

ELECTION WEEK

COOKIE SALES

Overview

Election Week Cookie Sales (EWCS) teach Girl Scouts the business and people skills that are unique to Girl Scouts and are a chance to raise proceeds for your troop while offering customers their favorite cookies.

Your troop members can raise money for trips and projects while having fun and learning Girl Scout skills as they offer cookies in person. They also may qualify to earn a limited edition 2025 Election Week Cookie Sale patch. Troops can build their treasuries as they earn \$1.00 per package in proceeds for all packages sold, including those sold for Cookies for Heroes. Troops earn another \$20 bonus for every 240 packages (20 cases) sold.

It's a rewarding time for volunteers, too, as you help troop members offer customers a chance to stock up on their favorite Girl Scout Cookies.

Important deadlines

September 28, 2025: Reserve cookies online and complete the [EWCS Sign-up](#).

October 30, 2025: All participating troops must submit an ACH authorization.

December 05, 2025: Payment to the council via ACH payment from the troop's bank account will be initiated.

Learn Important Skills

Goal setting Decision making Money management People skills Business ethics

Cookie Line-Up

These cookie favorites will be available for sale: Adventurefuls®, Lemon-Ups®, Tefoils®, Do-si-dos®, Samoas®, Tagalongs®, Thin Mints®, and a new cookie to be announced on September 9!

Girl Scouts can also showcase Cookies for Heroes, the program that allows customers to support a troop as they donate cookies to women and men serving in the military, along with veterans and local heroes.

Cookies for Heroes

Who: Girl Scouts should offer their customers the opportunity to support her/their troop and, at the same time, donate cookies to women and men serving in the military, veterans, and local heroes.

- How:** Girl Scouts should ask ALL customers if they would be interested in making a purchase for the Cookies for Heroes Program. Cookies sold for Cookies for Heroes are \$6 per package.
- Display:** 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 PDF](#)
 - [Cookies for Heroes Flyer |](#)
- Note:** Purchases for the Cookies for Heroes Program are virtual for the troop/Girl Scout; 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.

New Troops and Volunteers

Must email customercare@gssoft.org to connect with our Product Sales team and receive additional guidance.

How To Participate

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. Coordinate booth set-up at local businesses, polling places, or community events with the service unit manager, service unit cookie manager, or service unit booth coordinator.
3. 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.
4. 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.

5. 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.
6. Store cookies off the ground. Take empty cookie cases with you at the end of the booth sale.
7. If accepting credit cards/electronic payments, bring a credit card reader or mobile device.

Note: The Digital Cookie mobile app is not available for EWCS.

Girl Scouts: Promote the Cookies for Heroes Program using the flyer and box wrap. Also, be ready to tell customers how the troop will use the proceeds from the cookie program.

Types of Sales

In-Person Troop Booth Sales

Who:

Organized by a service unit, troop, or family. Girl Scout participation depends on whether it is a troop or family booth sale.

Where/Site:

Troop booths may be at approved public or private locations.

Provide/Materials:

Table, table covering, signage (with cookie pictures, prices, and payment options), hand sanitizer/wipes, and cash box with starter funds. Consider decorations and costumes (available from council shops or DIY) to attract customers.

Forms:

If the booth is on private, non-commercial property, the homeowner/renter must complete the [Private Residence Authorization Form](#).

Volunteers:

Two adults must be present at all times; at least one must be a registered and approved GSOFCT volunteer.

In-Person Family Booth Sales

Who:

Organized by a family; only Girl Scouts from the same family may participate.

Where/Site:

Families may host at home or work with their service unit to secure an approved public site.

Provide/Materials:

Table, table covering, signage (cookie pictures, prices, and payment options), hand sanitizer/wipes, and cash box with starter funds. Decorations and/or cookie costumes may also be included.

Forms:

If 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

Who:

Organized by a service unit, troop, or family. Girl Scout participation depends on whether it is troop or family led.

Where/Site:

Possible sites include parking lots at malls, churches/synagogues, or businesses.

Permission must be secured from the property owner/landlord; some may require a certificate of insurance from GSOFCT.

Provide/Materials:

Pop-up tent, tables and coverings, signage (cookie pictures, prices, payment options), Cookies for Heroes flyer/box wrap, and cash box with starter funds.

Forms:

Follow service unit approval process for location.

Safety & Considerations:

- Girl Scouts should not enter customer vehicles.
- Use traffic cones or barriers to keep cars at a safe distance.
- Drive-thru sales move quickly; Girl Scouts should memorize their pitch to recite efficiently.

Virtual Booth Sales

Who:

Girl Scouts, with adult supervision.

Where/Site:

Set up a virtual event via social media (Facebook, Instagram), live streams, email, or text invitations.

Provide/Materials:

Cookie variety and price list, payment options, delivery method plan.

Forms & Rules:

Families must review **Digital Marketing Tips for Cookie Entrepreneurs and Families AND Supplemental Safety Tips for Online Marketing** before hosting.

Considerations:

The Digital Cookie mobile app is not available for EWCS. Plan how cookies will be delivered and what payments will be accepted.

Girl Scouts:

Decorate your virtual booth to make it fun and personal!

Friends & Family Sales

Who:

Friends, relatives, and close contacts.

Where/Site:

In person or virtually (including phone calls or Zoom).

Provide/Materials:

Cookie order card for recording sales (similar to the Initial Order Taking Period).

Girl Scouts:

If nervous, practice your sales pitch with family and friends first—they'll support you!

Walkabouts

Who:

Girl Scouts (door-to-door neighborhood selling).

Where/Site:

Local neighborhoods and familiar streets.

Provide/Materials:

- Door hangers with cookie prices, payment options, and troop adult/parent contact info.
- Order card or cookies in hand for immediate delivery.
- Cart or decorated wagon for transporting cookies.

Forms:

Service unit approval required for door-to-door activity.

Safety & Considerations:

- Daisies, Brownies, and Juniors must be accompanied by an adult.
- Cadettes, Seniors, and Ambassadors may use the buddy system, but an adult must know their location.

General Considerations (Applies to All Sales)

- **Safety First:** Always follow council and GSUSA safety guidelines. Adults must supervise appropriately.
- **Preparing the Pitch:** Girl Scouts should practice their cookie sales pitch in advance, whether in-person or online, to boost confidence and ensure a smooth customer experience.

Safety Guidelines

- Volunteers:** Troop volunteers must review and follow the [Safety Activity Checkpoints for Cookie and Product Sales](#).
- Register:** 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.

Also remember:

- 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.

How To Advertise and Market

Social

media: 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.

Door

Hangers: Consider distributing door hangers within the neighborhood, if permitted, to advertise the upcoming sale.

Communicate: 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.

Girl Scouts: 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.

Cookie Inventory Management

Reserving cookies

Who: A troop co-leader OR troop cookie manager

How: Complete the EWCS Sign-up

Deadline: Tuesday, September 28, 2025

Post-

deadline: If you miss the deadline, contact the Product Sales Team at customercare@gsocfct.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 2025-2026 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.

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 Friday, 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.

EWCS Finances

Troops

Earn:

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

Payment to council from troops

When: 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 – Coming Soon
- 2025-2026 ACH Terms of Agreement – Coming Soon

Customer payment

What: Credit cards, cash and checks payable to GSOFCT are accepted payments. Digital Cookie is not available for EWCS.

How: Carry a cash box and credit card reader

- **Reminder-** if using a card reader any fees associated with the transaction are the responsibility of the troop and cannot be passed on the customer.

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

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

Troop payment to the council

How: 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 Fri, December 05, 2025.

Note: ACH authorization form must be completed for each membership year. Authorizations submitted before August 14, 2025, are NOT valid for the current membership year.

Best practices

1. Keep a tally sheet or record of how many packages are sold for the program.
2. Payment due for Cookies for Heroes packages is collected from the customer and included in the amount deposited into the troop bank account.

3. 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.

2025 EWCS Patch

The EWCS patch order form will be available beginning October 10, 2025.

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

1. Troop submits the ACH authorization by October 30, 2025.
2. 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.
3. 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.
4. Troop submits the EWCS patch order form by Friday, November 13, 2025.