



INTRODUCTION OF THEME

This year during our 2027 Girl Scout Cookie Program we will be *Ready to Explore* with our Long-Eared Rabbit mascot!

OPENING GAME—Name the Girl Scout Cookie (5 minutes)

The object of this game is for the group, together, to name all 9 Girl Scout cookie varieties. It's not as easy as it sounds though! (See game handout for rules & cookie pictures)

WHAT IS THE GIRL SCOUT COOKIE PROGRAM?

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. Participating in the Girl Scout Cookie Program helps girls experience amazing adventures and build a lifetime of memories while learning five essential life skills: goal setting, decision making, money management, people skills, and business ethics.

HOW CAN GIRLS PARTICIPATE?

Order Taking

Girls can use Cookie order cards or door hangers to collect orders then deliver from **January 24-March 14, 2027**.

Direct

Troops order cookies in advance to go door-to-door from **January 24-March 14, 2027**. Girls may also participate in booth sales and troop walkabouts as they practice the five skills.

Digital

Girls invite friends & family via email, text and socials to order cookies online using the Digital Cookie platform.

- **Direct Ship:** Customers pay online and cookies are shipped directly to them, no money to collect or cookies to deliver.
- **Girl Delivery:** Local customers order and pay online, and girls deliver the cookies directly, no shipping costs!

WHY PARTICIPATE?

- There are endless opportunities for girls to learn and practice the five skills—goal setting, decision making, people skills, money management and business ethics—as they earn rewards (patches & rewards) and credit towards Cookie Business badges and Cookie pins.
- Troops earn proceeds to fund the activities the girls have chosen while learning key skills.
- All the money earned stays right here in Orange County helping our Service Unit and GSOC to support volunteer training, girl programs, and financial assistance.
- Families can get involved by cheering girls on, helping them set goals, and celebrating their progress along the way.
- Support is always available. Your Service Unit team and GSOC are here to answer questions and help your Troop every step of the way.

Digital Cookie!

Digital Cookie is the online system girls with support from their parent/guardian will use to manage their Cookie business. Troop Cookie Coordinators will use this online platform to monitor troop's progress on the Troop Dashboard, access the Troop's virtual Booth link, send cheers to girls and more! Tip Sheets with step-by-step instructions and links to "how to" videos for Digital Cookie can be found on www.gscookiesetc.org/cookies/documents in the *Digital Cookies Resource* section.

HOW DO WE GET STARTED?

1. Set Goals with Girls—both learning goals and sales goals. Girls will want to share how their troop will use the proceeds they hope to earn. Ensure goals are set in November, so your Troop is ready to place their cookie order in December.
2. Recruit a Troop Cookie Team. Avoid the temptation to do it all yourself! It is **highly recommended** to split cookie volunteer responsibilities into smaller pieces, be clear about expectations and help adults see the impact girls will have using cookie earnings! See the Create Your Own Troop Cookie Team flyer for possible Troop Cookie Team roles located on www.gscookiesetc.org/cookies/troops.
3. Remind parents to watch for the January Cookie mailing. Girls must be registered members by Dec 1 to get their Family Guide, order card and more, so check your Troop Roster to make sure everyone is signed up & ready to go!

TALK TO YOUR TROOP

All Girl Scouts can participate if they have permission from a parent or guardian. From a Daisy in her first Cookie Program to an Ambassador in her last year, girls want to participate because it's fun! Schedule time for a Family Meeting to share the Family Guide and Girl Rewards with your girls and families so they can learn about our Girl

What are the Cookie Program Dates?

Nov/Dec: TCC Training

Dec 8: Cookie Chat: Initial Order Support Q&A

Dec 9: Troop Initial Order due in ABC Smart
Cookies

Early January: Girl Cookie Packets arrive

Jan 10: Cookie Kickoff Event

Jan 12: Cookie Pre-Orders and the Online Program
Begins

Jan 22-24: Cookie Delivery to Troops

Jan 24: Girl Delivery and In-Hand Sales Begin

Feb 5: Cookie Booth Sales Begin

Mar 14: Cookie Program Ends

COOKIE KICKOFF = GIRL SUCCESS & FUN!

Celebrate! Join hundreds of fellow Girl Scouts at a cookie rally to kick-off a great cookie season!

- Learn about the Girl Scout Cookie Program, including giving back with Cookie Share, how cookie money is spent, and rewards girls and troops can earn.
- Master goal setting, decision making, money management, people skills, and business ethics.
- See and hear ideas for cookie booths, selling door-to-door, using online tools, and developing customer relationships.
- Take home a package of cookies to taste test, make crafts, and more!

Visit girlscoutsoc.org/events for more details and other upcoming events.

CLOSING GAME—Who knows us best (5 minutes)

Trivia contest to see who knows the Girl Scout cookies. You can create a Kahoot game, poll, or simply have people shout out their answers. *See game handout for details.*



THANKS FOR COMING!

These games are fun for girls too. You will find further information and instructions on GSCookiesEtc.org/cookies

Do you have any questions for us?

If we don't know the answers, you can email CustomerCare@GirlScoutsOC.org and Council staff will get back to you right away.

Be sure to attend a Troop Cookie Chat: Initial Order Planning in November/December.

Our Service Unit will offer support for troops who need help determining their Initial Order of cookies! Reach out to your Service Unit Cookie Manager for assistance.

Remember, don't try to do everything all by yourself. Ask parents to join the Cookie Team!

COOKIE LINEUP

ABC Smart Cookies handles Cookie operations while Digital Cookie enables online sales.
Girl Scouts will have these delicious options to share with customers!

Core Girl Scout Cookies and Cookie Share are \$6.00 each. Gluten Free Caramel Chocolate Chip cookies are \$7 per package and available only through in-person sales to troops that pre-ordered them.

NEW - Digital Cookie exclusively features two new products this year: Girl Scout Dog Cookies, Patch Pals at \$9 per package and Girl Scout Sparkables™, an allergy-friendly cookie for \$7 per package.

For nutrition and allergen information, visit GSCookiesetc.org.



ADVENTUREFUL \$6

Brownie-inspired cookie with caramel crème



EXPLOREMORES \$6

Rocky Road ice cream inspired cookie



LEMONADES \$6

Shortbread cookie with delicious tangy lemon coating



TREFOILS \$6

Timeless and delicious vanilla shortbread cookie



THIN MINT \$6

Crispy chocolate covered minty cookie



CARAMEL DE LITE \$6

Caramel, coconut & chocolate covered vanilla cookie



PEANUT BUTTER PATTIES \$6

Peanut Butter & chocolate covered cookie



PEANUT BUTTER SANDWICH \$6

Crunchy oatmeal cookie with peanut butter



CARAMEL CHOCOLATE CHIP \$7

Gluten Free, Caramel and Chocolate



COOKIE SHARE DONATION \$6

Donate cookie packages to the community

ONLINE EXCLUSIVE ITEMS

These items can only be purchased online through a Girl Scouts Digital Cookie site or app (not available for in-person purchase).

NEW!

GIRL SCOUTS SPARKABLES
Allergy-friendly Cookies



NEW!

PATCH PALS
Girl Scout Dog Cookies

WHO KNOWS COOKIES BEST???

Describe the cookies using the points below and see who can name which Girl Scout Cookie you are describing.

Trefoil

- This cookie has been around the longest.
- This cookie comes in a blue box.
- This cookie has a buttery taste and represents Girl Scouts with a Trefoil.

Thin Mints

- This is the top-selling Girl Scout Cookie in America.
- This cookie comes in a green box.
- This cookie has a burst of peppermint.

Caramel deLites

- This is the second best-selling Girl Scout Cookie.
- This cookie comes in a purple box.
- This cookie has caramel, coconut, and chocolate.

Lemonades

- This cookie has refreshing citrus-flavored icing.
- This cookie comes in yellow packaging.
- This cookie is imprinted with the citrus that is contained in its flavor.

Peanut Butter Patties

- This is the third best-selling Girl Scout Cookie.
- This cookie comes in a red box.
- This cookie is made with peanut butter.

Peanut Butter Sandwiches

- This cookie has oatmeal in it.
- This cookie comes in an orange box.
- This cookie is made with peanut butter.



WHO KNOWS COOKIES BEST???

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Adventurefuls

- This cookie made its debut in 2022.
- This cookie comes in a brown package.
- This cookie has a hint of sea salt.

Exploremores

- This cookie comes in a pink package.
- This is a sandwich cookie.
- This cookie is inspired by Rocky Road Ice Cream.

Caramel Chocolate Chip

- This is the only gluten-free cookie.
- This cookie comes in a bag.
- This cookie has caramel and chocolate chips.

Sparkables

- This is the first allergy-friendly Girl Scout Cookie.
- This cookie has oatmeal, chocolate chips, and colorful sprinkles.
- This cookie comes in a pink box and is available only online.

Patch Pals

- This is the first Girl Scout Cookie made especially for dogs.
- This cookie is soft-baked and smells like blueberry muffins.
- This cookie features four different designs inspired by Girl Scout experiences.

