

2027 Family Guide



Program overview

Key Dates

Date	Event
Monday, January 11	Direct ship sales starts
Saturday, January 23	Mega Drop
Sunday, January 24	First day of of in-person sales
Week of February 19 - 21	National Cookie Weekend
Sunday, March 21	Last day of sales / last day of booting
April - May	Rewards will be delivered

Cookie Program Structure

The Cookie Program is coordinated by several volunteers and council staff members.

- Council: Oversees the Cookie Program and provides the baker, resources, technology, training, and support.
- Service Unit Cookie Coordinator: Supports troop volunteers, communicates important information, and helps with local cookie logistics and questions.
- Troop Cookie Coordinator: Serves as the main contact for families and manages orders, inventory, payments, rewards, and troop proceeds.
- Girl Scouts & Families: Set goals, build entrepreneurial skills, connect with customers, and safely participate in the Cookie Program.





Your Girl Scout Cookie favorites are back!



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Exploremore®

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted nutty crème



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

*Limited availability



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**Exclusive
NEW Cookies**
Offered Online Only



Shipped to your door!

Add Digital Cookie QR Code

Rules of the Program

Sales Rules

1 No Early Sales

Girl-delivery orders may not be taken before Monday, January 24, 2027.

2 Sell for Advertised Price

No price changes.
Violation = removal and forfeited proceeds.

3 Verify Registration

All participants must be currently registered Girl Scouts and active in Smart Cookie before selling.

Safety & Conduct

⚠ NEVER

- Sell alone (adult supervision required).
- Go inside someone's home.
- Conduct in-person / door to door sales after dark.
- Enter yards with dogs/closed gates.
- Give last name or phone number to strangers.
- Girl Scouts may not directly solicit cash donations during the Cookie Program, including through signs, donation or tip jars, verbal requests, or any other fundraising activities.

✓ ALWAYS

- Have adult supervision.
- Wear Girl Scout uniform or pin.
- Dress appropriately.
- Demonstrate appropriate Girl Scout behavior.
- Follow council guidelines for military property.
- If there is an immediate safety concern, call 911 first, then notify the council.
- If a customer doesn't want cookies, Girl Scouts may ask if they'd like to purchase a Care to Share package.

Social Media & Online

✓ Permitted

Any personal social media accounts including, but not limited to: Facebook, Instagram, TikTok, YouTube, etc.

⚠ NOT Permitted

Any sale or resale site including, but not limited to: Amazon, eBay, Craigslist, TikTok Shop, Facebook Marketplace / Trading Post. Sales on these sites involve personal income and may be taxable according to the IRS.

Violation of these rules may result in removal from the program and forfeiture of proceeds.

If you are reporting an illegal or unauthorized online post, please email info@gdsdw.org with the direct link to the post. Screenshots alone will not be investigated.

Cookie Checklist from Start to Finish

Getting Ready

- Register as a Girl Scout for the 2026 - 2027 membership year.
- Attend a troop cookie meeting.
- Pick up materials from your Troop Cookie Coordinator (TCC) and review them.
- Talk with your Girl Scout about how they want to participate and help set a cookie goal.
- Complete and sign the Parent Permission Form.
- Starting Monday, January 11, set up Digital Cookie site for direct ship orders.
- Pick up your cookies from your Troop Cookie Coordinator after Saturday, January 23.

During the Program

- January 11: Direct Ship begins.
- January 24: Girl Delivery & in-person sales begin - no pre-orders.
- Use Digital Cookie to reach customers.
- Review booth guidelines and prepare for booth sales.
- Work with your TCC to order additional cookies.
- Sign receipts when picking up cookies and keep your yellow copy.
- Turn in money weekly and keep your receipt.
- Monitor inventory and communicate if varieties aren't selling.
- Ask questions early - don't wait until the last week!

Wrapping up

- **Turn in remaining money for all cookies received to Troop Cookie Coordinator.**
- **Funds not collected by Thursday, March 25, will be sent to council as delinquent.**
- Let the Troop Cookie Coordinator know which rewards your Girl Scout has selected.
- Pick up your rewards in May from your Troop Cookie Coordinator and celebrate!

Unlock your Power. Build Your Business. Become a Digital Entrepreneur.

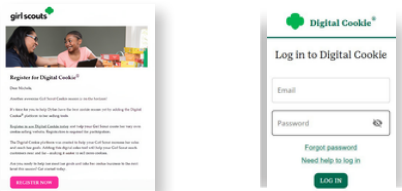


Through Digital Cookie, turn your goals into action, confidence into leadership, and your unique strengths into real-world success.

STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox. If you can't find it, contact your council or visit digitalcookie.girlscouts.org and click the "Need help to log in" link.



In Season

Use the Digital Cookie app to
sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies. Girl Scout's sites must be published before logging into the mobile app.

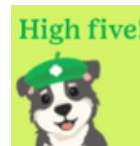


Track Orders and Inventory

- View / approve your orders.
- See what your customers are buying.
- Make sure you have enough cookies to fill your orders.
- Prepare to deliver to customers.



Send Cheers



Cheer on your troop mates by sending encouraging messages and gifts to boost their confidence. It all helps your troop reach their goals by working together.

STEP 2



Set Up Your Site

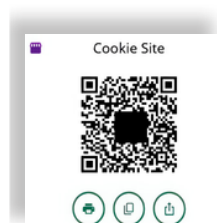
Take a few minutes to set your sales goal, write your cookie story, and upload a fun picture or video. Then publish and be ready to go!

Prepare now by talking with your family about your goals and create a fun video telling customers why they want to support your business.

STEP 3

Add Customers

Expand your reach and increase sales! Add customers to your list, then use Digital Cookie to email them your storefront or share your personalized link and QR code for easy ordering.



Need Help?



Look for the Digital Cookie Support button for step-by-step instructions, tutorials, videos, tip sheets, and more.

Need 1:1 help? Click the customer support button to chat live with a representative or submit a support request for additional assistance.

Market Your Business Online

Five ways to reach cookie customers digitally

1

Digital Cookies

With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery.

2

Text or Call Family & Friends

Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers.

3

Facebook & Social Media

Post about your cookie sales on your personal Facebook, Instagram, and other personal social media outlets

4

Make a Video

Make a short video of why selling cookies is important to you, what rewards you are aiming to earn, and what your troop plans on doing with the proceeds.

5

Email

Email family and friends about your cookie sales. Include the ordering link and your video!

Build Your Cookie Business In Person

Cookie Booth Program

Cookie booths are a fun and safe way for Girl Scouts to sell cookies at approved public locations. Booths can be run by a troop or by a parent / caregiver and Girl Scout, with all proceeds benefiting the troop.

- Girls can use posters, goal charts, and creative displays to attract customers.
- Booth locations are listed in Smart Cookies. The Cookie Booth Selector opens Saturday, January 16, 2027, at 7:00 AM MT / 8:00 AM CT for TCC to reserve booth times and locations.

Plan ahead to secure booth spots throughout the cookie season.

Cookie (Lemonade) Stands

Cookie, or lemonade, stands are similar to cookie booths but are held at a Girl Scout's or family member's home - not a friend's or neighbor's. They do not require Council pre-approval and are not listed in ABC Smart Cookies.

Requirements:

- A parent and the Girl Scout must be present at all times; no unrelated Girl Scouts.
- Girls must wear a Girl Scout uniform or recognizable Girl Scout attire.
- Follow local sign regulations and display signs only while the stand is operating.
- Only Girl Scout Cookies may be sold.
- Management approval is required for stands in common areas of apartments, condos, trailer parks, or shared housing.



Do a Girl Scout Cookie Walkabout!

What Is a Girl Scout Cookie Walkabout?

A Cookie Walkabout is when a Girl Scout goes door-to-door in her neighborhood (or a safe, approved area) with cookies in hand to sell directly to customers. During a walkabout, she's ready to sell and deliver cookies on the spot.

How It Works

- The Girl Scout and a supervising adult pack a wagon, cart, or rolling bag with a selection of cookies. No standing still! That is a booth! Walk, sell a box, walk again.
- They walk through the neighborhood and knock on doors, asking if anyone would like to buy cookies.
- If someone says yes, your girl can complete the sale right then - no waiting, no delivery later.

Where You Can do a Walkabout

- Safe neighborhoods, outside stripmalls, public sports fields (as long as you don't interfere with the game or crowd), busy downtown streets during lunch time.
- You cannot do walkabouts inside malls, retirement homes, office buildings, or the like.
- You cannot do a walkabout on military installations (Ft. Bliss, WSMR, Holloman AFB).

Why It's Great

- Immediate sales: Customers love getting cookies on the spot!
- Convenience: No need to return for delivery.
- Boosts confidence: Scouts practice their pitch, money handling, and communication skills.
- Increases visibility: It spreads the word about the cookie program to people who may not know it's happening.

Tips for a Safe & Successful Walkabout

- Always go with an adult.
- Wear your uniform or Girl Scout gear.
- Choose a safe, familiar neighborhood.
- Bring change and / or a mobile payment option.
- Bring a door hanger or flyer in case someone isn't home.
- Say thank you - even if someone doesn't buy.



Think Outside the Box

Everywhere the Girl Scout goes, have her carry a clear bag or backpack, or one of the cookie carts sold at council shops, with cookies in it and a sign inside the bag that says Girl Scout Cookies for Sale \$6 each. Take the bag to doctor's offices, restaurants, sporting events, etc. No need to announce you have them, people will see it!

Patch Pals

Nothing, including Girl Scout Cookie season, is as fun without your dog! Which is why Girl Scouts is paw-sitively proud to announce Patch Pals™, the first ever Girl Scout Cookie made just for our favorite four-legged family members. Patch Pals™ are only available online, so consumers can buy them easily from your Digital Cookie store for it to be shipped to their home.



Everyone can scan this QR code to start your adventure! This guide is full of fun facts, activities, and everything you need to know to learn all about the Patch Pals product.



**\$8
online
only**



Sparkables

Allergen Friendly

Milk
Eggs
Fish
Shellfish
Tree nuts
Peanuts
Wheat
Soy
Sesame

Celebrate the spark inside each of us with new Girl Scout Sparkables™! These scrumptiously crunchy oatmeal chocolate chip cookies are dotted with vibrant, colorful sprinkles for a treat that's as fun as it is delicious.

Even better, they're allergen-friendly, so even more friends and family can join in on the fun. Made with our baking partner, Partake, Girl Scout Sparkables™ are baked in a top nine allergen-free facility, making them a delicious treat everyone can enjoy.

**\$7
online
only**

Scan the QR Code for exciting activities and product knowledge that will help you shine this season.



Tips for In-Person Selling



Order Card

Following these tips will help Girl Scouts reach their goals:



Plan Ahead

Think about holiday events, family gatherings, sports, and activities when deciding who to ask and the best time to sell. The earlier you start, the more cookies you can sell!

Be Prepared

Always keep an extra order card with you so you're ready for every customer. Bring door hangers along while walking the neighborhood to let everyone know a local Girl Scout is selling cookies nearby!



Practice Your Pitch

Get ready to shine! Practice sharing your goals, how your troop plans to use the proceeds, and why customers should support Girl Scouts.

Get Out There

Set up times for your Girl Scout to sell to coworkers, family friends, places of worship, or extracurricular groups. Every conversation is a chance to grow confidence and sales.

Reconnect With Customers

Check last year's order and reach back to previous customers. Many people look forward to buying cookies every from their favorite Girl Scout!

Say Thank You

A simple thank you goes a long way. Customers love to feel appreciated, and it helps build supporters year after year.



Walkabout Sales

Take your cookie inventory with you so customers can purchase cookies on the spot! If no one is home, leave a door hanger so they can support your Girl Scout at a later time.

Booth sales

Set Big Goals

Dream big and share your goals with customers! A goal poster at your booth lets everyone see what your troop is working toward and gets customers excited to help you succeed.



Make an Impact

Girl Scout Cookies do more than taste good - they help girls reach goals and give back to the community! Share your troop goals and encourage customers to support Care to Share program.

Stock Up

Be ready for your busy customers! Thin Mints and Carmel Delites are fan favorites, so make sure you bring plenty. Nothing is worse than selling out too early!



Bring the Fun

Cookie booths should be fun, exciting, and full of Girl Scout spirit! Decorate your booth, wear your Girl Scout gear, sing songs, smile big, and show customers your personality. The more energy and excitement you bring, the more people will want to stop by and support your troop!

Girl-Delivered

Digital Cookie makes selling fun and easy! Customers can order online and have cookies delivered right to their door by a local Girl Scout. Share your QR code on door hangers, flyers, and social media so supporters can help you reach your goals anytime!

2026 Cookie Program Top Seller

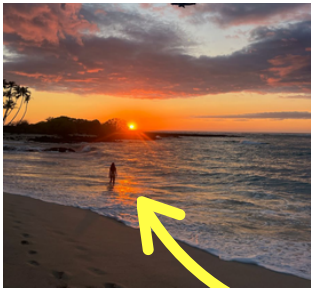
2026 Cookie Program Top seller

Grace has been a Girl Scout for 10 years and is a shining example of leadership, service, and entrepreneurship. During the 2026 Cookie Program, she sold an amazing 9,036 packages, earning her sixth consecutive top-seller trip.

Her cookie success has taken her across the country and to two National Girl Scout Conventions. She has earned her Bronze Award, volunteers in her community, and recently received her Silver Torch Award. Grace continues to inspire others to lead, serve, and dream big.



Grace bridging from cadet to Seniors at the 2026 National Girl Scout Convention in Washington, D.C.



2027 Top Seller Experience – Hawaii

The next adventure could be yours! Sell 6,000+ packages during the 2027 Cookie Program and earn an unforgettable Girl Scout adventure to paradise in Hawaii! Set your goal, sell big, and make paradise your destination!

This Could Be YOU!

2027 Ultimate Seller Experience – Paris

Paris is calling! Explore the Eiffel Tower, Louvre, and the magic of the City of Light. Sell 10,000 packages and make your dream trip to Paris a reality!



Adventure Awaits!

Some of our top cookie rewards are unforgettable experiences, including:

- Girls who earn an experience or travel rewards must be accompanied by an adult. For safety and insurance purposes, the accompanying adult must be a current Girl Scout member with a completed and approved background check.
- Keep an eye on your email! Girls who earn these rewards will receive an email asking if they plan to participate. Be sure to respond by the deadline and check your spam or junk folder so you don't miss out.
- Experience and travel rewards include applicable airfare, hotel accommodations, admission fees, and meals during the trip. Souvenirs, snacks, and other incidental expenses are the responsibility of the Girl Scout and accompanying adult.

Notes about the 2027 Cookie Rewards



Rewards with “OR”

Some cookie rewards have an item OR item OR Desert Dollars. That means the Girl Scout needs to choose which recognition she would like. This decision is entered into Smart Cookies by the troop. Please discuss with the Girl Scout which option she would like.

Rewards with a class component

Some cookie rewards include a fun educational class component. To receive the rewards, Girl Scouts must attend the class, keep their camera on, and actively participate.

Rewards requiring a class

- Kendra Scott, April 5, 2027, or April 6, 2027
- Electric Scooter, April 7, 2027, or April 8, 2027
- Drone, April 12, 2027, or April 13, 2027
- Nintendo Switch, April 14, 2027, or April 15, 2027
- Camping kit, April 20, 2027, or April 21, 2027
- Digital Camera package, April 26, 2027, or April 27, 2027
- A Zoom registration link will be emailed approximately two weeks before the class date. Be sure to check your inbox and spam folder so you don't miss it!
- Participation is required to receive the reward.

Care to Share

- Girl Scouts may not directly solicit cash donations during the Cookie Program.
- Once the money is donated, each \$6.00 must be entered in Smart Cookies as one Virtual Cookie Share package.
- These cookies do not come out of the Girl Scout's or the troop's physical inventory.
- At the end of the cookie program, council will reach out to troops to assist with the donation of the Care to Share inventory.





Set Your Cookie Goals

Digital Cookie Direct Ship Begins Monday, January 11, 2027
In-Person Program Begins Sunday, January 24, 2027
Program Ends Sunday, March 21, 2027

girl scouts
of the desert southwest
southern new mexico
& west texas

25+ Pkgs Theme Patch	50+ Pkgs Luggage Tag <i>Personalize your bag and take your Girl Scout spirit wherever you go!</i>	100+ Pkgs Personal Pocket Cooling Fan	150+ Pkgs Bath Bomb Gift Set <i>Relax, unwind & enjoy a little pampering!</i>
250+ Pkgs YOUR CHOICE! Umbrella OR Crossbody Sling <i>Adventure ready!</i>	350+ Pkgs 2028 Membership	450+ Pkgs Custom Beach Towel <i>Made just for you!</i>	500+ Pkgs 500+ Club Patch AND Urban Air Day Pass <i>Jump, play & celebrate!</i>
625+ Pkgs Lifetime Membership for Graduating Seniors	625+ Pkgs Personalized Blanket <i>Wrap up your success!</i>	850+ Pkgs GSDSW T-shirt <i>You earned it. Now rock it!</i>	1000+ Pkgs YOUR CHOICE! Fluffy Rabbit Plush OR Water Bottle Bag
1250+ Pkgs YOUR CHOICE! Cookie Camp at Fort Lone Tree OR \$50 Desert Dollars <i>Adventure or spending power! August 6 - 8, 2027</i>	1500+ Pkgs YOUR CHOICE! Giant Jenga OR Declan's Mining Company <i>Become a home geologist!</i>	1750+ Pkgs YOUR CHOICE! Kendra Scott Jewelry Design OR Camping Kit <i>Create it or camp it!</i>	
2000+ Pkgs YOUR CHOICE! Texas Songfest, Austin, TX OR \$75 Desert Dollars <i>Sing it or spend it! May 7 - 9, 2027</i>	2500+ Pkgs YOUR CHOICE! Experience Some Mitre Magic with a Free Week at Camp* OR \$75 Desert Dollars <i>*excludes multiple-week programs</i>	3000+ Pkgs YOUR CHOICE! Electric Scooter OR Drone <i>Ride it or fly it!</i>	3500+ Pkgs Digital Camera Package <i>Your next adventure deserves to be captured!</i>
4000+ Pkgs YOUR CHOICE! Arizona Boardwalk Weekend OR \$75 Desert Dollars <i>May 21 - 23, 2027</i>	5000+ Pkgs Nintendo Switch <i>Level up your fun!</i>	6000+ Pkgs Trip to Hawaii <i>Earn your way to paradise! July 28 - August 1, 2027</i>	10000+ Pkgs Weekend in Paris <i>Explore the City of Lights!! August 26 - 29, 2027</i>

Desert Dollars may NOT be used for Girl Scout fundraising events, purchase of cookies or fall product items, adult training fees, adult items from the retail shop, or GSUSA adult membership (unless graduating senior). The council reserves the right to substitute items of equal or greater value. All rewards are cumulative except for PGA recognitions.

Contest

Direct Ship Contest

Have a customer place a Direct Ship order of 12+ packages between January 11 – 17, and you'll be entered to win a Mystery Prize!

How to Enter:

- Share your online cookie link with family and friends.
- Have a customer place a Direct Ship order of 12+ packages during the contest period.

One qualifying order is all it takes to be entered! Good luck!

Flavor of the Week

Each week during cookie season, a different Girl Scout Cookie flavor will be featured! Girls can participate by selling the featured cookie flavor Monday through Sunday.

How to Enter:

- Sell 24+ packages of the featured Flavor of the Week.
- Once you reach 24 packages, you're entered into that week's drawing for a mystery prize!

A new flavor is featured each week with another chance to win!

Bling Your Booth

Celebrate Girl Scout Cookie Weekend, February 19 – 21, 2027 by showing off your Girl Scout spirit and creativity! Bring your troop together, decorate your cookie booth, and make your booth stand out.

How to Enter:

- Decorate your cookie booth during Girl Scout Cookie Weekend (February 19 – 21).
- Take a photo of your Girl Scouts at the booth.
- Submit your photo to info@gsdsw.org by the contest deadline.

Judges will be looking for:

- Creativity
- Girl Scout Spirit
- Booth presentation and customer appeal

The top three booths win a special prize! Get creative and have fun!

Resources

Girl Scouts of the Desert Southwest

When reaching out to council ensure to include your troop number, names and all relative information. We also ask you to be a sister to all girl scouts when talking to staff or volunteers.

Product Program Department

Rink Somerday - Director of Programs & Product

Haley Rose - Product Program Specialist

Argelia Moreno - Product Program Specialist

Contact us at.....

(915) 566-9433 option 0

(432) 614-2635 Ext. 8255

info@gsdsw.org



Digital cookie
FAQ QR code

Scan the QR code to access the Cookie Season Linktree! Find all important resources, forms, and links in one easy place. Let's make this cookie season fun and exciting!



Promotional Merchandise

Girl Scout Cookie gear is available to help promote your business whether at a cookie booth or waking in your neighborhood.

- ◆ Cookie apparel
- ◆ Yard signs
- ◆ Banners
- ◆ Cookie cart
- ◆ Fun patches
- ◆ Buttons
- ◆ Door hanger
- ◆ Thank You cards
- ◆ Money pouch
- ◆ Tablecloth
- ◆ Car magnets
- ◆ and more...

Visit [GSDSW Shop link](#) to learn how to purchase these items and more.

Notes

girl scouts 
of the desert southwest
southern new mexico
& west texas



Thank You
FOR ALL YOU DO!