



**BRAVE.  
FIERCE. FUN!**

## 2026 Girl Scout Cookies Now! Volunteer 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



## Quick links for Volunteers:

Troop Starting Inventory Order Worksheet:



ABC Smart Cookies Login:  
<https://bit.ly/SmartCookiesLogin>



Smart Cookies Troop Volunteer Guide:  
<https://bit.ly/SmartCookiesGuideTroops>



GSUSA's Digital Cookie® Login:  
<https://bit.ly/gsusaDigitalCookie>



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



Cookie Line Up:  
<https://bit.ly/CookiesLineup>



Cookie Allergen Flyer:  
<https://bit.ly/SmartCookiesAllergens>



## Cookie Fun Facts

ABC 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



**GLUTEN FREE**



# 2026 Important Dates

January 4:	Final day for two troop volunteers to assign “Cookie Program Volunteer” role in <a href="#">MyGS</a>
January 19:	Open office hours begin every Monday–Thursday, 12:00–1:00 p.m. <a href="#">Teams Meeting</a>   Meeting ID: 229 258 999 005 1   Passcode: UH3cj2nt
January 30–February 1:	Cookie Rally Weekend
February 1:	Smart Cookies access for volunteers
February 2:	First day volunteers can enter starting inventory orders
February 3:	New Leader Cookies Q&A with Volunteer Engagement Manager, Emily Weihing
February 11:	Troop starting inventory orders due into Smart Cookies
February 13:	Cupboard starting inventory orders due
February 23:	New Leader Cookie Booths Q&A with Emily Weihing
February 26:	<a href="#">Digital Cookie</a> ® access for volunteers
March 1:	Cookie sales begin, and Digital Cookie® access for caregivers
March 1:	Girl Scouts receive paper order cards
March 3–13:	Cookies delivered to service units/girls
March 15:	First day of Cookie Booths and Cookie Carts
March 15:	First planned orders due (Sundays by 7:00 p.m. for leaders and midnight for cupboards)
April 8:	First ACH (50% of starting inventory order, less digital payments)
May 1–3:	Clean the cupboards booths (no-risk booths)
May 3:	End of cookie sales
May 6:	Last day to return cookies to cupboards (only cookies taken out of cupboards from April 27–May 3)
May 12:	Last day for leaders to make transfers in Smart Cookies
May 12:	Recognition orders due by troops
May 13:	Recognition orders due by service units
May 13:	Second ACH for full balance due
May 14:	Emails to Adventure Challenge earners go out
May 31:	Deadline for Adventure Challenge earners to choose their adventure



# 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 troop joined afterward, girls can still earn an adventure! Caregivers can email [customercare@gsmaine.org](mailto:customercare@gsmaine.org) for help.





# Planning for your troop's Girl Scout Cookie Program

**Weekly Guidance:** Check your email every Monday for notes from Lisa Kennie with tips to keep your troop on track.

**Volunteer Roles:** By January 4, make sure your troop has two volunteers assigned as "Cookie Program Volunteer" in MyGS.

- On January 5, troop volunteers will be uploaded into Smart Cookies and given access to Digital Cookie®.
- After January 4, any changes to volunteer access must be sent to [customercare@gsmaine.org](mailto:customercare@gsmaine.org).

**Bank Info:** Confirm your troop's bank account information is on file with GSME.

**Attend your service unit cookie meeting.** Your service unit cookie supervisor and cupboard manager will share important information to help you navigate the program.

**Check your Smart Cookies roster.** On January 5, Girl Scouts will be uploaded into Smart Cookies. After January 5, review your roster and email [customercare@gsmaine.org](mailto:customercare@gsmaine.org) with any changes. Only girls no longer in your troop can be removed from Smart Cookies. Removal requests must be submitted by February 1. New troop members can be added at any time during the program.

While verifying your roster, **enter each girl's T-shirt size** in Smart Cookies to make recognition orders easier later.

**Have questions?** Join Lisa Kennie's open office hours, Monday-Thursday, January 19 through May 14, from 12:00 to 1:00 p.m.

**[Teams Meeting](#)** | Meeting ID: 229 258 999 005 1 | Passcode: UH3cj2nt

## Plan a Troop Cookie Meeting (Late January/Early February)

Caregivers and all troop girls should attend this meeting.

Discuss what the troop wants to earn funds for and how to reach those goals.

Encourage girls to consider the **Adventure Challenge** and **Outfit Your Adventure** reward when deciding how many packages to sell.

Remind girls not to take all their cookies at once. Leaders should collect payments and provide more cookies weekly through planned orders.

Leaders should discuss the skills learned during the cookie program, safety guidelines, cookie storage, payment process, and booth planning.

Discuss backup plans if a booth is canceled due to the weather or other unforeseen circumstances. Options include rescheduling or splitting cookies among troop members.

Provide Digital Cookie Guides and Troop Family Guides.

**Do not** distribute paper order cards until **March 1, 2026**, when the sale officially begins.





# Submitting your Starting Inventory Order

## 1. Review or create your order

- Use the Starting Inventory Order Worksheet.
- Tip: Read Tab 1 instructions before entering info on Tab 2.

## 2. Council recommendation

- Order about 75% of last year's total sales as a starting point.
- Final decision is up to the troop leaders.

## 3. Place your order in Smart Cookies

- Log in
- From your dashboard, click Orders → Troop Initial Order
- Deadline: February 11, 2026

## 4. Need more cookies?

- Additional cookies can be requested through planned orders and picked up at your local cupboard.

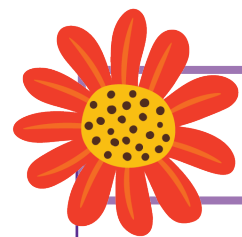
## 5. Step-by-step help

- Check out [Smart Cookies Quick Bites](#).



# Receiving Cookies

- Starting Inventory Orders will arrive at service units March 3–13, 2026.
- Your service unit cookie supervisor will confirm when your inventory is ready for pickup.
- If you're participating in the Megadrop in Westbrook, you'll select your pickup time when placing your Starting Inventory Order.
- Count every case you receive and sign the receipt before leaving.



## During the cookie season

Collect and submit any cookie reorders by **7:00 p.m. on Sundays**, starting **March 15, 2026**.

Pick up orders at your scheduled time and **sign a receipt** for each pickup.

Distribute cookies to girls and **collect money frequently**. Keep **signed receipts for everything!**

Use Smart Cookies to track troop and girl inventory, transfer cookies to each girl, and log every payment. Collect funds each time a girl receives more cookies.

Work with your service unit cookie supervisor to schedule booths. Booths must be entered in Smart Cookies to appear in the National Cookie Finder and Digital Cookie®.

Use the **Smart Booth Divider** tool to assign package credits to girls from each booth sale. This helps them earn patches and the Outfit Your Adventure reward.

Keep the troop updated on their progress towards their goals.

Need help? Reach out to other volunteers, your service unit cookie supervisor, or council staff anytime you need support.



## After Cookie Season

Make sure all cookies are distributed and accounted for. Run your **Troop On-Hand Inventory Report** to confirm totals.

Collect any outstanding payments from families. If a balance remains after May 5, complete the [Parent Collection Form](#) and email it with documentation to [customercare@gsmaine.org](mailto:customercare@gsmaine.org) by May 7.

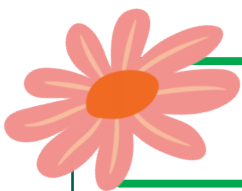
**Do not use troop proceeds to cover unpaid debt from families.**

Submit your troop's recognition order by May 12. Use the [Smart Cookies Quick Bites](#) for help.

Run your **Troop Balance Summary Report** or **Snapshot** to confirm your balance due to council. Make sure all funds are deposited in your troop bank account for the **final ACH payment on May 13**.

### Remember

- Troops must use council-set cookie prices—no changes allowed.
- Always store cookies in a cool, dry, pet-free, pest-free, and smoke-free space.
- Gluten-free Caramel Chocolate Chip cookies are pre-ordered by the council in the fall and will have a limited supply on a first-come, first-served basis. These cannot be reordered.
- Cookies cannot be returned to the council. Swap extras with other troops through your service unit cookie supervisor.
- Troops may return full cases during the final two weekends of the program. Returns must match the flavors taken in your planned order. Notify your cupboard manager of what you'll return by Sunday evening. Return cookies by Wednesday of the same week.



# Types of selling

## Individual/Wagon Sales

- Girls take cookies door-to-door with inventory in hand—customers get cookies immediately.
- Girls selling at a cookie cart will use Digital Cookie to process payments NOT at a booth. These are considered individual sales. Leaders should not use the Smart Booth Divider for carts.
- 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.**
- Schedule carts in Smart Cookies.
- All packages taken for the cart are the girl's responsibility—transfer them in Smart Cookies.
- Leave a Digital Cookie (r) link via a business card printed from Digital Cookie (r) for future orders.
- If you need to cancel, notify your leader immediately so they can update Smart Cookies and inform your service unit cookie supervisor.

## Cookie Booths

- Troop-led sales at public locations (businesses, government buildings, places of worship, post offices).
- Follow girl/adult ratios with at least 3 girls and 2 registered, background-checked adults.
- Schedule booths in Smart Cookies so they appear in the National Cookie Finder and allow card/virtual payments via the Digital Cookie app.
- No booths should be scheduled in another service unit without your service unit cookie supervisor's approval. **No booths are allowed outside of Maine.**
- 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.
- Track cookies sold at each booth for easy reconciliation.
- Deposit booth money into the troop account ASAP and use Smart Booth Divider to credit girls.
- If you need to cancel, update Smart Cookies and notify your service unit cookie supervisor immediately.





# Payments

Troops should deposit cookie payments into the troop bank account throughout the program.

## **ACH withdrawals:**

- April 8: 50% of starting inventory
- May 13: Remaining balance

Girl Scouts should make periodic payments and **cannot take more cookies without paying for some of what they already have.** Use the **Girl Balance Summary Report** to monitor balances.

**Anytime money changes hands (with families, volunteers, or the bank), both parties must sign an accurate receipt.**

Two volunteers should count all money collected from Girl Scouts or at booth sales before depositing it into the troop account. **Never deposit cookie money into a personal account.**

Funds should be turned into leaders the same way they were received (i.e., cash for cash).

Use **Digital Cookie®** for credit card, PayPal, and Venmo payments at booths, carts, and door-to-door sales. **GSME covers transaction fees.**

Checks should only be accepted from friends and family, not at booths or carts. Checks must be made payable to GSME or Girl Scouts of Maine. Include the customer's name, address, phone number, and the Girl Scout's name and troop number in the memo line. Checks must be deposited into the troop bank account within 1 week of receiving them.





# Digital Cookie®



## For Troops and Volunteers

Troop volunteers use two systems during the cookie program:

- Smart Cookies (ABC): Place troop orders, manage transfers, booth sales, finances, and rewards.
- Digital Cookie® (GSUSA): Track online sales, cheer on girls, and view troop-level orders.

Girls and families run their entire sale through Digital Cookie®, while volunteers manage troop-level tasks in Smart Cookies.

### Key Features:

- Troops can customize their Digital Cookie site with stories, photos, videos, and sales pitches.
- Cookie Business badges and Cookie Entrepreneur Family pin requirements are built into the system to reinforce the importance of badge work and the Girl Scout Experience within the cookie program.
- Girls can send fun “cheers” to each other for encouragement.
- Digital Cookie® makes selling easy on the go—accept credit cards, PayPal, and Venmo at booths or door-to-door. Cash sales can also be tracked in the app for accurate inventory management.
- There is no longer a designated “Troop Site Lead”—both leaders can set up and manage troop orders and links.
- In Digital Cookie, girls can set goals, send emails to customers, track inventory, explore cookie programming like Cookie Business badges and the Cookie Entrepreneur Family pin, and customize their page with a story, photo, or video.
- Families can turn girl delivery on or off and enable or disable cookie varieties based on preference and inventory.
- Girls can accept credit cards, PayPal, Venmo, and cash through the Digital Cookie app for easy tracking. Cash can now be entered in the Digital Cookie app for door-to-door and booth sales. This makes tracking inventory easier and eliminates the need for offline entries.





# Smart Cookies Resources



- [Smart Cookies Quick Bites](#) (best tips and tricks)
- [Troop User Guide](#)
- [Service Unit User Guide](#)
- [Cupboard Manager Guide](#)



## Updates for 2026

### Cookie Share

We're partnering with food pantries across Maine to provide a special treat to those in need.

#### How it works:

- Customers donate \$6 per package for a **Virtual Cookie Share**.
- Girls collect the money, but do not handle or deliver cookies.
- Troop leaders enter these as "Virtual Cookie Share" in Smart Cookies and include the payment with other cookie funds.
- At the end of the program, the council distributes the donated cookies to local nonprofit organizations across the state.

#### Allocating donations:

- Donations from booths, paper order cards, or online (except Direct Ship) must be assigned to the correct Girl Scout in Smart Cookies by a troop cookie volunteer.
- Direct Ship donations are allocated automatically.
- Make allocations throughout the season—not at the end—to keep balances accurate.
- Tip: If a Girl Scout has a negative balance in the Girl Balance Summary Report, she may be missing virtual cookie share transfers.