

Monday Momentum Cookie Communication (2/23/26)

WE SEE YOU. We get it. YOU are SO tired! But the finish line is in sight, and this is the moment we dig deep together so our, YOUR, Girl Scouts can cross it strong. Our emails are long, we know, there is a lot of info and as humans we use our words in hope-filled moments that they are heard – it’s not AI writing this, clearly lol!

We need you to hear this. We still have two full weeks. Two full weekends. Thousands of booths. It is not over. We know you are tired. The long days are real. The energy dip is real. But this is bigger than tired. This is about believing in our Girl Scouts in a world that does not always see them, does not always make space for them, does not always expect greatness from them. This program does. The Cookie Program gives them a stage, a voice, a goal - a chance to find their own glory, in spite of all of it. And this last stretch, this is where that belief matters most. This is where they learn that being exhausted is not the same thing as being finished. So we dig deep. One more booth. One more ask. One more push toward that goal. Because when we believe in them, especially now, they learn to believe in themselves.

We know this year has felt “off” for many reasons. Traffic patterns are different. Buying habits feel different, like in what world do we sell more Samoas than Thin Mints??? The energy has been unpredictable. We are seeing panic earlier than we ever have before. ***And yet***, even this far into the season, we still have booths clocking 70–140 packages in two hours. We still have mystery shoppers doing full booth buyouts. We still have customers who wait until the final stretch to stock their freezers. Booths are still working.

Because this hasn’t been a usual year, we are going to do something a little off the wall to support you.

We are starting consignment now! YUP you read this correctly.

Troops and Juliettes can pick up 20 cases on consignment. That means no risk. Take the cookies, work a booth, sell what you sell, and return what you do not. If the hesitation right now to pick up more booths and get your girls to goal is fear of holding more inventory, we want to remove that barrier. You should not feel stuck between playing it safe and pushing for goals. There is one simple rule: you must return the same product mix you picked up. No swapping flavors on the way back in. We trust you, and we are doing this in partnership.

A couple of Important Notes on 2026 Consignment:

1. We are very low on Samoas, like gonna run out, so they cannot be taken on consignment. All other flavors, including Toffee-Tastic, are available for consignment orders. No pending orders for consignment just come into a “Walk-in” cupboard for what you want, yes even mints. You do have to return that consignment set to the same cupboard you picked it up from.

2. Not all cupboards will participate. Look for a final list of participating cupboards soon. For now, Angel's Place is confirmed. Walk in only for consignment (no pending orders) during normal cupboard hours.

Why are we doing this? Because we know some of you want to GO FOR IT but are nervous about adding inventory. We would rather give you a risk-free runway than watch you hold back when there is still time to soar.

Two weeks. Two weekends. Thousands of booths. YES "Literally thousands".

There is still time to hit troop goals, close individual gaps, fund that trip, move up one reward level, and finish this season proudly. Dig deep. Show up. Give it your all. We are in this with you, and we are cheering loudly from the sidelines.

Caregivers and Girl Scouts (but troop volunteers should read it too).

Booths: Throughout our Council there are still over 4,300 available booth slots between now and March 8th. If your Girl Scout needs to move some inventory, a mid-week booth can be the answer. Sit with your Troop Cookie Chair who can show you in eBudde what slots are open and find the one your Goal Getter wants to push towards her finish line. And remember, you can booth at any location in our eBudde – it doesn't have to be in your hometown.

Graduating Seniors: Last chance to get those requests in for a booth visit for that Girl Scout in her last cookie season before she bridges to adulthood. The form closes on February 28th, so fill out this [FORM](#) with some basic information and a staff member, service team volunteer or board member will be there! Just remember we need at least a week's notice, and more is better – since many of these visits are requested for the same dates but in different cities, we need time to organize who can visit where.

Contests:

Kindness Counts: Keep those nominations coming by submitting here: [Kindness Counts Nominations](#). Every nomination means a patch and a letter full of kind mentions for the person doing good, a patch for yourself and a chance for the kind person to win a mystery prize. This week's winners are:

- **Kelsey Thomas, T1893.** When Kelsey's troop leader had to step away from a large troop event because of illness, Kelsey completed ALL the last minute preparations and ran the event. The girls had a wonderful time because of her.
- **Rachel Turnipseed, T6750.** Rachel goes above and beyond for her troop. Her nominator said "Rachel helps whenever and wherever she's needed. She is kind and sweet and loves all our girls. She's amazing at booths for cookie season and encourages my daughter who has autism and anxiety to step out of her comfort zone and talk to people and ask them to buy cookies. She always has a smile and a kind word for every girl, and we love having her as part of our troop."

You are both amazing!

Brighten Your Booth: The “**Girl Scouts in Action**” theme remains in place until February 28th. Show your leadership, service, and strength! Display badges, service projects and award work. Use your booth to share how YOU are making your community better – big or small. Drop your photos of your themed booths into the designated post on Facebook: <https://www.facebook.com/gsssoaz>

Mid-Week Mini Contest: Last week’s theme was Random Acts of Kindness, and the winner is **Troop 1922 - Lucy & Rachel**. The theme for the upcoming week is **Recipe Week**. The dedicated post will drop on Facebook Tuesday in the Volunteer Group. (<https://www.facebook.com/groups/920171446175591>).

This week’s winners of our season long contests are:

- **Care to Share: Troop 635 - Tiegan**
- **Goal Progress: Troop 213 - Kassidy**

Continue adding your photos for these contests to the pinned posts in this group: <https://www.facebook.com/groups/920171446175591>

Don’t forget to include your troop number and names of the Girl Scouts entering the contest so if you are picked as a winner, we can apply the Care to Share to the right Girl Scouts.

Final Step of our DOC Contest: This is your chance to earn the third and final charm – FUN – to complete your collection if you earned the first two. Once again, all you need to do is send 20 emails starting today. This time you will want to send the “There’s still time” emails. It can be the same 20 people you emailed before or 20 new ones. Either way, send out those emails before March 27, boost your sales and if you are one of the first 500 Girl Scouts to send the emails, you earn the charm.

Find all contest details on p19 of your Family Guide.

BONUS: Want your photo to be considered for future marketing? Also add a copy to the PhotoCircle Album: (NOTE: must post in the correct FB thread to be considered for contest prizes)

General Cookie Photos: <https://join.photocircleapp.com/1HDDZN8NRN>

Mid-Week Themes: <https://join.photocircleapp.com/GTDHG33NZ3>

Girl Scouts in Action: <https://join.photocircleapp.com/14S3VGZVPZ>

Cost of Cookies: Toffee-Tastic are \$7 per package, all other cookies are \$6 per package, and Girl Scouts are honest and fair so let’s make sure we are all selling for the same price – not

higher, not lower. Sadly we kept getting called by customers and volunteers alike that “Some of you” are charging different prices – this is why you should put the cost right on your booth so that when you are upselling or asking for the change to go for Care2Sare people are not confused.

2025 Cookie Dough and Nutty Dough Expiring Soon: If your Girl Scout hasn't spent Dough earned in the 2025 Product Programs, remember that it expires on March 31st. Cookie Dough can be spent on anything in our Council Retail Stores, used to register for programs, applied towards camp payments, and, for Juniors and older, converted to travel bucks. Don't let your hard-earned Dough go to waste.

Changes to Social Media Rules: GSUSA has amended their social media rules recently. The new national (and our council specific rules because we follow GSUSA). The updated guidelines prohibit the use of buy/sell platforms—such as Facebook Marketplace, eBay, Craigslist, and similar sites—for the sale of Girl Scout Cookies. This means that no cookie-related posts of any kind (including posts without Digital Cookie links) may be shared on these platforms. The good news is that there are no additional restrictions on the use of social media in your cookie program. As always, please remember that payments must be accepted only through approved methods. Safety first, think before you post to strangers.

Troop Chairs and Juliette Mentors:

Don't Forget: When you are reaching out to council staff, whether by text, email or phone call, please include your name and troop number – it will make things easier for us and you, cos you know this latest apple update is vexing us on contacts not saved!

Power of 700: The Power of 700 closed last night. We will pull the final reports at 6pm tonight so please make sure that you have allocated boxes to Girl Scouts and posted all payments received. Juliettes – your POPs must be submitted by 6pm and boxes moved to your Girl Scout. ***We will announce the 10 winners of the 50 boxes of Care to Share on social media this week.*** Yes, cos the contests (opportunities) continue – lol!

Troop to Troop Transfers: Thank you to everyone who is being a true sister to every Girl Scout by stepping up and taking cookies through the eBudde Cookie Exchange. This is what community looks like in action. Whether you are trading flavor for flavor or simply helping a sister troop move excess inventory, you are strengthening the entire council with every case you take.

To keep everything accurate and above board, the receiving troop should send an email to productprogram@girlscoutsoaz.org or their Service Unit Product Mentor, copying the troop they received cookies from. Please include the flavor and quantity exchanged. The SUPM or staff will record the exchange in eBudde and respond with the receipt number so you can verify it was processed correctly. Clean, clear, and accountable. That is how we do business.

And a HUGE BRAVO to Troop 6750 and Ms. LuJean, who has taken 100 cases off sister troops, from the exchange, in this week alone. One hundred cases!!!! That is leadership. That

is generosity. That is answering the call. That is focusing on hitting goal for all her Girl Scouts because she knows there is STILL so much time!!!

This cookie season has been a little wackado, no doubt about it. Glitches, weather, shifting momentum. But we do not let weird write our ending. We have 14 days left, and that is 14 days of choice. We choose to keep showing up. We choose to keep asking. We choose to keep believing. We choose to shout “Never give up Never surrender”. It is not over until it is over. When we teach our Girl Scouts to push through the awkward middle, to stay steady when it would be easier to step back, we are building something far greater than sales totals. We are building resilience. And in this world, resilience is the real reward. Let’s finish strong ... **because we taught them not to give up simply because it was difficult!**

We will say it again, being exhausted is not the same thing as being finished...PUSH TO THE END, don’t let anyone tell you it's OVER until it is!

E & Rosi - ***your cookie peeps who believe in the goodness of YOUR Girl Scouts!!!!***