



Welcome to the 2025-2026 Girl Scout Cookie Product Program IRG Training

OVERVIEW

- Meet the Product Program Team
- Abbreviations & Terms to Know
- Theme & Mascot
- Rewards
- Cookies & Packaging
- LittleBrownie.com
- Donations
- Required Forms
- Calendar Planning

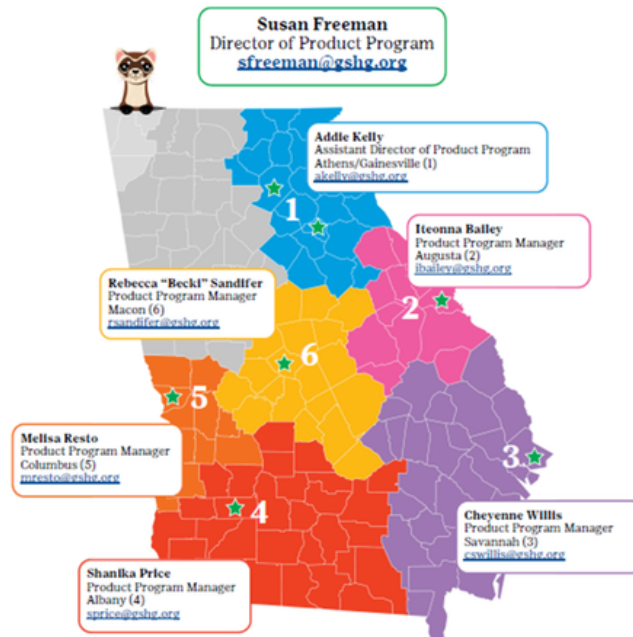


GSHG REGIONAL PRODUCT PROGRAM MANAGERS

Contact your regional product program manager with questions regarding the Girl Scout Cookie Program.

Customer Care: 1-888-689-1912
customer care@gshg.org

LaDon Shaw
Chief Advancement Officer
lshaw@gshg.org



Contact your regional product program manager with questions regarding the Girl Scout Cookie Program.

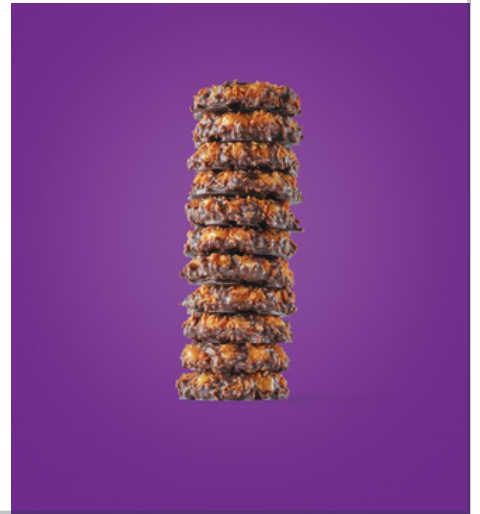
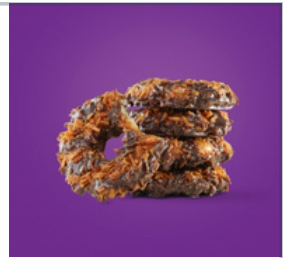
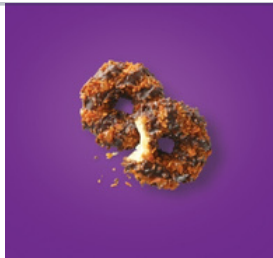
ABBREVIATIONS & TERMS TO KNOW

- **Digital Cookie (DOC):** This platform, originally known as Digital Order Card, is where Girl Scouts run and manage their cookie business online.
- **Initial Order (IO):** Refers to the orders (through Digital Cookie and order card) taken by Girl Scouts and submitted by the Regional Product Program Manager (RPPM) no later than January 14, 2026. These orders are picked up between January 30 and February 4 from your RPPM.
- **Little Brownie Bakers (LBB):** The bakery that our council partners with to supply all our tasty cookies.
- **TCPM:** Troop Cookie Program Manager; the volunteer or Council staff member that takes on the responsibility of the Girl Scout Cookie Program within the troop and helps distribute cookies and collect money from the parent/caregivers.
- **RPPM:** Regional Product Program Manager; Council staff member who oversees the Cookie Program within your specific region.



THEME & MASCOT

girl scouts
of historic georgia



THE 2025-26 COOKIE SEASON IS ALL ABOUT...



Completing this training will prepare you to be Brave, stay Fierce and have fun!

MEET OUR NEWEST BFF, BLACK-FOOTED FERRET: SHIRLEY



DENS

Black-footed ferrets live in prairie dog dens in the American grasslands and prairies.



PLAYFUL

Black-footed ferrets are flexible, love to wrestle and play chase. They are also excellent climbers.



NOCTURNAL

Black-footed ferrets are nocturnal, which means they are most active at night. They use their strong sense of smell to locate food and friends.



ENDANGERED

The black-footed ferret is one of North America's most endangered animals, meaning there are not many of them in the wild. It's a good thing they are so brave.



COMMUNICATION

Black-footed ferrets are known for their squeaks, hisses and chatter. They also use dance to communicate.



BUSINESS

A group of ferrets is called a business.



This Cookie Program's mascot is a black-footed ferret named Shirley. Ferrets are one of North America's most endangered animals. They're playful and spend all their time at night locating food and friends in the American grasslands and prairies.

REWARDS

girlscouts
of historic georgia



3000+ pkgs

Beats On-ear
Headphones



OR

Ninja
Ice Cream
Maker



REWARDS LINEUP

Reward selection deadline is March 9, 2026 in Digital Cookie.

Girl Scouts of Historic Georgia

2026 Cookie Program Rewards

My Personal Goal: _____

Initial Order Rewards

Pop-in Charms Set
250+ pkgs

BFF Bracelet Hair Tie Set
350+ pkgs

Troop PGA Rewards

Fierce Charm
450+ pkgs

Additional PGA shirts can be ordered once Troop PGA is met. Adult sizes only.

BFF T-shirt
450+ pkgs

Volunteer Patch
450+ pkgs

Gift of Caring

Brave Charm
50+ pkgs

2026 Cookie Program Rewards (Rewards are cumulative)

Brave. Fierce. Fun! Theme Patch
26+ pkgs

Pop-up Ferret Action Patch
Ferret pops up and down
60+ pkgs

Charm Patch
Charm included
100+ pkgs

Trefoil Fun Find Credit
\$5
150+ pkgs

Mini Fidget Ferret
210+ pkgs

Cookie Lanyard Strap
280+ pkgs

Ferret Clip-on Pouch
355+ pkgs

"Shirley" the Ferret Plush
435+ pkgs

Stationery Kit
550+ pkgs

Water Bottle pouch
650+ pkgs

Starter Vest Kit
or
Membership
750+ pkgs

Bubble Pouch
850+ pkgs

Wireless In-Ear Buds
950+ pkgs

\$20 Council Program Credits

\$25 Council Program Credits

\$30 Council Program Credits

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.

Take a moment to check out the 2026 GSHG Girl Scout Cookie Reward selections. You can also find them in your Volunteer Guide and in the Girl Order Card. Final Rewards are due March 9 at midnight.

MORE REWARDS FUN!

Extreme Team Reward Jotform due March 10, 2026

2026 Cookie Program Rewards (Rewards are non-cumulative)

 200 Camp Summer Camp Voucher (200 CPC) or GSHG Letterman Jacket  1200+ pkgs	 Vlogging Kit or Cotton Candy Machine  1500+ pkgs	 400 Camp Summer Camp Voucher (400 CPC) or Karaoke Machine  2000+ pkgs	 Beats On-Ear Headphones or Ninja Ice Cream  3000+ pkgs	 Six Flags Girl Scout Experience or Apple iPad  4000+ pkgs	 Universal Volcano Bay Girl Scout Experience May 31 - June 3 Dates subject to availability Need a minimum of 10 girls to make an epic splash! or Meta Quest VR Headset  5000+ pkgs	 Juliette's Super Seller 5K Superstars 5000+ pkgs Brave. Fierce. Fun! Choice of 2 Extreme Team Rewards Cannot choose 2 rewards from the SAME level
--	---	--	---	--	---	--

All Final Rewards above the 1200+ package level are considered Extreme Team Rewards. Extreme Team Rewards are NOT cumulative.

At the 4000+ package level, Girls can choose the Apple iPad or the Six Flags Girl Scout Experience.

The 5000+ package level offers the option to choose the Meta Quest VR Headset or the Universal Studios: Volcano Bay Girl Scout Experience. The Volcano Bay Experience requires a minimum of 10 girls; if 10 girls do not go on the trip, another Extreme Team Reward will be chosen. Top sellers will receive first choice.

Extreme Team Rewards are submitted via JotForm by the Girl Scout's parent/caregiver or Troop Leader by 11:59 p.m. on March 10, 2026.

Any missing or damaged rewards must be reported to Council by May 1, 2026.

GIRL SCOUT COOKIE CROSSOVER PATCH

- Earn the Fall Personalized patch during the 2025 Fall Product Program.
- Sell 450+ packages of cookies and send 26+ Digital Cookie emails during the 2026 Girl Scout Cookie Program.

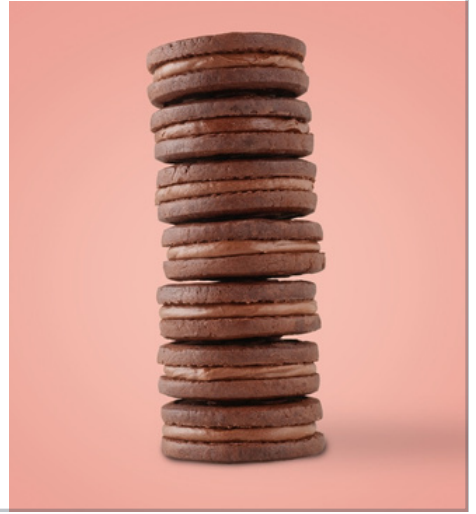


Earn the Fall Personalized patch during the 2025 Fall Product Program

Sell 450+ packages of cookies and send 26+ Digital Cookie emails during the 2026 Girl Scout Cookie Program

COOKIES & PACKAGING

girlscouts
of historic georgia





Introducing the new cookie added to our 2026 lineup: Exploremores! This new cookie is inspired by rocky road ice cream and is a sandwich cookie filled with a layer of chocolate, marshmallow, and toasted almond flavored crème.

HIGH QUALITY LINEUP: HIGH QUALITY INGREDIENTS

2025-2026 Girl Scout Cookies®

All our cookies have...

- NO High Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® Indulgent brownie-inspired cookies with caramel fudge swirls and a hint of sea salt. Approximately 12 cookies per 5.2 oz. pkg. \$5	Lemon-Ups® Crispy lemon-flavored cookies with tangy lemongrass in 100% pure sugar. Approximately 12 cookies per 5.2 oz. pkg. \$5	Trefoils® Savory shortbread cookies inspired by the original Girl Scout recipe. Approximately 30 cookies per 9 oz. pkg. \$5
Do-si-dos® Delicate conchiglie cookies with peanut butter filling. Approximately 20 cookies per 5.2 oz. pkg. \$5	Samoas® Chip cookies with caramel, coconut, and dark chocolate swirls. Approximately 12 cookies per 5.2 oz. pkg. \$5	Tagalongs® Chip cookies layered with peanut butter and covered with a delicious chocolate swirl. Approximately 12 cookies per 5.2 oz. pkg. \$5
Thin Mints® Thin, delicate cookies made with natural oil of peppermint. Approximately 20 cookies per 5.2 oz. pkg. \$5	Exploremores® Chewy molasses cookies inspired by the original Girl Scout recipe. Approximately 12 cookies per 5.2 oz. pkg. \$5	Toffee-tastic® Rich, buttery cookies with sweet, crunchy toffee bits. Approximately 12 cookies per 5.2 oz. pkg. \$5

LittleBrownie.com

All our cookies have...

- NO High Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

	Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Exploremores®	Toffee-tastic®
NO ARTIFICIAL FLAVORS		●							●
MADE WITH NATURAL FLAVORS		●		●				●	
REAL COCOA	●				●	●	●	●	
MADE WITH VEGAN INGREDIENTS									
GLUTEN-FREE									
KOSHER CERTIFIED	U D	U D	U D	U D	U D	U D	U D	U D	U D

Some varieties may have alternate June 2026 Use or freeze by date:

- Thin Mints®
- Tagalongs®
- Trefoils®
- Do-si-dos®
- Adventurefuls®
- Samoas®



The 2026 Cookie Program Variety Lineup includes: Adventurefuls, Lemon-Ups, Trefoils, Do-Si-Dos, Samoas, Tagalongs, Thin Mints, Exploremores, and Toffee-tastics. Cookie prices remain \$5 a box.

Girl Scouts of Historic Georgia Cookies contain:

No High Fructose Corn Syrup

No partially hydrogenated oils (PHOs)

Zero grams trans-fat per serving

RSPO certified palm oil

And are Halal certified

Some varieties may have alternate June 2026 Use or freeze by date.

LITTLEBROWNIE.COM RESOURCES

girl scouts
of historic georgia





Found at [LittleBrownie.com](https://www.littlebrownie.com)

[NEW Social Media Guide](#)

[Exploremores- Launch Resources](#)

[FAQs and Nutrition Information](#)

[Social Media Tools and Graphics](#)

[BRAVE, FIERCE, FUN! Resources](#)

[Resources for Girl Scouts to Grow Their Cookie Businesses](#)

[Cookie History](#)

[Cookie Recipes](#)



FOLLOW

Little Brownie Bakers®
on Instagram
@samoas_cookies



FOLLOW

Little Brownie Bakers®
on Pinterest
@lbbakers

LITTLEBROWNIE.COM RESOURCES

Booth & Print Materials

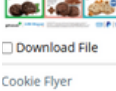

☐ Download File

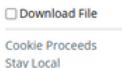

☐ Download File

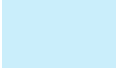

☐ Download File


☐ Download File


☐ Download File


☐ Download File


☐ Download File


☐ Download File

Digital Marketing


☐ Download File


☐ Download File


☐ Download File


☐ Download File

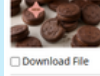

☐ Download File

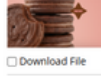

☐ Download File

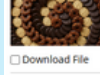

☐ Download File

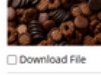

☐ Download File

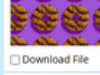
Virtual Backgrounds


☐ Download File

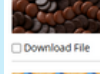

☐ Download File

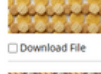

☐ Download File

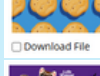

☐ Download File


☐ Download File

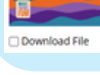

☐ Download File

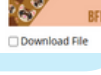

☐ Download File


☐ Download File


☐ Download File


☐ Download File


☐ Download File


☐ Download File

Littlebrownie.com contains resources that are beneficial to a girl's cookie sale, such as: booth and print materials, digital marketing tools, and virtual backgrounds.

Make your Digital Cookie® QR code your BFF

Over 95 million Americans regularly scan QR codes.



The printable lanyard makes reorders easy for Girl Scouts on the go!



Before booth sales, Girl Scouts can make a bracelet, add their QR code, and tell customers to bookmark it for reorders.

Over 95 million Americans regularly scan QR codes. Our business savvy Girl Scouts can create a QR code using the link to their digital storefront.

DONATIONS

girl scouts
of historic georgia



Each year, deployed service members all over the world will be able to enjoy their favorite Girl Scout Cookies when the public purchases boxes or cases of cookies to be shipped to service members.



“What should I do with donations?”

Operation Cookies from Home (OCFH) are digital only donations. These are donations made through Digital Cookie and are automatically calculated in eBudde. The packages are sent to Soldiers Angels, an organization that has sent over 1 million packages of Girl Scout Cookies to soldiers overseas.

Gift of Caring (GOC) are physical donations. They are most often made during booth sales. Have your customers ever said - “Keep the change!” or “I don’t eat cookies, but I’ll donate a box!” those are Gift of Caring packages that your troop can donate to an organization in your community. Once your troop decides where they are going to donate their physical packages, enter that information in the “GOC Org” tab in eBudde.



Many of our generous customers will purchase cookies to donate, or perhaps they’ve purchased 3 packages with a \$20 and have the change leftover. They say, “keep the change”, but as Girl Scouts we cannot.

That’s where Gift of Caring comes in. That extra money can be added to a donation fund that will allow troops to donate cookies locally.

For anyone wishing to make donations through Digital Cookie those donations will go through Soldier’s Angels to our troops overseas.

Either way, donated Girl Scout cookies that are purchased for donation will be donated and the Girl Scouts and the organizations we serve thank you!

PARENT/CAREGIVER FORMS





Parent Forms

Parent information can be found on our website: gshg.org/cookies+

2025-2026 Product Program Parent Permission form - Direct Delivery

This online Jotform must be completed by the parent or caregiver. You must list your troop number, service unit name, and region before January 2, 2026. If you are unsure of this information, please contact your Council Staff Member.



All paperwork is due to council on December 19.

Forms can be found on the GSHG website under Cookies+ tab.

CALENDAR & PLANNING

girlscouts
of historic georgia



IMPORTANT DATES

Take a moment to mark these important dates on your calendar.

Please note the Cookie Program begins on January 2, 2026. No customers should be solicited prior to the beginning of the program. Knowing these dates and meeting all deadlines will help you stay organized and facilitate a smooth cookie program.

DECEMBER

- **Dec 19** – All paperwork due to council:
 - Parent Permission Form

JANUARY

- **Jan 2** – 2026 Girl Scout Cookie Program OPENS
- **Jan 12** – RPPMs open office hours by appointment
- **Jan 13** – Parents submit Initial Cookie Order and Rewards

FEBRUARY

- **Feb 20-22** – National Girl Scout Cookie Weekend

MARCH

- **Mar 8** – 2026 GSHG Girl Scout Cookie Program CLOSES
- **Mar 9** – Final Rewards due in Digital Cookie
- **Mar 10** – Extreme Team Reward Jotform due by 11:59 p.m.



Take a moment to mark these important dates on your calendar. Please note the Cookie Program begins on January 2, 2026. No customers should be solicited prior to the beginning of the program. Knowing these dates and meeting all deadlines will help you stay organized and facilitate a smooth cookie program for your Girl Scout.

BRAVE.
FIERCE. **FUN!**

girl scouts
of historic georgia

Little Brownie
BAKERS®

Thank you for volunteering with Girl Scouts of Historic Georgia. Through your hard work you've shown these girls how to be Brave, that they can stand Fierce and to always have Fun!