



**BRAVE.
FIERCE.
FUN!**

2025-2026 Girl Scout Cookie Program® Family Newsletter

Welcome to the Girl Scout Cookie Program!

As the largest girl-led entrepreneurial program in the world, this year's program offers both first-time and veteran cookie sellers the opportunity to have fun and learn 5 essential skills: goal setting, decision making, people skills, money management, and business ethics!

Why Participate?

Every year, Girl Scout troops throughout Connecticut use their cookie earnings to make their communities a better place. All proceeds from the cookie program stay in Connecticut! These funds allow Girl Scouts to participate in events and activities they choose and helps Girl Scouts of Connecticut (GSOFCT) to fund programming, leadership development opportunities, and trainings for youth members and adults throughout the state.

The Girl Scout Cookie Program is an important part of the overall Girl Scout Leadership Experience. This year's theme is Brave, fierce, fun—set brave goals, make fierce friendships, and have fun that lasts!

Every registered Girl Scout may participate in this year's cookie program.

Reach out to your Girl Scout's troop leader or service unit cookie manager to learn more about the Girl Scout Cookie Program.

Key Dates

December 12: GSOFCT Prerecorded Virtual Cookie Rally

January 6: Digital Cookie Troop links open

January 14: Initial Order Taking begins and Digital Cookie storefronts open

February 20: Initial Order Taking ends, parent entry deadline

February 21: Goal-Getter Order Taking begins

March 14: Cookie Delivery Day and Booth Sales begin

April 19: Digital Cookie closes and cookie program ends

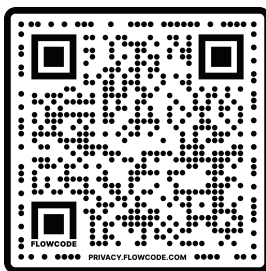
Check with your Girl Scout's troop leader for additional program dates and deadlines.

2026 Cookie Lineup

All nine varieties of cookies will be available to order directly from Girl Scouts via the paper order card and online through Digital Cookie for girl delivery and direct shipping.

Available varieties include: Adventurefuls®, Lemon-Ups®, Trefoils®, Do-si-dos®, Samoas®, Tagalongs®, Thin Mints®, Toffee-tastic®, and for the first time, Exploremores™!

All varieties of cookies sell for \$6.00 per package.



2026 Cookie Season
Resources, Cookie Varieties,
and Allergen Information

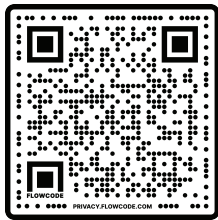
New Cookie: Exploremores™

Rocky Road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème.

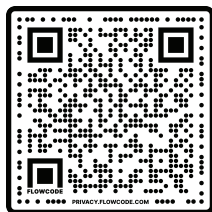


Cookie Entrepreneur Family Pin

The Cookie Entrepreneur Family pin series encourages the whole family to help Girl Scouts reach their cookie program goals. Each Girl Scout program level has its own set of requirements to help families guide them as they run their own cookie business year after year. Girl Scouts can earn a unique pin for each year they participate. To learn more scan the QR code.



When Girl Scouts and troops participate in the cookie program, they learn to work as a team to accomplish goals while building confidence in their skills and abilities. To learn more about the Girl Scout Leadership Experience scan the QR code.



Cookie Program Rewards

The 2025-2026 reward lineup encourages Girl Scouts to set ambitious goals for this year's cookie program! With fun items at each reward level and a philanthropic option (CT Humane Society) at four levels, this year's program has something for every Girl Scout. See the printed cookie order card or go to gsfct.org (cookie + tab) to see the complete reward lineup.



Charm Patch and six charms



Bracelet and Hair Ties set
200+ packages



Black-footed Ferret Plush
170+ packages

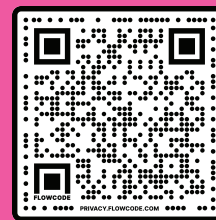


Adventure Park
300+ packages

Safety

The safety of Girl Scouts, their families, and volunteers remains our foremost priority. Below are some key safety guidelines youth members and families need to be aware of when participating in the cookie program.

- **Forms:** All Girl Scouts must be registered and have a signed Annual Consent form on file with the troop.
- **Adult Supervision:** Adults must provide supervision and guidance for all program levels and be aware of all product sale activities Girl Scouts are participating in.
- **Uniform:** Girl Scouts should wear a membership pin, uniform, or Girl Scout clothing when selling and taking orders in person or delivering cookies.
- **Digital Media:** Girl Scouts and families must review and abide by GSUSA's Digital Marketing Tips for Cookie Entrepreneurs and Supplemental Safety Tips for Online Marketing (available at gsfct.org) prior to using social media to promote a Girl Scout's participation in the cookie program.
- **Social Media:** Girl Scouts 12 years and younger may use social media accounts of parents/caregivers/trusted adults to promote their Digital Cookie online storefront.
 - Girl Scouts 13 years and older may use their personal social media accounts.



Digital Cookie Top Tips

The Digital Cookie platform allows Girl Scouts to add e-commerce to their cookie program. Girl Scouts can use email and social media to drive customers to their online storefront where they can purchase cookies for girl delivery or direct shipping!

Look for the registration email in early January to get your Girl Scout started.

Using the Digital Cookie app, Girl Scouts can send customers an email with a link to their online storefront and accept credit card payments via the app for in-person purchases.

Note: Inform your troop leader when you need cookies to fill Digital Cookie Girl Delivery orders that were placed after February 20.

Girl Scouts earn the Fun Charm to add to the charm patch when they sell at least 75 packages using Digital Cookie.

Reaching out to Customers

Families are instrumental in helping Girl Scouts reach their cookie program goals. While friends and family may be a Girl Scout's first customers, remember these tried-and-true ways to expand your cookie network:

- Door-to-door sales and distributing door hangers, if permitted.
- Parent/caregiver/family friend's coworkers and colleagues.
- Sharing a Girl Scout's Digital Cookie site on social media.

Before using social media, Girl Scouts/parents/caregivers must review the *Digital Marketing Tips for Cookie Entrepreneurs and Families* and *Supplemental Safety Tips for Online Marketing* at gsfct.org.