

Cookie Program Service Unit Guide

NEW
COOKIE



Service Unit Checklist

Attend the Service Unit (SU) training webinar January 7th at 6:30 PM or watch the recording by January 26th.

Ensure troops attend or view a Cookie Kickoff Webinar by January 26th.

Oversee securing and inputting SU booths into Smart Cookies.

Assist troops with inputting booths or have them send signed booth agreements to Council.

Distribute Cookie Program materials.

Finalize the SU Initial Order by February 18th at 11:59 PM.

Receive the SU cookie delivery around March 9th to 17th.

Distribute cookies to troops no later than March 18th.

Remember, Product = Money!
Any time product or money exchanges hands, **SIGN RECEIPTS**—don't forget troop receipts!

Send SU Receipts to Council following the conclusion of troop pickups or no later than March 31st.

Wrap-up the program and distribute rewards in June.

Brave. Fierce. Fun!

It's Time to be Brave. Fierce. Fun!

You've volunteered to serve as a Service Unit Product Manager, and this makes you an invaluable part of the Girl Scout Cookie Program. Our cookies are on a mission—to help girls learn five skills that are essential to leadership, to success, and to life.

Your interaction with girls this season is one way we can ensure we are building girls who are ready to take on the world!

New Troop Resources

Encourage troops to view our www.gsmw.org/cookieresources for new troop resources including a Volunteer Cookie Manual, Cookie Kickoff Agenda, Caregiver Involvement Form, Caregiver Cookie Training, and more!

Rewards and Proceeds

Exciting Rewards

When Girl Scouts reach the 75+ rewards level, (including opt-out girls) they receive a **FREE 2027 Girl Scout Membership!**

Girl Scouts selling less than 74 boxes will earn a rewards card for their troop at the troop proceed level.

Cadette, Senior, and Ambassadors Can Opt-Out of Rewards for More Proceeds

Girl Scout Cadette, Senior, and Ambassador troops can opt-out of receiving individual girl rewards as a troop in exchange for more proceeds per package of cookies. Refer to the chart below.

Girls who opt-out are still eligible to receive patches, initial order rewards, a 2027 girl membership (at the 75+ pkg level), and up to \$400 in camp credits when reaching the 1000+ level.

Remember: Opt-out troops must create an initial and final recognitions order.

PGA (Per Girl Average)	\$ Per Package (With Rewards)	\$ Per Package (Opted-Out)
76-374	\$0.60	\$0.70
375+	\$0.65	\$0.75

GSMW Rewards Card

Girls may choose between the reward items or a GSMW Rewards Card. The GSMW Rewards Card may be used to pay for Council Programs, Camps, GSMW Shop Purchases, Girl Scout Memberships, Girl Scout Destinations, International Travel, and Council-Approved Troop Trips. Cards from the 2026 Cookie Program will expire September 30, 2027.

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7 SU Training Webinar 6:30 PM	8 New Troop Cookie Training 7:30 PM	9	10
11	12	13 Cookie Kickoff Webinar	14 Cookie Kickoff Webinar	15 Cookie Kickoff Webinar	16 Roster Edits for SU Bonus Due	17 Cookie Kickoff Webinar
18	19 GSMW Offices Closed	20 Volunteer Access to Smart Cookies and Digital Cookie	21	22	23	24
25	26	27 Caregiver/Girl access to Digital Cookie Cookie Technology Webinar 7 PM	28 Caregiver Cookie Training Webinar 6:30PM	29	30 Cookie Program Begins	31

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 Cookie Booth Previews	5	6 Fall Product Program Early Booth Earner Signups 5 PM	7
8	9 Cookie Booth Signups (#1) 5 PM	10	11 Cookie Booth Signups (#2) 5 PM Evening with a Cookie Expert 7 PM	12	13 Cookie Booth Signups Unlimited 5 PM	14
15 Pre-Orders End 11:59 PM Service Unit Delivery Address in Smart Cookie	16	17 Troop Orders and Initial Rewards Due 11:59 PM	18 SU Edits Due 11:59 PM	19	20 Council Order Submitted National Girl Scout Cookie Weekend	21 National Girl Scout Cookie Weekend
22 National Girl Scout Cookie Weekend	23	24	25	26	27	28

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5 Delivery Dates Available in Smart Cookies	6	7
8	9 Service Unit Deliveries Begin	10	11	12 Girl Scout's Birthday	13	14
15	16	17 Service Unit Deliveries End	18	19 Cookie Cupboards Open	20 Cookie Booths Begin	21
22	23	24	25	26	27	28
29	30	31 Troop Pickup Receipts Mailed to Council				

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8 Evening with a Cookie Expert 7 PM	9	10	11
12 Cookie Program Ends	13 Camp Credit Earner Email	14	15 Camp Credit Earner Registration Opens Troop Rewards Due 11:59 PM	16 SU Reward Edits Due 11:59 PM ACH Email	17 Council Rewards Order Submitted	18
19	20	21 ACH Sweep 70% Amount Due	22	23	24	25
26	27	28	29			

May

Monday, May 4	Outstanding Balance Form and Receipts Due
Thursday, May 7	ACH Email
Tuesday, May 12	ACH Sweep - Remaining Balance Due
Monday, May 18	Camp Credit Earners Must be Paid in Full to Keep Choice
May/June	Wrap-up the Program and Distribute Rewards



Service Unit Bonus

Bonuses are given to qualifying Service Units (with 3 or more troops) that go above and beyond by reaching certain criteria during the 2026 Cookie Program.

- Verify Looker rosters by January 16th.
- Service Units paid in full by May 12th.
- Service Units must have a bank account and end of year financials turned in by June 30th (bonuses sent in August).
- Any unpaid packages from troops will be deducted from the Service Unit Bonus amount.

How To: Qualify for the Service Unit Bonus

Earn 1¢ per package for each of the following:

1. 90% of girls participate as of January 22, 2026.
2. 5% increase in girls participating over the 2025 Cookie Program.
3. 5% increase in the number of packages sold over the 2025 Cookie Program with a 250+ PGA.

Criteria are standalone for a potential cumulative 3¢ per package total.

Cookie Technology

Smart Cookies

Smart Cookies is the best tool to manage your troops and Girl Scouts, input orders and manage/view sales overall.

Digital Cookie

Digital Cookie is where Girls Scouts can manage their sales and orders, while customers can place orders and support them. In the Digital Cookie mobile app, Girl Scouts can share their site links and take credit card payments.

Cookie Booths

Service Unit/Troop Secured Booths

Troops can schedule cookie booths almost anywhere. However, it works best when Service Units manage this process for busy locations. Having a designated person from your Service Unit to visit businesses, compile, and enter booths makes it easier for troops to sign up.

Do not approach businesses that are on the Council scheduled booth list for additional times or dates. Following GSUSA safety guidelines, booth slots must all be entered in Smart Cookies.

All Service Unit/Troop Secured Booths must be entered into Smart Cookies at least 48 hours in advance for council approval. If you would like assistance adding booths to Smart Cookies, submit the signed booth agreement (found at www.gsmw.org/cookieresources) to customer-care@gsmw.org.

Locations deemed unsafe for girls will not be approved. If a girl cannot be a patron of the business, then they are not permitted to sell there.

Once approved, the booth will show up on the cookie finder for customers. If your booth is denied for any reason a member of the Product team will be reaching out to you.

Cookie Pickup and Transportation

How To: Have a Smooth Pickup Day

- Schedule pickup times with troops and inform them of the total cases and cars needed. Refer to chart below.
- Have troop pickup sheets printed. Two sets printed from Smart Cookies will allow you to use these as receipts.
- Have all cars associated with the troop pull up together. Give the pickup sheet to the Troop Leader.
- Count cases with the troop prior to loading in the vehicle(s). When in doubt—RECOUNT!
- Sign the pickup sheet(s) and have the Troop Leader sign.
- Give one copy to the troop and keep one to send to Council. Email or mail signed copies to Council by March 31st.

How Many Cases Can You Carry?

Compact Car	23 cases
Hatchback Car.....	30 cases
Standard Car	35 cases
SUV	60 cases
Station Wagon.....	75 cases
Minivan	75 cases
Pickup Truck.....	100 cases
Cargo Van	200 cases

Product = Money

Any time product or money exchanges hands, a **signed receipt must be completed**. Troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!

Can Cookies Be Returned?

Cookies cannot be returned once they are picked up. Troops accept financial responsibility by signing the receipts. The individual signing for cookies is liable for them until they are signed for by Caregivers.