

2026 Digital Cookie Early Access Optional Pilot Opportunity

Purpose of the Pilot:

GSTOP is testing an early-access Digital Cookie pilot so interested girls and troops can begin preparing for cookie season sooner, collect early pre-orders, and offer Direct Ship sales ahead of the traditional launch timeline. **Participation is completely optional.**

What is Included in Early Access?

- Early login for girls and caregivers to set goals, customize their digital storefront, and prepare their site.
- Early direct-ship sales for customers who want holiday gifts or early purchases.
- Ability to collect pre-orders electronically for January girl delivery.
- Troop volunteers receive early access to tools, site views, and planning resources.

What This Pilot Is NOT:

- No early booth sales.
- No early in-person or door-to-door selling.
- No change to delivery timelines.
- Participation is optional for both families and troops.

Why Families & Troops Love Early Access:

- Pre-orders are a wonderful way to build early momentum and support a stronger initial order.
- Winter break allows girls to collect orders from friends and family they may not see again until after the Girl Scout Cookie Program begins.
- Girls can set up Digital Cookie pages at their own pace—reducing stress during the busy kickoff time frame.
- More time for girls to build and organize their email customer lists before booth sales begin.
- Girls can focus on direct-ship goals before juggling booths, school schedules, and girl delivery distributions.

Delivery Timing Tips:

- Let customers know girl delivery orders will be delivered after January 9.
- Girls should plan to deliver early orders as soon as possible after receiving cookies the week of January 5.
- Clear communication to customers builds trust and leads to repeat support.

Additional Tips:

- Families may choose the parts of early access that work for them—site setup, and/or direct-ship, and/or girl delivery pre-orders.
- Encourage girls to record their Digital Cookie video during winter break.
- A short family meeting can help set goals and plan delivery routes.
- Troops benefit from early access by gaining clearer insight into early demand.

Additional Guidelines:

- Communication should be accurate and transparent about timing and delivery windows.
- Online interactions must follow Girl Scout online safety guidelines.
- Pre-orders should be collected and processed through Digital Cookie, so payments are collected electronically and tracked accurately, preventing double counting.

Questions?

Email: customercare@gs-top.org