

**BRAVE.
FIERCE.
FUN!**

girl scouts

Little Brownie
BAKERS

2025–2026 Girl Scout Cookie Program

Cookie Boss Manual



girl scouts

Little Brownie
BAKERS

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With each new cookie season, Girl Scout entrepreneurs know it's about more than just the cookies—it's about being BRAVE enough to make their pitch, FIERCE enough to smash their biggest goals, and having loads of cookie FUN while doing it!

This guide is designed to help you empower every Girl Scout, from new cookie entrepreneurs planning their first cookie booth to experienced Girl Scouts boosting their social media marketing strategies to reach more consumers.

There's no limit to what Girl Scouts can achieve. With your support, this cookie season promises to be BRAVE, FIERCE and oh-so-FUN!

Cookie Boss Families model leadership

It's a fact: Cookie season couldn't happen without the hard work of our Cookie Boss families. You serve as a model for Girl Scouts developing important leadership skills. **Thank you for being a part of our Cookie Boss Program!**



[LittleBrownie.com](https://www.littlebrownie.com)

One-stop shop for cookie season resources

Resources on LittleBrownie.com help make things easy. Find QR codes throughout the manual to guide you to specific print and digital resources.

Cookie Boss Guardians –Thank you!

As a Cookie Boss Guardian, your time and talents are valuable to your Girl Scout.

We support you with lots of awesome online tools and resources. You can find them at [LittleBrownie.com](https://www.LittleBrownie.com).

The main job of the guardian is to:

- Support your Girl Scout in creating her Cookie Business
- Honor and live by the Girl Scout Promise and Law
- Follow all policies and meet all deadlines

Here's an overview of your responsibilities:

Before the sale

- Read the Cookie Boss Manual
- Sign and submit the permission slip for your Cookie Boss
- Review rewards and cookie credit guidelines and decide with your Junior-Ambassador Girl Scout if she will opt out of rewards. If so, submit the Opt-Out Form.
- Submit 1st order to be picked up at the Holyoke or Worcester Cookie Cupboard

During the sale

- Submit weekly orders for pick up at the Holyoke or Worcester Cookie Cupboard by Sunday at 8pm
- Submit payments for your Cookie Boss by due dates, or sooner, if your cookies are gone
- Let your Cookie Boss Leader Jessica know when your Cookie Boss has sent out 15 emails through Digital Cookie
- Let your Cookie Boss Leader Jessica know if your Cookie Boss participated in the Project Care and Share Virtual Program and what her numbers are

INTRODUCING

Exploremores™ Exploremores™ Exploremores™

NEW!



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



FIND NEW
RESOURCES
HERE:





2025-2026 Girl Scout Cookies®

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.

U 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.

U D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

U 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.

U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut, and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.

U 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.

U 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.

U



Exploremores™ • Real Cocoa

NATURALLY AND ARTIFICIALLY FLAVORED

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

Approximately 18 cookies per 7.9 oz. pkg.

U D



Toffee-tastic® • No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

U D



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Important Dates for 2025-2026

Before orders can be placed, you must turn in a permission slip!

12/10/2025	Order Card Order Taking Begins Digital Order Card selling begins
1/09/2026	Cookie Booth Scheduler Opens- contact Jessica at jgonzalez@gscwm.org
1/16/2026	Cookie Program Begins
1/18/2026	Week Two orders due by 8pm to jgonzalez@gscwm.org
1/25/2026	Week Three orders due by 8pm to jgonzalez@gscwm.org
2/1/2026	Week Four orders due by 8pm to jgonzalez@gscwm.org
2/8/2026	Week Five orders due by 8pm to jgonzalez@gscwm.org
2/13/2026	First Payment Due to Council
2/13/2026	Opt-Out Form due to Council- email to jgonzalez@gscwm.org
2/15/2026	Week Six orders due by 8pm to jgonzalez@gscwm.org
2/22/2026	Week Seven orders due by 8 pm to jgonzalez@gscwm.org
3/1/2026	Week 8 orders due by 8pm to jgonzalez@gscwm.org
3/5/2026	Final day to make any exchanges with the cupboards
3/6/2026	Second Payment Due to Council
3/8/2026	Week 9 orders due by 8pm to jgonzalez@gscwm.org
3/15/2026	Cookie Program Ends
3/31/2026	Final Payment Due
Month of May	Cookie Incentives Arrive-you will receive an email to pick up at either the Holyoke or Worcester Leadership Center
End of May	Cookie Credit numbers will be emailed to all participants

Please note: Order Card taking: this is for friends, family, co-workers, neighbors, etc. When bringing the order card into the workplace, we understand that your Girl Scout might not be able to accompany the card. If this is the case please be sure to include a handwritten letter that can go along with the card asking the customer if they would like to purchase cookies. This is a huge part of learning the five skills and makes it very clear that the **GIRL SCOUT** is selling the cookies and not the parent/guardian.

Girl Scout Cookie Proceeds

How the Cookie Crumbles

Cost of Cookies- 22%

Volunteer & Membership Support, Customer Service- 11%

Girl Leadership & Membership-23%

Troop & SU Proceeds, Girl Rewards- 19%

Outdoor Program, Camp & Property – 25%

Cookie Credits

As part of the Cookie Boss program, you are eligible to earn Cookie Credits if you sell 130 boxes or more. Cookie Credits are not earned if you sell below 130 boxes. Girls earn Cookie Credits for the highest level of cookies they sell. Cookie Credit numbers will be emailed to you in mid-May.

You may redeem Cookie Credits for the following:

- GSCWM overnight and day camps, major trips and projects
- Camping and program events sponsored by GSCWM or Service Units
- GSCWM Girl Scouts GO Travel opportunities
- Girl Scout sponsored Destinations
- Girl Scout uniforms, handbooks, or anything sold at GSCWM stores
- GSUSA membership dues
- Can be redeemed to fund any Girl Scout activity

Cookie Boss participants who are Junior, Cadette, Senior, or Ambassadors can choose to “opt-out” of earning the rewards and receive a higher amount of cookie credits.

Cookie Credits cannot be redeemed for cash. Cookie Credits from the 2026 Cookie Program must be used by

Need a date here

Cookie Boss Ordering

Ordering

1. All girls need to submit their permission slip and initial order to jgonzalez@gscwm.org by Sunday, January 11th at 8:00 PM in order to pick up cookies during the first week Cookie Cupboards open starting January 14th-16th.
2. Each following week, Cookie Boss participants will place a pending order with Jessica by emailing jgonzalez@gscwm.org by Sunday evening at 8:00 PM in order to get more cookies from the cupboards later that same week.
3. The last day to place a cookie order is Sunday, March 8.

Delivery

Cookies are delivered to the Holyoke and Worcester Cookie Cupboards the week of January 14-16. Cookie Boss participants will arrange for their pick-up Wednesday, Thursday, or Friday and girls can begin selling with the cookies in hand on January 16th.

What to do with exchanges

While we are certain that your girl will sell all of her order, we recognize that you may feel unsure about placing a large, first order without any confirmed orders. Full, unopened boxes of cookies can be exchanged at either the Holyoke or Worcester Cookie Cupboards through March 5th.

Money Handling

Your Cookie Boss Leader Jessica will email you one week before each payment is due with the number of boxes of cookies you have taken to date, the total amount due at that time, and the total balance at that time.

Making Payments for Cookies Sold

Payments should be mailed or delivered to a GSCWM Leadership Center in the form of cash, money order, or bank check. Personal checks are not accepted. **Never mail cash!**

GSCWM does not accept checks as payment for cookies. If you choose to accept checks from customers, the checks should be made out to the guardian, not to GSCWM.

February 13 First Cookie Payment: \$200/box for cookies you have received up to one week before

March 6 Second Cookie Payment: \$1.50/box for cookies you have received up to one week before

March 31 Final Cookie Payment: Remaining balance due for all cookies received

Holyoke Leadership Center

301 Kelly Way

Holyoke, MA 01040

Worcester Leadership Center

115 Century Drive

Worcester, MA 01606

How the Cookie Cupboards Operate

Once again all of our cupboards will operate by appointment only. We have had such a huge success with this appointment system. This also offers the opportunity to have more appointments available for Cookie Boss girls to pick up. We will require you to sign up for a pick-up time and day. Your order must be picked up during your reserved appointment time. If you need to make a change to your reserved appointment time, please contact Jessica at jgonzalez@gscwm.org. We also usually have several cupboards placed around our council and are still confirming the local cupboards that will be open this year.

Commented [SP1]: I moved this from the last paragraph to here since I felt like it belonged with this information

Please remember that most of these cupboards, with the exception of our leadership center cupboards, are run by hardworking volunteers from your areas. Be a sister to every Girl Scout at the cupboards, treat everyone respectfully, and help out where you can. When the volunteer-run cupboards are a positive experience, we help our Girl Scout community thrive and grow.

All orders must be submitted to Jessica at jgonzalez@gscwm.org by 8:00 PM on Sunday evening to be eligible for cookie pick up Wednesday, Thursday, or Friday of that same week.

A note on deliveries and inventory: Living in New England, we're no strangers to snow and wild weather, so please keep in mind that our deliveries could be delayed. However, we work very hard with our delivery agents to make sure that our cupboards are supplied with the cookies that they need in the time that they need them. As we get closer to the end of the cookie program, we often transfer cookies from cupboard to cupboard, which could affect quantity and variety of cookies available.

Council Cupboards

Holyoke Cookie Cupboard

301 Kelly Way

Holyoke, MA 01040

Worcester Cookie Cupboard

115 Century Drive

Worcester, MA 01606

Hours: Wednesday (3:00 PM-6:00 PM), Thursday (11:00 AM-8:00 PM), Friday (9:00 AM-6:00 PM)

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