

2026 Quick Guide Cookies



This is your simplified guide to the Cookie Program! For more in-depth resources, scan the QR Code for the complete Troop Cookie Manager Guide, step-by-step instructions, videos, & resources to support your cookie season.



To participate in the Cookie Program, troops MUST:

- Have each girl's caregiver complete the digital Legal Guardian Product Permission Form. 
- Have a bank account and current ACH information on file. ACH information must be submitted annually.
- Attend a live virtual or gsLearn training.
- Complete the electronic Troop Product Manager Agreement.



Troop Leaders!

The position of Troop Cookie Manager is essential to your Girl Scout Troop's experience. As a Troop Leader, engage and invite a caregiver to help with the Product Program by inviting them to be a Troop Cookie Manager.
**Must be a registered Girl Scout volunteer with a completed background check.*

girl scouts 
heart of michigan

Dear Troop Cookie Manager,

As you know, Girl Scout Product Programs go beyond being just another fundraiser. They serve as a valuable introduction to entrepreneurship, giving girls a voice in shaping their troop experience. The Girl Scout Cookie Program stands out as the largest girl-led business in the world. By creating an environment where girls can develop life-changing skills that pave the way for a positive future, they will develop five critical business skills:

- 1. Goal Setting:** Girls learn to set goals and create a plan to achieve them.
- 2. Decision Making:** Girl Scouts learn to make decisions on their own and as a team.
- 3. Money Management:** Girl Scouts learn how to create a budget and handle money.
- 4. People Skills:** Girls find their voice and build confidence through customer interactions.
- 5. Business Ethics:** Girls learn to act ethically, both in business and in life.

While the logistics of the Girl Scout Cookie Program are important, the skills that girls gain from participating in Product Programs are always the main focus. Moreover, girls have the chance to fund their own Girl Scout experiences. Last year, 6,597 Girl Scouts kicked off their Cookie Program, delivering 1,188,828 packages to family, friends, and community supporters, raising a total of \$1,191,978. Through this effort, they learned valuable life skills, earned badges, gave back to their communities, and broadened their horizons.

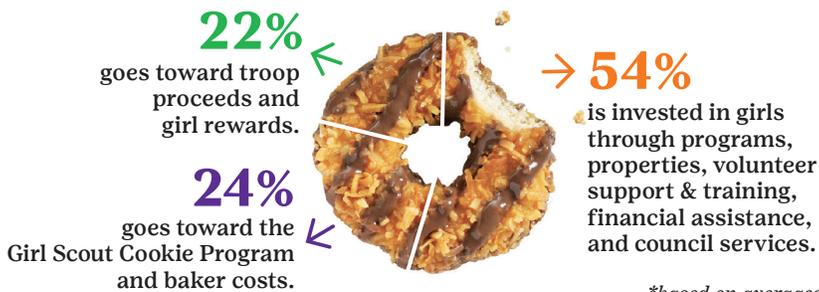
This booklet, along with the tools available on our website and Rallyhood, provides all the information you need for a successful 2025-2026 Girl Scout Cookie Program. You'll also find QR codes throughout this guide that link to additional resources on our site.

Are you ready to embrace possibility this season? Together, we can reach new heights!

Yours in Girl Scouting,
The Product Program Team

How the Cookie Crumbles*

100% of the proceeds from every package of Girl Scout Cookies sold stay local to Girl Scouts Heart of Michigan.



**based on averages*

Troop Proceeds

Troops earn proceeds based on the per girl selling average (PGA).

| Per Girl Selling Average (PGA) | Troop Proceeds Per Package |
|--------------------------------|----------------------------|
| 1-224 packages | \$0.95 |
| 225+ packages | \$1.05 |
| Troops opting out of Rewards | Additional \$.10 per pkg. |

*Juliette Girl Scouts are individual Girl Scouts that do not have a troop affiliation.

All Girl Scout Cookies are

\$6.00



Juliette* Proceeds

Juliettes earn proceed credits that are loaded to a Girl Scouts Heart of Michigan credit card.

| Juliette Cookies Sold | Juliette Credits Issued per 25 Packages Sold |
|-----------------------|--|
| 10-24 packages | \$10.00 |
| 25-174 packages | \$23.50 |
| 175-224 packages | \$24.75 |
| 225+ packages | \$26.00 |

Girl Rewards

Initial Order:

150+ pkgs: Action Patch

Sell Any Way:

50+ pkgs: Brave Charm

225+ pkgs: BFF Theme Charm

Gift of Caring:

12+ Donations: Fierce Charm

Cookie Tech (DOC):

100 DOC: Fun! Charm

Cookie Booths:

48+ Booth packages: Cookie Booth Charm

Double Mint Club:

\$1,250 in Fall Product and 600+ pkgs: 6 month subscription to Universal Yums

BFF Scavenger hunt:

Flower charm and enter to win \$20 cookie cash (1 per region)

Troop PGA 225+:

All participating girls earn a BFF T-shirt and 1 leader shirt

Leader Reward Troop PGA 225:

GSHOM Utility Tote



Sales

35+ pkgs: Charm Patch

65+ pkgs: Lanyard

95+ pkgs: BFF bracelet hair tie set

125+ pkgs: Mini Ferret or \$4 Cookie Cash (CC)

175+ pkgs: Cookie Clip on Pouch and Wristlet or \$5 CC

225+ pkgs: Ferret Plush or \$6 CC

275+ pkgs: Journal or \$7 CC

325+ pkgs: Large clear case & fabric letters appliques or \$8 CC

400+ pkgs: Travel game set or \$9 CC

500+ pkgs: Cross body bag and Pop in charms or \$10 CC

600+ pkgs: Build-a-Bear GSHOM Ann Arbor or Lugnuts Game or \$20 CC

800+ pkgs: iFly or Dave & Busters or \$30 CC

1,000+ pkgs: Cedar Point or Michigan's Adventure or \$50 CC

1,250+ pkgs: MY 2027 Membership Year

1,500+ pkgs: Lion King Musical or \$80 CC

2,026+ pkgs: Custom Converse or Chaco or \$100 CC and 2026 Patch

2,500+ pkgs: Science Center Membership or \$125 CC

3,500+ pkgs: 1 night at Great Wolf Lodge or \$225 CC

5,000+ pkgs: Week of Camp or Switch 2 or \$300 CC

► CC = Cookie Cash



Scan here to see more



What is opting out and how can I do so?

Cadette through Ambassador troops can choose to opt out of girl rewards/cookie cash. Troops will earn an extra 10 cents per package in proceeds up to \$1.15.

- Girls must decide, unanimously, to opt out.
- Caregiver must be notified of the troop's decision.
- Girls who earn 750 and 1,250 level will earn the events at those levels.
- Girls will also earn the 2,026 level (membership only).
- **NO patches or troop reward will be earned.**

In the settings tab in eBudde, simply choose "opt out" by your Initial Order submit date. *Please note: This will impact the amount owed to Girl Scouts Heart of Michigan.*

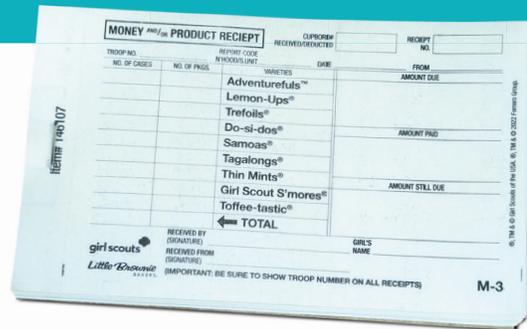


Finances



2025-2026 Product Program Automated Clearing House (ACH) Payments Troop Instructions

| ACH Sweep Dates | | |
|--------------------|--------------|----------------------|
| Schedule | Payment Date | Deadline for changes |
| ACH Payment Due #1 | 3/13/2026 | 3/8/2026 |
| ACH Payment Due #2 | 4/17/2026 | 4/12/2026 |
| ACH Payment Due #3 | 5/15/2026 | 5/10/2026 |
| ACH Payment Due #4 | 6/22/2026 | 6/14/2026 |
| ACH Payment Due #5 | 7/17/2026 | 7/12/2026 |
| ACH Payment Due #6 | 8/14/2026 | 8/9/2026 |



Money Collection

All checks should be made payable to Girl Scouts Heart of Michigan (GSHOM). In an instance when a check bounces, GSHOM can only help if the check is made out to GSHOM. If the check is written to an individual, GSHOM is unable to help recover the funds. Complete the digital NSF Check Form Link by scanning the QR Code below.

No money should be collected by anyone until cookies are delivered, except for Digital Cookie orders (DOC).

Distribute product promptly to the girls. Initial cookie orders should be completely delivered to customers within three weeks. When caregivers pick up their cookies, the Troop Cookie Manager and caregiver must sign a receipt for the number of cookies taken.

Collect money from girls often. Count all money turned in to you, with the caregiver present. Use a receipt book to record payments. Give caregivers a copy and retain a copy.

Outstanding Money

If a caregiver fails to turn in payment by the deadline:

- Notify the caregiver immediately and remind them that payment was due.
- If payment becomes delinquent, complete an Outstanding Money Report (OMR), available online at www.gshom.org. Be sure to attach copies of all cookie transaction receipts to your submitted online form. Outstanding Money Report forms submitted without the required paperwork will be returned to the troop for completion. OMRs past due date will not be accepted.
- **Do not** cover outstanding balances with troop funds.

NSF Checks

If a customer's check fails to clear the troop account, complete the digital NSF Check Form (available at www.gshom.org) and Girl Scouts Heart of Michigan will reimburse you for the check and return fee.

OMR



NSF Check Form



ACH



Note: If an Outstanding Money Report is **NOT** turned in with the final payment, the Troop Leader/Troop Cookie Manager will be held accountable for the delinquent funds.



BRAVE. FIERCE. FUN!

Pro tips for girls to crush their goals!



Initial Order In Person

- Girls can sell door-to-door, at guardian's place of work, or to friends and family.
- Girl Order Cards should be tallied and submitted to their Troop Product Manager for review.
- Once the product arrives, deliver to customers as soon as possible with a thank you and a smile.
- Money is collected at the time of delivery and turned into your Troop Cookie Manager at the specific time and date communicated.
- Once cookies are delivered, leaders should collect money from girls at meetings. Use the Cookie Receipt Booklet when exchanging money and product.



Digital Cookie (DOC)

- Girls launch their online store with the help of their guardian.
- Send out emails or text messages to friends and family.
- Customers purchase and pay online. Customers have the choice of having cookies girl-delivered or shipped directly to them.
- No need to collect any money from customers since it's all done online.



Cookie Booths

- Submit your troop's upcoming booth location through the eBudde system under Booth Site tab to be reviewed and approved.
- Place your troop cookie booth order through the eBudde system under the transaction's tab.
- Keep a count of what items are sold and how much should be collected.
- Return all unsold product the Monday after the cookie booth.
- Deposit all money in the troop bank account.



Goal Getters

- Girls keep working towards their goals, diversify their sales strategy and seek out new customers.
- Phone calls are a great way Girl Scouts can reach customers.
- Collect money at time of delivery.
- Place order for goal getters through the eBudde system under the transaction tab.
- Girls will continue to earn rewards, troops will continue to earn proceeds.

What is a Cookie Booth?

Troops can secure their own booth location or sign up for a council-sponsored booth. They check out a selection of cookies from their local cookie cupboard and set up shop outside a high traffic area. Customers order, purchase, and enjoy cookies the same day. To meet consumer demand, girls should host a minimum of 3 cookie booths. **Check the full guide for a complete list of locations you may not contact to host a cookie booth.*

Materials to collect from Service Unit Product Manager or your local Regional Center.

Each Troop will receive:

- ✓ Quick Guide to Cookies
- ✓ Girl Scout Cookie Receipt Booklet
- ✓ XL Envelope

Each Girl will receive:

- ✓ Cookie Order Card
- ✓ Money Envelope
- ✓ Family Guide

Girls can sell online through **Digital Cookie (DOC)** during the initial order period, for Goal Getters, and at booths.

The **Order Card** is another tool girls can use to sell cookies. Record any orders on the Order Card for easy delivery!



Be one of the Cool Kids and Join the Product Rally Today!





GSHOM Secret Shopper Patch Program



Learn more



Get ready! Girl Scouts Heart of Michigan's Secret Shoppers are gearing up to visit random cookie booths during the Cookie Booth portion of the Girl Scout Cookie Program!

These surprise visits are a fun way to recognize Girl Scouts who:

- ★ Demonstrate strong knowledge of the Cookie Program.
- ★ Exemplify the Girl Scout Promise and Law.
- ★ Make a great impression on their community.

Girls who stand out may be rewarded with the Official GSHOM Secret Shopper Patch — a special honor for a job well done!

So bring your best smiles, knowledge, and Girl Scout spirit—you never know when a Secret Shopper might stop by!

How to Participate:

- ★ Hold a Cookie Booth or Cookie Drive-Thru.
- ★ Cookie Booth must be listed in eBudde and approved.
- ★ Follow booth etiquette guidelines and GSHOM Safety Activity Checkpoints.

Safety Comes First in Girl Scouting!

Be sure girls understand and follow these safety rules:

- 1. Show you are a Girl Scout** by wearing your Girl Scout gear.
- 2. Buddy Up:** Use the buddy system when selling cookies.
- 3. Be streetwise:** Look both ways & sell in a familiar area.
- 4. Partner with adults:** Especially door-to-door & booths.
- 5. Plan ahead:** Have a plan for dealing with cookie money.
- 6. Do not enter** anyone's home or vehicle.
- 7. Sell during the daytime.**
- 8. Protect your privacy:** Only give first name & troop number.

Community Service Project: Gift of Caring.

Hometown Heroes is Girl Scouts Heart of Michigan's council-wide community service project. For various reasons, some customers do not want to buy cookies for themselves, or they have only a limited need. With Hometown Heroes, they have a chance to give to others while supporting Girl Scouting at the same time. Troops have the option to help donate these cookies and decide where the cookies will be donated.

Cookie season is more fun with family!



Bring the whole family together for tons of fun and learning through our Girl Scout Cookie Program pin collection!

Girls can earn all 13 pins in the collection - one unique pin for every year they participate!



Learn more

Congratulations!

Emelyn

from Troop
90697

Top Cookie
Seller
in 2025



Important Dates to Remember

November

- 11/14-16 & 11/21-23 - Special Cookie Booth Weekend
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-
-
-
-

December

- 12/1 - Entering troop sponsored booths opens
- 12/5 - ACH payment for early booths
- 12/15 - DOC opens
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-
-

January

- 1/5 - Order cards begin
- 1/6 - Troop links open on DOC
- 1/14 - Council sponsored booth sign up opens: 7:00 PM
- 1/20 - Troop Initial order (cookie and reward) due
- 1/20 - C, S, A opt out deadline
-
-

February

- 2/7-2/12 - Delivery week
- 2/6-2/8 - Special Superbowl booths
- 2/13 - Booths begin
- 2/ - Girl payment due to troop
-
-
-

March

- 3/13 - ACH payment 75% of I/O
- Booths continue all month**
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-
-
-
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April

- 4/2 - Last day to allocate cookies for rewards
- 4/2 - Troop submit rewards
- 4/2 - Strive for Five drawing
- 4/2 - BFF scavenger hunt due
- HTH sign up begin
- 4/12 - Outstanding Money Report (OMR) due
- 4/17 - ACH
- 4/26 - Lion King Musical
- Cookies to Camp begins

May

- HTH delivery days
- 5/15 - ACH
- Rewards expected to ship to SU
- Cookie Cash emailed to caregivers
- 5/26 - DOC closes for the season
- 5/29 - Lugnuts game
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June

- 6/12 - 6/13 - Level Great Wolf Lodge
- 6/17 - Dave & Busters, Livonia
- 6/22 - ACH
- 6/24 - Cedar Point
-
-

July

- 7/12 - iFly
- 7/15 - Dave & Busters, Lansing
- 7/17 - ACH

August

- 8/3 - Michigan's Adventure
- 8/14 - ACH
-

Double Mint Club



Club members get a 6-month subscription from Universal Yum.

To join the club, girls must participate in Fall Product Program and Cookie Program and:

- Sell \$1,250+ in Fall Product Program by 11/16/25
- Update: Sell 600+ packages of cookies by 4/1/26



Why participate in the Cookie Program?

The Girl Scout Cookie Program is the largest girl-led business in the world. It helps girls develop five business and leadership skills that they'll use for the rest of their lives:



GOAL SETTING

Your Girl Scout sets cookie sales goals individually and with her troop, and creates a plan to reach them. She develops cooperation and team-building skills along the way.



DECISION MAKING

Your Girl Scout helps decide how her troop will spend their cookie money, furthering the critical thinking and problem-solving skills that will help her in many aspects of her life.



MONEY MANAGEMENT

Your Girl Scout takes cookie orders, handles customers' money, or credit card transactions, and gains practical life skills around financial literacy and e-commerce.



PEOPLE SKILLS

Your Girl Scout hones their abilities to communicate directly, collaborate effectively, and resolve conflicts constructively.



BUSINESS ETHICS

Your Girl Scout discovers the importance of delivering on her promises to customers. Her business ethics reinforce the positive values she is developing as a Girl Scout.

How to Get Started

- Collect materials from your SUPM or at a local GSHOM regional center.
- Host an informational meeting with families. Explain the importance of the program and the 5 skills. Share dates and deadlines for the program.
- Have girls set their goals and a troop goal, they can also start to discuss what they would like to do with their proceeds. Add their goals into eBudde!
- Once you have access to eBudde, ensure all emails from girls and caregivers are correct.

Questions?

If you have any questions, feel free to **contact your Service Unit Product Manager** for assistance.

You can also always call or email **Help Desk:**
helpdesk@gshom.org
800-497-2688



You can find additional resources and helpful information about the Girl Scout Cookie Program by scanning this QR code.

Don't forget to join the Troop Product Manager Rally to stay connected and get all the updates you need for this season.



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