

Program Year 2026 (PY26) Cookie Season

This document outlines plans and schedules for the 2026 (PY26) Cookie Season. For the Crystal Falls Service Unit, the PY26 Cookie Team includes:

- Matt Evins, Cookie Manager
- Stephanie Evins, Cookie Warehouse Manager
- Lora Boothby, Cookie Captain Coordinator
- Sara Bridges, Cookie Booth Coordinator

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Local Booths (Leander and surrounding area)

Troop Cookie Levels

The cookie booth selection process is rooted in organizing troops into 3 levels. These levels determine the number of booth shifts that can be reserved each week.

- Level 1 (small troops, 1-6 girls participating): 1 Golden Ticket booth, 5 total standard booths
- Level 2 (medium troops, 7-9 girls participating): 2 Golden Ticket booths, 10 total standard booths
- Level 3 (large troops, 10+ girls participating): 3 Golden Ticket booths, 15 total standard booths

Troops at every cookie level are able to secure additional booths during the [free-for-all process](#).

The total number of standard booths are predefined for each level, however, the number of Golden Tickets per level as well as the threshold for each level are based on the number of girls participating in the cookie season. These numbers will vary year-by-year and the numbers listed have **not yet** been confirmed for PY26.

Golden Tickets

Golden Ticket booths are prime booth slots - for PY26, these are Saturdays and Sundays at the following locations:

- Lowe's Hardware
- CVS
- Walgreens
- Randall's - Starbucks side
- Brookshire Brothers (Lago Vista)

Separating high-traffic booths into Golden Tickets helps us ensure they are distributed evenly among the CFSU troops.

The distribution of Golden Ticket booths will be done by troop. Data that will determine the number of Golden Tickets available to each troop includes:

- Number of girls in the CFSU participating in sales
- Number of troops participating in sales
- Number of girls participating per troop
- Final number of Golden Booths secured

Formula to determine the total number of Golden Tickets for each troop:

$$(\text{Number of girls in the troop}) / (\text{total number of girls in the Service Unit}) * (\text{number of golden ticket booth slots})$$

Notes:

- It is of the utmost importance that Golden Tickets (and all booths) are released in a timely manner if a troop finds they can't fill the slot
- It is likely that all Golden Tickets for the first three weeks of the sale will be distributed during the draft

Standard Booths

Booth locations, days, and times that do not qualify as Golden Tickets will be considered standard booths. In addition to a specific number of Golden Tickets allocated to each troop, troops will be given a maximum number of total standard booths that can be reserved each week, based on the Troop Cookie Level ([see above](#)).

Booth Selection Process

Cookie Booth Draft

The Cookie Booth Draft is an opportunity for participating troops to begin selecting booth shifts for the cookie season. This event will take approximately 2 hours during an evening in the month of December. Troops will have the ability to select Golden Ticket booth shifts for the first 4 weeks of the cookie season. Standard Ticket booth shifts will not be selected during the Cookie Booth Draft.

The draft will be conducted in a snake format. The first troop in the order will select their booth shift, moving down the list. Once the bottom of the order has been reached, the order will reverse, going from the last troop to the first. When the first troop in the order has been reached again, the first round is concluded. The Cookie Booth Draft will consist of a minimum of 5 rounds.

During each turn, the Troop Cookie Coordinator (or other troop representative) will have 45 seconds to select a booth shift. Each troop will have at least 1 opportunity to select a booth during each round. Based on the Troop Cookie Levels, level 2 troops will have 2 slots in the draft order. Level 3 troops will have 3 slots in the draft order. Every troop will have 1 selection in the draft order before a troop receives an additional selection.

Note: Troop Cookie Coordinators who join the Cookie Booth Draft late will not be permitted to fill missed booth selections retroactively. They will be permitted to select their first booth at their next turn in the order.

Example Draft Order

1. Troop 654
2. Troop 2559

3. Troop 41001
4. Troop 929
5. Troop 41075
6. Troop 3456
7. Troop 2559 (2nd slot)
8. Troop 929 (2nd slot)
9. Troop 2559 (3rd slot)

Upon reaching the bottom of this order, the last troop will select a 2nd booth and the order will reverse.

Additional Booth Selections with Limits

After the conclusion of the Cookie Booth Draft, troops can add, drop, or change booth shifts for both Golden Ticket Booths as well as Standard Ticket Booths, up to their weekly limit. As with the Cookie Booth Draft, these updates will only be for the first 4 weeks of the cookie season.

The ability to make these changes will begin at 7pm the Monday after the Cookie Booth Draft and will remain in effect until booths open for Free-For-All.

Free-For-All

If a booth shift is still available (not yet reserved) by the Wednesday prior to the upcoming week of cookie booth sales, that booth becomes available for any troop to reserve - first come, first served. Troops are not restricted to their weekly limits based on booth level during this Free-For-All period.

Ex: Wednesday, January 28 @ 7pm - Free-For-All booth selection opens for Saturday, January 31 through Friday, February 6.

Cookie Booths for Weeks 5-8

Cookie booths for weeks 5-8 will be made available at 7pm on the Monday before the booth week begins. Weekly limits will be enforced during these releases, until the Free-For-All availability takes effect.

Ex: Monday, January 26 @ 7pm - booth schedule opens for Saturday, January 31 through Friday, February 6.

Notes about the Booth Selection Process

- Juliettes will participate in the draft in one group, as though they were a troop, and will be eligible for as many total booth slots and Golden Tickets as their number of selling scouts allows.

- Any troops with only one scout selling will join the Juliettes for drafting and booth selection purposes.

Booth Selection Schedule

Once the Cookie Season dates have been announced by GSCTX, a complete cookie booth selection schedule will be made available within this document as well as on the [CFSU website](#).

Booth selection weeks run from Saturday through Friday.

PY26 Booth Selection Schedule

Thursday, December 18	• Cookie Booth Draft for weeks 1-4
Monday, December 22	• Additional Booth selections with limits for weeks 1-4
Wednesday, January 7	• Free-For-All opens for week 1 of booth sales (Jan 14-16)
Wednesday, January 14	• Start of Cookie Sales • Free-For-All opens for week 2 of booth sales (Jan 17-23)
Saturday, January 17	• 2nd week of booth sales begins (Jan 17-23)
Wednesday, January 21	• Free-For-All opens for week 3 of booth sales (Jan 24-30)
Saturday, January 24	• 3rd week of booth sales begins (Jan 24-30)
Wednesday, January 28	• Free-For-All opens for week 4 of booth sales (Jan 31-Feb 6)
Saturday, January 31	• 4th week of booth sales begins (Jan 31-Feb 6)
Monday, February 2	• Booth selections open for week 5 of booth sales (with limits) (Feb 7-13)
Wednesday, February 4	• Free-For-All opens for week 5 of booth sales (Feb 7-13)
Saturday, February 7	• 5th week of booth sales begins (Feb 7-13)
Monday, February 9	• Booth selections open for week 6 of booth sales (with limits) (Feb 14-20)
Wednesday, February 11	• Free-For-All opens for week 6 of booth sales (Feb 14-20)
Saturday, February 14	• 6th week of booth sales begins (Feb 14-20)

Monday, February 16	Booth selections open for week 7 of booth sales (with limits) (Feb 21-27)
Wednesday, February 18	Free-For-All opens for week 7 of booth sales (Feb 21-27)
Saturday, February 21	7th week of booth sales begins (Feb 21-27)
Monday, February 23	Booth selections open for final weekend of booth sales (with limits) (Feb 28-March 1)
Wednesday, February 25	Free-For-All opens for final weekend of booth sales (Feb 28-March 1)
Sunday, March 1	Cookie season ends

Cookie Captain Program

Cookie Captains (CC) are essential participants in the cookie season for Daisies and first-time Brownie sellers. “The Cookie Captain Program provides service-oriented Cadettes, Seniors, and Ambassadors with the opportunity to mentor Daisy and first-time selling Brownie Girl Scouts in the art of selling Girl Scout Cookies. Along with providing guidance, cookie captains teach younger Girl Scouts about the five skills of selling cookies: goal setting, decision making, money management, people skills, and business ethics! All cookie captains receive a patch and t-shirt; those who complete 20 hours of service earn the Service to Girl Scouting Bar and our cookie captain pin.” ([GSCTX.org](https://gsctx.org))

In addition to the formal program and benefits offered through GSCTX, Cookie Captains are eligible to participate in a special event at the end of the season, sponsored by the Service Unit.

Cookie Captain Recruitment

- Returning Cookie Captains will conduct a recruitment tour to any troops with Cadettes or older who are interested in learning more about the Cookie Captain Program.
- Cookie Captains selected for the 2026 cookie season will receive in-person training.

Cookie Captain Responsibilities: Pre-Season

- Cookie Captains will plan and conduct a cookie rally in January
- Cookie Captains will lead in-person training with Daisies and first-time cookie sellers. These trainings are scheduled between the Cookie Captain Coordinator and Troop Leaders.
- Cookie Captains will conduct mock booth close-out and hold a Q&A with parents of Daisies and first-time cookie sellers.

Cookie Captain Responsibilities: During a Booth

- Cookie Captains are responsible for providing cookie inventory to operate the booth.
- Cookie Captains are responsible for tracking starting inventory, ending inventory, as well as donations received during booth sales.
- Cookie Captains are responsible for providing starting cash, counting ending cash, and reporting total credit card sales received during booth sales.

Cookie Captain Responsibilities: Closing Out a Booth

- Booth sale credit will be divided evenly between scouts and Cookie Captains.
- At the conclusion of the booth, the Daisy troop will provide the Cookie Captain with 50% of the cookie inventory. Deviation and rounding of the cookie inventory provided is to be agreed upon by the Cookie Captain and Daisy Troop Cookie Coordinator.
- At the conclusion of the booth, the Cookie Captain will provide the Daisy troop with 50% of the money received in sales and donations. This amount should include both cash received and credit card sales, but will be provided to the Daisy troop in cash. Money exchanged in excess of covering the 50% of cookie inventory should be considered a donation.

Booth Close Out Example

1. Booth shift ended with sales of 10 boxes of Thin Mints, 3 boxes of Peanut Butter Patties, and 2 boxes of Lemonades. Total money collected (cash and credit card) totaled \$100.
2. Daisy Troop will provide the Cookie Captain with 50% of cookies from Troop (or girl inventory, depending on whether a Troop pantry is kept). Cookies provided to the Cookie Captain includes 5 boxes of Thin Mints, 1 box of Peanut Butter Patties, and 1 box of Lemonades. Sales for the extra box of Peanut Butter Patties is agreed between the Cookie Captain and Daisy Troop Cookie Coordinator to go to the Cookie Captain.
3. Based on the total boxes of cookies sold and the division of sales, \$42 is given to the Daisy Troop and \$48 is given to the Cookie Captain. This accounts for \$90 of the money collected.
4. The remaining \$10 is split evenly between the Cookie Captain and Daisy Troop and is counted by both as donations received.

Cookie Captain Booth Selection

- Daisy Troops will not be eligible to participate in booth sales during the first weekend of cookie season. Therefore, Cookie Captains will not select booths for that weekend.
- Daisy Troops will appear in the Cookie Booth Draft order based on the same criteria as other Troops in the [Troop Cookie Levels](#). However, the Cookie Captain Coordinator will select booth shifts during the draft in lieu of Daisy troops.
- During the Cookie Booth Draft, the Cookie Captain Coordinator will select booths on behalf of the Cookie Captains.

- All booth selections made by the Cookie Captain Coordinator during the Cookie Booth Draft will be made available to all Cookie Captains based on availability.

Notes:

- Any booth with no one signed up at 6 pm the day before a booth shift can be canceled or traded by the Cookie Captain; however, Cookie Captains cannot cancel any booth already claimed by a Daisy Troop.

Platinum Booths

Platinum Booths (formerly Council Booths) are locations that Council secures and allots to Service Units. Platinum Booths are required to be staffed with 2 adults and 2 scouts at all times. Cookie booth set-up (cookies, tables, tablecloth, cash, etc.) are provided by the Service Unit (unless otherwise stated) but Scouts (and/or their adults) must make arrangements to pick up and drop off supplies.

In past years, Council has allotted 2-4 Platinum Booths to CFSU, which consists, on average, 30 shifts. The exact number of booths and corresponding shifts for PY26 will not be known until January 2026.

Eligibility and Availability/Booth Selection Process

There are 5 different criteria under which a Girl Scout can be eligible to work a Platinum Booth. A Girl Scout only needs to meet one of the criteria in order to be eligible. The 5 different criteria are ranked, with a Scout's eligibility under criteria #1 being higher than a Scout who is eligible under criteria #5.

Eligibility for PY26 Platinum Booths include the following criteria.:

1. PY26 Cookie captains;
2. Top 8% of cookie sellers from the entire SU from PY25 based on the total number of boxes sold;
3. PY25-26 Fall Product seller who nets the most money for the Service Unit¹;
4. Scouts who received a Council award for service hours in 2024-25 year;
5. Scouts whose parent or guardian is on the Service Unit Team.

Once the Platinum Booths are provided to the CFSU Cookie Booth Manager by Council, the following process will determine staffing for each booth location and shift.

1. Eligible Girl Scouts (and/or parents or guardians) will be contacted to invite them to participate in Platinum Booths.
2. Eligible (and interested) Girl Scouts will provide their availability for each 2-hour shift based on the Platinum Booths assigned.

¹ The Fall Product seller who nets the most money for the Service Unit might not be the seller who sells the most items.

3. Eligible (and interested) Girl Scouts will be required to complete a mandatory training and/or quiz on best practices and required CFSU processes for Platinum Booths.
4. Once the required training/quiz is completed and availability is received from each eligible Girl Scout, a sign up will be provided to determine the staffing of booths.

Required Processes / Best Practices for Platinum Booths

The required processes are being developed by the CFSU Cookie Team and will be shared with eligible Girl Scouts at the required training.

Notes on Platinum Booths

- Daisy Scouts are not eligible to work Platinum Booths.
- Girl Scouts who are eligible to work Platinum Booths under multiple criteria will not have increased eligibility for booths. These Scouts will be placed on the selection list at the highest ranking earned.