

# 2026 Cookie Quick Guide:

## The Troop Cookie Manager Role

**BRAVE.**  
**FIERCE. FUN!**

### About the Role

The Troop Cookie Manager is the key volunteer who coordinates the Girl Scout Cookie Program for their troop. They serve as the main point of contact between the troop, families, and Service Unit, ensuring the program runs smoothly from start to finish. This includes attending training, sharing important information with families, managing cookie orders and inventory, scheduling booth sales, tracking payments, and meeting all deadlines. Most importantly, the TCM supports a girl-led experience, helping Girl Scouts set goals, build skills like decision-making and money management, and celebrate their success throughout the cookie season.

### Primary Responsibilities

- Attend Cookie Program training with Service Unit and stay up to date on council guidelines
- Distribute Cookie Program print materials
- Communicate key dates, deadlines, and expectations to families
- Set up and manage the troop in the cookie system (orders, rewards, booth sales)
- Coordinate cookie ordering, pickups, transfers, and inventory tracking
- Schedule and support troop booth sales in partnership with families
- Collect and deposit payments; ensure accurate financial reconciliation
- Submit required reports and meet all program deadlines
- Encourage girl-led goal setting and support girls throughout the season

### Keys to a successful Cookie Season

1. Know Your Resources
  - Read and refer to the Troop Manual and Family Guide throughout the entire season.
  - Reach out to your Service Unit Cookie Manager (SUCM) or Council whenever questions or challenges come up —you are never on your own!
2. Lean on Your Troop Helpers
  - Ask registered Troop Helpers to help with tasks such as counting/sorting cookies, working booth shifts, or helping distribute rewards.
  - You don't need to shoulder every task alone.
3. Host a Family Training/Information Meeting

Use this meeting to:

  - Gauge family interest and capacity
  - Set troop goals
  - Discuss the 5 Skills
  - Establish clear expectations for families
  - Review key deadlines and communication processes

### Materials Provided to Families

- Family Guide
  - Paper Order Card
  - Money Envelope
  - Goal Getter Order Card
  - Permission Slip\*
- \*Families should sign and return to you prior to the start of the Cookie Program



Questions? Reach out to the Product Program Team at [cookies@gsewni.org](mailto:cookies@gsewni.org)