2027 Cookie Program

Family Guide



Key Dates

Dec. 8: Girls and caregivers start setting up Digital Cookie (DC) stores

Dec. 15 - Digital Cookie sites open and Initial Order Taking begins

Jan. 17 - Initial Order due to Troop Cookie Manager

Jan. 18 - Continue Goal Getter sales

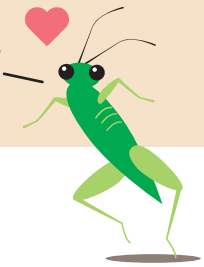
Feb. 12, 26 - Deliver Initial Order cookies to customers

Apr. 2 - Strive for Five Drawing closes

Apr. 5 - Submit final rewards selection to Troop Cookie Manager

May 25 - Digital Cookie closes

See pag. 3 for more dates



Important Information

Troop Cookie Manager (TCM) Name: _____

Date money due from Initial Order Sales: _____

Troop Goal _____ pkgs **My Goal** _____ pkgs

TCM Phone # _____

TCM Email _____

Digital Cookie online store

Cookie Resource Page

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

Girls work together to set a goal as a troop, how many products they need to sell as a troop to meet their goals.

Why it matters
Girl Scouts learn to set goals and create a plan to achieve them

DECISION MAKING

Girls decide how to market their business, what to do with their proceeds and where to sell the products.

Why it matters
Girl Scouts learn to make decisions on their own and as a team.

MONEY MANAGEMENT

Girls develop a budget and work within their budget. Girls also take orders and handle customer's money.

Why it matters
Girl Scouts become confident working with a budget, handling money and making change.

PEOPLE SKILLS

Girls talk with their customers to place orders and answer questions about the products.

Why it matters
Girl Scouts find their voice and build confidence through customer interactions.

BUSINESS ETHICS

Girls Scouts use the Promise and Law to guide them during the Cookie Program Season.

Why it matters
Being an ethical person is valuable in the world and as an employee.

The Power of a Cookie

Every cookie purchase supports Girl Scouts in three ways:

- **Supports Girl Scouts Heart of Michigan** by helping keep camps open, maintain properties, and provide programs for girls across our community.
- **Supports her troop** by funding adventures like zoo overnights, STEM activities, badges, field trips, and service projects.
- **Supports her personally** through rewards, Cookie Cash, and special experiences she can earn throughout the program.

Cookie Cash can be used toward camp, event and program registrations, and purchases at GSHOM shops, helping girls enjoy even more Girl Scout experiences throughout the year.

New This Year!



Sparkables
Allergy-friendly, gluten-free, nut-free, and vegan cookie.



Patch Pals
Soft baked blueberry muffin flavor.

Scan to learn about the Strive for Five contest designed to increase girls' cookie sales!

How to get started

- Register your Girl Scout for the 2026-2027 year.
- Collect materials needed for in-person sales from your Troop Cookie Manager.
- Sign the Product Program Caregiver Agreement online.
- Set up her GS Digital Cookie online store and share the link via texts, emails, and social media posts with friends and family!
- Review deadlines with your Troop Cookie Manager:
  Initial order_____
  Money due_____
  Rewards due_____
- Strive for Five last date for entry: April 2nd.

Share. Promote. Sell more cookies!

Families use Digital Cookie to:

Build customer lists for future years.

Collect orders and payments from customers.

Tell your Girl Scout's 'why' of what the Cookie Program will do for her and her troop this year.

Share her goal with friends and family.

Cookie season is a family affair!



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

Different Ways to Participate

Digital Cookie (DC)
Sell online (Dec 15 - May 25)

- Create your Girl Scout's personal cookie website starting December 8th.
- Share her link through text messages, email, social media, QR codes, or business cards starting December 15th.
- Customers can choose:
  - **Girl Delivery** (caregiver approves each order)
  - **Direct Ship** (cookies shipped to their home)
  - **Cookie Donations** for local heroes
- All payments are collected online.
- A simple way for friends and family near or far to support your Girl Scout.

Initial Order
Take initial orders before cookies arrive (Dec 15 - Jan 17)

- Your Girl Scout asks family, friends, neighbors, and coworkers if they would like to buy cookies.
- Write orders on the paper order card or collect them through Digital Cookie.
- No cookies are delivered yet. You are simply taking orders.
- Submit your total cookie order by January 17 to your Troop Cookie Manager.
- Cookies arrive in February and your Girl Scout delivers them to customers and collects payment for orders from paper order card.

Tip: Initial Orders help ensure your Girl Scout has enough cookies on hand to fill customer orders right away.

Goal Getters
Keep Selling After Initial Orders (Jan 18 - Apr 5)

- Continue taking orders after the Initial Order deadline.
- Use Digital Cookie or a new order card.
- Great for customers who missed the first round.
- Troops can request additional cookies as needed.
- Helps girls reach their goals and earn more rewards.

Walk-About Sales
Cookies In Hand! Ready to Sell! (Feb 12 - Apr 5)

- Visit neighbors with cookies already on hand.
- Customers get their cookies immediately.
- Payments are collected at the time of sale.
- A quick and easy way to sell in your own neighborhood.

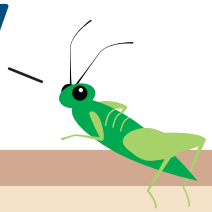
Booth Sales
Sell Cookies at Community Locations (Feb 12 - Apr 5)

- Join your troop at local businesses and community events.
- Customers purchase cookies and take them home right away.
- Girls practice confidence, customer service, and money skills.
- Often the most fun and exciting way to sell cookies!

Hometown Heroes
Donate Cookies to Local Heroes

- Customers can purchase cookies that will be donated.
- Donations support organizations such as military members, first responders, hospitals, teachers, and community groups.
- Girls help give back while growing their cookie business.
- Donations can be made online, in person, or at cookie booths.

Safety Tips



- Girls should show they're a Girl Scout by wearing their uniform or Membership Pin.
- Girls should never sell alone. Adults must accompany girls in grades K-5 and supervise girls in grades 6-12.
- Girls should never enter the home or vehicle of a person when they are selling or making deliveries.
- Protect your Girl Scout's privacy. Never give out names, address, phone number, or email to strangers.
- Girls should take the GSUSA Internet Safety Pledge before conducting any online activities.
- Girls should be streetwise, be aware of traffic, and become familiar with the neighborhood.
- Girls should sell in the daytime.
- Girls should market to family & friends by sharing their Digital Cookie link. Do not share their Girl Scout link on public-facing sites.

How to get the Cookies

Initial order will be delivered to the troops starting February 6th.

Your Girl Scout will receive her Initial Order from the Troop Cookie Manager on _____. The caregiver is responsible to count cookie packages to verify quantity matches your girl's initial order request. Caregivers are responsible for the payment of all cookies they pick up.

You can still collect orders during our Goal Getter portion of the cookie program. Goal Getters are orders through DC "girl delivered" or paper order card. Turn these orders into your Troop Cookie Manager weekly with total cookies needed. Cookies are picked up from a local Cookie Cupboard.

Caregivers: Always obtain a receipt from your Troop Cookie Manager any time you receive cookies and turn in payment(s).

Digital Cookie orders only: *If your Troop Cookie Manager is no longer able to pick up the cookies for you, scan the QR code to fill out the Digital Cookie Girl Delivery Form of what cookies are needed along with the Digital Order numbers. Your order will be processed by GSHOM Staff. Before using this option, be sure to confirm with your Troop Cookie Manager first.*

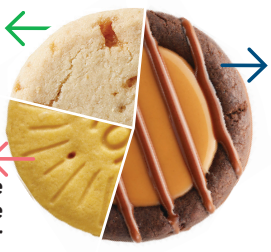
Pro Tip Communicate with your troop cookie manager often throughout the season. Keep them up to date with how many packages you have left and how many more you will expect to need.

How the Cookie Crumbles*

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

22% goes toward troop proceeds and girl rewards

24% goes toward the Girl Scout Cookie Program and baker



54% is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services

*based on averages

Girl Scouts Heart of Michigan
2027 Cookie Program Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Digital Cookie Reward



Firefly Charm
100+ pkgs

Booth Sales



Cookie Booth Charm
48+ pkgs

Hometown Heroes



Grasshopper Charm
12+ pkgs

Instant Reward



Friendship Set
95+ pkgs

Initial Reward



Firefly Action Patch
150+ pkgs

Troop Reward



Per participating Girl, plus 1 free adult shirt
225+ PGA



Charm Patch
35+ pkgs



Cookie Bunny Charm
65+ pkgs



Mini Plush Bunny OR $4 Cookie Cash
125+ pkgs



Scrunchie Set OR $5 Cookie Cash
175+ pkgs



Mascot Charm Bunny Plush OR $6 Cookie Cash
225+ pkgs



Handheld Fan OR $7 Cookie Cash
275+ pkgs



Mini Microscope OR $8 Cookie Cash
325+ pkgs



Waterbottle Pouch OR $9 Cookie Cash
400+ pkgs





Towel & Carrying Pouch OR $10 Cookie Cash
500+ pkgs





Ann Arbor Build-A-Bear OR Camping Hammock OR $20 Cookie Cash
600+ pkgs





Dave & Busters Livonia, June 16, 2027 or Lansing, July 14, 2027 OR Summer Vibes Set OR $40 Cookie Cash
800+ pkgs

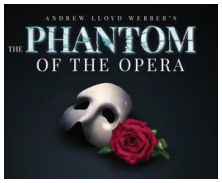




MY27 Membership OR Plus 1-Dave & Buster's Bring A Friend OR $60 Cookie Cash
1000+ pkgs



Cedar Point, July 19, 2027 OR $75 Cookie Cash
1250+ pkgs



Phantom of The Opera, Grand Rapids August 12, 2027 OR $100 Cookie Cash
1500+ pkgs



2027 Year Patch AND Beats Headphones OR Beats Earbuds OR $150 Cookie Cash
2027+ pkgs



Chicago w/ CEO, June 24-25, 2027 OR $300 Cookie Cash
3000+ pkgs



iPad OR $400 Cookie Cash
4000+ pkgs

$50 Cookie Cash for every 500 packages sold over 4000+ pkgs

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..

DOUBLE MINT CLUB

Cratejoy



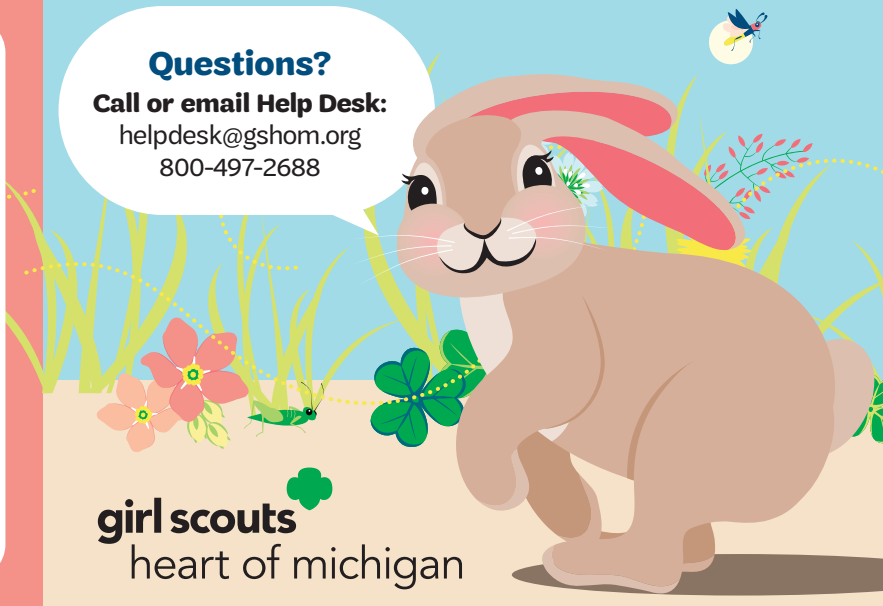
Girl Scouts will have an opportunity to become part of the 2027 Double Mint Club and enjoy their choice of one of our Featured Subscription Boxes provided in partnership with Cratejoy!

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

- Sell $1,300+ in Fall Product Program by 11/15/26
- Sell 600+ packages of cookies by 4/5/27

Questions?

Call or email Help Desk:
helpdesk@gshom.org
800-497-2688



girl scouts heart of michigan