Family Guide

2027 Girl Scout Cookie Program



girl scouts
of michigan
shore to shore

It's Cookie Season!

Jan. 8th - Mar. 29th

When your girl sells Girl Scout Cookies, she's earning new and amazing experiences for herself and her troop! Whether that's taking a trip to an unforgettable place, coding her own computer program or attending Girl Scout Camp, selling cookies can help get her there.

The Girl Scout Cookie Program is the **largest** girl-led business in the world! Running her own cookie business will help her understand 5 key skills that she'll use for a lifetime.



Goal Setting: Girls set cookie sales goals and with their team, create a plan to reach them.



Decision Making: Girls decide where and when to cell cookies, how to market their sale, and what to do with their earnings.



Money Management: Girls develop a budget, take cookie orders and handle customers' money.



Business Ethics: Girls act honestly and responsibly during every step of the cookie sale.



People Skills: Girls learn how to talk and listen to their customers, as well as learning how to work as a team with other girls.

Your Guide to Success

Welcome to the 2026 Cookie Season 2

2027 Mascot & Theme 4

Preparing for the Cookie Program 5

2027 Cookie Lineup 6

Your Cookie Calendar 7

Ways to Sell Cookies for Girls & Families 8

All About Cookie Booth Sales 9

Cookie Share and Rewards 10

2027 Rewards 11

Digital Cookie 12

The Power of a Cookie 13

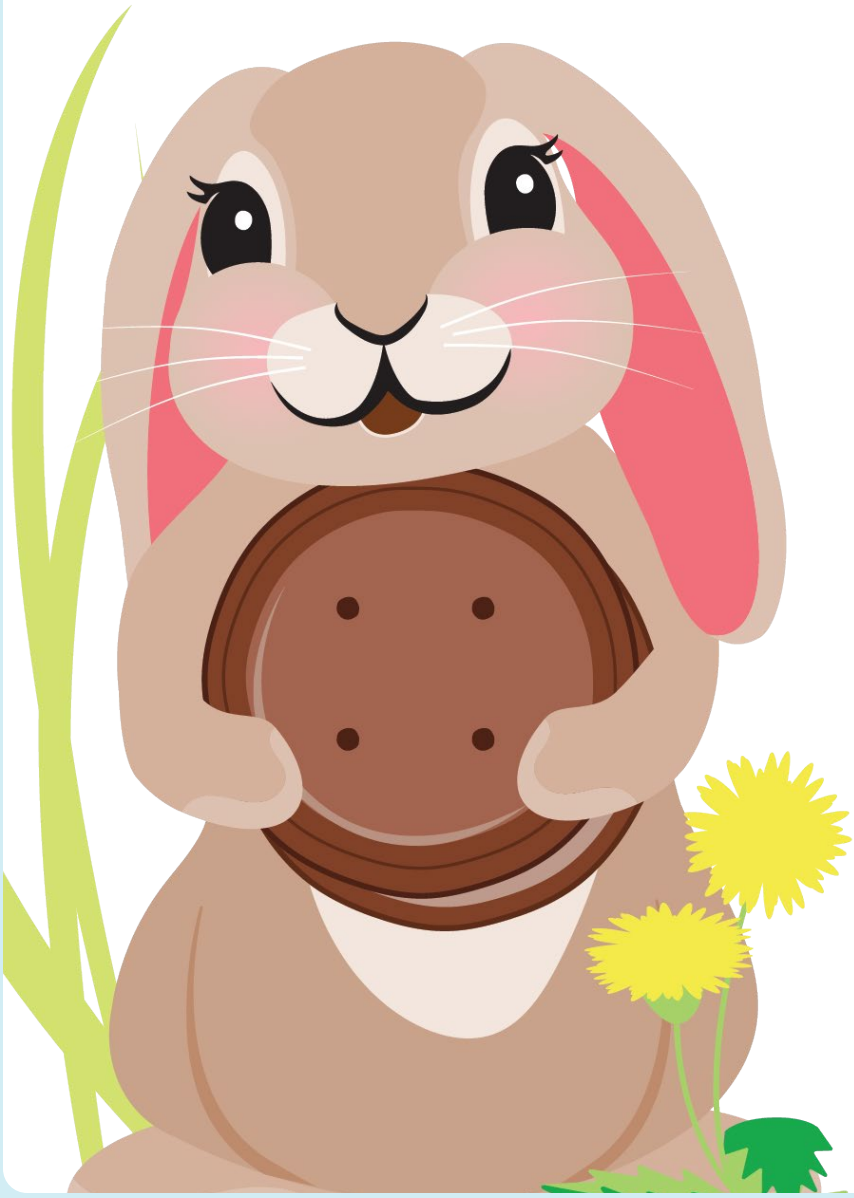






2027 Mascot & Theme

READY TO EXPLORE



This year's cookie season theme, **Ready to Explore**, encourages Girl Scouts to embrace curiosity, seek out new opportunities, and confidently discover what they can achieve.

Whether setting ambitious goals, trying new approaches, or building connections in their communities, girls are encouraged to explore every possibility the Cookie Program has to offer. To bring this theme to life, the **lop-eared rabbit** was chosen as the featured mascot, representing curiosity, exploration, and the spirit of discovering new opportunities through the cookie program.

As girls develop the 5 key skills of goal setting, decision making, money management, people skills, and business ethics, the lop-eared rabbit serves as a reminder that every challenge, experience, and achievement is part of an exciting journey of growth, learning, and adventure.

Preparing for the Cookie Program

While you support your Girl Scout as she takes care of cookie business, remember **we're here to support you**. We recommend the following to prepare to cookie season but if you have questions please reach out to info@gsmists.org or visit www.gsmists.org/cookies

Attend Your Troop Cookie Family Meeting

Attending a Cookie Meeting with your troop to discuss your plans for the Cookie Program is key for a successful season. You'll decide what type(s) of selling method(s) your family is comfortable with, as well as set troop and individual sales goals, choose a Cookie Share partner, and learn about money collection processes and deadlines.

At this meeting you'll also turn in your parent permission form. Troop leaders must submit their initial cookie order by January 25th, so make sure to turn in your selling form before that deadline to let them know what you need. If additional girl delivery orders are gained, please alert your troop leader to assist with fulfilling additional orders as needed.

Volunteer to Help

Our troop leaders help set up girls for success but so can you! By volunteering to help set up a cookie booth, chaperone, or pick up cookies you contribute to a smoother Cookie Program.

Be sure to communicate with your troop leader if you can volunteer, if you have time in your schedule to dedicate to volunteering please coordinate any logistic details with your troop leader.



2027 Cookie Lineup



Adventurefuls® made with vegan ingredients

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Exploremores®

Rocky road ice cream-inspired sandwich cookies



Lemonades® made with vegan ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints® made with vegan ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter Patties® made with vegan ingredients

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel Chocolate Chip made with vegan ingredients

Certified Gluten Free · Peanut PF Free

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

**Limited availability*

The 2027 season will also introduce two new online exclusive items. Girl Scout Sparkables™ & Patch Pals™!



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Your Cookie Calendar

First week of November

Selling Supplies arrive to SUPPM's

NOV-JAN

SU/Troops host Cookie Rally

JAN 8

Cookie program begins!
Online, Girl Delivery and Paper order taking starts!

JAN 25

Initial Order Cookie program ends

FEB 22-26

Initial Order Cookie Delivery and Cupboards open

FEB 26

Official start of Cookie Booths.
Return unsold full cases by 3/3

MAR 12

Money due to Troops to prepare for upcoming ACH sweep

MAR 29

Cookie Program officially ends

Late April

Rewards delivered to SUPPM for troop distribution. Troop leaders pick up, sort, and distribute

READY TO explore

Ways to Sell Cookies for Girls & Families

Talk with your Girl Scout(s) to determine everyone's level of comfort with participating in this year's Cookie Program. Remember, girls within each troop do not have to sell cookies the same way.

Selling In-Person

Order-taking: Girls track their sales on an order card during the first 3 weeks of the sale, and order exactly how many boxes they need. Order taking is especially recommended for newer girls and troops.

- Get her order card and money envelope from her Troop Cookie Coordinator before the sale begins Jan. 8th
- Submit the order card and money collected back to the Troop Cookie Coordinator by Jan. 26th so they order your cookies.
- Cookies will be available for pickup Feb. 22-26th
- All cookies should be delivered by Mar. 29th

Selling Online

Digital Cookie®: Your Girl Scout can take her cookie sale to the next level with this powerful and versatile online tool.



With parent permission, your Girl Scout can set goals, upload a pitch video, track sales progress, market the sale online to cookie customers, and even create a personalized cookie site. With online sales there are two ways customers can get their cookies.

- **Shipped Only:** Customers pay for shipping and cookies are delivered directly to their doorstep from the ABC Bakers fulfillment center. Girls never have cookies on hand but still earn credit for their sales.

- **Girl Delivery:** With this option enabled, local customers can save on shipping by requesting that the girl/ family delivers their order. The family confirms or denies the order and arranges a drop-off with the customer. Initial ordered girl delivery orders received before the Jan. 25th deadline will arrive with the delivery of initial orders. After that date if orders are received, connect with your troop leader to gain.

All About Cookie Booth Sales

A Cookie Booth sale is a great way for your troop to work together to achieve troop and individual sales goals. Girls get to practice their communication and financial literacy skills while having a blast with their troop.

There are two types of booth sales: council-secured booths and troop-secured booths. Remember booth sales **must be** within the confines of GSMISTS's council membership area. Contact info@gsmists.org for questions. Parents may conduct booth sales with leader permission.

Cookie Booth Etiquette

- Before setting up the booth, check in with the store manager.
- Clarify the solicitation policies at your location before selling.
- Be courteous and say thank you even when someone chooses not to purchase cookies.
- Leave the area cleaner than you found it and remove all empty boxes.
- When transitioning booth shifts, allow the first troop to complete their time before beginning to set up.
- Sell only Girl Scout cookies at your Girl Scout cookie booth.
- Girl Scouts should always be in uniform when selling cookies.



Social Media Policy:

Families (and Girl Scouts over age 13 with parent permission) can advertise their sale on their personal social media sites. For safety, we suggest you only advertise your Girl Scout sale where people know your Girl Scout.



Cookie Share and Rewards

Cookie Share is a great way for girls to experience the power of giving back to their community while boosting their sales. Before the cookie sale begins, the troop agrees on a local nonprofit organization they want to receive the cookies.

A customer purchases these cookies, but instead of receiving them, the girl/troop sets them aside and donates them to their organization after the sale.



Girl Rewards and Patches

Girl Scouts earn rewards based on all cookies she sells, including Cookie Share cookies, digital cookie sales and booth sales. Before the sale begins, Girl Scouts will receive the reward flyer from their Troop Cookie Coordinator and have a chance to set their goals.

Depending on their level of participation in the Cookie Program girls also earn 2027 lop-eared rabbit themed patches.









Set Your Cookie Goals

The Girl Scout Cookie Program begins January 8, 2027.

You may not take orders or sell cookies before this date.

www.gsmists.org | 844-GSMISTS

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Initial Order

196+ Packages Sold
January 8–February 2
Cinch Sack
Per girl. NOT PGA.



25+ Pkgs



Bunny Participation Patch

50+ Pkgs



Bunny Bandana

100+ Pkgs



Bunny Clear Sling Bag

200+ Pkgs



Small Stuffed Bunny

300+ Pkgs



2028 Membership Renewal

400+ Pkgs





Large Stuffed Bunny ***OR*** Beach Towel

500+ Pkgs



Bunny Hoodie

600+ Pkgs



Bunny Slippers

700+ Pkgs





Pretty Pedi ***AND*** Mini Tattoo Pen Set

800+ Pkgs



$50 Dream Dollars

1000+ Pkgs



Main Event
Grand Rapids, June 13

1250+ Pkgs



$75 Dream Dollars



Online



12+ Packages Sold
Techie Patch

Booth Sales



Attend 3+ Booth Sales
Booth Patch

Rally



Attend a Troop or SU Rally
Rally Patch

Gift of Caring



Donate 15+ Packages
Share Patch

Digital Cookie

When you use Digital Cookie® to supercharge your cookie business, you'll be able to take Girl Scout Cookie orders, track purchases and deliveries, and forge a more direct digital connection with your most valuable customers.

Packed with fun, easy-to-use tools, Digital Cookie® delivers more ways to participate, more ways to sell, more ways to buy, and more ways to learn! And in addition, studies show girls who use Digital Cookie® in combination with traditional sales often sell more cookies and reach their goals faster.

GSMISTS will send a registration email with the subject line: **"It's time to register for your Girl Scout for Digital Cookie!"**

As Cookie Season approaches we'll let you know when that email will be sent out.



Getting started steps for Digital Cookie®
Click here





The Power of a Cookie

Every Cookie has a mission. The Girl Scout Cookie Program is the **largest** girl-led business in the world and generates benefits for girls throughout our council. It's an integral part of the Girl Scout Leadership experience, plus troops retain a percentage of the price of each package to do fun activities.

Proceeds help GSMISTS deliver programming to the girls, provide training and materials for adult volunteers, maintain our Girl Scout camps and properties and most importantly provide financial assistance to keep Girl Scouting available for everyone.

How the Cookie Crumbles

All troops earn atleast .90-95 cents per box on cookie sales. Troop proceeds belong to the troop and not the individual members.



37%
Cost of Cookies and Girl Incentives

18%
Goes back to the Troop

45%
Goes to the local council for operations and girl programming

READY TO explore

Have additional cookie questions? Contact us at,

844-476-4787 | info@gsmists.org



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