



2026 Cookie Program FAQ

We know families may have questions about what's changing in the 2026 Cookie Program. These updates were made thoughtfully to keep our program strong, fun, and meaningful for all Girl Scouts. Our goal is to make things simpler, support our volunteers, and invest more in the experiences that matter most—like camp, programs, and adventures that help girls grow!

1. Why is Cookie Dough being discontinued?

After careful evaluation and strong recommendation from GSUSA, our council made the decision to discontinue Cookie Dough to focus on long-term sustainability and simplify the reward process.

2. Can girls still use Cookie Dough they earned in 2025?

Yes! Any Cookie Dough earned during the 2025 program will still be valid and honored through September 30, 2026. After that date, all remaining balances will expire.

3. How will this change affect girls who looked forward to earning Cookie Dough?

We understand this may be disappointing for some girls. The good news is that we're enhancing other reward options and experiences. Girls can still earn exciting items, patches, and exclusive opportunities—plus, their sales continue to help fund their troop's adventures and activities.

4. What does the new troop proceeds structure mean?

We've simplified troop proceeds from a three-tier to a two-tier structure. Troops will now earn \$0.65 or \$0.75 per package, depending on their troops per girl selling average. 1-400 packages will be \$0.65 and 400+ packages will be \$0.75.

5. What does “tier proceeds” mean?

“Tier proceeds” means that the amount your troop earns per box increases as your troop sells more cookies. The higher your troop’s per girl selling totals are, the higher your per-box earnings!

6. What does “non-cumulative rewards” mean?

Starting in 2026, rewards at the 1,000+ package level and higher will be non-cumulative. This means girls will receive only the reward for the highest level they reach between 1000-4000 packages, rather than every reward leading up to it. If a girl does not want the reward offered at the higher level, they are allowed to choose a reward at a lower level between the 1000+ package and 4000+ package levels. This change allows us to offer more valuable, meaningful high-level rewards for top achievers.

7. Why are rewards changing at the higher levels?

By focusing rewards at the top levels, we can provide higher-quality experiences and items while keeping the program sustainable for years to come.

8. How does this support the Girl Scout mission?

A portion of cookie proceeds will now go directly toward maintaining and improving camp properties and council resources—ensuring all girls have access to safe, fun, and inspiring experiences. We heard from you, our volunteers, that you want more outdoor experiences, and this enables us to put resources into those properties and experiences. Every cookie sold helps make Girl Scouting stronger and more impactful for future generations!

9. Who can I contact if I have questions about these changes?

We’re here to help! Please reach out to customercare@gssc-mm.org. Your case will be directed to the product program team. Someone will get back to you within 2 business days.