



Cookie Foundations: Promotions

girl scouts
of northern indiana-
michiana

National Girl Scout Cookie Weekend marks a time when America's favorite cookies are widely available across the US and reminds consumers that each purchase supports their local Girl Scouts.

February

20-22

Special Lottery | No-cancel Booths!

Booth Lottery: How does it work? Troops & IRGs have the opportunity to choose premium booth reservations. It doesn't matter if you make your choices right when the lottery opens or the minute before it closes; all choices have the same opportunity to win. Winning reservations are chosen by the auto-randomizer in Smart Cookies. Every troop, including IRGs, has the same opportunity to win!

Lottery opens: February 10 @ 8 PM
Lottery closes: February 12 @ 6 PM
Results will be available 2/12 @ 7 PM

Lottery and First Come First Served (FCFS) cannot be open at the same time, so FCFS will shut down February 10 at 7PM and reopen February 12 at 8 PM

National Girl Scout Cookie Weekend

Customers nationwide can purchase cookies in-person from Girl Scouts at any local booth as well as order cookies for direct shipment to their front door.

- Troop shipped-only links are active on the Girl Scout Cookie Finder.
- ★ **ACTION ITEM** | Be sure your shipped-only link is activated to take advantage of orders that may come in from additional press coverage! GSUSA will use zip codes to boost troop sales.
- Collect emails from customers during booths so they can access your troop link to share with family and friends during the shipping promo.



Celebrate with
the official
2026 patch!

Direct Ship Costs

Packages	Shipping Cost
4-8	\$11.99
9-12	\$13.99
13-20	\$25.98
21-24	\$27.98



Sweet Savings February 20-22 & March 12

Direct ship orders receive **FREE** shipping on orders of 12+ packages.

Encourage customers to stock up on their favorites before they're gone!



February 18
Premium location



**February 26 -
March 1**

Premium location
Multiple slots!

- Cannot remove girls from school to participate. Perfect for homeschooled students!
- Premium lottery- 3 choices per troop; one win per troop
- Bring cash to make change
- All other supplies provided, including cookies

2026 Cookie Sale

January 30 - March 16

Special Booth Weekends



Valentine's Your Booth
February 13-15

Birthday Your Booth
March 6-8

Send pictures of your decorated booth including Girl Scouts to:
frontdesk@gsnim.org

You'll be entered into a drawing to win a \$50 shop gift card for the troop!
Drawing will take place the Monday following booth weekend.



Secret Shopper Weekend February 28-March 1

Be on the lookout for Board Members who are secer shopping random booths! Board members will have a special patch for participating Girl Scouts, and maybe a fun trinket or gift, too!



Looking for something else?
Shop our Retail Shops in-person or online to stock up on all your favorites. Visit gsnim.org to learn more.



Promotional Merchandise



\$30

Booth-in-a-Bag

Bundle includes:

- Cookie Line-up Sign Holder
- (1) Handheld Sign, assorted varieties
- (25) Shopping Bags
- Clipboard
- Money Pouch
- Tote Bag

\$26

72x108 Tablecloth



\$1

Button



\$6

Pennant Banner



\$21

Box Bag



\$6

Car Magnet



Yard Sign

\$15