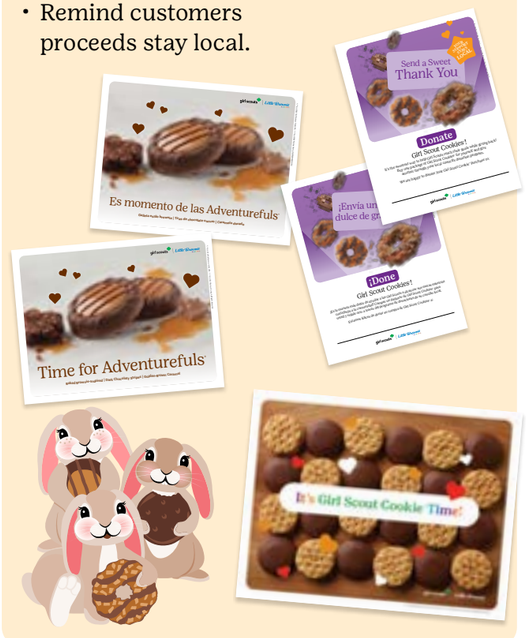
So many to LIKE & SHARE!



Booth Materials

- Materials available in English and Spanish.
- Use Digital Cookie® QR codes at booths.
- Bundle cookies to boost sales.
- Remind customers proceeds stay local.





Leave-behinds Make Reorders Easy

- Leave behind order forms
- Door flyer order forms
- Business cards
- Note cards
- QR code stickers
- Thank you slips



Safety Resources

Before launching their Digital Cookie site and engaging in online marketing and sales efforts, Girl Scouts and caregivers must read and agree to the guidelines below.

- Safety Tips from GSUSA
- Digital Cookie® Pledge

Cookie Marketing Toolkit for Girl Scouts

When you run your own business, marketing and sales are like two best friends who work together—but they do different jobs. Let's explore the difference between marketing and sales so you can grow your Girl Scout Cookie business.

What is marketing?

Marketing is all about spreading the word! It's how you share your cookie business with others to get them excited to buy Girl Scout Cookies. Marketing lets you tell your story with confidence and pride. It shows people why they should support you. You can use things like:

- Flyers
- Handmade posters
- Business cards
- Videos
- Door hangers
- Digital Cookie® emails
- QR codes found on your Digital Cookie® storefront



What is sales?

Sales is where the cookie meets the customer! A sale begins when you connect with a buyer and help them find a cookie product they love. It ends with a delicious purchase that makes everyone happy! Ask questions to get to know your customers:

- What's your favorite type of cookie?
- Do you have any allergies or dietary restrictions?
- Do you have a dog in your life that loves special treats?



What is omnichannel marketing?

People have different shopping habits. Some like shopping in person, some like shopping online, and some like both! Omnichannel marketing lets you connect with every customer, no matter how they like to shop, by selling cookies through both of these channels. It's good for them and for you, too! Expanding your sales gives you more ways to learn, grow, and reach your audience.

Think of your favorite store. Do they have both an online store and a store you can go to with your friends? Are there products you can get in their online shop but not in the store in person?

Try something new by marketing and selling online-only products!

Many businesses offer online-only items to get customers excited and coming back for more. Now you can try it, too, with two new Girl Scout products that are only available online.



Girl Scout Sparkables™
Allergy friendly and delicious



Patch Pals™
Girl Scouts' first dog cookie

5 Ways to Promote Your Business

1. Text or call

Reach out to friends and family to let them know you're in business! Try this:

- Call friends and family to tell your Girl Scout Cookie story.
- Text a link to your Digital Cookie storefront to friends and family.

Share your business everywhere!



2. Door-to-door

Meet your neighbors and share your goals with help from an adult. Try this:

- Add your QR code to a flyer to leave behind in case customers want to order more cookies, access the online-only products, or share them with a friend.
- Put a QR code for your Digital Cookie storefront on a door hanger to leave behind if no one is home.



3. Cookie stands and booths

Set up in your community and talk with customers face-to-face. Try this:

- Display a flyer with a QR code that guides customers to your Digital Cookie storefront. They can order online-only products now, or save the code to order cookies and have them shipped later!
- Share a sticker with a QR code or insert a business card promoting your Digital Cookie storefront with each sold package to promote the online-only products and reorders.



4. Connect with your community

Visit local businesses, events, or groups to share your cookie business and meet new customers. Try this:

- Visit local pet stores and shelters to leave behind business cards promoting your group's Digital Cookie storefront.
- Set up a booth at a local farmer's market to sell cookies and promote your group's Digital Cookie storefront.

5. Social media (13 and above)

If you're 13 or older, you can share updates, videos, and your Digital Cookie link to reach even more people. Try this:

- Tag your friends and ask them to share your link.
- Make a video telling your audience why they should support your Girl Scout Cookie business. Check safety guidelines before you get started.

Creating your own marketing materials is part of the fun of Girl Scout Cookie season. But if you're short on time or inspiration, we have some easy-to-use templates to get you started. Scan this QR code to explore!

girl scouts of northeast texas

2026-2027 Girl Rewards

My Personal Goal: _____

2027 Cookie Program Rewards



36+ Packages
Theme Patch



75+ Packages
Keychain / Zipper Pull



125+ Packages
Playing Cards



200+ Packages
Squishable Bunny
Twin to the Kangaroo Squishable from the 2026 Fall Product Program



275+ Packages
Sling Water Bottle Bag



350+ Packages
Bunny Plush **OR**
$10 in GS Bucks



Design subject to art approval & may differ slightly

425+ Packages
Exclusive GSNETX Cookie Program T-shirt
OR $10 in GS Bucks

Cookie Club Level 550+ Packages

Standard 550+ Rewards

Select **ONE** of the Following:
- 2027-2028 Membership
- One Cookie Club Event *(Girl + Chaperone)*
- $25 in GS Bucks
- $25 in Reward Store Voucher *(Valid for 60 days)*

Individual Opt Out of Standard Rewards for Alternative Reward

Girl Scouts who reach 550+ in packages sold, have the option to **opt out of all rewards at the 75 - 425 reward levels** & select an alternative reward at the 550+ level instead of the standard items at 550+.

Select **ONE** of the Following:
- 2027-2028 Membership PLUS One Cookie Club Event
- 2027-2028 Membership PLUS One Kendra Scott ColorBar Event
- One (1) 1600 Level Item

Initial Order Rewards

These rewards can only be earned by ordering and picking up cookies for a Girl Scout on her Pre-Season Initial Order.



Goal Getter Patch For the Girl:
125+ Packages ordered on the Initial Pre-Season Order in eBudde.

Hoodie for the Girl:
400+ Packages ordered on the Initial Pre-Season Order in eBudde.
Final Girl Selling total must remain above 400+ Packages or result in the loss of other reward items & a reduction in proceeds for the cost of the sweatshirt.

New This Year:
Girl Scouts can pick the color of their Initial Order Hoodie!



Digital Cookie

These rewards can only be earned through a girl's participation in Digital Cookie. This includes sending emails through Digital Cookie to family and friends as well as selling cookies through Digital Cookie using her link that is shared with customers or by processing transactions in the Digital cookie app. *Parents cannot use Digital Cookie to pay their Girl Scout's cookie balance due.*

Site Setup & Send 20 Unique Sales Emails Through Digital Cookie
Cookie Techie Patch
(Thank You emails do not count towards earning this patch)



Launch Bonus Reward!
Girl Scouts who set up their Digital Cookie site, send 20+ emails and sell 36 packages on or before January 14th will earn the wearable bunny fun hat with pop up ears!

Community Cookie

These rewards can only be earned by allocating packages to be distributed through GSNETX's Community Cookie Program.

Community Cookie Patch
35+ Packages donated through Community Cookie via eBudde



Mini Duffle
48+ Packages donated through Community Cookie via eBudde.
Perfect for toiletries, craft supplies and more!

675+ Packages



Mini Backpack *(Loungefly Like Style)*
OR
$10 in GS Bucks
OR
$10 in Reward Store Voucher

825+ Packages



Towel
OR
$10 in GS Bucks
OR
$10 in Reward Store Voucher

1000+ Packages

Projector Lamp
OR $10 in GS Bucks **OR** $10 in Reward Store Voucher

New This Year! Opt out of all rewards at the 75 - 1000 reward levels and select an alternative reward at the 1000+ level. Select **ONE** of the following alternative rewards: Membership PLUS Girl Scout Day at Six Flags (Girl + Chaperone) **OR** Membership PLUS Legoland Discovery Experience PLUS Build Kit **OR** Membership PLUS $100 Reward Store Voucher

Girl Scout Bucks
How they can be used:
- Girl Scout Membership
- GSNETX In Store Purchases *(not online)*
- GSNETX Hosted Programs & Camp *(where registration is completed through ActiveNet)*
- GSNETX Adventures Powered by Cookie Experiences

Reward Store Vouchers
Reward Store items are connected to our four Girl Scout Pillars: Entrepreneurship, STEM, Outdoors & Life Skills
- Reward Store vouchers are used in exclusive GSNETX online Reward Store with 100+ Items
- Items ship directly to the Girl Scout's home
- Expire 60 Days from Issuance

Program Credits
How can they be used:
- GSNETX Hosted Programs *(where registration is completed through ActiveNet)*
- GSNETX Troop and Family Camp
- GSNETX Summer Family Camp
- GSNETX Adventures Powered By Cookies
- GSUSA Destinations

550+ Packages Sold Cookie Club Event Options:

Hawaiian Waters Cookie Club Event
(Girl Scout + Chaperone)
The Colony | May 29th

Rain Date* for either or both events is July 10th.

Hawaiian Waters Cookie Club Event
(Girl Scout + Chaperone)
Garland | June 12th

*If Hawaiian Waters cancels due to rain or weather. This also converts to a daytime event versus evening in the event of rescheduling.

New This Year!
Enjoy exclusive Girl Scout nights at Hawaiian Waters with late afternoon entry, evening swim time without crowds, dinner, unlimited drinks, a sweet treat, and more!

Extend Your Fun! You can upgrade your admission to a season pass for just $20 upon arrival & enjoy the park all season long.

Friends and family can purchase additional tickets join too!

† All items and event dates are subject to change. The Council reserves the right to replace any item of equal or higher value.
† If selection is not made, default selections will be made by GSNETX and the Girl Scout forfeits her opportunity to select her desired reward.
† All Packages must be picked up from TCM, reflected in the online cookie software system and paid for in full, to qualify.
• To receive the Initial Order 125+ patch, the Girl Scout must have at least 125 Packages allocated to her in eBudde at the time of the Initial Order. Similarly, to receive the 400+ hoodie, the Girl Scout must have at least 400+ Packages allocated to her in eBudde at the time of the Initial Order and at the conclusion of the 2027 Cookie Program.
NOTE: Girl Scouts are at risk to forfeit their rewards, including items, Girl Scout Bucks, events and trips should they fail to pay on time, in full and/or if the Girl Scout and her family do not adhere to all policies and guidelines published by GSNETX and contained in the parent permission form, which is executed by her parent/guardian in order to participate in the Cookie Program.

Super Seller Levels

Girls in troops that receive rewards, who reach 1200+ Packages sold will also receive the 2027 Super Seller patch & t-shirt with their rewards.

1200+ Packages

SELECT ONE

Cookie Camper!

5 night GSNETX Sleepaway Camp Session

$500 Program Credits

Great Wolf Lodge Overnight
April 24 - 25, 2027
Includes room for Girl Scout + Chaperone (21+)

Super Seller Weekend!

$100 GS Bucks

$100 Reward Store Voucher

1600+ Packages

SELECT ONE

$75 GS Bucks

$75 Reward Store Voucher

Kendra Scott Color Bar Experience
(Select dates in April 2027 and select locations)
Up to $85 value and option to pay for add ons / extras.

Custom **Converse / Vans** Sneakers
Up to $85 value and option to pay for add ons /extras.

New This Year! Great Wolf Lodge Super Seller Weekend Plus Option
Grab an upgraded theme suite, an exclusive Ice Cream Social & Movie Saturday night and Thin Mint Activity Pass!

2027+ Packages

SELECT ONE

5 night GSNETX Sleepaway Camp Session

$500 Program Credits

Girls Scouts who select Great Wolf Lodge @ 1200+, can add a Friday (April 23, 2027) stay during Super Seller Weekend. **New This Year!** You'll also receive a large pizza and an exclusive access to a popcorn welcome party Friday Night.
This is not an alternative date, but rather converting the experience to a 2 night stay.

$100 GS Bucks

$100 Reward Store Voucher

3000+ Packages

SELECT ONE

5 night GSNETX Sleepaway Camp Session

$500 Program Credits

New This Year!
American Girl Doll and Exclusive Party Party *(Girl + Chaperone Only)* at American Girl Dallas. Dates TBA based on earners.

New This Year!
Dallas Zoo Backstage Safari Experience. Includes zoo admission *(Girl + Chaperone Only)*. Date TBA based on earners.
(Must be in 2nd grade or above in the 2027 Cookie Program)

4500+ Packages

SELECT ONE

City Stay Washington DC
(Girl Scout Only)
(Must be in 2nd grade or above in the 2027 Cookie Program)
July 8 – 12, 2027

5 night GSNETX Sleepaway Camp Session

$500 Program Credits

$100 GS Bucks

$100 Reward Store Voucher

6500+ Packages

SELECT ONE

5 night GSNETX Sleepaway Camp Session

$500 Program Credits

$100 GS Bucks

$100 Reward Store Voucher

Taste of Oregon
(Girl Scout Only) July 21 - 25, 2027
(Must be in 2nd grade or above in the 2027 Cookie Program)

Super Seller Reward Experiences by Packages Sold

Girl Scouts who participate in the Girl Scout Cookie Program have the option of selecting a reward experience instead of an item at many levels. Here are the experiences offered at different levels.

1200+ Packages

Super Seller Weekend at Great Wolf Lodge ♣
(Girl Scout + Chaperone 21+)
Includes room and exclusive Girl Scout Water Park After Dark access!
Typical guest rooms sleep 4 - 6.
April 24 - 25, 2027

GSNETX Sleepaway Camp at GSNETX Camp Properties ◆
(Girl Scout Only) Summer 2027

1600+ Packages

Kendra Scott Color Bar Experience ♣
(Girl Scout Only)
Dates in April 2027 TBA
Locations include Tyler, Allen, Highland Village & Northpark Mall

Great Wolf Lodge Plus Option ♣
Receive a room upgrade, access to an exclusive Ice Cream Social & Movie Saturday night and Thin Mint Activity Pass which includes MagiQuest, Build a Bear, Mining, Ropes, Bowling & more!

2027+ Packages

Great Wolf Lodge Add a Night ♣
(Girl Scout + Chaperone)
April 23 - 24, 2027
Only available or those who also select Great Wolf Lodge at 1200+

GSNETX Sleepaway Camp at GSNETX Camp Properties ◆
(Girl Scout Only) | Summer 2027

3000+ Packages

GSNETX Sleepaway Camp at GSNETX Camp Properties ◆
(Girl Scout Only) | Summer 2027

American Girl Doll & Exclusive Party ♣
Includes Girl of the Year or Truly Me Doll and admission for (Girl Scout + Chaperone) to party.

Dallas Zoo Backstage Safari ◆
Includes admission for (Girl Scout + Chaperone) guided tour and behind the scenes animal encouter.

Top 50 Seller Campout

Camp Bette Perot ♣
April 16-18, 2027 | By Invitation Only
No alternative reward if unable to attend.

4500+ Packages

City Stay Washington DC ◆
(Girl Scout Only)
Must be in 2nd grade or above in 2027 Cookie Program.
July 8-12, 2027

GSNETX Sleepaway Camp at GSNETX Camp Properties ◆
(Girl Scout Only)
Summer 2027

6500+ Packages

Taste of Oregon ◆
(Girl Scout Only)
Must be in 2nd grade or above in 2027 Cookie Program.
July 21 - 25, 2027

GSNETX Sleepaway Camp at GSNETX Camp Properties ◆
(Girl Scout Only)
Summer 2027

Key:
♣ Open to All Ages
◆ Open to Brownies - Ambassadors*

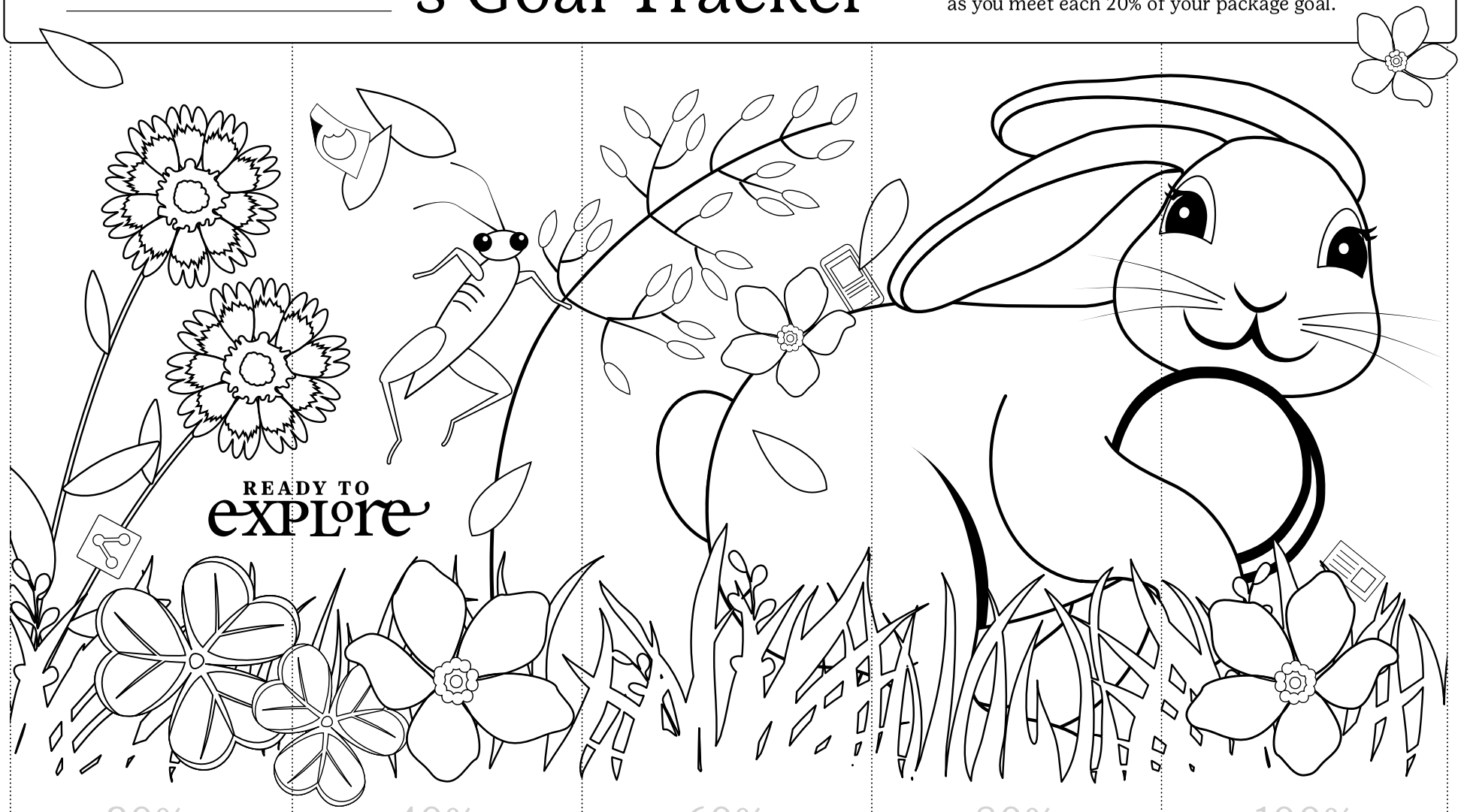
Please note: Bar patches have been retired for the 2027 Cookie Program.

*Program Grade Level (PGL) at the time of the Girl Scout's participation in the 2027 Cookie Program.
**Girl Scouts must be in a troop that opts to receive rewards and pay their cookie balance in full, on time.

Little Brownie BAKERS | girl scouts

FIRST NAME ONLY _____ ’s Goal Tracker

Color as you go! Color sections of the illustration as you meet each 20% of your package goal.



20% Number of Pkgs.

40% Number of Pkgs.

60% Number of Pkgs.

80% Number of Pkgs.

100% Number of Pkgs.

More Shares = More Success

FIND THE ITEMS THAT HELP BOOST YOUR SALE

BOOTH POSTERS
Share your goal at the booth.

BUSINESS CARD
Share your QR code so customers can re-order.

SHARE FROM DIGITAL COOKIE®
Text and email from Digital Cookie to share your link.

SOCIAL POST
Share more online with caregiver support.

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