

2027 Girl Scout Cookie Program

Family Guide



Mark Your Calendar!

Prior to Participation	Ensure Girl Scout is a currently registered member with Girl Scouts of Western Washington. Only registered youth can sell cookies—siblings, adults, and businesses should not be selling.
Jan. 11	Primary caregivers, as listed in MyGS, receive a registration email for Digital Cookie , the sales platform Girl Scouts use to set up their online storefront.
Jan. 13	2027 Cookie Program Launches —Girl Scouts begin taking cookie orders! Girl Scouts may market their cookie sale prior to this date but may not sell cookies.
Jan. 13—Mar. 21	Digital Cookie is open for business! Jan. 13-Mar. 15: In-Person Delivery orders available—caregiver approval required within 5 days Jan. 13-Mar. 21: Shipped and Sweet Acts of Kindness Donation orders available Feb. 19-Mar. 21: In-Hand payments can be processed through the Digital Cookie app
Jan. 13—Jan. 31	Promise order taking with paper order card: Promise orders can be collected from friends, family, and neighbors with the paper order card. Money should not be collected for promise orders taken on paper order card, except Sweet Acts of Kindness/Troop Gift of Caring donations, until delivering cookies to customers. Girl Scouts may continue taking paper orders after Jan. 31 until they have cookies in hand to deliver.
Feb. 19—Mar. 3	Door-to-door selling/wagon sales with cookies in hand—no stationary booth sales yet: Girl Scouts deliver promise orders and collect money. They may also sell cookies door-to-door—being sure not to set up a booth, not remain in one location more than 5 minutes, not sell on private property (includes but not limited to college campuses, sports complexes, and military bases), or not visit any store property where booth sales will be held. Door-to-door sales are a great way for families to support their Girl Scout on the schedule that works best for their family!
By Mar. 10	TRPM may request a portion of pre-sale money before additional cookies can be checked out.
Mar. 4—Mar. 21	Booth sales in front of community businesses: TRPMs facilitate selecting booths and provides materials. Door-to-door selling can continue as well.
By Mar. 23	Turn in 100% of cookie money collected and confirm Girl Scout reward choices with TRPM.

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Cookie Program Support

Girl Scouts and their caregivers aren't alone during the Cookie Program, as there are a variety of resources available and support for every phase.

- **Troop product managers (TRPM)** provide all program materials and support to Girl Scouts and their families throughout the Cookie Program.
- **Girl Scouts of Western Washington (GSWW) Customer Care** can support general program questions.
⇒ customercare@girlscoutsww.org or (800)541-9852
- **Girl Scout families will receive a few emails from the product program team** throughout the 2027 Cookie Program. These emails are sent through our cookie management system and will come from eBudde@do_not_reply@littlebrowniebakers.com. Please add this email address to your safe sender list.

Our stores have a variety of cookie materials to promote Girl Scout Cookie sales

Everett: (360)658-8083 | Bremerton: (360)698-5156



Visit girlscoutsww.org/cookieresources to view Cookie Program overview videos and GSWW cookie program resources.



Visit LittleBrownie.com for a variety of resources and activities.



Visit girlscouts.org/cookiebadges to explore badges by program grade level.



Visit girlscouts.org/cookieresources for additional resources from GSUSA.

All cookies sold in GSWW are baked by Little Brownie Bakers (LBB) and feature the toll-free number for the bakery right on the box. LBB welcomes feedback on their products. Please call 1-800-962-1718 with any cookie questions.

Welcome Girl Scout Families

Thank you for supporting your Girl Scout! You are key to their success! Participating in the cookie program helps power Girl Scouts' adventures, while learning important skills for the future. With the support, assistance, and encouragement of family, there's no stopping a Girl Scout!

Ways To Support Your Girl Scout

Support participation. Be by your Girl Scout's side as they develop the confidence to ask people for their support.



- Have fun with your Girl Scout!
- Help your Girl Scout practice a marketing pitch. Use the template below as a starting point!
- Work with your Girl Scout to earn their Cookie Entrepreneur Family Pin (learn more: girlscouts.org/entrepreneurfamily).
- Explore all the new skills Girl Scouts can learn through the Cookie Business badges at girlscouts.org/cookiebadges.
- Accompany your Girl Scout while they talk with customers and deliver cookies.
- Help network with family and friends but let your Girl Scout take the lead and do the actual "ask" so they can learn important business skills.
- Model the Girl Scout Promise and Law throughout the cookie program.

It was fun and I feel prepared for next year (year 2 for us)!

-2025 Cookie Seller Caregiver



Encourage goal-setting. Guide your Girl Scout to set practical goals about what they hope to learn and earn.

- Troops work together to set a goal and make a group decision on using troop proceeds.
- Help set a personal goal.
- Encourage your Girl Scout to share their goal with customers who want to support their success!

Volunteer. Help the troop by chaperoning at cookie booths, picking up cookies, and/or sorting rewards.

- Troop product managers (TRPM), the volunteers who manage the cookie program for a troop, put in countless hours during the cookie program. Ask your TRPM what you can do to support them and all the work they do for the troop.
- Adults 18 years of age and older can sign up to volunteer in a variety of ways to provide invaluable support to the whole troop. Visit girlscoutsww.org/volunteer to get started!
- Many employers will match volunteer hours with a financial gift, enabling your hard work to reach even further! Visit the QR or girlscoutsww.org/employermatching for details.



My first name is _____ and I am selling Girl Scout Cookies! Please help me reach my goal of selling _____ packages so my troop and I can _____.

Most cookies sell for \$6 per box, with Toffee-tastic selling for \$7, or you can donate money and my troop will donate boxes of cookies to _____. (Sweet Acts of Kindness or Troop Gift of Caring)

Cookies can also be purchased online and shipped anywhere in the USA! My cookie site URL is _____.

Girl Scout Cookie proceeds stay local and your purchase will directly support not just me but Girl Scouting experiences across Western Washington. Thank you for your support!

Caregiver Responsibilities

By allowing their Girl Scout to participate in the Girl Scout Cookie Program, caregivers agree to the following:

- All money and product transactions must be receipted, with signatures of the troop product manager (TRPM) and caregiver.
- Unsold packages may not be returned to the troop or council. Once signed for, the person who signs the receipt is financially responsible for any cookies that have not been sold.
- Girl Scouts must be supervised by an adult while taking orders (in person and/or online) and while delivering cookies.
- All cookie packages will be stored properly—in areas free from dirt, extreme temperatures, pests, etc. Cookie packages should never be stored in a vehicle and theft from a vehicle will be the responsibility of the adult who signed the receipt.
- All money collected should be secured and provided to the TRPM as soon as possible. Money should never be kept in a vehicle and theft from a vehicle will be the responsibility of the caregiver.
- Cookie varieties will only be sold for the per package price established by GSWW, as indicated on the paper order card and Digital Cookie.
- Check and credit card acceptance is up to each troop.
- All donations accepted must be applied towards Sweet Acts of Kindness or Troop Gift of Caring programs.
- Caregivers submit 100% of money collected to troop by Mar. 23 or a \$40 late fee will be added to total due.
- Caregivers are responsible for helping their Girl Scout(s) communicate the expected delivery timeline to all Digital Cookie In-Person Delivery customers and deliver all approved In-Person Delivery cookies. If a customer reports that their approved In-Person Delivery order was not received, caregivers may be charged for the cookies plus any necessary shipping costs.
- For online package sales, all payments must be made through the Digital Cookie storefront.
- Caregivers accept financial responsibility for all the products and money received and will be held liable in the event it is determined by GSWW or their insurance company that there is loss due to fraud, neglect, or misappropriation of products and/or funds.
- Caregivers and their Girl Scout(s) agree to adhere to the information provided in program materials and follow the Girl Scout Promise and Law.

Girl Scout Promise

On my honor, I will try:

To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Family Promise

On my honor, I will try:

To support my Girl Scout and their troop,
To help Girl Scouts lead at all times,
And to always keep it fun!

Girl Scout Law

I will do my best to be

honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,

And to

respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister* to every Girl Scout.

Cookie Program Skills

The Girl Scout Cookie Program is so much more than delicious cookies! Participating in the cookie program empowers Girl Scouts' adventures throughout the year as they learn key skills to excel in their future. Girl Scouts have fun while working toward a shared goal, earn funds so that troops can be self-sustaining, and gain an entrepreneurial edge! Along the way, they'll gain five skills they'll use for the rest of their lives.



My 9-year-old daughter is super shy. It was great to watch her discuss cookies with customers, share the different payment options with them, and handle the money. I feel that she grew a lot during this experience, and she is already making plans to sell "even more cookies" next year.

-2025 Cookie Seller Caregiver

Through the Girl Scout Cookie Program, Girl Scouts learn...	This matters because...
Goal setting as they set cookie business goals individually and with their troop 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 proceeds, 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 reach 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.

Ways to Participate

There are a variety of ways to participate and Girl Scouts don't have to do it all! No matter how they take part in the Girl Scout Cookie Program, Girl Scouts grow their skills and reach great goals. Talk with them about which options they're excited to explore this year!

Call or Text Friends and Family	Is this your Girl Scout's first time running their own cookie business? Calling or texting friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.
Digital Cookie®	Is your Girl Scout ready to take their digital marketing skills to the next level? With GSUSA's Digital Cookie platform, Girl Scouts set up an online storefront where customers can purchase cookies for in-person delivery, direct shipping, and even donate to Sweet Acts of Kindness.
Door-to-Door Sales	Going door-to-door in their community is a great way for your Girl Scout to perfect their sales pitch! They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).
Cookie Booths	Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Girl Scouts market their cookies outside a pre-approved location (like a grocery store) where they can practice their business skills with new customers. Note: Cookie booths must be coordinated by the TRPM and may only take place at approved locations between March 4-March 21.
Connect With Your Community	The possibilities are endless! Girl Scouts team up with their caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Frequently Asked Questions

Q. Why are customers asking for cookie flavors that we don't offer?

- A. There are two bakeries licensed to bake Girl Scout Cookies: Little Brownie Bakers (LBB) and ABC Bakers. Our council contracts with LBB. Each bakery has slightly different names and interpretations for the cookies they produce.

I love seeing our girls gain confidence in using their voices.

-Troop Product Manager



Q. What are troop proceeds?

- A. For every package of cookies sold, troops earn funds to support their activities throughout the year. **During the 2025 Cookie Program in Western Washington, \$2,747,011 was earned in troop proceeds, averaging about \$326 per cookie seller.** Girl Scouts should work with their troop to set goals and plan how they will use their troop proceeds as a group. Girl Scouts participating as an individual (IRM), and not with a troop, do not receive troop proceeds but do earn Program Credits (in banded amounts based on packages sold) to help support their Girl Scout experiences. A complete chart of IRM Program Credits banded amounts is available at girlscoutsww.org/cookieresources.

Q. How are the cookie rewards selected each year?

- A. All of our rewards are programmatic and selected to motivate Girl Scouts to achieve goals for themselves and their troop. It is a year-round process with Little Brownie Bakers analyzing trends, surveying Girl Scouts, brainstorming reward items, and adjusting the reward structure to offer a high quality mix to appeal to all 8,700+ K-12 Girl Scouts who participate in the cookie program. Each Girl Scout council operates independently of one another and selects their rewards based on several factors unique to their council.

Q. Why does the cookie program happen in the spring and not when the weather is nicer?

- A. The majority of our troops' meeting schedules align with the school year. In order for Girl Scouts to receive their rewards before summer break, the cookie program needs to wrap in late March.

Q. Can my Girl Scout accept donations for their troop directly at booths?

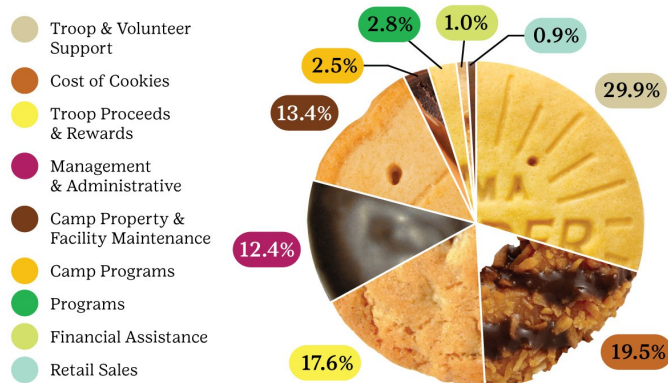
- A. All donations to troops/Girl Scouts during cookie program dates, Jan. 13—Mar. 21, must be applied to Sweet Acts of Kindness or Troop Gift of Caring donations to ensure IRS compliance with our mission driven, tax exempt non-profit status.

Q. Our family has military base access, can I take my Girl Scout there to sell door-to-door?

- A. Military bases in Western Washington all have strict policies that prohibit door-to-door sales of any kind, including for fundraising programs such as the Girl Scout Cookie Program.

Q. Where can nutritional and allergen information be found for all Girl Scout Cookie varieties?

- A. Girl Scout Cookie nutrition and allergen information can be found in several places including the paper order card, littlebrowniebakers.com/cookies, through Digital Cookie storefronts, and on every cookie package. In addition, a summary of cookie variety allergens can be found at girlscoutsww.org/cookieresources. Customers concerned with food allergies should be encouraged to always check the ingredient statement and the "contains" statement, prior to purchasing, to determine if the cookie variety meets their individual needs.



100% of Girl Scout Cookie sales revenue stays local to support incredible experiences right here in Western Washington!

**2025 data*

Cookie Business

Varieties sell for \$6 per package



\$7 per package



Sweet Acts of Kindness (KIND)

Council sponsored Gift of Caring program that donates packages of cookies to Northwest Harvest and USO Northwest. (\$6)



Troop Gift of Caring (TGOC)

Troop sponsored service project where the troop chooses to donate cookies to a local non-profit organization. (\$6)

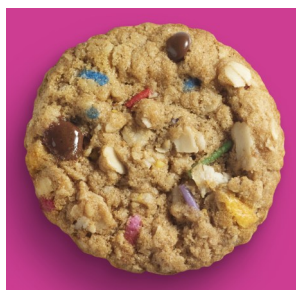
New Online Products

For 2027, GSUSA is introducing two new online-exclusive products, available for purchase only through Digital Cookie for direct shipping. Proceeds are earned for sales of these items, just as any other cookie purchase. **Both products have limited availability and may sell out.**

Girl Scout Sparkables™

Allergy-friendly, crunchy oatmeal cookies with chocolate chips and colorful sprinkles, developed with Partake. Produced in a facility designed to avoid the nine major food allergens, including wheat, peanuts, tree nuts, eggs, milk, sesame, soybean, crustacean shellfish, and fish.

5.5 OZ box sells for \$7.00



Patch Pals™

Soft-baked, blueberry muffin-flavored dog cookies with added blueberries, developed with BARK. Each cookie has been baked to feature one of four “patch” designs.

8 OZ box sells for \$9.00



Digital Cookie Set-up



Through Digital Cookie, customers can order cookies for In-Person Delivery (Girl Scout delivers to customer), Direct Shipping (shipping and handling fees apply), and for donation to Sweet Acts of Kindness—payment is made during order process. Girl Scouts create their own personalized Digital Cookie storefront, send marketing emails to potential customers, and manage online cookie orders.

System Registration

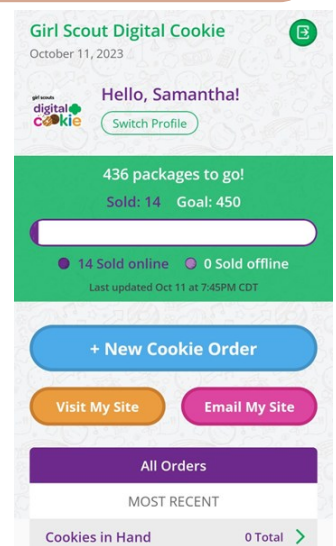
Digital Cookie runs on Central Standard Time.

- Primary caregivers, as listed in MyGS, of all Girl Scouts registered for the 2026-2027 membership year will receive a Digital Cookie email invitation from email@email.girlscouts.org with the subject “Register for the Digital Cookie Platform Today” beginning Jan. 11.
 - Click the link within the email, create a password, and complete registration.
 - Emails are sent to the email address on file for the Girl Scout’s primary caregiver.
 - If your Girl Scout became a member after Jan. 11, a registration email will be received within 24-48 hours after membership is processed.
 - The link in the email is unique to each Girl Scout/caregiver; please do not forward the email.
- **Didn’t receive a registration email?** The email may have landed in junk, spam, or promotions folders. Please visit digitalcookie.girlscouts.org.
 - Once on the webpage, click “Need help to log in” and click on “Request a Registration Email”.
- If an adult other than the Girl Scout’s primary caregiver, as listed in MyGS, would like access to Digital Cookie, the primary caregiver needs to provide a written request to change the primary caregiver for the household by emailing customercare@girlscoutswv.org.
 - A Girl Scout’s Digital Cookie account can only be associated with one adult login.
 - Login information would need to be shared if multiple adults would like account access.
- **Girl Scout over thirteen?** During registration the system will allow the Girl Scout’s email address to be entered so they can have a separate login to their account. This is optional and, if used, an adult will need to approve the Girl Scout’s site through their adult login prior to the site being published.

Digital Cookie Tips

- If GSUSA or GSWW reaches out with questions regarding your Girl Scout’s Digital Cookie, please respond within five days or less, as outlined in the Digital Cookie terms and conditions agreed to when setting up system access.
- Girl Scouts can resend customer order or shipping confirmation emails. Plus, tracking numbers for shipped orders are shown on Digital Cookie Order Details.
- **Would your Girl Scout like to reach more cookie buyers in their community?** Opt-in to the Cookie Connector to make their Digital Cookie site available to community members who visit our website looking to purchase cookies. Visit girlscoutswv.org/cookieconnector Jan. 25-Feb. 17 to opt-in!
- Know of a business interested in promoting Digital Cookie sales? Contact your TRPM so they can coordinate with your service unit product manager for the best approach. **Businesses should not promote individual troop/Girl Scout Digital Cookie links but can share girlscoutswv.org/cookieconnector so customers can connect with a Girl Scout in their area.**
- Use In-Hand Payment option in app, Feb. 19-Mar. 21 once cookies have arrived, to process credit card payments. **Connect with your TRPM for how the troop will be processing credit card payments at booths.**

Download the Digital Cookie app for cookie sales on the go! The app will be accessible after the site is set up for the season through the browser version of Digital Cookie. App access ends Mar. 21.



Need Help? Visit the QR or girlscoutswv.org/digitalcookie#girlscouts for site navigation tip sheets and videos, FAQs and links for customers to receive order support.

Digital Cookie In-Person Delivery

- ❑ **NEW! Offline sales/paper order card orders placed Jan. 13– Jan. 31 by 9:00 PM must be entered into Digital Cookie as Girl Scout’s initial order or communicated to the TRPM.**
 - All Digital Cookie orders for in-person delivery will be added to Girl Scouts’ initial order automatically.
 - Digital Cookie In-Person Delivery orders through Jan. 31 will count toward initial order rewards and arrive with the troop’s initial cookie delivery.
- ❑ **For In-Person Delivery orders placed Feb. 1-Mar. 15, once troops have received cookies, work with your TRPM to pick up the cookies needed to fulfill orders.**

In-Person Delivery Process

1. Receive email from email@email.girlscouts.org with subject ‘{Girl Scout name} has new delivery requests waiting for approval!’. Click the **Log In Now** button in the email.
 - Emails are not sent for every In-Person Delivery order. The system will send an email each evening, if there are any In-Person Delivery orders awaiting review.
2. Log in to Digital Cookie and click the **Orders** tab to view/approve/deny orders **within 5 days**.
 - Once approved/denied, an email is sent to the customer and the action cannot be changed.
3. Approved orders move to *Orders to Deliver* and the customer’s payment is processed. Deliver orders only after approving to ensure payment is processed.
4. **Contact customers within 48 hours** of approving an order to discuss order delivery date/time.
IMPORTANT: For customers who place In-Person Delivery orders prior to cookies arriving to sellers, ensure communication includes information regarding when Girl Scouts will receive cookies to begin deliveries, as customers receive a generic delivery date from Digital Cookie. Reminder, cookies arrive Feb. 19– Mar. 1. Look for communication templates in the Jan. 13 program launch email from [eBudde@do not reply@littlebrowniebakers.com](mailto:eBudde@do_not_reply@littlebrowniebakers.com).
5. Once cookies have arrived to sellers, complete delivery of In-Person Delivery orders **within 1 week** of approval and ensure all orders are **delivered by Mar. 21**.
6. Once delivered, log in to Digital Cookie **within 24 hours of delivery** to visit the **Orders** tab and check the box to the left of the corresponding order and click **Order Delivered**.
7. Delivered orders move to *Completed Digital Cookie Online Orders*.
8. Click the box to the left of delivered orders and *Add to Customer List* to add to next year’s records.

In-Person Delivery Best Practices

- A customer’s second choice, if their order is denied or not approved within five days, is *Cancel* or *Donate*. Don’t risk a lost sale—**review orders within five days**.
- **Once an order is approved, it cannot be canceled**, so ensure your Girl Scout will be able to deliver cookies to their customer.
- In addition to marking In-Person Delivery orders as delivered in Digital Cookie, keep a log of delivery dates, times, and locations for any questions that may arise.
- It is always recommended that cookies be given to customers directly instead of dropping off and leaving orders unattended. If an order must be dropped off, take a picture to keep with your delivery records.
- If your family is not able to support In-Person Delivery orders, this option can be turned off for your Girl Scout’s site by visiting the **My Cookies** tab and updating settings under the *Girl Scout Delivery Settings* section.
- Families can also mark specific cookie varieties as unavailable for In-Person Delivery from the **My Cookies** tab, should specific varieties not be available near the end of the program.

Please note:

If a customer reports that their approved order was not delivered by Mar. 21, the family may be billed for cookies and shipping to fulfill the customer’s order.

NOTE: GSWW will provide support to sellers by emailing In-Person Delivery customers twice in January to remind them that cookies will be available for delivery in late February. On Feb. 8, GSWW will email past Digital Cookie customers who have not yet made a purchase in 2027 encouraging them to reach out to the Girl Scout in their life or visit the GSWW Cookie Connector. In addition, GSWW will email all Digital Cookie customers in late February, inviting them to make an additional purchase through the same Girl Scout and/or at a local cookie booth.

Selling Strategies

Marketing

- Search “Cookie Business Tools” at girlscouts.org to access social media graphics, email templates, posters, and more!
- Tell every customer about the opportunity to donate to Sweet Acts of Kindness and/or Troop Gift of Caring—it’s a great way for them to give back to their community AND support Girl Scouts!
- Girl Scouts, with permission, can visit caregiver places of employment or send a letter with an order card to share why they are selling cookies.
- Girl Scouts can work with their troop to Bling Your Booth to attract customers at booth sites.
- Use a sign at booths to advertise that credit cards are accepted.
- Help your Girl Scout create a short video to upload to their Digital Cookie site.
- Customers buy cookies because they want to support Girl Scouting—Encourage your Girl Scout to share their goals with customers.
- Customers buy more when you suggest they buy more—Bring extra packages when delivering promise orders in case a customer would like to purchase more and encourage your Girl Scout to suggest new and/or complimentary varieties to customers.
- Girl Scout Cookie customers usually buy every year—Keep order cards, export customer list from Digital Cookie, and reconnect with the same customers next year and next Fall Product Program.

Social Media Use

Girl Scouts may use the internet to share their cookie program sales links, stories, and learnings with the following guidelines:

- The Girl Scout Cookie Program is a youth-led program and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by their caregiver.
- If a Girl Scout is engaging in digital marketing and sales activity beyond friends and family, they should adhere to all *Safety Activity Checkpoints*, available at girlscouts.org.
- Girl Scouts engaging in online sales and marketing must review and apply the *Digital Marketing Tips for Cookie Entrepreneurs and Their Families*, available at girlscouts.org/cookieresources.
- **Third party reseller sites and groups that take payment outside of Digital Cookie may not be used for the cookie program. This includes Facebook Marketplace/Swap/Buy/Sell/Trade, Craigslist, and eBay.**

If you see online posts that violate these rules, please refrain from engaging with the poster.

- The post may be reported directly to GSUSA using the Contact Us link at girlscouts.org.

Booth Sales

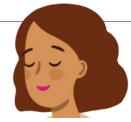
Booth sales give Girl Scouts the opportunity to learn new skills and work on their cookie goals. Booths take place at approved businesses throughout Western Washington. Best practices and specific site rules for each individual location must be followed to protect this privilege and the Girl Scout reputation in the community.

- Booth sales can only take place March 4—21.
 - All booth sales are coordinated through the TRPM and must be approved prior to taking place.
 - A Girl Scout must be present at all times and only Girl Scout youth members may sell cookies.
 - Booth sites may host one Girl Scout plus an adult or up to four Girl Scouts plus two adults.
 - Troop product managers will provide supplies for booths.
 - Review *Booth Best Practices* and *Booth Sales Etiquette* (next page) prior to participating in booths.
 - If a booth cannot be attended, the TRPM must be contacted as soon as possible so the site can be released or attended by other Girl Scouts.
- For all site issues—including two troops at the same time, behavior issues, person other than Girl Scout selling cookies, selling for different price, etc.—please contact your TRPM immediately.

Booth Best Practices

It was fun watching the kids go from being too nervous or afraid to talk to customers, to chatting them up and feeling confident.

-GSWW Troop Product Manager



- ❑ **Bring the following items provided by your TRPM:** Cookies, cash bank for making change, booth kit, and additional display items.
- ❑ **Arrive at site early:**
 - Is there anything to know about the site that may have come up that day?
 - Be respectful of the other troop and let them finish their shift at the site.
 - Assess location for personal security and comfort.
- ❑ **Help Girl Scouts set up booth when your time slot begins.**
 - An adult must be present at the booth at all times.
 - Only cookies and promotional materials should be on display—*no donation jar or pamphlets for another organization.*
 - Double check location requirements on the *Booth Sale Signup* sheet provided by TRPM to meet business expectations.
 - Keep the doorways clear for customers.
- ❑ **Remind Girl Scouts to be respectful and considerate of their potential customers.**
 - Girl Scouts should only ask customers leaving the business—not as they are entering the business. Ask everyone to buy cookies. Remember, people feel hurt when they feel excluded.
 - Encourage Girl Scouts to answer customer questions to build confidence—try not to step in.
- ❑ **Be in charge of the money while Girl Scouts are in charge of the transactions.**
 - Utilize the *Booth Worksheet* provided by TRPM to track sales.
 - Girl Scouts should communicate what is owed for the cookies and count back change.
 - Adults should keep money close, with large amounts separate from small bills for change.
 - Jars, boxes, or other items holding money should *not* be set on a table or in a cart but be on one's person.
 - Refrain from accepting large bills and only accept checks as agreed upon by your troop.
 - Do not charge customers any credit card processing fees.
 - Count the money received in your car or back at home—not at the booth site!
- ❑ **Clean up site for the next troop to take over promptly at their start time.**
 - Dispose of any garbage and take empty cookie cases home to recycle.
- ❑ **Return leftover cookies, 100% of money collected (including donations), and other items in the list above to your TRPM.**
 - Collect a receipt for money and cookies turned in to your TRPM.

Did you know?

If you know of a great booth location, discuss with your TRPM. Don't approach the business or property owner. Service unit volunteers work with local businesses to ensure we don't repeat requests.

Booth Sales Etiquette

Remember to follow safety, and business guidelines. Please keep in mind that selling Girl Scout Cookies at community booth sites is a privilege granted to us by local businesses. Inappropriate behavior could cause all Girl Scouts to lose the opportunity for additional sales at these places of business. If complaints arise, those attending the booth may be asked to leave and be removed from future booth sites.

Girl Scouts agree to...

- Have fun, be polite, and be friendly
- Wear uniform, vest or sash, or pins to identify as a Girl Scout
- Share their reason for selling cookies with customers
- Remember that behavior reflects on ALL Girl Scouts
- Say THANK YOU to all customers regardless of whether or not they purchase cookies
- Not talk loudly, run, or play on cell phones while at a cookie booth
- Remove all empty boxes and leave the space cleaner than when they arrived

Girl Scout caregivers agree to...

- Respect others and businesses by being a model of the Girl Scout Law and not engaging in conflict at sites
- Follow the specific site rules set individually by each business and location
- Leave siblings at home and have a second adult if 3 or 4 Girl Scouts are selling at a site
- Remember they are representing and therefore responsible for the reputation of Girl Scouts of Western Washington in our community
- Call the troop product manager immediately if they cannot attend a booth site

Cookie Program Rewards



Girl Scouts earn rewards based on the number of cookie packages (pkgs) they sell. Help your Girl Scout set reward goals using the chart below and **visit the QR or girlscoutsww.org/cookieresources#rewards for full details on all reward items.**

- 12-425 rewards are cumulative—sales less than 425 earn rewards up to level of pkgs sold
- 425+ pkg sales may choose to exchange all rewards 75-425 for \$40 in Program Credits (PC) - all 12+ sellers receive theme patch
- 500+ and above rewards are *not* cumulative—500+ pkg sales and above choose the reward **OR** PC. If a reward lower than packages sold is selected, PC will be received for every 100 pkgs between selected reward and total packages.
- **If reward choices are not communicated to TRPM by Mar. 25**, Girl Scout will receive default reward item(s) for pkgs sold up to 425+ pkgs and 100% PC for 500+ and up pkgs sold. T-shirt size will default to Adult Large.

Packages	Reward	Program Credits (PC)
12+	Theme Patch	Received by all 12+
75+	Lemon-Ups Notebook	OR ___ Exchange 75-425 rewards for \$40 PC
125+	Bunny Socks	
180+	Bracelet Hair Tie Set	
250+	Mini Plush Bunny	
315+	Ready to Explore T-Shirt (circle size: YS YM YL AS AM AL AXL A2X A3X)	
360+	Bunny Plush	
425+	Clip-on Micro Duffle+ Mini Duffle + Duffle Bag	
500+	___ Beach Bundle (Sling Bag + Bag Charm + Lemon-Ups Towel + Sunglasses)	OR ___ \$50 PC Value
600+	___ Build-A-Bear Experience	OR ___ \$100 PC Value
700+	___ Custom Timbuk2 Bag	OR ___ \$150 PC Value
800+	___ Lego Build Experience	OR ___ \$200 PC Value
900+	___ Sewing Machine Bundle	OR ___ \$250 PC Value
1000+	Top Cookie Seller Package	Received by all 1000+
1100+	___ Ninja Creami	OR ___ \$350 PC Value
1100+	50% off one 2027 OR 2028 GSWW camp session OR Lifetime Girl Scout Membership for graduating high school seniors	Received by all 1100+
1300+	___ Electric Scooter	OR ___ \$450 PC Value
1600+	___ Nintendo Switch 2	OR ___ \$600 PC Value
1900+	___ MacBook	OR ___ \$750 PC Value
2000+	Top Cookie Seller Hoodie labeled with 2000+	Received by all 2000+
2200+	___ Mystery Suitcase	OR ___ \$900 PC Value
3000+	___ Disneyland Experience	OR ___ \$1300 PC Value

Program Credits

Program Credits are earned in \$50 increments per 100 packages sold (beginning at 500+ pkgs sold) and can be exchanged if your Girl Scout prefers the reward items or experiences at the 500+ reward levels. Electronic Program Credits cards will be issued to earners in May via email and are accessible via an app. A Girl Scout's electronic card is loaded each time additional Program Credits are earned.

Girl Scouts can use Program Credits to fund:

- Membership fees
- Girl Scout camp, program, and event registration
- Silver and Gold Award project expenses
- Approved Girl Scout travel expenses
- GSWW stores or at girlscoutshop.com

BestBuy Partnership May 3 - May 31, 2027

During these dates, Program Credits can be used to purchase items from a curated selection of items. Full details will be shared in upcoming newsletters and girlscoutsww.org/programcredits, where orders will be placed.

Program Credits are valid for current youth members. Funds that remain on cards following a one-year lapse of youth membership with Girl Scouts of Western Washington will be pulled back by GSWW for use in supporting Girl Scout programming. Program Credits are non-transferrable.