



2026 Girl Scout Cookie Program Recognitions, Explained

The Girl Scout Cookie Program is powerful! It helps Girl Scouts learn five essential skills and is a **critical fundraiser**, for troops and for the sustainability of Girl Scouting in Eastern PA.

Five Essential Skills:



Goal Setting



Decision Making



Money Management



People Skills



Business Ethics

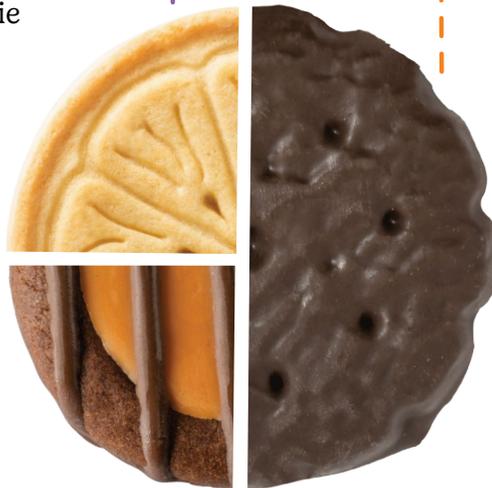
Where Does the Profit Go?

Because all membership dues are paid directly to Girl Scouts of the USA (GSUSA), Girl Scouts of Eastern Pennsylvania (**GSEP**) **relies on revenue from the Cookie Program** to provide Girl Scouting to families across the council.

25%

Baker costs & Cookie Program logistics

25% of all cookie revenue goes back to ABC Bakers, to cover the cost of goods. The cost of goods has increased 40% since 2022.



25%

Troop and SU profit and Girl Scout recognitions and events

50%

stays with GSEP, to fund:

- **year-round programming** at our service centers and camps, including highest awards, signature events, and partner programs
- **maintaining 6 properties** totaling close to 1,500 acres across the council footprint serving 10,000 girls and volunteers during the school year and close to 4,000 girls and seasonal staff at day and overnight summer camp
- **staffing and resources to support troops and volunteers** with the delivery of the Girl Scout Leadership Experience



New Recognition Offerings



After the 2025 Cookie Season, the Product Program Team surveyed Troop Cookie Managers and Girls Scouts on a number of topics. A theme that emerged: Girl Scouts do not like the **recognition items** offered and want **more variety**. So, we set out to chart a new course with new options.

Traditional Proceed Troops

93% of troops select the Traditional Proceed Plan, meaning Girl Scouts in those troops receive either recognition items or GSEP Program Credits while troops earn less profit per package.

Troops who choose this option, can choose to use Amazon Vouchers or GSEP Program Credits (see below).

Higher Proceed Troops

Approximately 7% of participating troops opt out of individual Girl Scout recognitions to earn more money per package of cookies.

In 2026, Girl Scouts in these Higher Proceed Troops will now also earn some physical items, as part of the Everyone Plan.

[Check out](#) those items in the blue box on page 2.

Amazon Vouchers

In spring 2025, GSUSA announced its partnership with Amazon, to provide councils with the option to offer a voucher program for Girl Scouts Cookie Rewards. This option allows girls to select recognition items from potentially hundreds of items and helps ensure GSEP stays compliant with IRS and GSUSA reward guidelines around product choices and costs.

As we read our survey results and learned about this new option, we began to explore its possibilities.

Take a look at the [exciting items Girl Scouts can get with Amazon Vouchers](#).

GSEP Program Credits

GSEP Program Credits have been rebranded to align with current IRS and GSUSA guidelines around recognitions and how much money can be credited to an individual in a membership year.

As stated in the Girl Scout Volunteer Essentials, under [Additional Guidelines](#), “All rewards earned by Girl Scouts through the product program activities must support Girl Scout program experiences (such as camp, travel (Troop trips and GSUSA Destinations), and program events, but not scholarships or financial credits toward outside organizations)”.

To better align with these guidelines, for 2026 “Cookie Dough” has been restructured and renamed “GSEP Program Credits,” which can be used to enhance the Girl Scout experience. **Program Credits can be redeemed toward Membership fees, Camp and Program costs and in our GSEP Shops.**



Recognition Investment

To further break this down, looking 2025's data, you can see how GSEP's recognition budget was spent:



5%

of Girl Scouts chose what was known as **Cookie Dough**

Accounting for approximately 30% of the total recognition budget



88%

of Girl Scouts chose **recognition items**

Accounting for approximately 50% of the total recognition budget



20%

of the recognition budget is spent on **Top Events/ Recognitions, 500 Club, Cookie Boss, and patches**

Historically, our cookie sellers break down as follows:

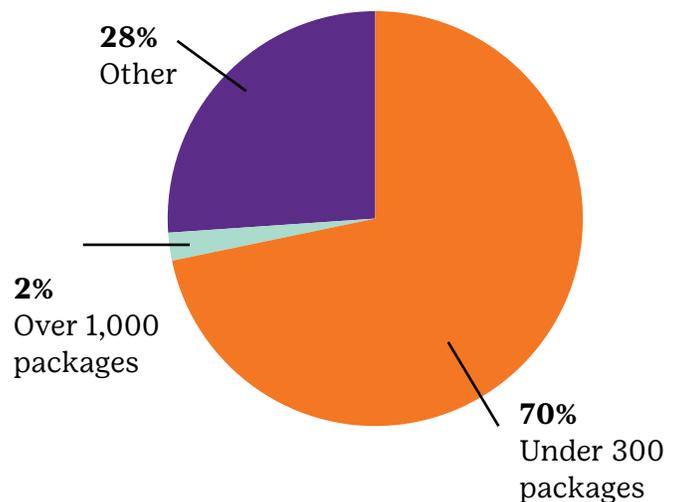
- Approximately 14,300 Girl Scouts participate in the Girl Scout Cookie Program
- 10,000 Girl Scouts, about 70%, sell under 300 packages
- 300 Girl Scouts, about 2%, sell over 1000 packages.

These imbalances prompted the updated recognition structure for 2026 allowing for a more equitable investment in all of our Girl Scouts.

This new investment includes the creation of two new plans that all Girl Scouts can be part of (regardless of the troop proceed plan) - the Everyone Plan and the Digital Cookie recognitions. For more information on the plans, please see [pages 14- 16](#) of the GSEP Family Cookie Guide.

We hope this helps as you embark upon another amazing Cookie Season.

Average Amount of Cookies Girl Scouts Sells



Key Takeaways

- The Girl Scout Cookie Program builds key life skills and is a major fundraiser for GSEP, with 50% of revenue funding programs, camps, properties, and staff support; 25% goes to the baker and 25% to recognitions and troop proceeds.
- Survey feedback showed Girl Scouts wanted more recognition variety, leading GSEP to redesign the 2026 recognition structure.
- New options include Amazon Vouchers for flexible reward choices and rebranded “GSEP Program Credits” (formerly Cookie Dough), which can be used for Girl Scout–related expenses like membership, camps, programs, and shops.
- Recognition investments were rebalanced to be more equitable, addressing disparities between high- and low-volume sellers and across troop proceed plans.
- Two new recognition paths—the Everyone Plan and Digital Cookie recognitions—are now available to all Girl Scouts, regardless of troop proceed plan.

