

2025-2026



**BRAVE.**  
**FIERCE.**  
**FUN!**

Girl Scout Cookie Program®  
Juliette Guide

**girl scouts**   
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# 2025-2026 Girl Scout Cookie Program®

## Juliette Guide

Is your Girl Scout looking for an opportunity to have fun and develop essential life skills like goal setting and decision making? Are they looking to gain experience running their own business, including developing marketing strategies and connecting with customers, all while having a ton of fun along the way?

This year's theme is Brave, Fierce, Fun. Get ready to unleash your brave goals, fierce friendships, and to have fun this cookie season! This year's mascot is the Black Footed Ferret.

When turning "no way" into "yes way," Girl Scouts are the experts! So whatever challenges and adventures come their way this cookie season, there's no doubt your Girl Scout will crush it.

### How can Juliette Girl Scouts participate in the cookie program?

In every way! Every aspect of the cookie program, including the Digital Cookie® platform and booth sales, is available to Juliettes. Juliettes can take orders during the entire cookie program (January 14 through April 19). This includes the Initial Order Taking period, booth sales in March - April, using the Digital Cookie online storefront, and marketing the Cookies for Heroes Program to customers who wish to support Girl Scouts and local heroes (veterans, active military personnel, etc.).

Juliette Girl Scouts and their parents/caregivers work with a designated volunteer in their service unit during the cookie program. The service unit volunteer will assign cookies to the Girl Scout in eBudde (the online application used to manage the cookie program), make applicable reward selections for the Juliette, and accept money collected for in-person orders from the family.

### How do Juliette Girl Scouts get started with the cookie program?

First and foremost, Girl Scouts must be registered for the 2025-2026 membership year. Go to [gsofct.org](https://gsofct.org) to register today. Contact our **Customer Care Team**, or (800) 922-2770, if you have any questions about registering.

Second, but equally important: Girl Scouts must have a completed **Annual Consent** form on file with their service unit.

Contact our Customer Care Team if you need help determining who your service unit contact is for the cookie program.

### Service unit cookie volunteer/Juliette cookie coordinator:

Email: \_\_\_\_\_

Phone/Text: \_\_\_\_\_

### Service unit treasurer:

Email: \_\_\_\_\_

Phone/Text: \_\_\_\_\_

### Contact to pick up cookies:

Email: \_\_\_\_\_

Phone/Text: \_\_\_\_\_

### Closest cupboard location:

\_\_\_\_\_



# 2025–2026 Girl Scout Cookies®

## All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

## The World's Most Flavorful Lineup



### Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt  
Approximately 15 cookies per 6.3 oz. pkg.  
UD



### Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits  
Approximately 12 cookies per 6.2 oz. pkg.  
UD



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe  
Approximately 38 cookies per 9 oz. pkg.  
UD



### Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling  
Approximately 20 cookies per 8 oz. pkg.  
UD



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut, and dark chocolaty stripes  
Approximately 15 cookies per 7.5 oz. pkg.  
UD



### Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating  
Approximately 15 cookies per 6.5 oz. pkg.  
UD



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint  
Approximately 30 cookies per 9 oz. pkg.  
U



### Exploremores™ • Real Cocoa NATURALLY AND ARTIFICIALLY FLAVORED

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème  
Approximately 18 cookies per 7.9 oz. pkg.  
UD



### Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits  
Approximately 14 cookies per 6.7 oz. pkg.  
UD



Little Brownie  
BAKERS.

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# Five Skills of the Girl Scout Cookie Program

The Girl Scout Cookie Program is THE leading entrepreneurial program for girls. Use the graph below to discover the skills Girl Scouts learn when they participate in the Girl Scout Cookie Program.

When Girl Scouts and troops participate in the cookie program, girls learn to work as a team to accomplish goals while building confidence in their skills and abilities. And, did we mention fun? They have a ton of that, too.

Visit [Girlscouts.org/gsle](https://www.girlscouts.org/gsle) for more information about the Girl Scout Leadership Experience.



# Cookie Program Safety Tips

Girl Scouts of Connecticut emphasizes the safety of Girl Scouts when they participate in the cookie program. In addition to the bullets below, please view the Safety section on the [Cookie Sellers and Volunteer Resources page](#) for more safety guidance.

Girl Scouts and families should be aware of and abide by state and local public health guidance.

- All Juliette Girl Scouts must be registered and have a signed [Annual Consent](#) form on file with the service unit before participating in the cookie program.
- Girl Scouts must wear a membership pin, uniform, or Girl Scout clothing when selling, taking orders, or delivering cookies.
- The Digital Cookie platform is the only approved online sales tool for Girl Scouts to sell cookies. Girl Scouts cannot set up third-party sites where cookies are marketed or sold, including Facebook Marketplace, eBay, and Craigslist.
- Juliette Girl Scouts should have appropriate adult supervision when participating in the cookie program, including using the Digital Cookie platform.
- Adults should assist in safeguarding money. Daisy Girl Scouts should not handle money.
- Juliette Girl Scouts should never enter a customer's home or vehicle and only go door-to-door during daylight hours and in familiar neighborhoods.
- Juliette Girl Scouts should only share their first names or council name (Girl Scouts of Connecticut) when selling online.
- If providing an email address, a Juliette Girl Scout should use an email address owned by an adult.



# Cookie Program Information

## Virtual Cookie Rally

The **Virtual Cookie Rally** features information on how to get started, stay safe, and have fun during this year’s cookie program. This interactive rally also has fun activities, information about this year’s mascot, and strategies that will help Girl Scouts be Brave, Fierce and Fun this cookie season.



Virtual Cookie Rally

Initial Order Taking period begins.	January 14, 2026
Digital Cookie platform opens for girl delivery, shipped, and donation orders.	January 14, 2026
End of Initial Order Taking period. If applicable, check with your service unit cookie volunteer regarding submitting your Juliette Girl Scout's Initial Order.	February 20, 2026
Goal Getter Order Taking begins.	February 21, 2026
Cookie Delivery Day. Check with your service unit cookie volunteer regarding picking up your Juliette's Initial Order cookies, if applicable.	March 14, 2026
Booth sales begin. Check with your service unit cookie volunteer about how to sign up for a booth site, if applicable.	March 14, 2026
Digital Cookie closes for girl delivery.	April 19, 2026
Digital Cookie closes for all orders.	April 19, 2026

Cookie Program Dates

A cartoon illustration of a Girl Scout mascot, a brown and tan cat-like creature with large, expressive blue eyes, a pink nose, and whiskers. It is looking slightly to the left.

## Cookie funds for Juliette Girl Scouts

- \$1 per package sold will be held by the Service Unit to be used by the Juliette for Girl Scout activities.
- Juliettes who are Junior level or older can opt out of earning individual rewards and earn an additional 10¢ per package (a total of \$1.10 per package).

## How do Juliette Girl Scouts get cookies to fill customer orders?

### There are two ways to get cookies:

1. Pick up cookies at a council drive-thru delivery site on March 14, 2026, or
2. Pick up cookies at a cookie cupboard beginning the week of March 9, 2026

Several factors will determine how Juliette Girl Scouts should plan on getting the needed cookies, including whether they have many cookie orders or just a handful, if they are planning on holding a booth sale in March or April, and if they are planning on running their cookie business for the entire cookie season. Juliette Girl Scout families should work closely with their service unit cookie volunteer to determine which method of getting cookies will work best.

If it is determined that Juliette's parent/caregiver will pick up cookies on Cookie Delivery Day (March 14, 2026) the service unit volunteer working with the Juliette will need to enter any paper order card orders into eBudde.

The Juliette/their family may use a cookie cupboard to pick up cookies. In that case, the service unit cookie volunteer will enter the needed cookies into eBudde and reserve a pickup time. In addition, the Juliette's parent/caregiver and the service unit cookie volunteer will need to discuss who is responsible for picking up the cookies from the cupboard. Thus, the Juliette and their parent/caregiver will need to work closely with the service unit cookie volunteer to determine the best method for obtaining the needed cookies.



# Helping Your Girl Scout in the Cookie Program

Many people would love to buy Girl Scout Cookies, but they don't know a Girl Scout or have not been asked! Check out the ideas below for connecting with customers.

Look into the [Cookie Entrepreneur Family Pin](#) and the [Entrepreneurship badges](#). Helping your Juliette Girl Scout earn the Cookie Entrepreneur Family pin is a fantastic way to support them in the cookie program. Likewise, the new entrepreneurship badges will spark new ideas about marketing their cookie program and reaching customers. Look at the [GSUSA Award & Badge Explorer](#) to learn more about badge requirements.

## Friends & Family

Friends and family are frequently Girl Scouts' first cookie customers because they are the people Girl Scouts know best!

- Visit friends and family in person or reach out via email, text, or phone. Use the Digital Cookie platform to send marketing emails.
- Girl Scouts can get started with the Digital Cookie platform in [three simple steps](#).
- Girl Scouts 13 years and older can use social media to let people know they are participating in the cookie program. Girl Scouts 12 and younger must use a parent's, caregiver's, or a trusted adult's social media accounts.

**Note:** Girl Scouts and parents/caregivers must review the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#) and [Supplemental Safety Tips for Online Marketing](#) at [Girlscouts.org](https://www.girlscouts.org) before using social media to promote a Girl Scout's cookie program.

## Door-To-Door in the Neighborhood

- Girl Scouts can take orders on their order cards in January, February, and early March and return to deliver the cookies in March. Cookies are paid for when they are delivered.
- Girl Scouts can leave a flyer or [door hanger](#) at familiar homes letting neighbors know they are selling Girl Scout Cookies. The marketing piece can include a QR code that will take the customer directly to the Girl Scout's Digital Cookie storefront. The piece can also provide an adult's phone number and an adult-monitored email address so the Girl Scout can be contacted to place an order. Girl Scouts can also email neighbors from their Digital Cookie dashboard.
- Another idea: Conduct a walkabout in March and April with cookies in hand so neighbors can buy cookies on the spot!



## Parent/Caregiver, Family, Friends, Co-workers, and Colleagues

- Parent/caregiver/family friends' workplaces may allow a Girl Scout to present to staff (in person, virtually, or in a recorded message) to ask individuals to buy cookies.
- A workplace might allow the adult to forward a picture of the order card with cookie variety descriptions and a note with the Girl Scout's first name and cookie goal.
- If a Girl Scout is marketing their cookie program at a place of business, an adult may be responsible for the order card. But, Girl Scouts should take responsibility for filling orders, writing thank-you notes, and, if possible, delivering cookies.

## More Tips for Reaching Customers

- Booth sales! Cookie booths are a fantastic way for Girl Scouts to reach new customers. Booth sales are generally held in front of local businesses or at community events with high foot traffic. Girl Scouts can also consider holding a virtual booth on social media with the supervision of a parent/ caregiver.
  - If a Juliette Girl Scout wishes to hold an in-person booth sale, their parent/caregiver must check with the service unit cookie volunteer to ensure the correct procedure is followed. All in-person booth sales must be coordinated at the service unit level.
  - Be sure to review the booth sale guidelines posted on the **Volunteer Cookie Resources page**.
- Let customers know about the Cookies for Heroes Program. Customers can purchase cookies to be donated to active-duty service members, veterans, and local heroes.
- Keep the order card handy or download the Digital Cookie app so Girl Scouts won't miss a cookie sale opportunity.
- Girl Scouts can visit local businesses to ask employees/owners if they would like to order cookies as gifts for loyal customers or thank you gifts for employees.
- Other prospective customers include school and extracurricular teachers, coaches, social workers, and members of a family's house of worship.

Cookies for Heroes is the council's gift of caring program. Girl Scouts can offer their customers the opportunity to support their troop and, at the same time, donate cookies to those serving in the military, veterans, and local heroes. Cookies for Heroes packages are \$6 per package.



## Juliette Girl Scout Family Financial Responsibility

Juliette Girl Scouts and their parent/caregiver will handle money and cookies throughout the cookie program. Please review the following to ensure you know your responsibilities and important deadlines for collecting payments and turning in money to the service unit.

- Families are responsible for all money and cookies received. Be sure to sign a receipt (keep a copy for your records) when cookies are picked up, and money is turned over to the service unit.
- Customer checks should be made payable to Girl Scouts of Connecticut, never to an individual.
- Payment for cookies ordered in person is collected when the cookies are delivered. Do not leave cookies with customers unless payment is received.
- All money received for in-person orders should be turned in, promptly, to the service unit cookie volunteer or service unit treasurer. Do not keep cash or checks in your home, vehicle, or on your person for longer than necessary.
- Cookies ordered via a Juliette Girl Scout's Digital Cookie site will be paid via a customer credit card. Girl Scouts/families will not collect payment from customers for these orders.

All payments collected are turned over to the service unit cookie volunteer or service unit treasurer. The service unit will pay the council the amount owed for the Juliette's cookie program and retain the funds earned in the service unit bank account. These funds are available for the Juliette Girl Scout to use for their Girl Scout activities. The Juliette Girl Scout and their family will work with the service unit treasurer to access these funds.

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