



Cookies+ / Election Week Cookie Sales

# Election Week Cookie Sales



## Election Week Cookie Sales begin November 1, 2025!

**Election Week Cookie Sales (EWCS, November 1 - 9, 2025)** is a limited fall cookie sale that is part of our council’s Girl Scout Cookie Program®. EWCS offers customers a chance to stock up on their favorite Girl Scout Cookies and is an opportunity for Girl Scouts to help build their troop treasuries so they can participate in programs and events they help choose all while learning important skills like goal setting, decision making, money management, people skills, and business ethics.

Are you a customer looking to purchase cookies? Check back soon for a list of booths.

### Important Dates

- November 1, 2025 - November 9, 2025:** Election Week Cookie Sales
- September 28, 2025:** Deadline to reserve cookies online by completing the [EWCS Sign-up](#).
- October 27, 2025 (week of):** Cookie pick-up as assigned.
- October 30, 2025:** All participating troops must submit an ACH authorization.
- November 13, 2025:** Last day for troops to return cookies.
- December 05, 2025:** Payment to the council via ACH payment from the troop’s bank account will be initiated.

### The Cookie Line-Up

The following cookie varieties will be available: Adventurefuls™, Lemon-Ups®, Trefoils®, Do-si-dos®, Samoas®, Tagalongs®, Thin Mints®, and our newest cookie Exploremores®!

Girl Scouts also offer customers the opportunity to purchase cookies for the Cookies for Heroes Program.

All cookies are \$6 per package, including cookies purchased for the Cookies for Heroes program.

VOLUNTEER SIGN UP



# New Cookie Alert!

Meet Exploremores, decadent rocky road ice cream-inspired cookies filled with yummy chocolate, marshmallow, and toasted almond crème flavors.

LEARN MORE

How To Participate



# How to Participate

Troops reserve cookies and indicate how troop members will participate by completing the [EWCS Sign-up](#).

Want to save or print the Election Week Cookie Sale information? Click [HERE](#)

- Read EWCS [Safety Activity Checkpoints](#) for cookie and product programs
- Read the cookie pickup and return information (under "Cookie Inventory Management")
- Watch the [EWCS Overview Video](#)

*Important Note: New troops and volunteers that wish to participate in EWCS must connect with our Product Sales Team by emailing [customercare@gsfct.org](mailto:customercare@gsfct.org)*

## Guidelines for In-person Booth Sales

1. In-person booth sales are pop-up-style cookie shops where a troop or family sells cookies directly to the public. EWCS in-person booth sales can be held in front of polling places, local businesses, or at community events. Look for venues with high foot traffic. Booth sales can also be held in a Girl Scout’s neighborhood (think lemonade stand at the end of the driveway/in front of the home) or at the workplace of a parent/caregiver or other adult.
2. The troop/Girl Scout/family MUST follow the service unit’s guidelines for holding a booth sale, including following procedures for identifying and confirming the booth site location and adhering to any time frame/limit for the booth sale. Contact the service unit manager or service unit cookie manager for information. Note: The council does NOT secure or approve booth sale sites.
3. DO NOT partner with businesses, organizations, or events that a Girl Scout cannot legally patronize, including bars, breweries, tobacco stores, liquor stores, marijuana dispensaries, etc.

Note - Family-friendly restaurants with bars or breweries that house a kitchen are permissible. The booth must be set up away from the bar, and Girl Scout adults supervising the booth sale may not consume alcohol during the booth. Members should never in any way promote the purchase of alcohol, such as a cookie/beer pairing or a coupon offer with the purchase of cookies.

4. Booth sales are generally held within the service unit’s boundaries. If a troop/Girl Scout/family wishes to have a booth sale in a different service unit, they must contact the service unit volunteer managing booth sales in their home service unit for assistance. Your service unit cookie manager will need to obtain approval for a booth sale in a different service unit.

## Types of Sales

### In-person Troop Booth Sales

- All booths must be approved by the service unit.
- If the troop booth sale is held on private, non-commercial property, the homeowner/renter must complete the [Private Residence Authorization Form](#).
- Two adults must be present at the booth sale at all times. At least one adult must be registered with GSOFCT and be an approved volunteer.

### In-Person Family Booth Sales

- Organized by a family with one or more Girl Scouts in the same family.
- Families who hold a booth sale at a public location should work with the service unit to secure a site for the booth. All locations must be approved by the service unit.
- If the family booth sale is held at the family's home, the homeowner/renter must complete the [Private Residence \(Family Booth Sale\) Consent Form](#).

### In-Person Drive-Thru Booth Sales



- This type of booth sale can be organized by a service unit, troop, or family. Girl Scout participation depends on whether it is a troop or family booth sale.
- Possible locations could include a parking lot at a mall, church/synagogue, or a business. Identify the landlord/owner of the parking lot to ask permission and inquire if a certificate of insurance from GSOFCT is required.
- **Suggested materials:** Tables and table coverings, signage with cookie pictures and prices, booth decorations, cookie costumes, a Cookies for Heroes flyer and box wrap, signage with payment options, and a cash box with starter funds.
- **Girl Scouts should not enter customer vehicles.** Use traffic cones or other barriers to keep vehicles at a safe distance from Girl Scouts. Check with your town/city’s highway department to see if they can lend cones to the troop/family.

Virtual Booth Sales

- Girl Scouts, with adult supervision, can create a social media event or schedule a live stream on Facebook or Instagram and invite potential customers through social media, email, and text.
- Digital Rules: Girl Scouts and families **MUST review Digital Marketing Tips for Cookie Entrepreneurs and Families AND Supplemental Safety Tips for Online Marketing** documents before hosting a virtual booth.
- Prepare a Pitch: Just as with an in-person booth, create a sales pitch and make sure customers know what cookie varieties are available.
- **Note:** An extra step with a virtual booth is considering how cookies will be delivered to customers and what forms of payment will be accepted. The Digital Cookie mobile app is not available for EWCS.
- Decorate your virtual booth to make it personal and fun!

Family & Friends Sales

- Girls can record their in-person sales on the cookie order card. Connect with your troop volunteer about filling your customers orders.
- Connect with family and friends in person or set up a Zoom call and invite everyone to listen to the Girl Scout’s sales pitch!

Walkabouts

- The Walkabout is a great way to reach customers who might not be aware of EWCS and are eager to stock up on their favorite Girl Scout Cookies ahead of the holiday season. Girl Scouts can walk their neighborhood selling cookies door-to-door, offering customers the option to purchase and receive cookies right away.
- Use your planning skills and map streets in familiar neighborhoods for your walkabout, then check them off as Girl Scouts walk through them.
- Distribute door hangers (if permitted) ahead of the walkabout, announcing when Girl Scouts will walk through the neighborhood with a cookie order card or cookies in hand. Girl Scouts should consider bringing door hangers with them on the day of the walkabout so they can leave them at houses where no one is home. Door hangers should include the contact information for a troop adult/parent/caregiver in case customers have questions or want to purchase cookies.
- **An adult must accompany Daisy, Brownie, and Junior Girl Scouts** on a walkabout. Cadettes, Seniors, and Ambassadors can use the buddy system, but an adult must be readily accessible and know where they are at all times.
- Decorate a cart or wagon to create excitement in the neighborhood as you do your walkabout.

How to Advertise & Market



- Use social media accounts to advertise when/where the booth sale is scheduled. Volunteers and Girl Scouts 13 years old and older can use their social media accounts. Girls 12 and younger can use their parent, caregiver, or trusted adult’s social media accounts. Girl Scouts and families **MUST** review and follow the guidance within [Digital Marketing Tips for Cookie Entrepreneurs](#) and [Supplemental Safety Tips for Online Marketing](#) before marketing their booth sale online.
- Consider distributing door hangers within the neighborhood, if permitted, to advertise the upcoming sale.
- Don’t forget phone calls, email, and text! Think about the best way to reach out to individuals. Some customers will respond more quickly to email, while others would prefer a text. You can include the link to the cookie order card so customers can see the cookie varieties.
- Wear your uniform, a membership pin, or informal Girl Scout clothing, and think about what you will say to customers about how the troop will use the cookie proceeds.

Safety Guidelines



- Troop volunteers must review and follow the [Safety Activity Checkpoints for Cookie and Product Sales](#).
- All Girl Scouts participating in EWCS must be registered for the 2025-2026 membership year and have an [Annual Consent](#) form on file with the troop.
- Be aware: Adults provide supervision and guidance for all program levels, and must accompany Daisies, Brownies, and Juniors when they are selling, taking orders, and delivering cookies.
- Adults oversee Cadettes, Seniors, and Ambassadors, and must be aware of how, when, and where Girl Scouts are selling cookies. In addition, an adult must be readily accessible to girls when they are participating in product sales.
  - This can be accomplished by an adult being present with the Girl Scouts or by having the adult and Girl Scouts exchange telephone numbers. Girl Scouts should never deliver cookies alone.
  - Adults need to be present at booth activities with Girl Scouts at any program level.
- A first aid kit should always be available.
- Girl Scouts should never provide their last name, address, phone number, or personal email address. Instead, provide contact information for a troop adult.
- For troop in-person booth sales and those in-person booth sales with Girl Scouts from more than one family participating, at least two adults must be present at all times. At least one adult must be registered and have a current background check on file with GSOFCT.
- Youth Girl Scouts must be present at all times. Adults may assist but cannot sell Girl Scout Cookies.
- If accepting credit cards/electronic payments, troops must bring the troop’s credit card reader or mobile device.
  - Note: The Digital Cookie mobile app is not available for EWCS.
- Ensure the table does not block pedestrians, bikes, or cars around your booth.
- Ensure your booth setup does not block a business entrance.
- Girl Scouts and families must review the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#) and [Supplemental Safety Tips for Online Marketing](#) documents before using social media to market their EWCS.
  - Adults may use their social media accounts to promote the EWCS for Girl Scouts 12 and younger. Girl Scouts 13 and older may use their social media accounts.
- Only conduct a walkabout during daylight hours and in familiar neighborhoods.
- Do not enter the home or vehicle of a stranger.
- Do not accept food or drinks when selling.
- Stay alert while on the road, especially in busy intersections and along the roadway.

Cookie Inventory Management



Reserving cookies

**Who:** A troop co-leader OR troop cookie manager

**How:** [Complete the EWCS Sign-up](#)

**Deadline:** Sunday, September 28, 2025

**Post-deadline:** If you miss the deadline, contact the Product Sales Team at [customercare@gsofct.org](mailto:customercare@gsofct.org), and we will do our best to accommodate.

**Note:** Only cookies picked up on or after October 27, 2025 may be sold. Cookies from previous programs, including the 2024-2025 cookie program, may not be sold.

Picking up cookies

**Where:** Cookies will be delivered to cookie cupboards throughout the council the week of October 27, 2025.

**Who:** An email to the troop volunteer who submitted the cookie order will include details about the pickup process.

**Note:** Most cookie cupboards are managed by volunteers with jobs, families, and obligations outside Girl Scouts. Please respect their schedule and time when making arrangements to pick up the troop’s EWCS cookie order. The cookie cupboard from which you pick up the cookie order may not be in your service unit/town. Please keep travel time in mind when arranging to pick up the cookie order.

Need additional cookies for your sale?

If your troop runs out of cookies and additional inventory is needed, contact [customercare@gsofct.org](mailto:customercare@gsofct.org) to see if more cookies are available.

Returning unsold cookies

**Who:** A troop volunteer must reach out to the cookie cupboard manager to find out when the cupboard will be open to accept returns.

**Where:** All cookies not sold by the last day of EWCS (November 09, 2025) should be returned to the cookie cupboard where the cookies were picked up.

**Deadline:** Returns must be made no later than Thursday, November 13, 2025. For EWCS only, individual packages (opened cases) are eligible to be returned.

**Note:** When returning cookies, remember to tell the cupboard manager if any cookies were sold for Cookies for Heroes so those packages can be included in the total amount sold.

Reporting a sell-out

If a troop has sold out of all its cookies, be sure to let the cupboard manager know that the troop has no cookies to return, along with the number of packages sold by the troop for Cookies for Heroes. The cupboard manager will add the Cookies for Heroes packages to the total number of physical packages sold. These packages will be included in calculating the amount due to the council.



# Cookies for Heroes

Cookies for Heroes is the council’s Gift of Caring program. Customers can purchase cookies which are then donated to women and men serving in the military, veterans, and local heroes.

Girl Scouts should ask all customers if they would like to support Cookies for Heroes.

Cookies sold for Cookies for Heroes are \$6 per package.

The Cookies for Heroes flyer and the box wrap should be prominently displayed at in-person booth sales and included as part of a virtual booth presentation.

- [Cookies for Heroes Box Wrap](#)
- [Cookies for Heroes Flyer](#)

Packages sold for the Cookies for Heroes Program do not come from a troop/Girl Scout's cookie inventory. The troop/Girl Scout and family collect money due for these packages from the customer, and GSOFCT works with partner organizations to deliver Cookies for Heroes packages to recipients.

- Keep a tally sheet or record of how many packages are sold for the program.
- Payment due for Cookies for Heroes packages should be collected from the customer and included in the amount deposited into the troop bank account.
- Be sure to report the total number of packages sold for Cookies for Heroes when you return cookies or report a sell-out.
- Promoting the Cookies for Heroes program is a requirement for Girl Scouts to earn the EWCS patch.



EWCS Finances



Troops Earn \$1.00 per package in troop proceeds for all packages sold, including packages sold for Cookies for Heroes. Troops also receive a \$20.00 bonus for every 240 packages (20 cases) sold.

Payment to council from troops

Payment will be initiated on or after Friday, December 5, 2025 via ACH.

**Note:** Troops must submit an ACH authorization for the 2025-2026 membership year no later than October 30, 2025

- [2025-2026 ACH Authorization Form](#)

Customer payment

Credit cards, cash and checks payable to GSOFCT are accepted payments. Digital Cookie is not available for EWCS. Be prepared with a cash box and starter cash. If your troop has a credit card reader be sure to have it at your cookie booth.

**Note:** Troops/Girl Scouts/families should carefully consider if they will take checks from customers not known to Girl Scouts and families.

- We recommend troops use a counterfeit detector pen to verify bills accepted as payment.
- To accept credit card payments a troop must have a credit card reader. All fees related to accepting credit cards are the responsibility of the troop.
- Credit card fees cannot be passed on to the customer.

Girl Scout/family payment to the troop

**Troop Deadline:** Cash and check payments must be turned over to the troop no later than November 15. **ACH payment to council:** December 05

Troop payment to the council

Troop payment to the council is via an ACH payment from the troop’s bank account.

**Troop Deadline:** A volunteer who is also a signer on the troop’s bank account **MUST complete** the 2025-2026 ACH authorization form **no later than Thursday, October 30, 2025.**

**Council Deadline:** The council will initiate this payment on or after Friday, December 05, 2025.

Best practices

- Keep a tally sheet or record of how many packages are sold for the program.
- Payment due for Cookies for Heroes packages is collected from the customer and included in the amount deposited into the troop bank account.
- When returning unsold cookies to the cupboard OR when communicating with the cupboard manager that the troop has no cookies to return, let the cupboard manager know how many packages were sold for Cookies for Heroes. The cupboard manager will add the Cookies for Heroes packages to the total number of physical packages sold. These packages will be included in calculating the amount due to the council.

Election Week Cookie Sales Patch:

The EWCS patch order form will be available beginning November 3, 2025.

Girl Scouts are eligible to earn the limited edition 2025 EWCS patch when the following requirements are met:

- Troop submits the [ACH authorization](#) by October 30, 2025.
- Troop picks up and returns cookies, if needed, by mutual arrangement with the cookie cupboard manager. All cookies must be returned no later than November 13, 2025.
- Girl Scout(s) promote the Cookies for Heroes Program to all customers and have at least one sale for the CFH program, or submit a picture showing how the troop promoted the CFH program.
- Troop submits the EWCS patch order form by Friday, November 13, 2025.