



Issue 6

Is your troop looking for ways to boost their Initial Order cookie sales?

The following tips can help Girl Scouts reach their goals!

1. Are there potential customers that haven't been reached out to yet?

- Girl Scouts can brainstorm who they may have not reached out to yet. Send an email to them through Digital Cookie! The number one reason that customers give when asked why they haven't purchased cookies is that they haven't been asked.

2. Girl Scouts can ask customers in a familiar neighborhood.

- If a customer is not in, 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.
- To place an in-person order, 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 a link to their Digital Cookie site.

3. Let customers know about the Cookies for Heroes program!

- Potential customers can purchase cookies, online and in-person, to be donated to active-duty service members, veterans, and local heroes – supporting Girl Scouts at the same time!

4. Is your troop interested in holding booth sales?

- Consider placing an order for booth cookies on the Booth line in eBudde, which will be picked up with the troop's order on Cookie Delivery Day. Cookies ordered on the Booth line in eBudde will count towards the Troop Initial Order Reward!

5. Let all their supporters know they are selling Girl Scout Cookies by sharing their storefront links on social media using fun graphics from the Little Brownie Bakers Social Media Toolkit.

- These resources (including reels, countdowns, GIFs and recipes) make it easy to spread the word and help them reach their goals.
- Click [HERE](#) to access the kit!



Pro Tip: Bookmark the [Volunteer Cookie Resources Portal](#) to easily access marketing materials, the full cookie season calendar, previous cookie recipe newsletters, and more.

Announcement: *The 2026 GSOFACT Cookie Boss Challenges* will be announced on social media next week, featuring weekly challenges, rewards, and opportunities for your Girl Scouts to showcase their Cookie Boss skills throughout the season!

Check the social channels next week to see the challenges and join the fun:

- [Facebook](#)
- [Instagram](#)
- [TikTok](#)

Action Steps

1. Continue to check in with the Girl Scouts in your troop!

How are they progressing towards their goals? Do they need to set new goals? Do they need [tools to help them market their cookie sale](#)? Review what the troop goals are with your Girl Scouts – potential customers enjoy hearing about how troops will be using their proceeds!

2. File the troop's [ACH Authorization Form](#)

If not done so already, the deadline for a signer on the troop's bank account to file the ACH Authorization Form is February 20.

3. If troop volunteers or troop families are having trouble with registering for Digital Cookie, follow these tips:

Tips for Locating the Digital Cookie Registration Email

1. Check any spam/junk folders in case the email was sorted there.
2. Gmail Users: Check the Promotions folder.
3. Search for the sender's email address – noreply@girlscouts.org
4. Search for the subject line: "Help your troop reach their goals with Digital Cookie!"
5. Check the participating Girl Scout's registration status. Girl Scouts must be registered to receive an email. Once a member renews, the Digital Cookie registration email will be sent in two business days.

If the email still cannot be located, please contact our [Customer Care team](#).

Share the creative ways GS are driving their cookie sales!

Thank you Emma and Violet for sharing your business cards with your QR codes.
A great example of creativity and practicality in action.



We are inspired by the creativity and entrepreneurial spirit our Girl Scouts bring to cookie season. Please share your cookie-season moments on social media and tag [@gsofct](#), or submit examples of their creativity through our [Stories Page](#).

We want to see your cookie creativity in action!

Cookie Chats

We will be holding a series of Zoom calls for volunteers on various topics in the cookie program. While we will have a primary discussion point for each call, these calls are also an opportunity to ask the Product Sales Team any questions you have about the cookie program.

Topic: Steps to take in submitting your Troop's Initial Order

Time: Feb 11, 2026 07:00 PM Eastern Time (US and Canada)

Join Zoom Meeting:

<https://zoom.us/j/92897509969?pwd=UrgJdYa1bPvVnmZQZaK5AXUOyUEYt.1>

Meeting ID: 928 9750 9969

Passcode: Cookies

Topic: Call in night - Initial Order submission assistance

Time: Feb 22, 2026 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting:

<https://zoom.us/j/99911014794?pwd=Rt3k11tZ2G3jLClFhezE7cbdsexFal.1>

Meeting ID: 999 1101 4794

Passcode: Cookies

Past Cookie Recipe Issues

- [Issue 1 | January 4, 2026](#)
- [Issue 2 | January 11, 2026](#)
- [Issue 3 | January 18, 2026](#)
- [Issue 4 | January 25, 2026](#)
- [Issue 5 | February 1, 2026](#)

Upcoming Key Dates

February 20:

- End of Initial Order Period. ACH Authorization due. Deadline for parent/caregiver submissions of paper order card orders in Digital Cookie.

February 22:

- Deadline for troop Initial order submission in eBudde.

February 20 – 22:

- National Girl Scout Cookie Weekend

March 5:

- Timeslots open in eBudde for troops to select their cookie pick up time for March 14

March 14:

- Cookie Deliver Day | Booth Sales Begin

An expanded calendar for the 2026 Cookie Program can be found on our [website on the Volunteer Cookie Resources page](#).



Need Help?

Are you looking for more information? Have a specific question about this email or what your next steps might be? We're just a call or email away! Contact our Customer Care Department and they will be happy to assist you!

customercare@gsofct.org

(800) 922-2770

Hours

Monday - Friday: 8:30 a.m. - 4:30 p.m.



Have a question? Don't be shy!
Contact us for more information.

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