

**BRAVE.  
FIERCE.  
FUN!**

girl scouts  
of the jersey shore

Little Brownie  
BAKERS.®

2025–2026 Girl Scout Cookie Program®

# Juliette Guide





# Why your girls should participate

**Welcome to the 2026 Cookie Program!** The Juliette Cookie Program gives individually registered Girl Scouts the chance to take part in the world's largest entrepreneurial experience. Selling cookies isn't just a fundraiser—it's a hands-on adventure that helps Girl Scouts grow, lead, and discover their full potential. In fact, many successful businesswomen and community leaders began their leadership journey by selling Girl Scout Cookies!

Girl Scouts learn five major skills during the Cookie Program:

**GOAL SETTING:** Setting goals is the key to a successful sale. Girl set their own goals and work with their team to create a plan to achieve them.

**DECISION MAKING:** Girls choose where and when to sell cookies, how to market their sale, and how to use their earnings.

**MONEY MANAGEMENT:** Taking orders, handling money, and creating a budget are hands-on lessons in financial literacy.

**PEOPLE SKILLS:** Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies.

**BUSINESS ETHICS:** Your Girl Scout demonstrates honest and responsible at every step of the cookie sale. These strong business ethics reinforce the positive values she is developing as a Girl Scout.

## It's easy to participate

Whether selling in person or using Digital Cookies, girls have the resources to track and manage their cookie business on a digital platform.

## Program Benefits

Program credits from the sale are held at council in a Juliette account to be dispersed as requested. Credits can be used for activities, trips, badges and uniforms, camp and so much more. And in the process, girls gain skills to be financially independent. Did you know that all proceeds from the cookie program stay local?

## Rewards

Rewards help girls set goals and work towards earning special rewards.

### COOKIE ENTREPRENEUR FAMILY PINS

Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year. The simple, age-specific guidelines have been tailored for her developing skill set.

#### Learn More:

- [girlscoutcookies.org/entrepreneurfamily](https://girlscoutcookies.org/entrepreneurfamily)





## GSJS Product Program Team

CY Wong, Director of Product Program

Jessica Waszak, Assistant Director of Product Program

Jackie Garbe, Product Program Administrator

[jgarbe@GSFun.org](mailto:jgarbe@GSFun.org)

[productsales@GSFun.org](mailto:productsales@GSFun.org)

Customer Care: 800-785-2090

Visit: [GSFun.org/cookies](http://GSFun.org/cookies)

## My Community Coordinator is

Name \_\_\_\_\_

Email \_\_\_\_\_

My Juliette Troop # \_\_\_\_\_

## Juliette Caregivers Cookie Training

Join us for an informative Virtual Cookie Training Session designed just for Juliette caregivers and families. **Wednesday, January 7<sup>th</sup>** from **7-9 PM**. The program will cover **Digital Cookie** in depth. Key cookie program details will also be presented so that caregivers are ready for the new cookie season.

Please contact Penny Shank [pshank@gsfun.org](mailto:pshank@gsfun.org) to register. She will forward the zoom link and password.

**COOKIE RALLIES!! Energize your Girl Scout to dream big, take charge, and develop the skills essential to running a successful cookie business.**

**VIRTUAL RALLIES:** Dec 29 @7PM or Dec 30 @1PM [Click to Register](#)

**IN-PERSON RALLIES** – Sign up on [GSJS Event Calendar](#) – more to come!

Sandy Hook		Sunset Shores	
Bayshore Communities	In Progress	Jackson/Lakewood	Confirmed – Jan 7
Middletown NORTH & SOUTH	Confirmed – Jan 5	New Egypt - Hosting Regional Rally	Confirmed - Jan 6
Holmdel	in progress	Brick	in progress
Matawan/Aberdeen	in progress	Ocean/W. Long Branch	Confirmed – Jan 16
Eatontown/Tinton Falls/Red Bank	Confirmed – Jan 8	Point Pleasant	Confirmed – Jan 14
Rumson/Fair Haven	Nothing planned	Neptune/Asbury	Nothing planned
Seaside/LB//LSS	No PS person	Brielle/Manasquan/Spring Lake/Sea Girt	No PS Person
		Wall/Belmar - Hosting Regional Rally	Confirmed – Jan 9
Colonial		Shore Pines	
Millstone	Nothing planned	Lakehurst/Whiting/Manchester	in progress
Colts Neck	in progress	Toms River	Confirmed – Jan 10
Freehold	Confirmed - Jan 10	BBOP	Confirmed - Jan 16
Manalapan/Englishtown	Confirmed – Jan 4	Barnegat/Waretown	in progress
Marlboro/Morganville	No PS person	Manahawkin/LBI - Hosting Regional Rally	Confirmed - Jan 10
Howell/Farmingdale	Confirmed - Jan 12	Tuckerton/LENT	in progress
		Lacey/Forked River/Lanoka Harbor	Nothing planned

INTRODUCING

# ExploreMORES™

# ExploreMORES™

# ExploreMORES™



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



FIND NEW  
RESOURCES  
HERE:





# 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®

\* Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt. \$  
Approximately 15 cookies per 6.3 oz. pkg.  
⑩⑩



### Do-si-dos®

\* Made with natural flavors  
\* Real Peanut Butter  
\* Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling. \$  
Approximately 20 cookies per 8 oz. pkg.  
⑩⑩



### Thin Mints®

\* Made with Vegan Ingredients  
\* Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint. \$  
Approximately 30 cookies per 9 oz. pkg.  
⑩



### Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits. \$  
Approximately 12 cookies per 6.2 oz. pkg.  
⑩⑩



### Samoas®

\* Real Cocoa

\* Real Coconut

Crisp cookies with caramel, coconut, and dark chocolatey stripes. \$  
Approximately 15 cookies per 7.5 oz. pkg.  
⑩⑩



### Explorermores®

\* Real Cocoa  
NATURALLY AND ARTIFICIALLY FLAVORED

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème. \$  
Approximately 18 cookies per 7.9 oz. pkg.  
⑩⑩



### Trefoils®

\$

Iconic shortbread cookies inspired by the original Girl Scout recipe. \$  
Approximately 38 cookies per 9 oz. pkg.  
⑩⑩



### Tagalongs®

\* Real Cocoa  
\* Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolatey coating. \$  
Approximately 15 cookies per 6.5 oz. pkg.  
⑩⑩



### Toffee-tastic®

\* no Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits. \$  
Approximately 14 cookies per 6.7 oz. pkg.  
⑩⑩



# What cookies do Girl Scouts sell?

Customers love our amazing, Girl Scout Cookies which are baked especially for Girl Scouts of the Jersey Shore by Little Brownie Bakers, one of two bakers that produce Girl Scout Cookies in the USA!



COOKIE FLAVORS	GENERAL COOKIE INFORMATION
Thin Mints Samoas Tagalongs Explorers Lemon-Ups Adventurefuls Do-Si-Dos Trefoil Toffee-tastic (GF)	<ul style="list-style-type: none"> <li>Girl Scout cookies are \$6 per package.</li> <li>There are 12 packages of cookies in a case</li> <li>All Girl Scout cookies are available to order on in-person order cards or online via Digital Cookie direct ship or girl delivered.</li> <li>Girl Scout cookies are date stamped for freshness.</li> <li>See order card for nutritional information or visit <a href="http://littlebrowniebakers.com">littlebrowniebakers.com</a></li> <li>Toffee-tastic can be ordered on in-person orders and online orders. Additional packages can be ordered from the council cupboards, while supplies last.</li> </ul>

## Juliette Cookie Program Timeline 2026

DATE	EVENT OR REMINDER
January 9	<b>Girl Scout Cookie Program Begins</b> - Paper card sale starts, and Digital Cookie opens to girls/caregivers.
January 20	Parent deadline to turn off girl delivery in the Digital Cookie app if they do not want to offer this option after initial order period.
January 25	Deadline to submit paper order card orders to your Juliette cookie volunteer (should be in writing) or to council staff. Paper card sales will be ordered with all girl delivery orders placed by January 20 for your initial order.
February 13-15	National Girl Scout Cookie Weekend
February 14-27	Community cookie deliveries/pick ups for your initial order. Coordinators should contact you with information on date and location; feel free to contact your coordinator
Week of Feb 23 - TBD	Council cupboards open at both service centers during posted hours, Monday-Friday for additional cookie order needs. Ask your coordinator to place any additional orders for you, or you can contact your council cupboard to take your order.
February 27	Booth sales begin.
March 20	<b>First Cookie Payment Due to Council</b> – 100% of girl's paper orders only.(Do not include prepaid orders or booth cookies.) <b>See pg. 8 for payment methods.</b> Give your coordinator a copy of your payment/deposit receipt for her records.
March-April	Make periodic payments of cookie monies to council if you've taken extra/booth cookies. Let your coordinator or council program team know if girl is opting out of rewards.
April 5	Girl Delivery option ends in Digital Cookie council wide.
April 12	<b>Girl Scout Cookie Program Ends.</b> Digital Cookie closes – last day of booth sales.
April 15	<b>DEADLINE TO SUBMIT GIRL REWARDS.</b> Be sure your coordinator knows your girl's reward choices or if she is an older girl that she wants to opt-out of rewards.
April 17	<b>Final payment</b> due for all outstanding cookie balances. <b>See pg. 8 for payment methods.</b>
Late May-June	Rewards will be shipped to your community coordinator for distribution to girls.

# Ways a Juliette Girl Scout Can Participate

IN PERSON	<p><b>Paper Order Card:</b> Girl Scouts sell cookies using the paper order card. Girl Scouts can ask neighbors, friends, and family members to place orders for cookies on the paper order card. Girl Scouts receive cookies from one of council's cupboards and hand delivery to customer, collecting payment at delivery.</p>
	<p><b>Cookies in Hand:</b> Girl Scout takes the cookies door to door. The purchase and payment happen at the same time. Customers tend to purchase more when they can purchase right away!</p>
	<p><b>Digital Cookie Girl Delivery</b></p> <ul style="list-style-type: none"><li>Customers can place online orders through the girl's Digital Cookie site and choose girl delivery. Caregivers must notify Juliette Coordinator of these orders so that a cupboard order can be placed for caregiver to pick up at a cupboard.</li><li>The Girl Scout will then hand-deliver the order to the customer.</li><li>The customer pays online, so no money needs to be collected at delivery.</li></ul>
ONLINE	<p><b>Digital Cookie Direct Shipped</b></p> <ul style="list-style-type: none"><li>With the help of their caregiver, Girl Scouts can send emails through Digital Cookie that contains the link to their online store inviting friends and family to purchase Girl Scout cookies.</li><li>Customer places order, pays online and the cookies are shipped directly to them.</li><li>The Girl Scout will automatically receive credit for the sale in Digital Cookie.</li></ul>
BOOTH SALES	<ul style="list-style-type: none"><li>Juliette Girl Scouts may hold in-person booth sales with a parent or caregiver.</li><li>GSJS recommends that a second adult is present.</li><li>All booth sales arranged must be submitted to your Community Juliette Coordinator or council's product program department for review and approval.</li><li>Additional cookies needed for a booth sale, must be ordered and picked up from one of the council's two cupboards, either Toms River or Farmingdale.</li><li>To learn more on arranging a booth sale, please contact your Community Juliette Coordinator or Jackie Garbe at <a href="mailto:igarbe@GSFun.org">igarbe@GSFun.org</a></li></ul>
LEMONADE STANDS	<ul style="list-style-type: none"><li>Juliette Girl Scouts are allowed to sell cookies from their private property or that of another family member. Individual Girl Scouts caregivers must check with the city/town/HOA zoning laws.</li><li>Set up a table, stock it with cookies and you're all set to go.</li><li>Council review and approval is not required for lemonade stands.</li></ul>



# COOKIE REORDERS

**You may need extra packages after you place your initial cookie order. Where do you get additional cookies?** Council runs two cookie cupboards (Toms River and Farmingdale) which stock inventory for additional orders or booth sale needs, available from late February through early April. Contact your cookie coordinator or speak with a council cupboard manager to place an order. Cookies can be ordered by package or by the case. You are not responsible for cupboard orders until they are picked up.

## BOOTH SALE COOKIES – NEW PROCEDURE THIS YEAR

Juliette families often face unique challenges when participating in booth sales because they do not have the support of a full troop. To make this process easier and more manageable for families with one Girl Scout, council is introducing a new option: **booth cookie returns**. This flexibility allows families to sign out cookies on **consignment**, reducing the risk of being left with unsold inventory.

The following rules apply; no exceptions:

- Request Approval:** A booth sale request must be submitted and approved in advance by council. Contact your coordinator or Jackie Garbe [jgarbe@gsfun.org](mailto:jgarbe@gsfun.org)
- Advance Order:** Families must place a booth order in advance, as mentioned above.
- Pickup & Return:** Caregivers pick up **cookies Thursday or Friday before the booth**. Unsold cookies must be returned to the cupboard by **Tuesday after**, or the Juliette will be charged.
- Return Limit:** Families cannot return more than they signed out.
- Flavor Swaps:** Families may exchange flavors at any time.
- Non-Returnable Cookies:** Cookies from the girl's initial order or non-booth orders **cannot be returned**.

# COOKIE PAYMENTS

Parents/caregivers of Juliette Girl Scouts are responsible for paying the council \$6 per package for any unpaid cookies from order card sales or council cupboard pickups . Select any of these 4 options:

- In-person** payments accepted at either council service center. Cash, checks, MO and cards\*
- Mail** a check or money order to council: GSJS, Attn Jackie Garbe; 1405 Old Freehold Rd, Toms River, NJ 08753. Family must indicate girl's name and cookie program to receive proper credit.
- Phone** payments accepted with a debit/credit card\*.
- Bank Deposit:** council is arranging with a new bank to allow families to deposit directly into Council's bank account. Speak with your community coordinator for more information or contact [jgarbe@GSFun.org](mailto:jgarbe@GSFun.org).

**\*All credit/debit card payments will incur a 3% convenience fee.**

To receive proper credit, please provide a copy of each register receipt or bank validated deposit to your coordinator or by sending a copy to [productsales@GSFun.org](mailto:productsales@GSFun.org). Be sure the girl's name is on the slip!!

Periodic payments should be made during the months of March and April, as you collect cash and checks. Don't hold onto large sums of money. Final payment of all outstanding cookie money is due no later than **April 17, 2026**.

# Digital Cookie® and Online Sales

Girl Scouts run their online cookie business using the Digital Cookie application to sell cookies to customers, track progress towards a goal, and manage sales. Same familiar software that troops and parents are used to.

## For Girl Scouts:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Girl's mobile cookies-in-hand will be available when selling door-to-door with cookies – parent can accept debit/credit cards or Venmo instead of cash.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work.

## For Parents:

- The option to turn girl delivery off for customers based on family preferences for the season or for cookie availability.
- The ability to turn cookie varieties on or off to match available troop inventory.
- Download the digital cookie app to manage orders and payments on the go. Parents that previously used the app should update it for the 2026 season.



## Become a Digital Entrepreneur in a Flash!

This cookie season, superpower your sale by adding Digital Cookie to your toolkit.

### STEP 1

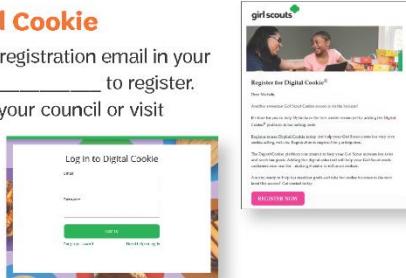
#### Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox on or after \_\_\_\_\_ to register.

If you can't find it, contact your council or visit

[digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org)

and click the  
"Need help" 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.



[Download on the App Store](#) [GET IT ON Google Play](#)

#### 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.



### STEP 2



#### Set Up Your Site

Take a few minutes to set your sales goal, write your cookie story, 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.

#### Send Cheers

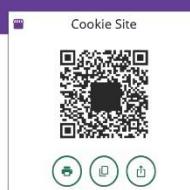
Cheer on your troop mates by sending encouraging messages and gifs to boost their confidence. It all helps your troop reach their goals by working together.



### STEP 3

#### Add Customers

Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link or QR code directly with customers.



#### 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 on the customer support button to talk live to a representative or submit a ticket for more support.

# Girl Scouts of the Jersey Shore

## 2026 Girl Scout Rewards

My Personal Goal: \_\_\_\_\_ NUMBER OF PACKAGES \_\_\_\_\_

**ALL REWARDS ARE CUMULATIVE.** All pictures are for illustrative purposes only. Actual product may vary due to availability or may be substituted with an equal or greater value item.

### 30-600 package rewards



Charm Patch  
30+ pkgs



Fun Charm  
50+ pkgs



Wristlet Strap  
85+ pkgs



Ferret Pouch  
150+ pkgs



Ferret Plush  
225+ pkgs



Crossbody Bag  
325+ pkgs



Journal Duo AND  
Mini Ferret Plush  
450+ pkgs



2027 GSUSA Membership (does not include  
Council Service Fee) AND Brave Charm  
600+ pkgs  
Awarded to all girls reaching 600+ regardless  
of selecting reward Opt-Out



#### OLDER TROOP REWARD OPT-OUT (JRS & UP):

Troop chooses extra proceeds instead of rewards

All girls will still receive:

- All charms and patches earned

Girls who sell 600+ pkgs will also receive:

- 2027 GSUSA membership
- An invitation to the 600+ Top Seller Event

*Girls will not receive any other rewards, including those  
in the reward catalog*

### Top Seller Event



### Cookie Champions - 700 and higher



### Digital Cookie Reward



Theme Charm  
Send 20+ emails

### Booth Reward



Booth Charm  
1+booth pkgs

### Jersey Shore Cares Donation Rewards



Fierce Charm  
10+ donation pkgs



Action Patch  
50+ donation pkgs  
Ferret Squishmallow  
100+ donation pkgs

### Bar Patches



Awarded at highest level earned  
100-1000+ in increments of 100  
1000-5000+ in increments of 1000

10



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**NEW!**

# COOKIE CHAMPIONS - 700+

Our Champions will have access to a tailored catalog of rewards & experiences, giving them the freedom to chose what inspires them!

- Rewards each carry a different point value
- Girls will redeem their points, spending up to the number of points earned during the sale

## POINT SYSTEM

At 700 pkgs → earn 1 point  
Each add'l. 100 pkgs → earn 1 point

PACKAGES SOLD	POINTS EARNED
700-799	1
800-899	2
900-999	3
1000-1099	4
1100-1199	5
Up to 5000 & up	44



**View the catalogue here:**

[www.gsFun.org/cookiechampions](http://www.gsFun.org/cookiechampions)

**Or Scan the QR code below**



## PROGRAM CREDITS (PC)

In addition to the patches, charms & rewards, Juliette Girl Scouts earn Program Credits (PC). PCs can be used for council programs, activities, uniforms and other items in our shops and more.

Juliette Program Credits	Items Sold
\$0.80 per package	1-149 packages sold
\$0.85 per package	150-199 packages sold
\$0.90 per package	200-249 packages sold
\$0.95 per package	250+ packages sold

**Revamped!**

### Older Girl Reward Opt-Out Option (Juniors & up)

Older Girl Scouts can opt-out of rewards to receive an additional \$0.10 per box in program credits. Let your coordinator or council know as soon as possible and no later than April 15, 2026, if your scout chooses this option.

Girls will still receive the patches and charms earned. Additionally, Girls who sell 600+ and choose to opt out **will receive**: 2027 GSUSA membership and an invitation to the 600+ Top Seller Event.

***Girls who opt out will not receive any other rewards, including those in the Cookie Champions catalog.***

# Market her business in person



## Resources to Make Your Entrepreneur's Sale Fun & Successful!

Be sure to visit the [GSJS website cookie pages](#) for these fun forms and more!

The screenshot shows the Girl Scouts of the Jersey Shore website with a navigation bar including Shop, Donate, Discover, Get Involved, Cookie Program, Support Us, Camp, and Members. Below the navigation are three images: 'Cookie Sale Timeline', 'Training & Resources', and 'Cookie FAQs'. At the bottom left is the Rallyhood logo, and at the bottom right is an image of a cookie.



Don't forget to complete the online permission slip before the program begins.

<https://gsfun.org/Prodsalepermission>

### 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!



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

### Fun to personalize.

#### Leave-behinds make reorders easy

- Leave behind order forms
- Door flyer order forms
- Business cards
- Notecards
- QR code stickers
- Thank you slips



**Stay in the know! Join Rallyhood if you haven't done so already.**  
It's an all-in-one platform so we can communicate, share files and other important information all in one place in a timely manner.

**GSJS Juliette Families Join here:**  
<https://rallyhood.com/150026>

**Bookmark:** [www.Rallyhood.com](http://www.Rallyhood.com)

# Market her business online



## NEW Social Media Guide



The Little Brownie Social Media Guide is all new with tips and tricks for volunteers, caregivers and entrepreneurs to reach more cookie customers this season.

Today's consumers spend an average of over three hours on social media per day, and more than half of cookie customers say their phone is their most important shopping tool. Whether or not you are social media savvy, the new Social Media Guide will help you **Follow, Like, Share** your way to cookie season success.

RALLIES & ACTIVITIES



## Ready-to-share gifs and reels

Ready-to-share gifs and reels make social media a snap. Fact: When Girl Scout entrepreneurs promote their businesses online it boosts sales. More frequent posts equate to increased sales. Check out the video below to see all the social content Little Brownie has to offer.

- [Social Sizzle Reel](#)



DIGITAL MARKETING



## NEW virtual backgrounds



## Safety resources

Before launching their Digital Cookie site and engaging in online marketing and sales efforts, Girl Scouts and caregivers must read and agree to the guidelines below.

- [Safety Guidelines from GSUSA](#)
- [Digital Cookie® Pledge](#)

# Have a great Cookie Season!



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