

2026-2027 Cookie Season

Cookie Boss Manual



Cookie Boss Caregivers Model Leadership

With each new cookie season, Cookie Boss girls know it's about more than just the cookies-it's about having the courage to make the first pitch, building the confidence to chase exciting new goals, and have fun every step of the way!

This manual is designed to help you empower your Cookie Boss, from new cookie entrepreneurs planning their first cookie booth to experienced Girl Scouts boosting their social media marketing strategies to reach more customers.

There's no limit to what Girl Scouts can achieve. With your support, Cookie Boss girls will get Ready to Explore everything this cookie season has to offer!



Cookie Boss Caregiver Overview

□ We appreciate all that you do to help your Cookie Boss. Get Ready to Explore cookie season!

As your Cookie Boss Team Leader, I am here to support you and your Cookie Boss as you navigate cookie season.

I encourage all caregivers to join me for one of our upcoming onboarding and orientation sessions where we walk through the season step by step including how to register your Cookie Boss.

Upcoming Onboarding and Orientation Session Dates

Thursday, December 6th, 2026 6:00 PM-7:00 PM

Thursday, January 7th, 2027 6:00 PM-7:00 PM

Thursday, February 4th, 2027 6:00 PM-7:00 PM

Thursday, March 4th, 2027 6:00 PM-7:00 PM

Cookie Boss Caregiver 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 Cookie Boss if she will opt out of rewards. If so, you will want to be sure to submit the Opt-Out form.
- Submit your Cookie Boss's 1st order to be picked up at the Holyoke Leadership Center or Worcester Leadership Center Cookie Cupboard

During the Sale

- Submit weekly orders on behalf of your Cookie Boss to Cookie Boss Team Leader Jessica Gonzalez- jgonzalez@gscwm.org by Sunday at 8pm.
- Submit payments for your Cookie Boss by the due dates noted in our manual or sooner if you have sold your current inventory.
- Be conservative when ordering cookies from the cookie cupboard and be sure not to order more than you know you can sell- you can always request more if you sell out.

2026-2027 Girl Scout Cookies



Help Me Reach My Goals

DONATE • GIFT • SHARE

Adventurefuls® \$6 Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt 	Lemon-Ups® \$6 Crispy lemon flavored cookies with inspiring messages to lift your spirit 	Trefoils® \$6 Iconic shortbread cookies inspired by the original Girl Scout recipe 
Do-si-dos® \$6 Oatmeal sandwich cookies with peanut butter filling 	Samoas® \$6 Crisp cookies with caramel, coconut, and dark chocolaty stripes 	Tagalongs® \$6 Crispy cookies layered with peanut butter and covered with a chocolaty coating 
Thin Mints® \$6 MADE WITH VEGAN INGREDIENTS Crisp, chocolaty cookies made with natural oil of peppermint 	Exploremores® \$6 Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and nutty toasted crème BACK FOR YEAR 2! 	Toffee-tastic® \$6 GLUTEN-FREE Rich, buttery cookies with sweet, crunchy toffee bits 

NO High-Fructose Corn Syrup • NO Partially Hydrogenated Oils • Zero Grams Trans Fat per Serving • RSPO Certified Palm Oil • Halal Certification

Save my store to buy more!

Add Digital Cookie
Gift Code

Exclusive
NEW Cookies



**Little
Brownie
BAKERS®**

Girl Scout Cookies® nutrition and product information available at [GirlScoutCookies.org](https://www.GirlScoutCookies.org).

Important Dates for 2026-2027 Season

12/16/2026	Order Card Order Taking Begins Digital Order Card selling begins
1/15/2027	Cookie Booth Scheduler Opens
1/22/2027	Cookie Program Begins
1/24/2027	Week Two orders due by 8pm
1/31/2027	Week Three orders due by 8pm
2/7/2027	Week Four orders due by 8pm
2/14/2027	Week Five orders due by 8pm
2/18/2027	First Payment Due to Council
2/21/2027	Week Six orders due by 8pm
2/25/2027	Opt-Out Form due to Council
2/28/2027	Week Seven orders due by 8pm
3/5/2027	Final day to make any exchanges with the cupboards
3/7/2027	Week 8 orders due by 8pm
3/12/2027	Second Payment Due to Council
3/14/2027	Week 9 orders due by 8pm
3/21/2027	Cookie Program Ends
3/31/2027	Final Payment Due
Month of May	Cookie Incentives Arrive
End of May	Cookie Credit numbers will be emailed to caregiver

How Cookie Bosses Sell Girl Scout Cookies

Digital Cookie

Cookie Bosses create customized websites on their own Digital Order Card Platform, for a completely contactless sale. They then send emails to people they know asking them if they would like to buy cookies.

- Customers can use the shipping option and have the cookies sent directly from the baker to their front door.
- Customers can use the girl delivery option (if they are local). With this option, you will be notified when you have a pending order. If you approve the order (within 5 days), you will then place an order for these cookies to be picked up along with your weekly Cookie Cupboard order.

Digital Cookie welcome emails will be sent to the Cookie Boss caregiver's email.

- Please be sure to check spam/junk folders as often these emails accidentally redirect to those folders.

Order Card

Using the paper order cards, Cookie Bosses ask neighbors, friends, and family members to place orders for cookies. When going door to door in your neighborhood, make sure you follow Girl Scout safety guidelines and always be with an adult and Girl Scout buddy.

Booth Sales

A Cookie Boss gets cookies from the Cookie Cupboard and sells them directly to customers, often at booths in high-traffic areas such as grocery stores, malls, or sporting events. GSCWM and individual service units organize booth sale times and locations, and you can only sell at approved locations.



Cookie Boss Ordering

Ordering

- All Cookie Boss girls need to submit their permission slip and initial order to Cookie Boss Team Leader Jessica Gonzalez -jgonzalez@gscwm.org by Sunday, January 17th at 8:00 PM in order to pick up cookies during the first week of Cookie Cupboards being open January 20th-January 22nd.
- Each following week, Cookie Boss girls will place a pending order with Jessica by emailing jgonzalez@gscwm.org by Sunday evening at 8:00 PM in order to pick up additional cookies from the Cookie Cupboards Wednesday, Thursday, or Friday of that same week.

Exchanges

- While we are certain that your Cookie Boss 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 Leadership Center or Worcester Leadership Center Cookie Cupboard through March 5th.

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. **Please never mail cash!**

February 18th -First Cookie Payment: \$2.00/box for cookies you have received up to one week before.

March 12th- Second Cookie Payment: \$1.50/box for cookies you have received up to one week before.

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



Girl Scout Cookie Proceeds & Cookie Credits

How the Cookie Crumbles

Cost of Cookies- 22%

Volunteer & Membership Support, Customer Service- 11%

Girl Leadership & Membership- \$23%

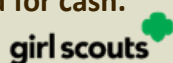
Troop & Service Unit Proceeds, Girl Rewards- 19%

Outdoor Program, Camp & Property- 25%

As part of the Cookie Boss program, Cookie Boss girls are eligible to earn Cookie Credits if they sell 130 boxes or more throughout the cookie season. Cookie Boss girls earn Cookie Credits for the highest level of cookies they sell so we encourage Cookie Boss girls to set strong goals. Cookie Credit numbers will be emailed to Cookie Boss caregivers in mid-May and once received can be used for any Girl Scout activity including camp, travel, programming events, and Troop/Service Unit events!

Sell this amount of cookies:	Girls earn reward items and earn cookie credits in this amount:	Girls do not earn reward items and earn cookie credits in this amount:
20	0	0
50	0	0
85	0	0
COOKIE CREDITS START AT 130 BOXES SOLD		
130	60	70
150	75	90
250	125	150
300	150	180
400	200	240
500	250	300
750	360	435
1000	470	570

Cookie Boss girls who are Junior, Cadette, Senior, or Ambassador Girl Scouts can choose to “opt-out” of earning traditional rewards and instead receive a higher amount of cookie credits. **Cookie credits cannot be redeemed for cash.**



How the Cookie Cupboards Operate

Our Holyoke Leadership Center and Worcester Leadership Center Cookie 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 your Cookie Boss Team Leader Jessica -jgonzalez@gscwm.org.

A note on deliveries and inventory: Snow and other unexpected weather can impact our delivery schedule. However, we work very hard with our delivery agents to make sure that our cupboards are supplied with the cookies that they need.. 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.

All Cookie Cupboard orders must be submitted to your Cookie Boss Team Leader Jessica -jgonzalez@gscwm.org by Sunday at 8:00 PM to be eligible for pick-up on Wednesday, Thursday, or Friday of that same week.



2026-2027 Cookie Program Rewards

Girl Scouts of Central and Western Massachusetts 2026-27 Cookie Program Rewards

My Personal Goal: _____

Digital Cookie Reward



Girls can earn the Cookie Techie Patch by sending 25 emails through our online program reaching friends and family across the U.S.A!
25+ Emails

Project Care and Share Donations



Girls can earn the Action Patch by selling 15 packages to be donated as part of the GSCWM's Project Care & Share Program
15+ pkgs



Ready to Explore Theme Patch
20+ pkgs



Sunglasses
85+ pkgs



Travel Utensils
50+ pkgs



Clip-on Micro-Duffie AND Zipper Pull Set AND \$10 Cookie Credit
130+ pkgs



Bunny Plush AND Goal Getter Patch AND \$15 Cookie Credit
200+ pkgs



Theme T-shirt AND \$20 Cookie Credit
250+ pkgs



Stackable Crayon AND Tiny Coloring Book Set AND 300+ Bar Patch AND \$30 Cookie Credit
300+ pkgs



Handheld Fan AND Super Patch AND \$40 Cookie Credit
400+ pkgs



Mini Duffie AND 500+ Bar Patch AND \$50 Cookie Credit
500+ pkgs

500+



Clear Umbrella AND \$40 Cookie Credit
750+ pkgs



Week of Day OR Overnight Camp AND 1000+ Bar Patch AND \$70 Cookie Credit
1000+ pkgs

1000+



Camping Hammock AND \$90 Cookie Credit
1600+ pkgs



2 Season Passes to Six Flags New England AND 2027 Patch AND \$190 Cookie Credit
2027+ pkgs

All rewards are cumulative except for cookie credits

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability. All rewards are cumulative.

 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 	 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 
 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 	 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 
 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 	 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 
 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 	 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 
 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 	 Help Me Reach My Goals! <i>Save my store to buy more!</i> First Name _____ Goal(s) _____ <i>Add Digital Cookie™ QR Code</i> 

READY TO

Explore Online Exclusives

 **Exclusive
NEW Cookies**
Offered Online Only



Shipped to your door!



Sparkables™

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 allergen friendly, making them perfect for parties and gatherings where even more friends can join in the yum



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!



Little Brownie
BAKERS. | **girl scouts** 

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READY TO

Reach More Customers

More Shares = More Success

Girl Scouts (13+ or with the help of a caregiver) can reach more customers by sharing their Digital Cookie® link on social.

FOLLOW

@LittleBrownieBakers, @GirlScouts, and your council.

LIKE

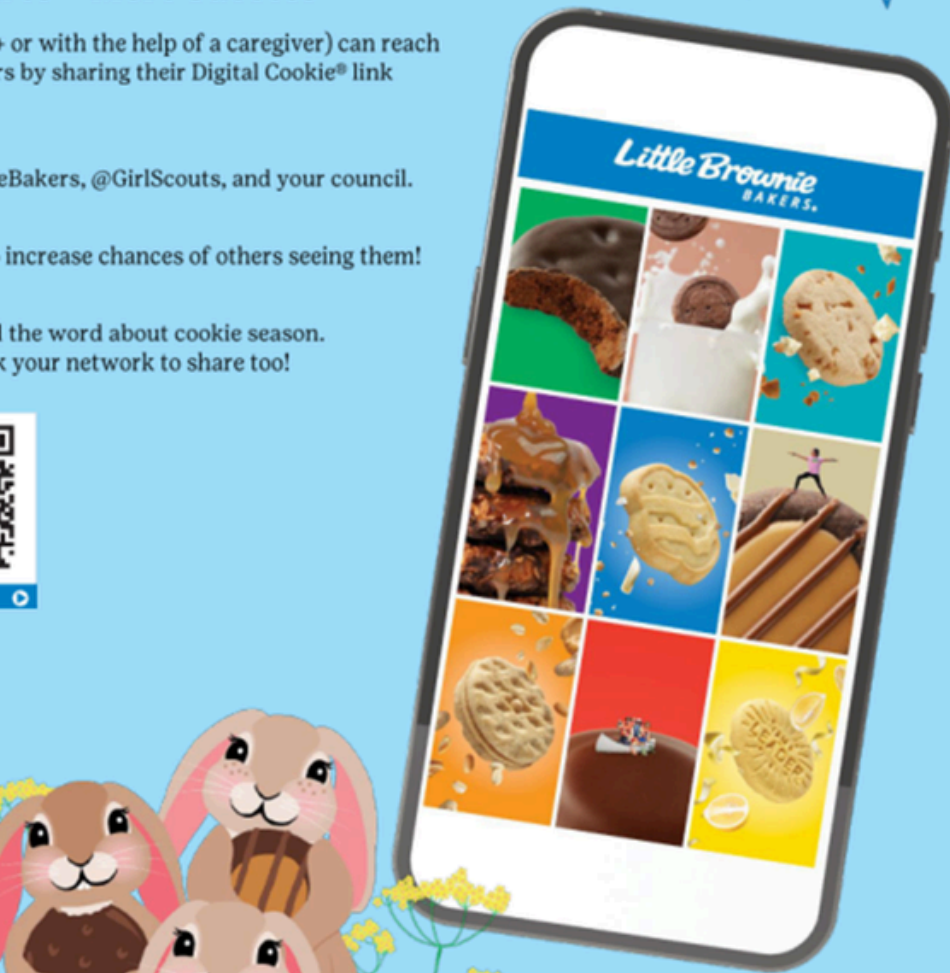
cookie posts to increase chances of others seeing them!

SHARE

posts to spread the word about cookie season.
And always ask your network to share too!



READY TO EXPLORE



Safety

Be sure to follow all
guidelines for safe selling at
GirlScouts.org/CookieResources.

READY TO Attract Attention



LittleBrownie.com

TOP DOWNLOADS FOR BOOTHS:

- Goal Poster
- Scan and Pay Sign
- Yard Sign



Booth Business

Customers enjoy connecting with Girl Scouts and hearing about their goals—whether supporting a community project or funding new adventures.

Attract customers with goal posters and cookie photos, and let them know you accept credit cards for easy purchase.



When customers run out of cookies, they'll want more!
Encourage Girl Scouts to share their Digital Cookie® QR Codes on Thank You Slips and Business Cards so customers can reorder anytime and share with their friends.



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