

# Girl Scout Cookie Program

## Cookie Chat

### Issue #4



## Hello Troop Cookie Volunteers!

It's hard to believe we are in the last weeks of the 2026 Initial Order phase of the Girl Scout Cookie Program.

In this Cookie Chat, we're including some fun ideas for you and your Girl Scouts to help you reach your goals and increase sales.

### In this issue:

- Tech Update
- Digital Cookie selling tips and tricks
- Upcoming Digital Cookie shipping promotions
- Virtual trainings and office hours



## All systems are a go!

The most recent technical issue with Digital Cookie email inks has been resolved (see update sent on 1/28). Girl Scouts should feel confident that all new marketing emails sent to customers are working fine and orders are able to be placed.

If you have any Girl Scouts that still need assistance with setting up their Digital Cookie sites, have them fill out the [Digital Cookie Assistance Form](#) online and GSNNJ staff will assist them.

# Digital Cookie Tips and Tricks



## Digital Cookie Selling Tips

### Personalize the Message

- Add a video. Customers love to hear directly from Girl Scouts.
- Add a photo of you doing fun Girl Scout activities.

### Share, Share, and Share again!

- Try different messages:
  - “My goal is \_\_\_\_ packages!”
  - “Help my troop go to \_\_\_\_!”
  - I’m only \_\_\_\_ packages away from my goal!”
- Use your QR code. It makes is easier for customers to scan and shop your site. Print it on flyers, stickers, and more! It doesn’t change year to year so you can make the most of it.
- Use the email function--perfect for family, friends, and coworkers.

### Make It Easy for Your Customer:

- Point out different ordering options: Direct-Shipped, In-person delivery, or donate.
- Use clear calls to action:
  - “Order here  ”
  - “Scan the QR to order today!”

### Highlight the Impact:

- Customers love to know what their money is supporting:
  - Going to camp
  - Community service projects
  - Badge work
  - Leadership experiences

### Say Thank You:

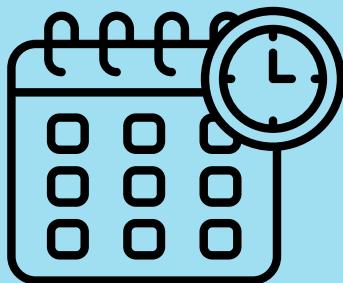
- Make thank you cards to include with your in-person delivery orders. Add your QR code in case they want to order more!
- Send a quick Thank You text, email, or social media post.

## Digital Cookie Shipping Promotions

- Feb. 8 - Big Game Blitz
- Feb. 14 - Valentine's Day
- Feb. 22 - World Thinking Day
- March 12 - Girl Scout Birthday
- March 20 - First Day of Spring
- April 12 & 13 - Last days of the 2026 Girl Scout Cookie season



**On promotion days, customers will pay a flat shipping fee of \$6.00 for orders of 7 to 12 packages.**



**Have Questions? Join one of our upcoming online sessions.**

### **Booth Sale Information Session**

Tuesday, Feb. 3, 2026, at 7:00 PM

Zoom Link: <https://zoom.us/j/93991168478>

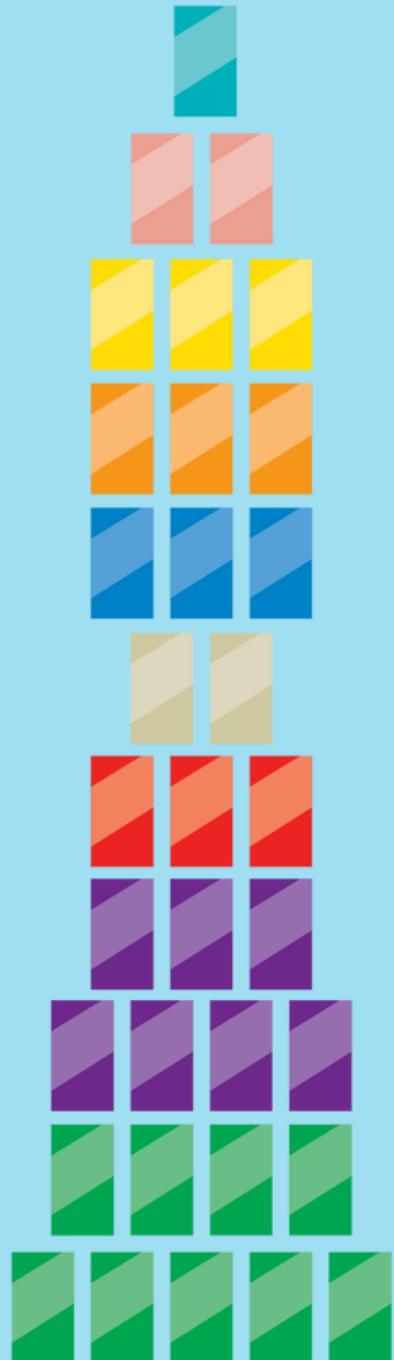
### **Open Session**

Wednesday, Feb. 4, 2026, at 7:00 PM

Zoom Link: <https://zoom.us/j/96837385175>

# Important Dates

Initial Orders Begin	1/9/2026
Initial Orders End	2/8/2026
Troop Initial Order due in eBudde	2/10/2026
Service Unit Deliveries Begin	2/21/2026
Service Unit Deliveries End	3/1/2026
Booth Sales Begin	3/7/2026
Booth Sales End	4/12/2026
Final Reward Orders Due	4/14/2026



## GSNNJ Product Program Team

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*For more information, visit:  
[www.gsnnj.org/CookieResources](http://www.gsnnj.org/CookieResources)*

