



BRAVE.
FIERCE. **FUN!**

2026 Girl Scout Cookies Now! Troop Guide

Welcome to the 2026 Girl Scout Cookie season!

This year, Girl Scouts in Maine are bringing cookies to customers in a new, modern way—selling directly from their on-hand inventory. This approach saves time and gives girls and customers instant gratification.

Participating in the cookie program helps girls earn funds for their Girl Scout experiences and develop important life skills, including:

Goal Setting: Girls set sales goals to fund camping trips, community projects, or future plans, building focus and determination.

Money Management: They learn budgeting, tracking expenses, money management, and the value of making smart financial decisions based on available resources.


Business Ethics: Girls learn honesty and responsibility, understand how to make ethical decisions, and build trust with their customers.

Decision Making: Selling cookies teaches girls to make choices—like how many cookies to order, where to sell, and how to use their earnings, building confidence, independence, and smart thinking.

People Skills: Selling cookies helps girls build confidence, improve communication skills, learn good customer service, and become leaders.

Girls also learn teamwork, give back to their communities through the Cookie Share Program, and learn about digital marketing and sales.

As we kick off this cookie season, know that we're here to support you. Your time, energy, and care make this program possible, and our service unit volunteers and council staff are committed to providing the resources and assistance you need for a successful cookie season.



Lisa Kennie
Director of Product Program



My Girl Scout Cookie Program Contacts:

Troop Volunteer Name: _____

Troop Volunteer Email: _____

Troop Volunteer Phone: _____



2026 Important Dates

| | |
|-----------------------|-----------------------------------------------------------------------------|
| January 1-February 1: | Cookie Rally Weekend |
| March 1: | Cookie sales begin, and Digital Cookie® access for caregivers |
| March 3-13: | Cookies delivered to service units and Girl Scouts |
| March 15: | First day of Cookie Booths and Cookie Carts |
| April 21: | Final day for customer orders for in-person delivery via Digital Cookie® |
| May 3: | Last day for Cookie Booths, Cookie Carts, and online orders for Direct Ship |
| May 14: | Emails to Adventure Challenge earners go out |
| May 31: | Deadline for Adventure Challenge earners to choose their adventure |



GSME's Cookie Resources Webpage
<https://bit.ly/gsmeCookieResources>





Girl-Led, Adult Supervised

Girl Scouts sell cookies with support from adults. The Girl Scout should be...

- Setting a goal for her sales
- Making decisions about how she will be selling cookies as allowed within the program
- Actively involved in setting up her Digital Cookie® site
- Making signs and posters
- Making the ask to all her customers and answering their questions
- Accepting payments and making change
- Filling orders
- Writing thank you notes
- Having fun!



Girl Scout Cookie Business is a Family Affair!

The Cookie Entrepreneur Family Pin is a great way to support your Girl Scout in this program. Learn more at: <https://bit.ly/gsCookieEntrepreneurFamilyPin>



Powered by Cookies!

All cookie proceeds stay local, and the Girl Scout Cookie Program is a key driver of funding for Girl Scouts throughout the year.

What can cookies do for your troop?

- Purchase program supplies for a great Girl Scout year
- Participate in Girl Scout programming, curriculum, and events
- Support membership renewal
- Earn badges in STEM, outdoors, life skills, entrepreneurship, and so much more
- Plan special events or trips



Your Girl Scout Cookie favorites are back!



Adventurefuls®

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



Exploremores™

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



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

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



Caramel deLites®

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



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

*Limited availability

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Cookie Fun Facts

ABC Bakers cookies haven't changed in weight or quantity for over a decade! While the packaging has evolved, the size and weight of the cookies remain the same.

Our cookies also feature:

- No artificial dyes
- No artificial preservatives
- No high fructose corn syrup
- No partially hydrogenated oils (PHOs)
- Zero grams trans fats per serving
- RSPO certified (MassBalance) palm oil
- 4 varieties made with vegan ingredients
- Kosher and Halal certified
- Proactive allergen labels
- Gluten-free option



Cookie Allergen Flyer:

<https://bit.ly/SmartCookiesAllergens>



Planning for your Girl Scout's Cookie Program

- Attend your troop cookie meeting to learn about the troop's plans and how you can support them.
- Discuss your Girl Scout's goal and help her plan how to reach it. This planning helps her earn the Cookie Entrepreneur Family Pin. <https://www.girlscouts.org/en/members/for-parents-and-families/cookie-entrepreneur-family-pin.html>
- Share your Girl Scout's goal with your troop cookie volunteer.
- Designate a storage space at home that is **cool, dry, pet-free, pest-free, and smoke-free.**



Ways to Sell and Social Media Guidelines

Individual/Wagon Sales

- Girls take cookies door-to-door with inventory in hand—customers get cookies immediately.
- Leave a Digital Cookie® link for future orders.
- Use the Digital Cookie app to track all sales (including cash) for easy inventory and payment management.
- Turn in money to troop leaders regularly so girls can get more cookies, and funds are safely deposited in the troop bank account.

Cookie Carts

- Up to two Girl Scouts set up an in-person cookie sale in front of small businesses or public spaces (not at a girl's home) where a traditional cookie booth wouldn't be held with caregiver supervision. Only two girls are allowed at the cart at a time, and their caregivers must be present at all times.
- Tell your troop cookie volunteer when you're holding a Cookie Cart so that they can order you cookies and put the cart into the cookie finder.
- All packages taken for the cart are the girl's responsibility—families should not expect to return them to the troop.
- If you need to cancel, notify your troop cookie volunteer immediately so they can update the cookie finder.

Cookie Booths

- Troop-led sales at public locations (businesses, government buildings, places of worship, post offices).
- Follow booth etiquette—be respectful guests at businesses.
- Non-members, like siblings or friends, are not allowed at booths.
- Most booths are outdoors—dress for the weather.

Online

- Set up your Digital Cookie® website! Personalize your page, set goals, and send emails to friends and family to boost online sales. Customers can shop your site and choose direct shipping or girl delivery.
- GSUSA's Digital Cookie® Login: <https://bit.ly/gsusaDigitalCookie>

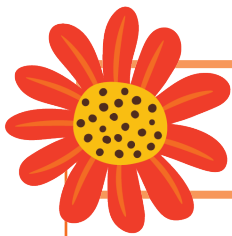


Digital Cookie Mobile App Guide:

<https://www.girlscoutsofmaine.org/content/dam/girlscoutsofmaine-redesign/documents/product-program/cookie-program/Digital-Cookie-Mobile-App-Caregiver-Guide.pdf>

See our social media guidelines here:

<https://www.girlscoutsofmaine.org/en/cookies/resources-for-the-girl-scout-cookie-program.html#socialmediaguidelines>



Proceeds, Recognitions, and Rewards

Troop Proceeds:

| Tier* | Troop Proceeds Per Package |
|------------------|----------------------------|
| 1-199 packages | \$0.90 |
| 200-349 packages | \$1.00 |
| 350-499 packages | \$1.10 |
| 500+ packages | \$1.20 |

We still will be providing \$.07 a package to service units to support activities, provide girl opportunities, and fund community service and leadership projects!

*Tier ranges are based on the Per Girl Average (PGA) of a troop, not based on individual girl sale totals.

Recognitions:

Recognitions this year are: 35+ for Theme Patch, 200+ for the 2026 Year Bar, 500+ for the 500 Club Patch, and they earn an achievement bar starting at 300 (earn one based on their highest level sold)



Check out the great patches your Girl Scout troop can earn [here](#).

New Reward: Outfit Your Adventure!



Girls who sell 400+ packages of cookies will earn a Brave. Fierce. Fun! T-shirt and bandana. All cookie sales count—individual, cookie carts, and booth sales!



Adventure Challenge

Girls who sold 35+ items in the Fall Product Program automatically qualify to finish earning their adventure! Learn more [here](#).

The Adventure Challenge requires fall program participation, but if your Girl Scout joined afterward, she can still earn an adventure! Email customercare@gsmaine.org for help.